Town Centre Strategy and Needs Assessment

Volume 1: Main Report

Prepared for:

West Oxfordshire District Council

March 2025

lsh.co.uk

This document has been prepared and checked in accordance with the Lambert Smith Hampton Quality Assurance procedures and authorised for release. If not signed off by a Director in the Planning, Regeneration + Infrastructure (PR+I) division at LSH then this document should be treated as a draft, and as being Private and Confidential. It should not be for wider distribution without the sign-off and permission of Lambert Smith Hampton.

This report meets the PDF/UA (Universal Accessibility) standard, which is equivalent to the WCAG 'AA' digital standard.

Prepared by:

Steve Norris

Signed:

For and on behalf of Lambert Smith Hampton

Issued: March 2025

Contents

1. INTRODUCTION 4
2. PLANNING POLICY CONTEXT 6
3. TOWN CENTRE TRENDS 18
4. CATCHMENT, COMPETITION & MARKET SHARES 36
5. CENTRE HEALTH CHECKS: APPROACH & KPIs 50
6. HEALTHCHECK SUMMARIES 55
7. RETAIL CAPACITY ASSESSMENT 65
8. COMMERCIAL LEISURE NEEDS ASSESSMENT 72
9. KEY FINDINGS & RECOMMENDATIONS 96
10. GLOSSARY OF TERMS 117

1. INTRODUCTION

1. West Oxfordshire District Council (hereafter referred to as 'the Council') commissioned Lambert Smith Hampton (LSH) in August 2024 to prepare the 'Town Centre Strategy and Needs Assessment (TCSNA)' (the 'Study').

2. This Study will provide the robust evidence needed to inform strategic and development management policies for the emerging new Local Plan covering the period up to 2041 particularly in relation to town centre uses across the District's network of centres. This new Plan will replace the current Local Plan 2031 which was formally adopted in September 2018.

3. The study will assess how much additional retail and commercial leisure floorspace (including food & beverage) is needed within the District over the Local Plan period. The findings of the Study will supersede the Council's current town centre policy evidence base, including the previous Retail West Oxfordshire Retail Needs Assessment (2012) ('2012 WORNA').

4. Other key objectives of the study are to:

   - Advise on the network and hierarchy of Town Centres in West Oxfordshire currently comprising of:
     - Principal Town Centre: Witney
     - Primary Town Centres: Carterton and Chipping Norton
     - Town Centres with a significant tourist role: Burford and Woodstock
   - Provide an indication as to the vitality and viability of the District's five town centres.
   - Review the extent of current Town Centre boundaries and Primary Shopping Areas (PSA) in the Town Centres.
   - Make recommendations for new floorspace requirements for the comparison and convenience retail sectors, and for the commercial leisure sector in the District over the period to 2041.
   - Advise on retail impact assessment threshold.
   - Provide strategic advice on the future direction of the Town Centres.

5. The study has been prepared in the context of current and emerging local, regional and national development plan policy guidance, as well as other key material considerations; principally the National Planning Policy Framework (NPPF). Where relevant, the study also draws on advice set out in the National Planning Practice Guidance (PPG). Both the NPPF and PPG place significant weight on the development of positive plan-led visions and strategies to help ensure the vitality and viability of town centres (Town centres or centres are defined by the NPPF (Annex 2) as city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in the development plan, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres).

6. The study is presented in a series of inter-related Volumes as follows:

- **Volume 2**: comprises the quantitative appendices that inform the economic capacity tables for retail needs.
- **Volume 3** sets out the findings of the 2025 town centre health check assessments of:
  - Principal Town Centre: Witney
  - Primary Town Centres: Carterton and Chipping Norton
  - Town Centres with a significant tourist role: Burford and Woodstock
- **Volume 4** presents the weighted results of the household telephone interview survey conducted by NEMS Market Research (NEMS) for this study. Interviews conducted with 1,100 households across a defined Study Area between November and December 2024.

7. This Volume draws on the evidence and research in **Volumes 2-4**. It provides robust policy recommendations to help the Council prepare positive strategies, plans and policies for the growth, management and adaptation of the District's designated town centres over the short, medium and long term to help ensure their future vitality and viability.

8. For ease of reference this Study (**Volume 1**) is divided into the following inter-related sections:

- **Section 2** reviews the national, regional and local planning policy context.
- **Section 3** highlights some of the key trends that are driving the dynamic changes in the retail and leisure sectors at the national and regional level, and how these trends have shaped (and are likely to shape) the District's urban and retail landscape over the short to long term.
- **Section 4** summarises the survey-derived market share analysis of shopping patterns for different types of comparison and convenience goods purchases across the defined Catchment Area (see **Volume 2**)
- **Section 5** sets out the health check methodology.
- **Section 6** provides a summary assessment of the relative vitality and viability of the main designated town centres.
- **Section 7** details the key assumptions and findings of the strategic retail capacity assessment for new convenience and comparison goods retailing up to 2041 based on LSH's in-house CREAT^{e} economic model and drawing on the results of the economic tabulations provided in **Volume 2**.
- **Section 8** sets out the findings of the commercial leisure need and 'gap' assessment, drawing on the evidence and market research, including the results of the household survey.
- **Section 9** draws on the previous sections and provides recommendations to help inform the Council's preparation of robust policies and strategies aimed at maintaining and enhancing the vitality and viability, and competitive positions of the District's town centres over the lifetime of the plan.

2. PLANNING POLICY CONTEXT

9. To help inform the preparation of this study, this section provides a summary of the key national, regional and local planning policies pertaining to retail, leisure and other main town centre uses.

NATIONAL PLANNING POLICY & GUIDANCE

National Planning Policy Framework (NPPF)

10. The NPPF was last updated in December 2024 and sets out the Government's planning policies for England. Planning law requires that applications for planning permission be determined in accordance with the development plan unless material considerations indicate otherwise. The NPPF must therefore be considered in plan-making and is a material consideration in planning decisions.

11. The NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development, which is defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs. The Framework (paragraph 11) sets out the Government's view of what the presumption in favour of sustainable development means in practice. For **plan-making**: "…*plans should positively seek opportunities to meet the development needs of their area and be sufficiently flexible to adapt to rapid change*" (paragraph 11a).

12. Chapter 3 ('**Plan-Making'**) of the Framework provides guidance to local authorities on preparing local plans. Paragraph 20 states that policies should set out an overall strategy for the location, scale and quality of development, and make sufficient provision for new sustainable development. It requires that strategic policies should look ahead over a minimum 15-year period from adoption (paragraph 22), *except in relation to town centre development* (see below). In preparing development plans, "*policies should be underpinned by relevant and up-to-date evidence*" (paragraph 32). To ensure the local plans and spatial strategies are relevant they should be reviewed at least once every five years and updated as necessary (paragraph 34).

13. Chapter 7 ('**Ensuring the vitality of town centres'**) provides guidance on plan-making and decision-taking for retail and other town centre uses. Paragraph 90 states that "*planning policies and decisions should support the role that town centres play at the heart of local communities*" and sets out criteria that local authorities should consider when preparing planning policies. These include: (a) defining a network and hierarchy of centres; (b) defining the extent of town centres and Primary Shopping Areas (PSAs); (c) retaining and enhancing existing markets; and (d) allocating a range of suitable sites in town centres to meet the sales and type of development likely to be needed, "*looking at least ten years ahead*".

14. Paragraphs 91-95 specifically set out the requirement to apply the sequential and impact tests to determine applications for new retail, leisure and main town centres

that are neither in an existing centre, nor in accordance with an up-to-date development plan.

15. Other Chapters in the NPPF are also relevant to the preparation of this study, and to the Council's plan-making and decision-taking policies for its network and hierarchy of centres. For example, Chapter 8 ('Promoting healthy and safe communities') sets out the need to achieve healthy, inclusive and safe places; including the need to plan positively for the provision and use of shared spaces, community facilities (such as local shops) and other local services to enhance the sustainability of communities and residential environments (paragraph 98a).

Planning Practice Guidance (PPG)

16. The Planning Practice Guidance (PPG) provides specific guidance on plan-making and decision taking for retail, leisure and town centre uses, including guidance on Permitted Development Rights (PDR), Article 4 Directions, and the new Use Classes Order ('UCO') that came into effect on 1st September 2020 (Paragraph: 007 Reference ID: 2b-007-20190722. Also refer to: Town and Country Planning (General Permitted Development) (England) Order 2015, as amended) (also discussed later in this section). The Guidance supports the policies and provisions of the NPPF, placing significant weight on the development of positive plan-led visions and strategies for town centres.

17. In terms of planning for town centres, the PPG states that a wide range of complementary uses can, if suitably located, help to support the vitality and viability of town centres. These include residential, employment, office, commercial, leisure/entertainment, healthcare and educational development. Evening and night-time activities also have the potential to increase economic activity within town centres and provide additional employment opportunities.

18. The PPG (paragraph 004) sets out the importance of evidence-based strategies and visions for town centres to help establish their role and function over the plan period, the need for new retail, leisure and town centre uses, and other interventions. However, given the uncertainty in forecasting long-term retail trends and consumer behaviour, the PPG states that forecasts **"…may need to focus on a limited period (such as the next five years) but will also need to take the lifetime of the plan into account and be regularly reviewed**" (Paragraph: 004 Reference ID: 2b-004-20190722). In those cases where development cannot be accommodated in town centres, the PPG requires planning authorities to plan positively to identify the most appropriate alternative strategy for meeting the identified need, having regard to the sequential and impact tests (Refer to Paragraph: 005 Reference ID: 2b-005-20190722. Paragraph 010A ID: 2b-010-20190722 also provides a checklist for local planning authorities to consider when applying the sequential test). The PPG also sets out several Key Performance Indicators (KPIs) that "*may be relevant in assessing the health of town centres, and planning for their future*"(Paragraph: 006 Reference ID: 2b-006-20190722).

Use Classes Order & Permitted Development Rights

19. The Government has issued a series of reforms to the planning system since 2020 that are relevant to this study. The reforms principally relate to Permitted Development Rights (PDR) and the Use Classes Order (UCO), alongside the Government's White Paper "Planning for the Future" (published in August 2020) and the 2021 Planning Reform Bill.

20. The new UCO came into effect from 1st September 2020 and is relevant to the Council's plan-making and decision-taking on new retail, leisure and town centre uses. The new UCO amended and revoked a number of use classes under the 1987 Order and has replaced them with much broader use classes. In summary, the main reforms introduced by the new UCO include :

- a new **Class E (commercial, business and service uses)**: which subsumes the former Use Classes A1 (shops), A2 (financial and professional services) and A3 (restaurants and cafés). It also incorporates: the former Class B1 (commercial, business and service uses), comprising office, research and development and light industry; Class D1(non-residential institutions) in part, comprising medical or health services, clinics, crèches, day nurseries and day centres; and Class D2 (assembly and leisure) in part, comprising gyms or areas for indoor recreation.
- a new **Class F1 (learning and non-residential institutions)**: which includes some of the former uses under Class D1 (non-residential institutions), including museums, public libraries, art galleries, schools, and places of worship.
- a new **Class F2 (local community uses)**: which comprises (former Class A1) shops defined as being "*…not more than 280 sqm mostly selling essential goods, including food, and at least 1km from another similar shop*". This Use Class also includes former Class D2 (assembly and leisure), such as meeting places/halls, indoor/outdoor swimming baths, skating rinks, and outdoor sport and recreation.
- an extension to the **Sui Generis** uses (which fall outside the specified use classes) to include the former Use Classes A4 (pubs and drinking establishments) and A5 (hot food takeaways). It also incorporates some uses previously classified under D2 (assembly and leisure), including cinemas, concert halls, live music venues, bingo and dance halls.

21. The Government also issued the new PDR on 1st August 2021 (Town and Country Planning (General Permitted Development etc.) (England) (Amendment) Order 2021) that permits the change of Class E to Class C3 (residential), subject to prior approval applications. This PDR replaces the two existing commercial to residential PDRs under Class O (office to residential) and Class M (conversion of shops, financial services, betting offices and pay day loan or mixed uses to residential), with a new **Class MA**. In launching the PDR the Government stated that the regulations will give "*…greater freedom for buildings and land in our town centres to change use without planning permission and create new homes from the regeneration of vacant and redundant buildings*" (source: PM: Build, Build,

Build - PM Boris Johnson has announces the most radical reforms to our planning system since the Second World War (Prime Minister's Office, 10 Downing Street, 30/06/2020). The PDR (Class MA) does contain some conditions and limitations, such as: (i) it only applies to buildings that have been vacant for a least three continuous months; and (ii) it does not apply to buildings with a cumulative floorspace of more than 1,500 sqm. Although it does not apply to Listed Buildings, it can be applied in a Conservation Area (subject to an impact assessment if it involves converting the ground floor). Since it was introduced, we are aware some local authorities are planning to bring in new Article 4 restrictions under the GPDO to prevent parts of their area from being converted (including, for example, Westminster City Council and a number of other London Boroughs).

LOCAL PLAN CONTEXT

22. The key planning policy documents and associated policies pertaining to town centres and relevant to the preparation of this study include:

- the **Extant Plan (The West Oxfordshire Local Plan 2031)** that was adopted in September 2018 and sets out the overall planning framework for the district from 2011 to 2031; and
- the **Emerging Local Plan**: The new Local Plan is currently at the Regulation 18 'plan preparation' stage. The Council undertook early stage consultation in 2022 and 2023 and is now seeking to consult on a series of preferred policy options in late June 2025. This report has been taken into account in the development of those preferred options. Following the consultation, the Council intends to consult on potential development locations in autumn 2025 before publishing a full draft Regulation 19 version of the plan in due course.

Extant Local Plan

23. The **West Oxfordshire Local Plan 2031** sets out a vision of the District in 2031 and provides an overarching framework to guide and deliver that vision. The District's town centres are stated to be vibrant, with vacancy rates much lower than national averages, but require continued investment to face off challenges in the future as shopping habits change and competition increases (paragraph 6.6).

24. Section 6 of the Plan details the economic objectives for the District. Important in the context of this study is **Policy E6 on Town Centres** that states (inter alia):

- Town centres will be supported as the focus for shopping, leisure, community facilities and service.
- Town centres are defined as follows: Principal Town Centre: Witney; Primary Town Centres: Carterton and Chipping Norton; and Town Centres with a significant tourist role: Burford and Woodstock.
- The Council will apply the sequential and impact tests set out in the NPPF to new shopping and other town centre development proposals, including office development. Impact assessments will be required for significant proposals (**over 500m2 net sales floorspace**) where they are not in a centre or in accordance with a local or neighbourhood development plan.

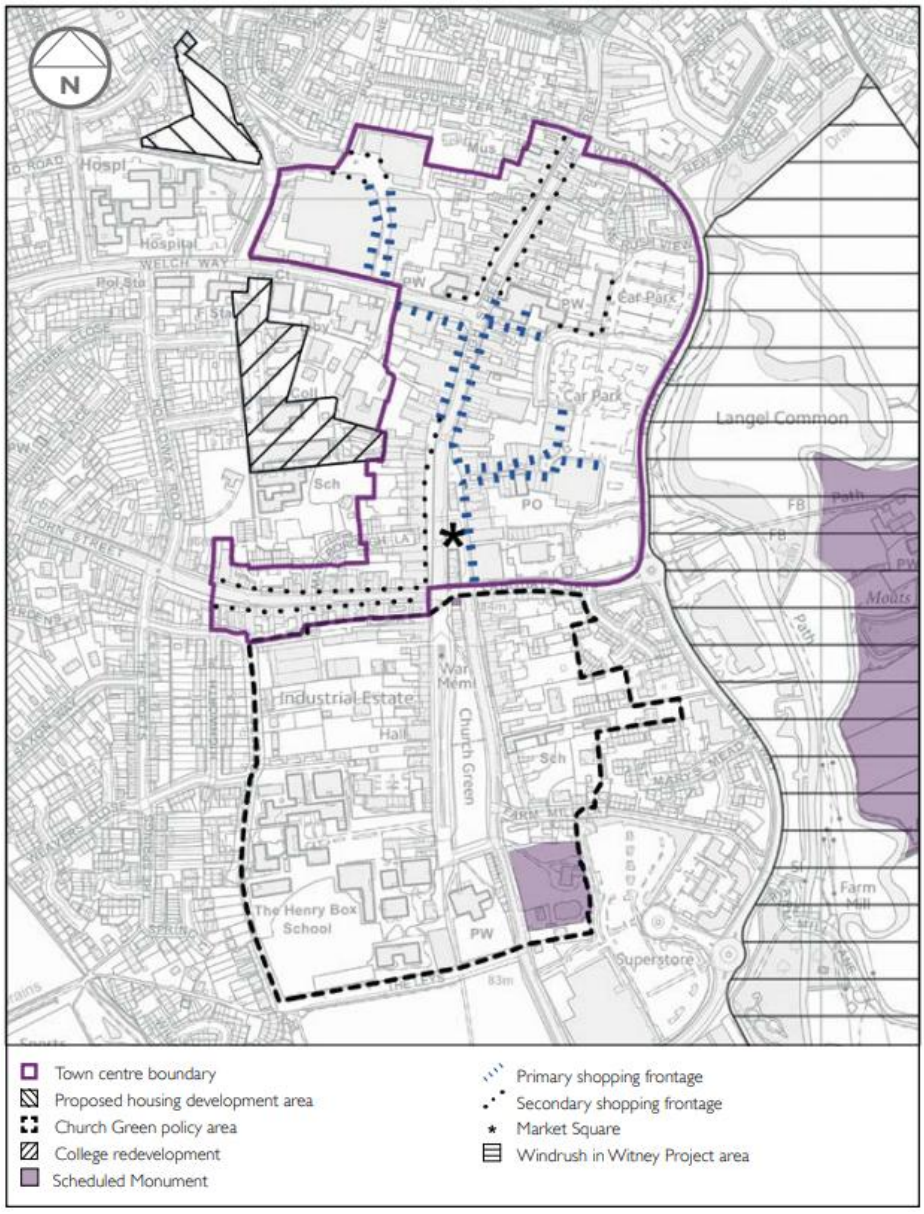
- Primary and secondary shopping frontages are defined on the proposals map in Witney, Carterton and Chipping Norton. Further that within primary shopping frontages development resulting in the loss of shops (A1 use) will be refused unless the criteria set out in this policy can be met in full. And that, within secondary shopping frontages, development proposals for shops and other town centre uses, such as restaurants or cafes, will be allowed where they would complement and enhance the shopping offer of the defined shopping frontage.
- The Council will work in partnership to promote and enhance the attractiveness of all town centre.

25. **Policy E4 on Sustainable tourism** supports tourism and leisure development which utilises and enriches the natural and built environment and existing attractions of West Oxfordshire to the benefit of visitors and local communities. The policy states that the town centre first approach will be applied to tourism and leisure development, including hotels.

26. Specific **Policy WIT5 on the Witney Town Centre Strategy** seeks to maintain and enhance Witney Town Centre providing an accessible, attractive and diverse shopping, visitor and evening economy offer and the principal shopping and leisure destination for West Oxfordshire and the surrounding area through:

- Maintaining a strong and diverse shopping core with a good mix of retailers.
- Promoting the Market Square and Corn Street areas as shopping, leisure and cultural quarters.
- Investigating opportunities for phased, organic extension of the Woolgate shopping centre and at Welch Way.
- Maintaining and enhancing the Market Square as an attractive public space.
- Seeking to raise the profile of Witney as a visitor destination.
- Conserving and enhancing the special interest of the Witney Conservation Area.
- Enhancing the historic market town character and public realm.
- Ensuring the town centre, as a key destination, remains accessible.
- In the Buttercross / Church Green area south of Corn Street and Langdale Gate, the further intensification of shopping or commercial development will be resisted.

Figure 1: Witney Town Centre Strategy: Spatial Area



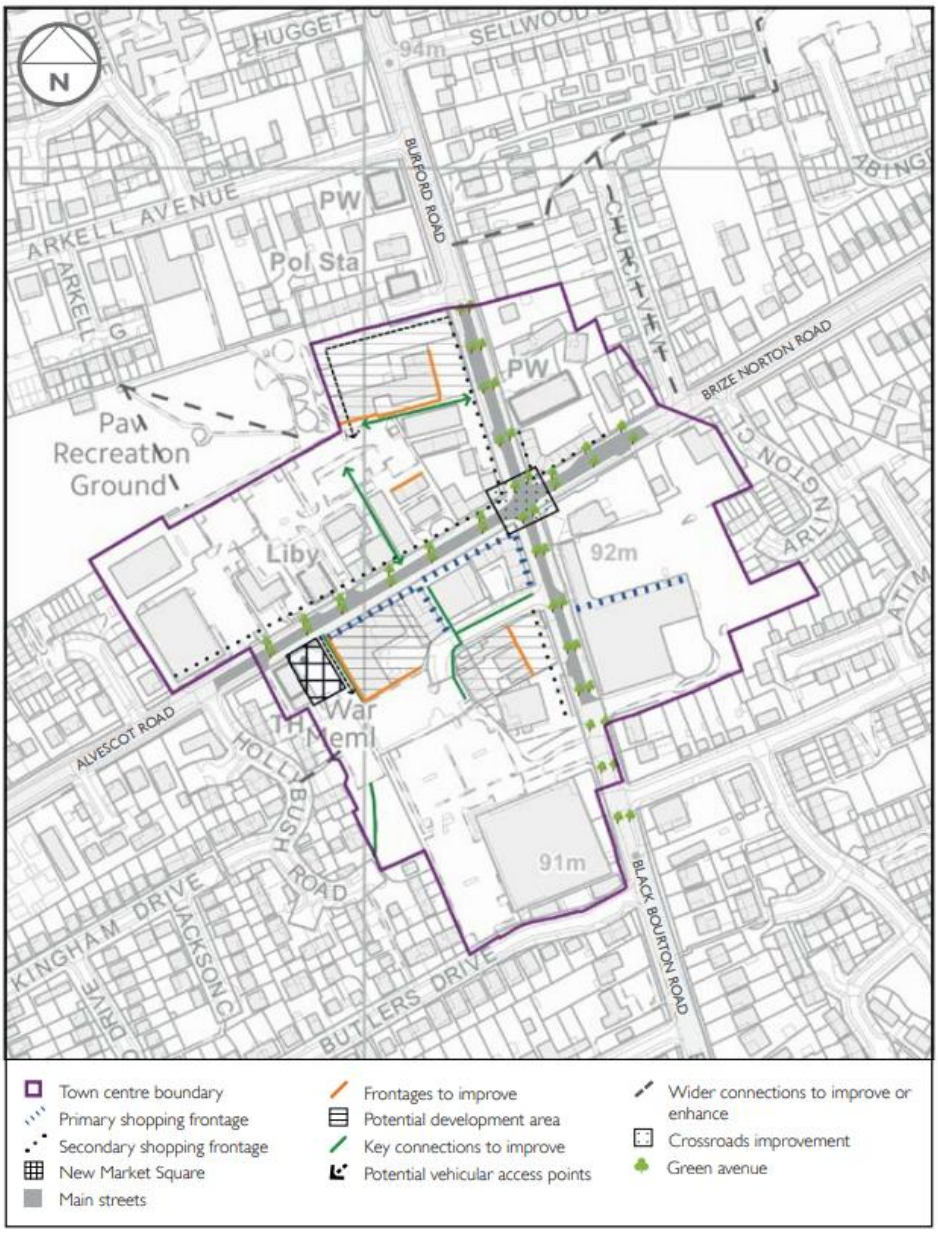
Source: West Oxfordshire Local Plan 2031, page 163

27. **Policy CA4 on the Carterton Town Centre Strategy** seeks to make the centre the local retail centre of choice for those living and working in the town and surrounding village through:

- Providing a wider range of well-integrated shops, eating and drinking establishments, leisure opportunities, public spaces and ancillary town centre facilities including ancillary residential development.
- Creating distinctive and attractive shopping frontages through high quality traditional and contemporary design and landscaping.
- Retaining and providing adequate car parking and provide for improved access.
- A primary shopping frontage is defined to the south side of Alvescot Road and Brize Norton Road to provide a focal point for shopping within the town centre.

- Secondary shopping frontages are defined along the northern side of Alvescot Road, Burford Road and the western side of Black Bourton Road.
- Potential redevelopment of a number of opportunity sites including land on the western side of Burford Road, the southern side of Alvescot Road and the western side of Black Bourton Road.
- The main streets will be promoted as a distinctive tree-lined 'green avenue' with gateway features used to demarcate arrival into the Town Centre.
- Improvements to the main crossroads to facilitate vehicular, pedestrian and cycle movement.
- Improvements to the quality of the public realm.

Figure 2: Carterton Town Centre Strategy: Spatial Area

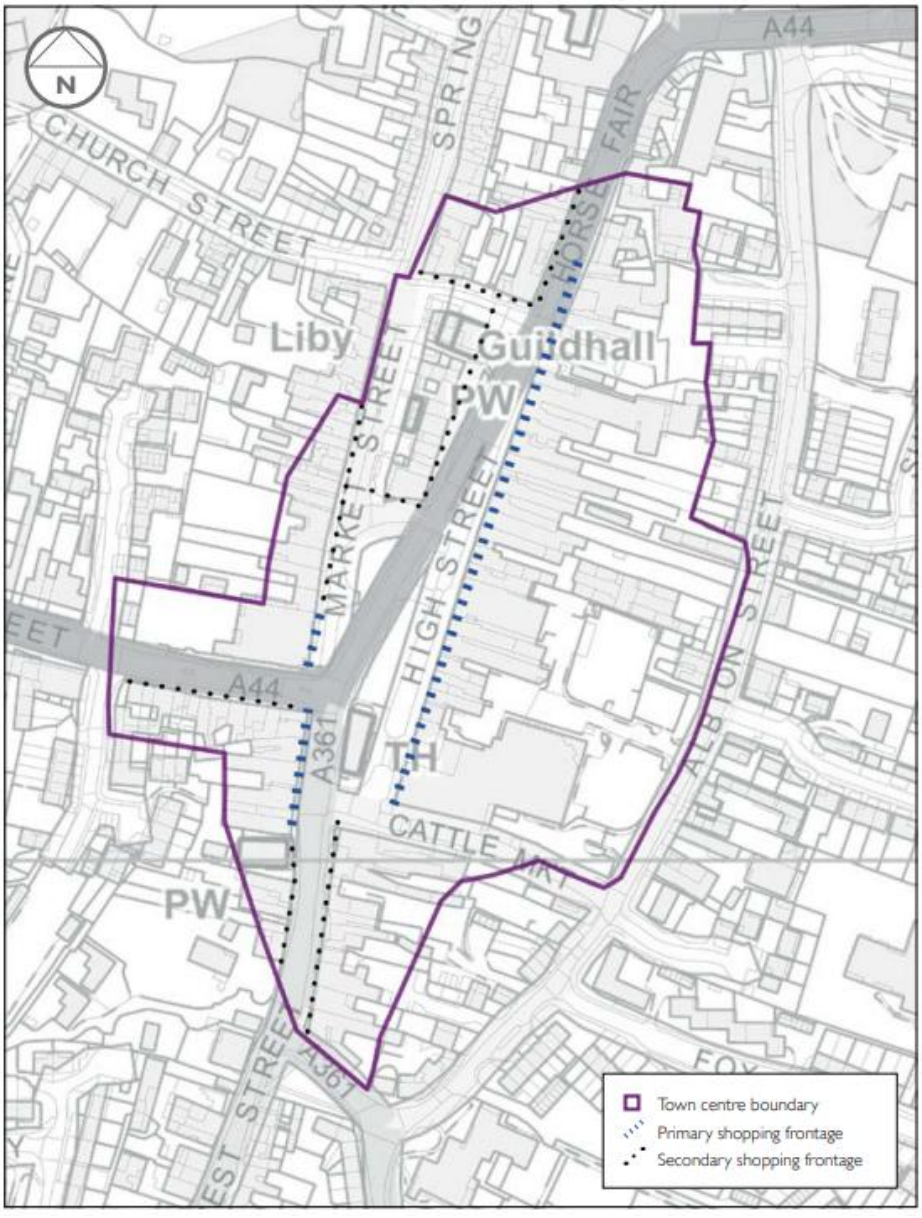


Source: West Oxfordshire Local Plan 2031, page 190

28. **Policy CN2 on the Chipping Norton Sub Area Strategy** states (inter alia):

- The focus of new housing, supporting facilities and additional employment opportunities will be Chipping Norton. New development in the rest of the sub-area will be limited to meeting local community and business needs and will be steered towards the larger villages.
- A strategic mixed-use development area of around 1,200 dwellings on the eastern side of Chipping Norton.
- working with the highway authority, the town council and other partners to reduce the impact of through traffic, especially lorries, upon the town centre and its air quality.
- a stronger town centre with new opportunities for retail and community facilities on land between High Street and Albion Street.

Figure 3: Chipping Norton Town Centre: Spatial Area

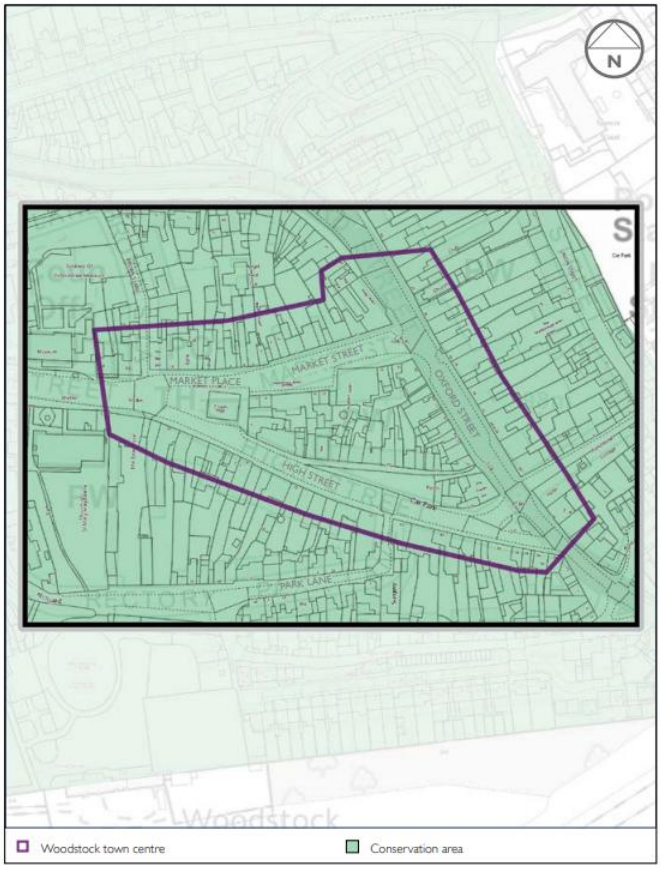


Source: West Oxfordshire Local Plan 2031, page 208

29. **Policy EW10 on the Eynsham – Woodstock Sub-Area Strategy** states (inter alia):

- The focus of new development will be Eynsham, Woodstock, the Oxfordshire Cotswolds Garden Village (now referred to as Salt Cross Garden Village) and Long Hanborough.
- That development in these rural service centres will be of an appropriate scale and type that would help to reinforce/create the service centre role.
- Ensuring Woodstock Town Centre remains vibrant through resisting the loss of shops and other town centre uses and promoting an increase in the availability and efficient use of car parking provision in appropriate locations.

Figure 4: Woodstock Town Centre Boundary

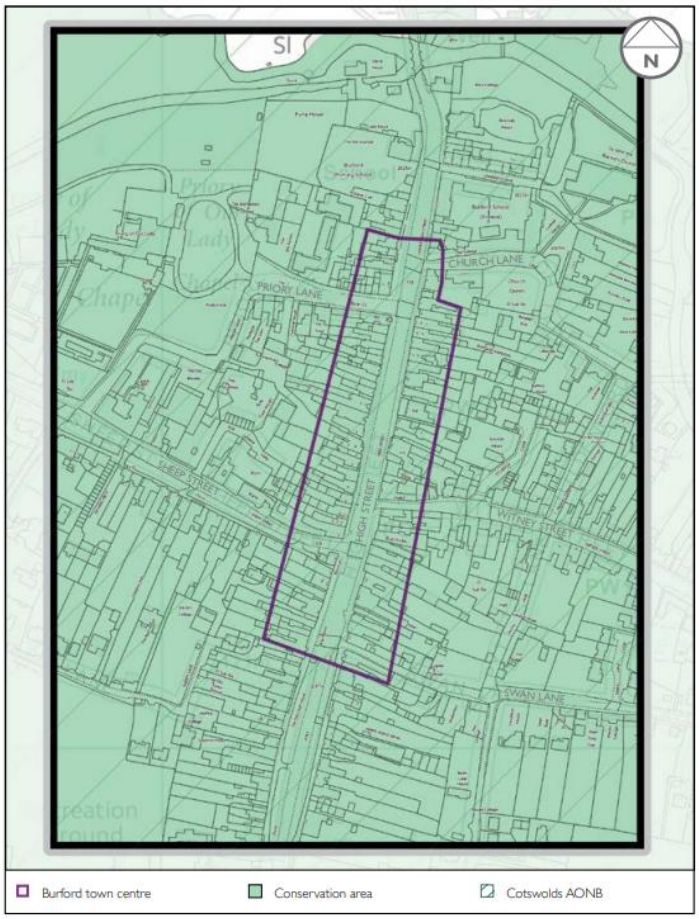


Source: West Oxfordshire Local Plan 2031, page 252

30. **Policy BC1: Burford – Charlbury sub-area strategy** provides (inter alia)

- The focus of new development will be Burford and Charlbury.
- Burford and Charlbury are relatively constrained by their AONB location and are suitable for a modest level of development.
- seeking the retention and development of local services and community facilities throughout the sub-area and ensuring Burford Town Centre remains vibrant through resisting the loss of shops and other town centre uses and promoting an increase in the availability and efficient use of parking provision in appropriate locations.

Figure 5: Burford Town Centre Boundary



Source: West Oxfordshire Local Plan 2031, page 270

Emerging Local Plan

31. As detailed earlier, the Council is in the process of preparing a new Local Plan covering the period up to 2041. The new Local Plan is currently at the Regulation 18 stage with consultations carried out:

- August 2022 - The purpose of the first consultation paper was to seek early views on the potential scope of the new Local Plan with various open questions posed under six core themes.

- August 2023 - The second consultation focused on 3 particular aspects:
  - Draft Local Plan objectives – a series of draft plan objectives together with a broad indication of potential policies/policy topics under each;
  - The potential future pattern of development in West Oxfordshire – 8 different spatial strategy type scenarios (e.g. hierarchal, dispersed, new settlement); and
  - A call for sites, ideas and opportunities – an open invitation for suggestions on potential land uses across the District.

32. The Council is now seeking to consult on a series of preferred policy options in late June 2025. This report has been taken into account in the development of

those preferred options. Following the consultation, the Council intends to consult on potential development locations in autumn 2025 before publishing a full draft Regulation 19 version of the plan in due course,

33. We have necessarily referred to the latest consultation outputs that are detailed in the '*Your Place, Your Plan Consultation Summary Report (February 2024)*'. In broad terms, comments from the consultation stress:

- the importance of revitalising town centres, maintaining or increasing core services, and supporting the viability of smaller settlements, indicating that investments and developments should aim to sustain and benefit these locations (paragraph 3.158);
- support for putting vacant retail units to residential use, which can also incentivise the revival of town centres and support local economies (paragraph 3.186);
- the importance of adapting to changing shopping habits and the role of town centres in supporting healthy lifestyles (paragraph 3.187);
- using high-density development approaches such as high-rise buildings to limit land take and maximize the efficiency of space usage, including suggestions for placing parking underneath buildings and re-purposing town centres, partially for housing (paragraph 3.276);
- in relation to Carterton specifically, the town centre is considered too small for the current population, and there is a desire for its expansion and revitalisation. The loss of various shops and services over the years is noted, and there is a call for the development of more convenience and dining options, as well as leisure activities like a cinema (paragraph 4.52). Furthermore that a holistic approach to development that addresses current deficiencies in infrastructure and public services, improves transport, revitalises the town centre, and uses land responsibly (paragraph 4.57);

34. In relation to the broad pattern of development: Empty offices – were stated as an opportunity for town centre living (page 83) and that there was no support for new housing estates with their own services as it 'sucks the life out of village/town centres' (page 83).

35. The resulting objectives of relevance to town centre policies are as follows:

- Objective 17 - To create a safe, welcoming and accessible environment in which West Oxfordshire's town and village centres can adapt and prosper, taking advantage of changing trends and shopping habitats to ensure they remain a destination of choice.

- Objective 25 - To provide the framework within which the West Oxfordshire economy can thrive and diversify, building on its inherent strengths and capitalising on future growth potential to increase economic productivity, well-being and resilience.

- Objective 27 - To support West Oxfordshire's existing and future economic assets by providing the right infrastructure, land and premises, enabling them

to improve, expand and adapt as appropriate and ensuring they are not lost to other uses where they have an important economic, social and environmental role to play.

- Objective 30 - To celebrate the rurality of the District, enabling the sustainable growth, expansion and diversification of the rural economy and providing support for farmers and other rural businesses including those linked to the visitor economy.

36. As the Council consults further the outputs of this report will provide the evidence base for retail and town centre matters.

SUMMARY

37. In summary, the underlying objective of national, regional and local plan policy is to maintain and enhance the vitality and viability of town centres, and to promote new sustainable development and economic growth in town centre locations 'first'.

38. This policy objective is even more critical now as town centres and high streets are facing increasing economic challenges. It should also be pointed out that reforms to the planning system issued by the Government including updates and changes to Permitted Development Rights (PDR) and the reform of the Use Classes Order (UCO) with much broader classifications (discussed later) require any policies that reflect the previous UCO classifications to be amended. It should be highlighted the changes have implications for the former designations of primary and secondary shopping frontages, as the control of shopping and service uses is legally less enforceable in commercial areas, as a change of use between Class E does not constitute development and will therefore not require planning permission.

39. Given the current challenges that town centres are facing and the recent changes to national planning policy and guidance, it is important that local policy is relevant and fit for purpose. The extant and emerging policy seek to address key local issues including provision of new homes, employment opportunities and sustainability of town centres. The town centres in West Oxfordshire are set in a rich and historic environment that contribute to their distinctive character and economy and the emerging Local Plan therefore has to set a positive approach. This is with reference to supporting the natural and historic environment; adaptation and change and to ensure the future vitality and vibrancy of its centres by drawing on the findings of this report as evidence base.

3. TOWN CENTRE TRENDS

40. This section summarises some of the key economic, consumer and property market trends that have driven the changes in the retail and leisure sectors over the last decade and how town centres can respond to these dynamic trends to remain competitive and enhance their overall vitality and viability in the future.

41. The pandemic created one of the toughest trading environments for the retail and leisure sectors and the post pandemic phase has been characterised by low growth, rising inflation and the cost-of-living crisis. This section details the impact of these factors on the commercial retail and leisure market.

UK ECONOMIC OUTLOOK

42. Over the last five years the UK economy has faced significant headwinds from shocks of the pandemic, surging inflation, high energy costs and supply chain disruptions. According to the Office of Budget Responsibility (OBR) (Economic and Fiscal Outlook – October 2024) real GDP growth is forecast to pick up from close to zero in 2023, to 1.1% in 2024, 2% in 2025, and 1.8% in 2026, before falling back to around 1.5% in 2027 with a potential growth rate of 1.7%, over the remainder of the forecast. The new Government's budget policies are expected to temporarily boost output in the near term but leave GDP largely unchanged in five years.

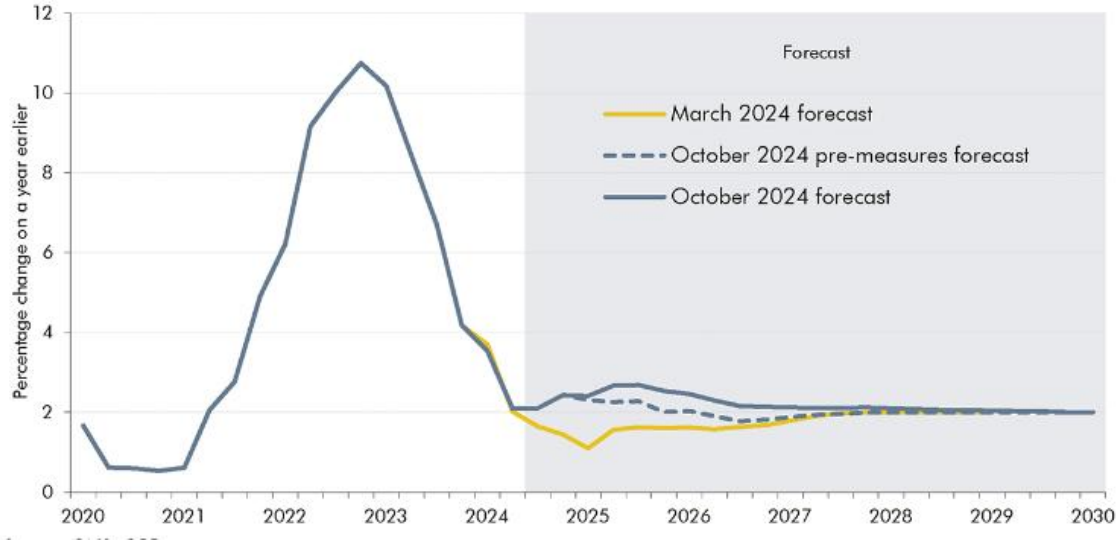
Figure 6: Real GDP Forecasts

Source: Office for Budget Responsibility - Economic and Fiscal Outlook (October 2024)

43. Consumer Price Inflation (CPI) dropped from a 41-year high of 11.1 per cent in October 2022 to 4.2 per cent in the final quarter of 2023. Having fallen back to around the 2% target in mid-2024, the OB expects CPI inflation to pick up to 2.6%

in 2025 partly due to the direct and indirect impact of the new Budget measures and wider inflationary pressures. Inflation then slowly returns to the 2 per cent target by the forecast horizon as shown below.

Figure 7: CPI Inflation (October 2024)



Source: Office for Budget Responsibility - Economic and Fiscal Outlook (October 2024)

44. Experian Business Strategies (Experian) predicted in their latest Retail Planner Briefing Note 21 (February 2024) (‘**RPBN 21’**) that GDP growth is expected to accelerate marginally in 2024, compared to 2023, but retail sales growth will take longer to rebound. Spending growth over the course of 2024 will remain affected by the lingering effects of the cost-of-living crisis, as though inflation is slowing towards target, high interest rates continue to constrain household budgets, particularly those with mortgage debt.

RETAIL SPENDING

45. The latest Experian forecasts from RPBN 21 for retail spending per capita show:

- **Convenience goods**: The impact of COVID-19 resulted in a significant +8.6% surge in spend per head in 2020 but a contraction of -1.7% in 2021. This followed negative growth of -1.7% between 1998 and 2022. The overall level of negative growth in convenience goods spending has had a significant impact on the grocery sector and on retailer business models. Experian reported a fall in convenience spend in 2023 (-3.0%); 2024 (-0.5%); and 2025 (-0.2%). With no growth projected over the medium term to 2030 and long term “flatlining” at around +0.1% to 2040.
- **Comparison goods**: Experian figures show negative growth to 2024 (-3.3% in 2023; -1.2% in 2024). The predicted (per capita) growth for 2025 is 2.7% which will settle at around +3.1% to 2030 and falling to +2.8% up to 2040. The longer-term growth forecast is higher than the historic long-term trend (1998-2022) of +2% per annum.

46. These expenditure growth trends, and forecasts, have informed the updated assessments of retail capacity. Clearly any further dampening of growth rates over the short to medium term due to external shocks such as rising inflation and the cost-of-living crisis will have implications for the viability of existing retail businesses and the demand for new space.

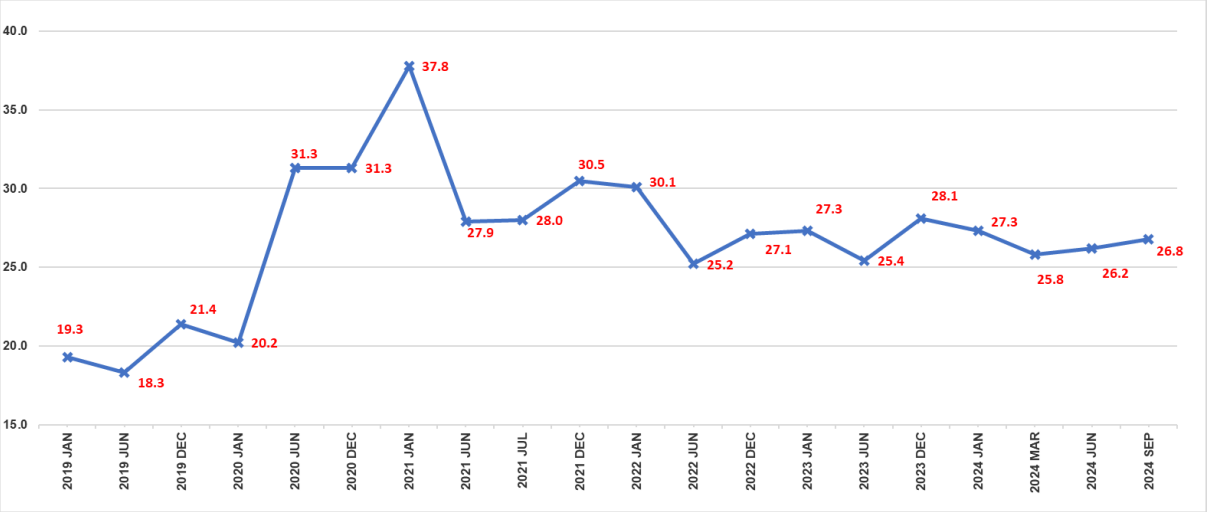
ONLINE SHOPPING

47. The growth in non-store retail sales has undoubtedly had the most significant impact on consumer spend and behaviour over the last decade, and on our High Streets and traditional shops. Non-store retailing is commonly referred to as Special Forms of Trading (SFT).

48. This comprises all non-store retail sales made via the internet, mail order, stalls and markets, door-to-door and telephone sales. On-line sales by supermarkets, department stores and catalogue companies are also included in the data collected by the Office for National Statistics (ONS).

49. ONS figures show that as a percentage of total sales, online retail sales accounted for up to 26.8% of sales in September 2024. The graph also shows the steep increase from 20.2% in January 2020 to 37.8% in January 2021. Overall, the trend suggests that since 2020 online accounts for between a quarter to a third of the amount spent on retail goods.

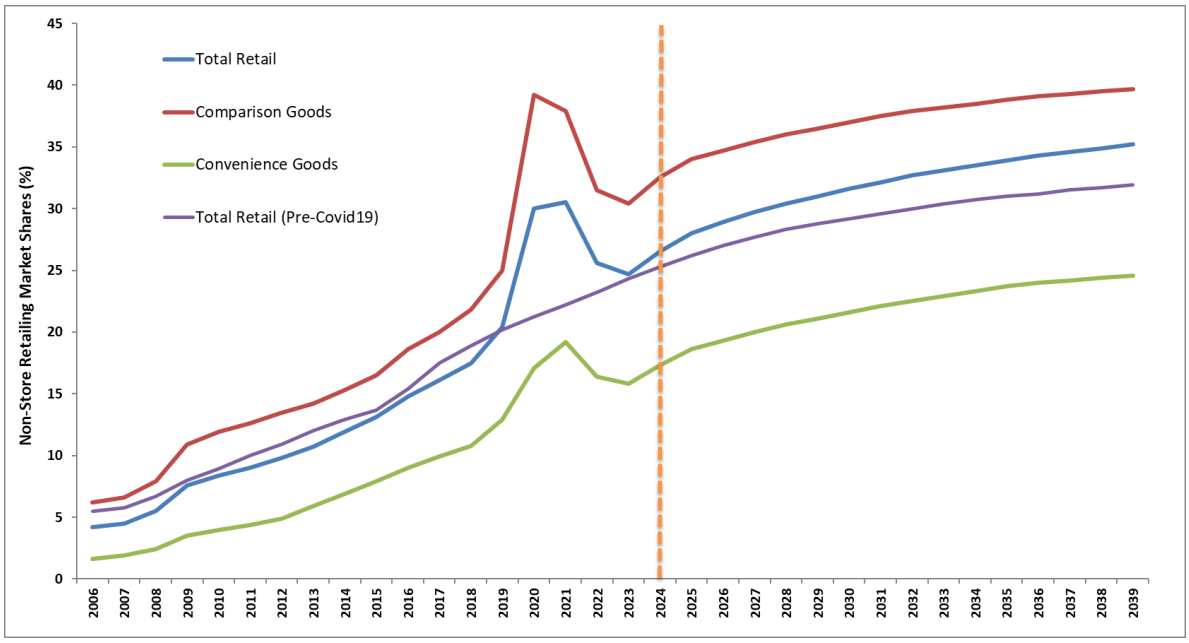
Figure 8: Internet Sales as a Percentage of Total Sales (%) (to September 2024)



Source: ONS: Retail sales, Great Britain: November 2024

50. As the figure below from Experian shows, SFT's overall market share (as a proportion of total UK retail sales) increased from 4.2% in 2006 to 30% in 2020. In other words, online accounted for almost one in every three pounds spent on retail goods in 2020. Of this total non-store retail sales, Experian estimate that comparison and convenience goods retailing achieved market shares of 39.2% and 17.1% respectively in 2020. They further estimate that comparison and convenience goods retailing achieved market shares of 30.4% and 15.8% respectively in 2023.

Figure 9: Estimated and Projected Market Shares of Non-Store Retail Sales (SFT), 2006-2039 (Not Adjusted)



Source: Experian Retail Planner Briefing Note 21 (February 2024)

51. The latest Experian forecasts indicate that total SFT market shares will increase to 35.2% by 2039. Comparison and convenience goods non-store retail sales are forecast to reach 39.7% and 24.6% respectively by 2039.

52. According to Experian, the rising share of internet sales in total retail transactions is the key trend. The ease of online purchasing has also continued to improve rapidly, with technological advances, particularly around smartphones and connectivity. Faster delivery times, including same day delivery, and easier returns processes have also encouraged the trend. The expansion of 5G and fibre networks should ensure the momentum is maintained over the medium term. The proliferation of the buy now pay later business model and price tracker sites is also supporting growth.

53. With the growth predicted in online sales and market shares, it is clear that high streets, town centres and physical retailers will need to work even harder to retain their existing customer base and attract new customers over the short (post-pandemic), medium and long term.

54. In terms of forecasting the potential capacity for new physical retail floorspace, Experian estimate that approximately 25% of all SFT sales for comparison goods and 75% for convenience goods are still sourced through traditional ('bricks-and-mortar') retail space, rather than through 'virtual' stores and/or 'dot com' distribution warehouses. On this basis, Experian adjust their SFT market shares downwards for total retail to 16.8% in 2024, 17.8% by 2025, 20.3% by 2030 and 23.1% by 2039. In line with standard approaches these adjusted / recalibrated market share figures are preferred for retail capacity assessments and used in this assessment.

55. In summary, both retailers and high streets will need to compete for shoppers and expenditure through a variety of means including creating experiences that will attract the interest and attention of potential consumers across all age and socio-economic groupings.

RETAILER BUSINESS MODELS AND REQUIREMENTS

56. The recent challenging economic conditions and growth in online sales have had a significant and permanent impact on consumer shopping and spending behaviour. Retailers in the recent past have faced challenges across the supply chain, inflationary pricing, economic uncertainty and geo-political factors.

57. This has created significant challenges for traditional “bricks-and-mortar” retailing and the high street. Consequently, national multiple retailers are having to constantly review and rapidly adapt their business strategies, requirements and store formats to keep pace with the dynamic changes in the sector and consumer demand. As retailers adjust to “new normal”, a seamless experience and hybrid shopping are shaping the future of retail; the key trends that will impact the industry include:

- Hybrid or ‘Phygital’ (physical and digital) shopping – Retailers want to deliver a seamless experience across all shopping methods, including online, in-store, mobile devices, social media, live streaming and shopping and virtual storefronts.
- Use of Artificial Intelligence (AI): using AI in augmented chatbots to aid customers with product inquiries, sizing questions, and order tracking, further enhancing the customer experience.
- Social media sentiment monitoring is collecting and analysing information about a retailer or brand on social media. Actively engaged on social media, retailers are able to better understand data about their customers' sentiments, preferences, and attitudes toward their company and its competitors. Social media and e-commerce are converging, enabling brands, influencers and other sellers to pitch products directly on social platforms in an engaging way, creating stronger consideration and higher conversions to online sales.
- Physical retail stores and websites are becoming increasingly crucial as sources for additional advertising revenue for retailers.
- Changes to retail formats and design – retailers are testing different formats as well as including new offerings on the click and collect method such as IKEA opening a store on Oxford Street.
- Changes in consumer behaviour – the growing trend in repair, recycling, reuse, and thrifting is set to grow. This is seen in the rise of the popularity of second-hand shops, vintage clothing and markets, and charity shops once again.

58. These dynamic trends are best illustrated by the changes in the grocery sector over the last decade. Since 2010, the top 5 main grocery operators have been Tesco, Sainsbury’s, Asda, Waitrose and Morrisons who have dramatically changed their business models; their focus has been on growing market share

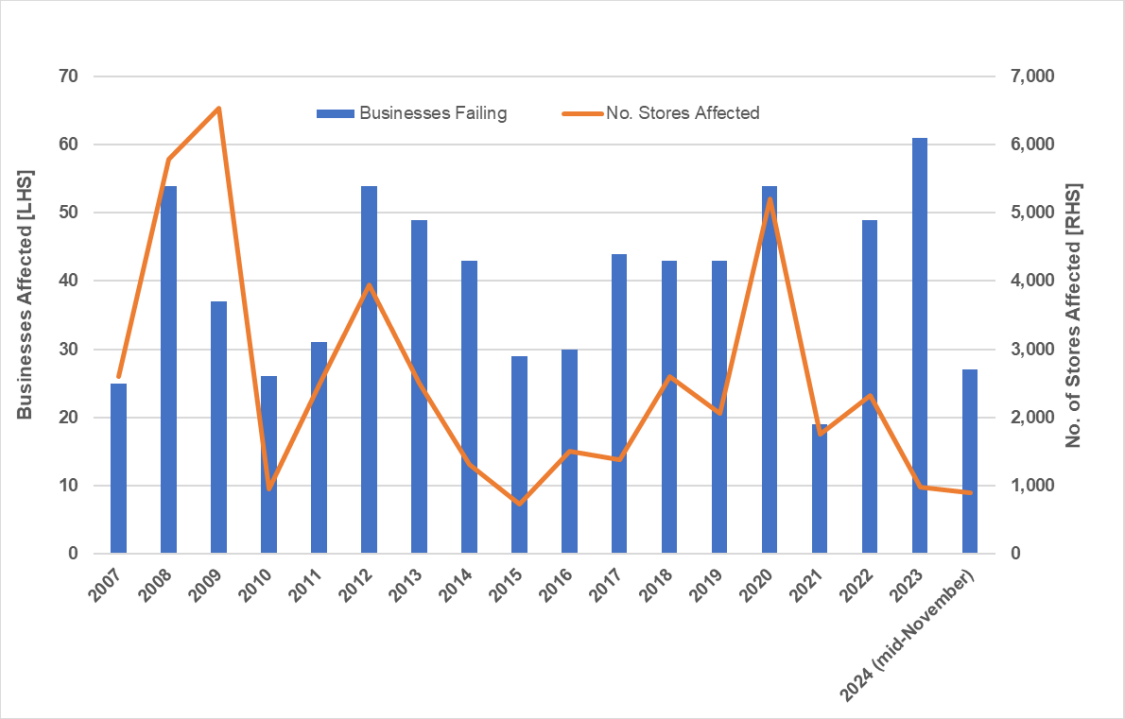
through online sales and new smaller convenience store formats (including Tesco Express, Sainsbury's Local, Asda Express and Little Waitrose). As a consequence, applications for large store formats have slowed to a virtual standstill over the last decade and extant permissions have not been implemented.

59. Previously outside of the so-called top 5 grocers, the 'deep discount' food operators (namely Aldi and Lidl) have significantly increased their respective market shares through new store openings. Notwithstanding this the grocery and convenience sector has had buoyant sales during the pandemic, particularly in town, district and local centres as many households have been forced to work from home and only the food stores and 'essential stores' have been open during the series of lockdowns, including local independents.

60. The non-food retail sector has also experienced a significant impact from the rise of online shopping over the last decade, which has impacted on business models and store viability. Many well-known retailers have either closed or have significantly reduced their store portfolios.

61. The challenges facing consumers, businesses and town centres continue to intensify. The latest industry research shows that over 971 closed stores in 2023 due to businesses entering administration, with almost 21,000 jobs lost. This compared with 5,200 store closures in 2020, and over 109,000 job losses. The latest (mid-November 2024) indicates a 886 store closures with almost 18,000 job losses.

Figure 10: Major Retail Failures (2007 – 2024 (June))



Source: Centre for Retail Research (November 2024)

62. National retailers with extensive high street store portfolios are struggling to maintain market shares and remain profitable in the increasingly competitive environment. The higher costs of trading from high streets compared with online and out-of-centre retailing, also means that it is not a “level playing field”. This is a further contributing factor to the sizeable number of store closures that have occurred over recent years.

63. In summary, although some retailers are better positioned to cope with the growth in online shopping and the shifts in consumer behaviour and preferences, many are struggling to position themselves quickly enough to absorb rising costs and engineer the vital transition to a more technology-focussed business model. However, the adoption of these technologies by small and medium sized enterprises enables them to reach out to consumers beyond their immediate catchment and to understand consumer preferences and trends better. Notwithstanding this, it is recognised that it is not a level playing field especially in terms of costs for adoption and overall digital literacy.

RISING OCCUPANCY COSTS

64. ‘Bricks and mortar’ retailers are having to absorb higher than inflation increases in year-on-year occupancy costs (for example, rents, business rates, service charges, utility bills, staff costs, etc). This outpaces sales growth for many retailers, eroding profitability and resulting in more store closures.

65. As described above it is not a “level playing field” between high street and online retailing, or between high street and out-of-centre retailing. In response to the budgetary challenges from rising costs and tight margins, retailers will need to drive up efficiencies and productivity from existing floorspace to remain viable.

66. It is standard practice for retail planning assessments to make a reasonable and robust allowance for the year-on-year growth in the average sales densities of existing and new (comparison and convenience) retail floorspace for it to remain vital and viable. However, there is limited evidence detailing actual changes in the turnover and profitability of retailers over time.

67. The latest Retail Planner Briefing Note (RPBN 21) (February 2024) provides forecasts of annual floorspace productivity growth rates based on two different scenarios: (i) the ‘constant floorspace scenario’, based on limited potential for new retail development, resulting in greater efficiency of existing floorspace; and (ii) the ‘changing floorspace scenario’, which takes account of the impact of new retail development on average retailer sales performance. The table below sets out the differences between the two scenarios.

Table 1: Floorspace Productivity Growth Rates (year-on-year growth %)

	2022	2023	2024	2025	2026-2030	2031-2040
CONSTANT FLOORSPACE						
Convenience Goods	-5.9%	-2.5%	-0.6%	-0.2%	0.2%	0.3%
Comparison Goods	4.7%	-1.2%	-2.7%	1.5%	2.8%	2.8%
CHANGING FLOORSPACE						
Convenience Goods	-5.9%	-2.5%	-0.1%	0.0%	0.2%	0.1%
Comparison Goods	4.7%	-1.2%	-2.6%	1.5%	2.6%	2.6%

Source: Experian Retail Planner Briefing Note 21 (February 2024); Figures 3a/3b and 4a/4b

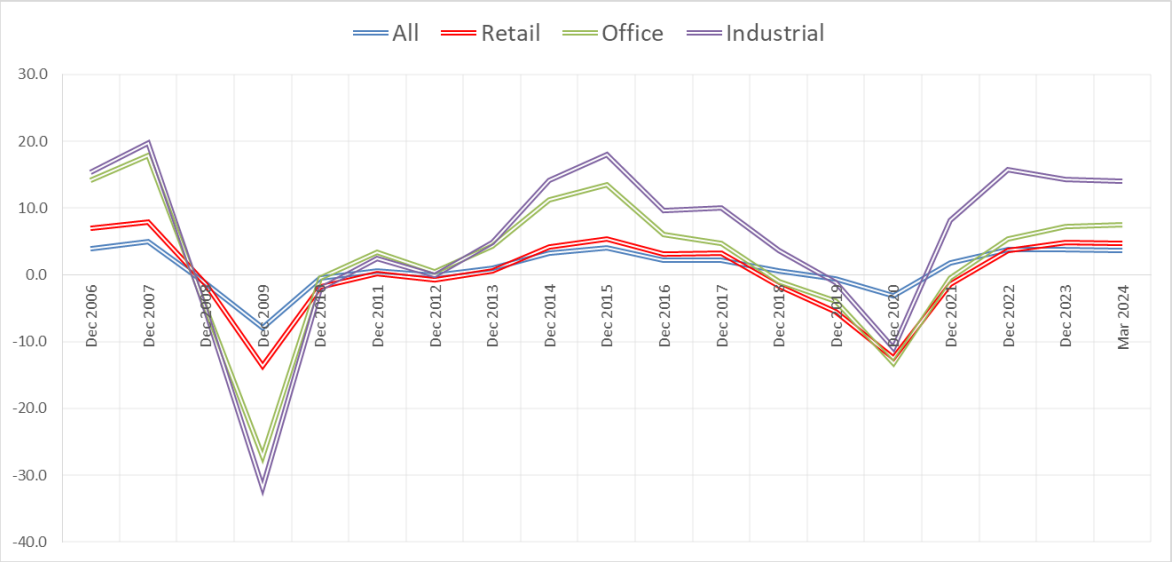
68. As Experian explain, the volatility in sales densities in 2021 and 2022 have been driven by sharp swings in retail spending due to temporary business closures during the pandemic and subsequently the impact of high inflation. Sales density growth rates are expected to be weak in 2024 given the poor near term outlook for retail sales volumes. Budgetary challenges from rising costs and tight margins will be a key factor underpinning floor space efficiencies over the coming years. These results reflect national trends and there will be marked differences between local areas.

69. On this basis, budgetary pressures mean that retailers will have to increase efficiencies from current floorspace including through redevelopment/repurposing of existing floorspace; adoption of modern technology and innovations; more effective marketing strategies; and adopting an 'omni-channel' strategy (refers to the integration of different methods of shopping available to consumers e.g. via the internet, in a physical shop, or by phone) that uses internet sales to increase the sales performance of physical shops. This is against a backdrop of weak demand for retail property, high vacancy levels and a significant fall in new retail-led development in centres across the UK.

70. For these reasons we prefer to test higher **'constant floorspace productivity'** growth rates for retail planning assessments, as they better reflect national trends and the need for existing retailers to increase their sales potential and profit margins to remain viable.

71. Demand for retail space in centres across the UK has fallen dramatically since 2007 and is currently at an all-time low. In turn this fall in demand is impacting on property values and rents. As shown below the retail sector has performed poorly compared with the other property sectors with its origins back to the economic crisis in 2007/08. This trend was exacerbated by the pandemic and the cost of living crisis.

Figure 11: Property: Average Rental Growth (2006-2024) (%)



Source: MSCI UK Quarterly Property Index (May 2024)

72. One of the obvious impacts of the difficulties experienced within the retail sector is the fall in retail rental values. The larger retail groups have enjoyed a particularly strong negotiating position and lease events represent an opportunity to reduce costs and increase flexibility. Over the past eighteen months we have experienced multiple retailers seeking some or all the following lease provisions when agreeing lettings:

- An increase in rentals linked to turnover as opposed to contracted rents linked to market rental value.
- Where rent reviews are to market value a cap as to the quantum of any future increase.
- Shorter leases and regular tenant break options.
- Capped increases to service charge.
- Pandemic clauses with rent cessation provisions in case of forced closure.
- Larger incentive packages, including capital contributions.

73. Overall, many centres and shopping locations across the UK simply have too much retail floorspace stock, or they have the "wrong type" of retail floorspace that does not meet the needs of modern national retailers for larger format shop units.

74. LSH's (April 2024) research together with REVO titled '**Places & Spaces Reinvented**' indicated that high occupancy costs, along with business rates, are consistently identified amongst the top five challenges facing our towns, high streets and shopping centres, alongside an oversupply of retail space and the growth of online retail spend.

75. This over-supply of retail floorspace and limited market demand is placing further pressures on the viability of existing stores and shopping centres. In turn, this makes it difficult for landlords, investors and retailers to justify additional capital expenditure.

OUT-OF-CENTRE RETAILING

76. The development and take-up of food and non-food out-of-centre space has also slowed over recent years, in line with the trends impacting on high streets and town centres. The main grocery retailers have pulled back from new larger format superstore openings in edge and out of centre locations to focus on maintaining and increasing market shares through online sales and opening smaller convenience outlets. The exception to this is the discounters, Aldi and Lidl, who continue to seek new sites in mainly edge and out-of-centre locations.

77. Notwithstanding this, most out-of-centre shopping locations retain their significant competitive advantages over town centres and high streets in terms of their supply of larger format modern outlets, ease of access and ability, their lower occupancy costs, extensive free parking as well as their ability to serve as last-mile delivery hubs. This remains an attractive proposition for those retailers that are still seeking space in the current market. For example, as part of its revised business model Marks & Spencer has closed a number of its traditional high street stores and "replaced" these with 'Simply Food/Food Hall' branded stores in out-of-centre locations.

78. The latest Investment Property Forum (IPF) Consensus Forecasts, published in November 2024, predict that shopping centre rental growth will is estimated at 1.4% for 2025. Retail warehouses are forecast to continue outperforming the wider retail sector, with growth of 2.1% predicted for 2025, while standard retail is projected to see growth of 1.9% in 2025.

VACANCY RATES

79. At the end of 2023, the GB national average 'All Vacancy Rate' (retail and leisure combined) according to the Local Data Company (LDC) stood at 14% (an increase from 13.8% in 2022). The current rate is still higher than the pre-pandemic (H2 2019) level of 12.1%, so the sector has yet to fully recover.

80. LDC state that over the past five years, retail parks and shopping centres have shown an overall decline in vacancy rates, while high streets have experienced an increase. From a vacancy high of 19.4% in the second quarter of 2021, shopping centres dropped to 17.7% by the final quarter of 2023.

USE CLASSES ORDER & PERMITTED DEVELOPMENT RIGHTS

81. The Government has issued a series of reforms to the planning system since 2020. Effectively, changes to the use classes were brought in to provide a more flexible approach to controlling commercial land uses. This saw the replacement of Use Class A1 to A5, D1 and D2 with E Class (Commercial), F1 (Learning and Non-Residential) and F2 (Local Community Uses) and the restructuring of sui generis uses (public houses, hot food takeaways, cinemas, music venues, bingo etc.).

82. The result of these changes is that what would previously be a change of use under the subsumed use classes is no longer considered development under the Planning Acts and accordingly is no longer subject to planning control. In launching the reforms, the Government announced that the regulations will give *"…greater freedom for buildings and land in our town centres to change use without planning permission and create new homes from the regeneration of vacant and redundant buildings*" (source: Prime Minister's Office Press Release (30/06/2020) 'Build, Build, Build').

83. The impact of the changes will still require the definition of a town centre boundary and a primary shopping area, or a primary 'commercial' area to be the foci for E and F Classes. Also, in most instances the former use classes can be 'translated' into the equivalent categories within the new E and F Classes. This can assist with the interpretation of policy wording and the effective use of conditions. It is worth noting that under the previous use-class system such categories as convenience, comparison (and bulky) goods fell within the A1 use-class and there is a long-established planning pedigree of reflecting these A1 retail categories effectively in planning conditions.

84. The changes have implications for primary and secondary shopping frontages, as the control of shopping and service uses is legally less enforceable in commercial areas, as a change of use between Class E does not constitute development and will therefore not require planning permission. It should be noted that the effectiveness of frontage policies was declining before the pandemic and previous changes to the UCO. However, there may still be a role to control some sui generis uses in key town centre locations, such as provision of fast-food takeaways, betting shops, payday loan shops or other uses that are justified to be subject to planning control.

85. Hence beyond 2024, town centres are likely to consolidate their retail and shopping role with more emphasis on place and non-transaction uses, this could include high activity-based land uses such as health or education being located in more central locations and stem previous trends of decentralisation.

86. The increase in city living and residential development in town centres is likely to be a growth area in the next 10 years and could be a positive regenerative mandate. We also expect more emphasis on residential upper floor living accompanying ground floor commercial uses. For example, vacant space can be repurposed to rebalance the existing mix of uses, with a greater emphasis on residential, office and leisure.

87. The introduction of Class AA and AB in August 2020 (under the Permitted Development Changes (Amendment No. 2) (2020)), allowing new residential on detached or terrace buildings in commercial or mixed-use areas could potentially lead to the loss of commercial floorspace to residential.

88. Furthermore, the Town and Country Planning (General Permitted Development etc.) (England) (Amendment) Order 2021 (Order) that came into force in April 2021 created a new class of permitted development right (Class MA) into the Town and Country Planning (General Permitted Development) Order 2015

(GPDO) authorising changes of use from Use Class E commercial uses to Use Class (C3) residential. The changes within the Order authorise a change in the permitted use of a property or land from a use falling with Use Class E to Use Class C3 residential use where the property has:

- been in Class E use for 2 years (including time in former uses i.e. A1, A2, A3, B1, D1 or D2 now within that Class); and
- has been vacant for at least 3 continuous months.

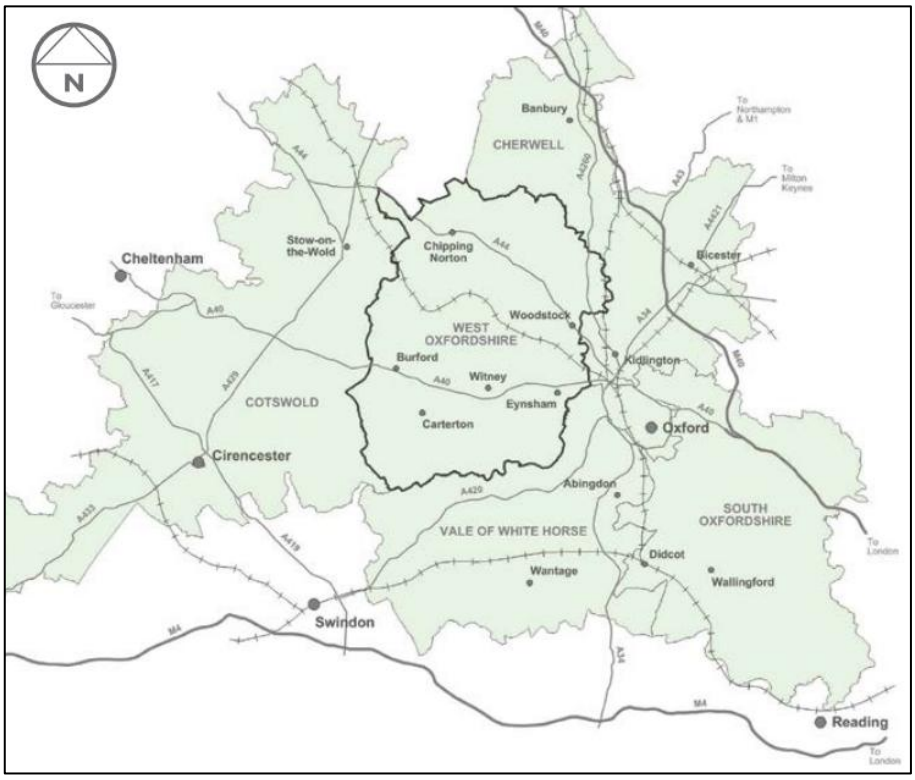
89. These changes replace existing retail, light industrial and office to residential rights with rights applying to all of the relatively recent Use Class E in which those uses now sit. Exercise of the right is subject to prior approval by the local planning authority and therefore would be subject to some planning control. Details must be submitted relating to flooding, transport, contamination, noise amenity, natural light, fire safety and agent of change issues. The area that can be converted is capped, with a maximum size limit of 1,500 sqm of floorspace capable of conversion using the right.

WEST OXFORDSHIRE DISTRICT IN CONTEXT

Location

90. West Oxfordshire covers some 71,494 hectares and is located in in the County of Oxfordshire, bordering Warwickshire, Northamptonshire, Buckinghamshire, Berkshire, Wiltshire and Gloucestershire. The District is a predominantly rural area with one third of the District falling within the Cotswolds National Landscape (an Area of Outstanding Natural Beauty (AONB)).

Figure 12: West Oxfordshire District in Context



Source: West Oxfordshire Local Plan 2031

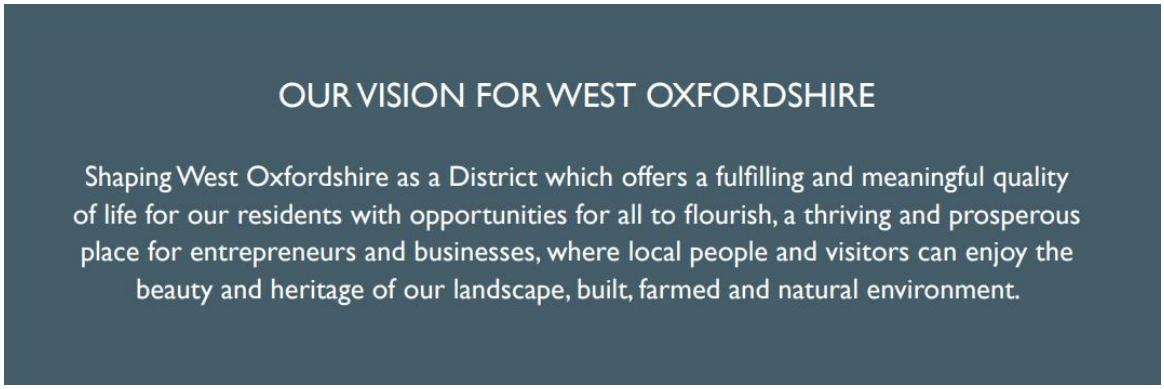
91. The district's population is spread out over a wide area; however it is mainly concentrated in the towns of Witney and Carterton. Other towns are Burford, Charlbury, Chipping Norton and Woodstock.

Corporate Vision

92. The overarching vision under the Council's Corporate Plan (2023-27) is to ensure that the District is fit for the future through (inter alia) :

- Putting Residents First
- Enabling a Good Quality of Life for All
- Creating a Better Environment for People and Wildlife
- Responding to the Climate and Ecological Emergency
- Working Together for West Oxfordshire

Figure 13: Council's Corporate Vision



Source: West Oxfordshire District Council Corporate Plan (2023-27)

93. West Oxfordshire Council is also a recent recipient of £1m of funding through the UK Shared Prosperity Fund (UKSPF) to '*build ride in place, improve the places in which people live and support individuals and businesses to thrive.'* Part of the funding is aimed at:

- helping town centres and their businesses to remain vibrant and successful in challenging economic times; and
- ensuring the District's towns are clean, attractive and welcoming, that they are clearly signed for visitors and that the markets which are so important for footfall are at their best.

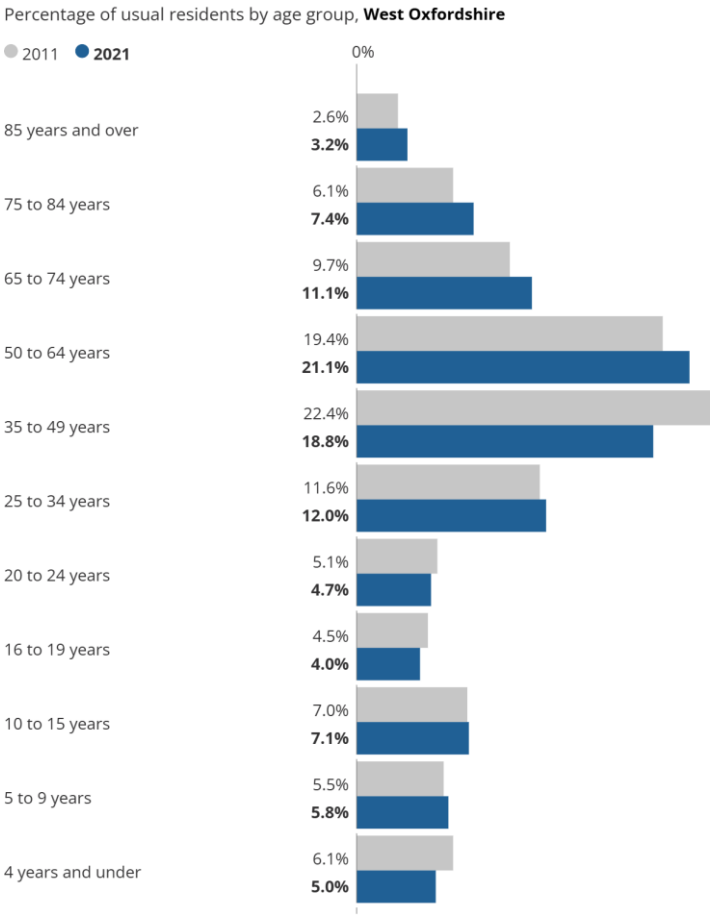
94. It is understood that the UKSPF funding has led to £202,760 being allocated to 'Community and Place' with a focus on town centres and high streets, rural services and local green spaces. Specifically, these monies have contributed to a study on the Districts market towns and to help inform the best use of UKSPF funds.

Demographics

95. The demographic profile of the District from the Office of National Statistics (ONS) shows:

- the population of West Oxfordshire increased by 9.0%, from just under 104,800 in 2011 to around 114,200 in 2021.
- the number of people aged 50 to 64 years rose by around 3,700 (an increase of 18.3%), while the number of residents between 35 and 49 years fell by just over 2,000 (8.7% decrease).
- The old age dependency ratio in West Oxfordshire in 2021 stood at 0.67 compared to 0.6 in England; and expected to rise in the future.

Figure 14: West Oxfordshire Population Profile (2021)



Source: Office for National Statistics – 2011 Census and Census 2021

Attainment

96. West Oxfordshire has a well-qualified population when compared regionally and nationally. Some 96.6% of the population have at least some qualifications (NVQ+1). The proportion of those with no qualifications is less than half the national average.

Table 2: Qualifications of Working Age Population (2021) (%)

Qualifications	West Oxon	England	South East
No Qualifications	3.4%	7.0%	5.4%
NVQ1+ (e.g., GCSES D-E)	96.6%	93.0%	94.6%
NVQ2+ (e.g., GCSES A*-C)	92.9%	82.5%	84.2%
NVQ3+ (e.g., A-Levels)	82.6%	65.7%	67.4%
NVQ4+ (e.g., Degree)	61.0%	47.3%	48.7%

Source: West Oxfordshire Community Profile (2022)

Employment

97. The largest contributors to the District's employment according to Nomis (2024) are wholesale & retail (14.9%), manufacturing (12.8%); accommodation and food services (10.6%), education (9.6%), human health & social work (9.6%), professional, scientific & technical activities (7.4%). Together these sectors account for over two thirds of the District's employment.

Earnings

98. The District's average (median) earnings for full time workers stand at £749/week which is higher than the GB average of £729.60/week (source: Nomis, 2024).

Housing

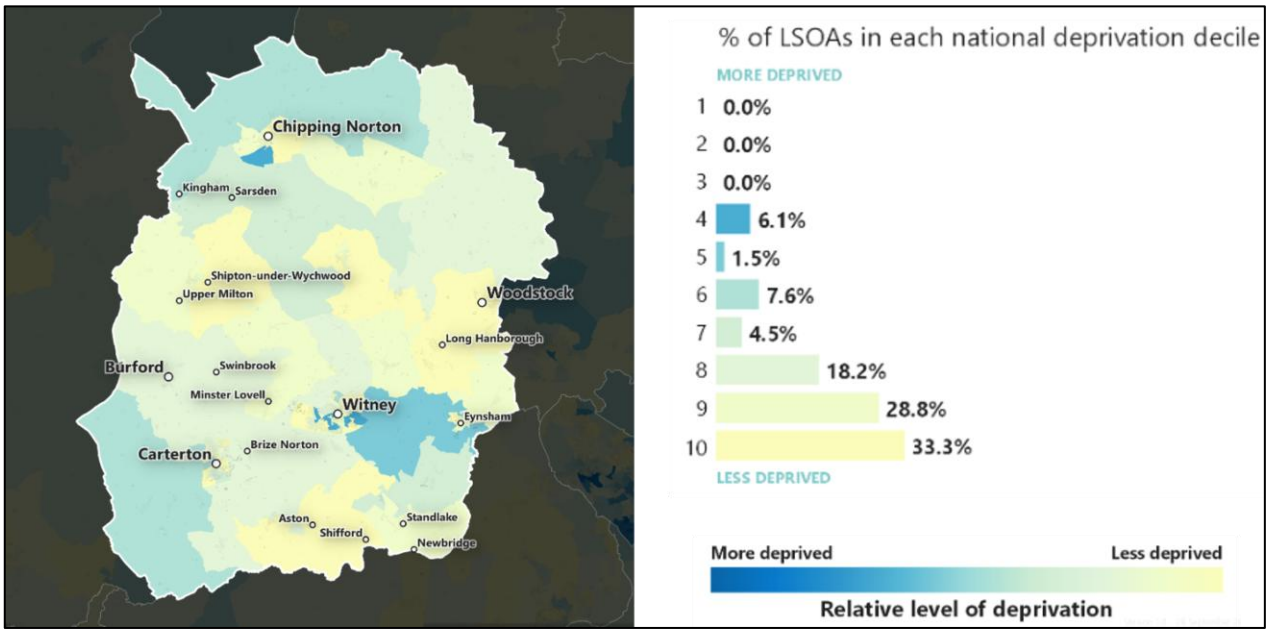
99. In terms of housing, and in 2020, 40% of households owned their dwelling outright, 29.9% owned their dwelling with a mortgage or a loan, 17.6% were private renters, and 12.6% were social renters. The delivery of more affordable homes is a key priority for the Council and the West Oxfordshire District Council '*2021 Affordable Housing Plan*' recognises a need for 274 new affordable homes per year in order to keep up with demand.

100. Housing in West Oxfordshire is significantly more expensive than the English average. In 2021, the housing affordability ratio (the ratio of average workplace annual earnings to house prices) in West Oxfordshire was 11.4, compared to a ratio of 9.1 in England (source: West Oxfordshire Council Plan 2023-2027 – Your Voice Counts).

Index of Multiple Deprivation

101. The Index of Multiple Deprivation 2019 (IMD) rankings within West Oxfordshire, show parts of Chipping Norton, Eynsham and Cassington, Witney Central, Witney East, Witney North, and Witney South as in the 10% most deprived in the district when compared to other Lower Super Output Areas (LSOAs) nationally.

Figure 15: IMD Within West Oxfordshire



Source: MySociety Based on MHCLG IMD Data

Visitor Economy

102. The Economic Impact of West Oxfordshire's Visitor Economy (December 2023) tourism is an important contributor to the local economy generating the following:

- £234.6m of total visitor spend
- £263.8m contributing to business turnover
- 3,595 estimated employed in the sector across the District, representing almost 6% of all employment.

103. Some of the attractions include:

- Blenheim Palace
- Cotswold Wildlife Park
- Chipping Norton Theatre
- the River Thames and
- the market towns of Witney, Chipping Norton, Burford and Woodstock.

SUMMARY

104. Today, many of our traditional towns and shopping centres simply have too much retail space. The critical challenge over the short, medium and long term will be how to retain existing businesses, fill/replace the voids and attract new investment. The danger is that an increase in long-term vacancies in centres will lead to a 'spiral of decline', which will further engender feelings of neglect and lack of investment confidence in town centres, and "push" more people to shop online.

105. Our towns, traditional high streets and shopping centres have been challenged for more than a decade by falling market demand, rising occupancy costs and

increasing competition from online and out-of-centre shopping. As online spending has increased, the demand for physical retail demand has been impacted.

106. West Oxfordshire is older, less deprived, and more highly qualified than the national average but not immune from national challenges including the aftermath of the pandemic and the cost-of-living crisis. House prices in the District are high making social mobility and affordability key issues for the future.

107. Residential provision in centres is already being encouraged, including by previous national planning changes (such as office to residential conversions through prior approval, and permitted development for two flats above a shop), and through emerging local development plan policy. As a result of the increasing drive towards more flexible planning through changes to the Use Classes Order and Permitted Development Rights, there will inevitably be more mixed-uses within centres particularly residential, and this should be encouraged and planned for through enabling planning policies.

108. It will be important to maximise intergenerational residential provision in the most sustainable locations, particularly in centres, as part of a balanced mix of uses. Therefore, consideration needs to be given to planning policies and allocations enabling the growth of other uses, such as education, leisure and recreation, within centres, which, along with residential, are particularly positive in terms of enhancing the vitality of centres.

4. CATCHMENT, COMPETITION & MARKET SHARES

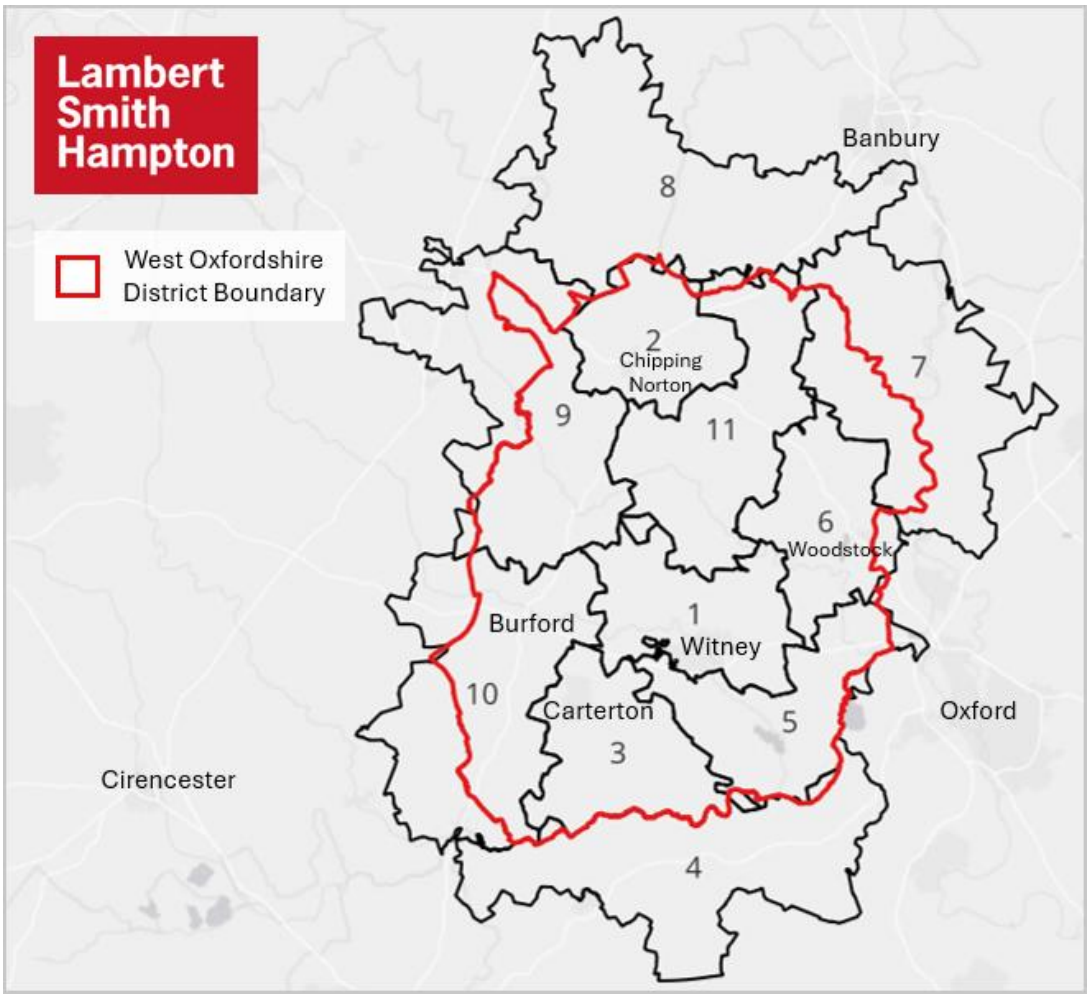
109. This section first describes the Catchment ('Study') Area that has been adopted as the framework for this study. It then sets out the headline results of the telephone interview survey, to identify where households normally shop for diverse types of convenience ('food') and comparison ('non-food') goods.

CATCHMENT (STUDY) AREA DEFINITION

110. The definition of an appropriate Catchment Area is an important starting point for retail and town centre assessments. It provides the framework for the household telephone interview survey and the retail capacity analysis.

111. The broad geography of the Catchment Area and composing zones has been informed by the Council's 2012 study. The Catchment Area is based on postcode geography as per the Council's study. It covers the entirety of the District area in full, as well as extending into neighbouring authorities. The figure below shows the full extent of the Catchment Area and Zones (also refer to **Volume 2; Appendix 1**).

Figure 16: Catchment Area for Study



112. By way of background, NEMS Market Research (NEMS) was commissioned to carry out the household survey. The survey was conducted between November and December 2024. The methodology and full 'weighted' survey results are set out in **Volume 4** . Responses were weighted by the population in each zone to ensure that the results in more sparsely or heavily populated zones were not under or over represented in terms of the market share assessment.

Table 3: Composition of the Study Area by Zones, Broad Geographic Area and Postal Sector

Zone	Geography	Postal Sectors	No. of Interviews	% of Total Interviews
1	Witney	OX28 1; OX28 2; OX28 3; OX28 4; OX28 5; OX28 6; OX29 0; OX29 6; OX29 9;	100	9.1%
2	Chipping Norton	OX7 5;	100	9.1%
3	Bampton - Carterton	OX18 1; OX18 2; OX18 3;	100	9.1%
4	Faringdon	OX13 5; SN7 8;	100	9.1%
5	Eynsham	OX29 4; OX29 5; OX29 7;	100	9.1%
6	Woodstock	OX20 1; OX29 8	100	9.1%
7	Whistlow	OX5 3; OX7 7; OX15 0; OX25 4; OX25 5; OX25 6;	100	9.1%
8	Cherington	CV36 5; OX15 4; OX15 5;	100	9.1%
9	Upper Milton	GL56 0; OX7 6;	100	9.1%
10	Burford	GL7 3; OX18 4;	100	9.1%
11	Walcot	OX7 3; OX7 4	100	9.1%
		Total	1,100	100%

113. The zone-by-zone approach detailed at **Volume 2, Appendix 2-5 for convenience goods** and **Appendix 6-9 for comparison goods** enables more detailed analysis of shopping patterns, market shares and expenditure flows both within and outside the Study Area (Zones 1-11).

114. The key findings are used to inform the baseline market share analysis and the centre/store turnover estimates that underpin both the quantitative and qualitative needs ('gap') assessment, carried out in compliance with good practice.

WEST OXFORDSHIRE DISTRICT COUNCIL: CENTRES AND COMPETITION PROFILE

115. The District is set in a predominantly rural area. It is characterized by its rolling countryside, historic towns, and villages. A significant part of the District falls within the Cotswolds National Landscape, renowned for its scenic landscapes and traditional limestone architecture. The A40 runs through the district, connecting it to Oxford and Cheltenham whilst the M40 motorway is accessible to the east for travel to London and the Midlands. Charlbury and Hanborough railway stations provide connections to Oxford and London Paddington.

116. In terms of geography it is surrounded as follows:

- To the North: the District is bordered by Warwickshire, with connections to the northern Cotswolds and market towns like Shipston-on-Stour.
- To the East: Adjacent to Cherwell and the Vale of White Horse District(s), with easy access to the City of Oxford (approximately 12 miles from Witney, the District's principal town centre and administrative hub).
- To the South: Bordering the county of Gloucestershire and South Oxfordshire, leading towards the Thames Valley.
- To the West: Borders Gloucestershire, incorporating parts of the Cotswolds AONB.

117. **Section 6** (and **Volume 3**) provide more detailed health checks for:

- Principal Town Centre: **Witney**;
- Primary Town Centres: **Carterton** and **Chipping Norton**; and
- Town Centres with a significant tourist role: **Burford** and **Woodstock**.

118. The following provides an overview of the town and district centre(s) (also see **Section 6**):

Witney Town Centre is the principal town centre in the District with a strategic location in Oxfordshire and rich historical backdrop making it an attractive destination for both local shoppers and visitors alike. Witney is renowned for its wool and blanket production, which brought it international fame. The legacy of this industry is celebrated through landmarks like the Witney Blanket Hall. Its location near the Cotswolds makes Witney a popular stop for visitors exploring the countryside. Witney is well-connected via road, with regular bus services from Oxford and surrounding areas. At the heart of the town centre is the spacious Market Square, surrounded by historic buildings and serving as a venue for the regular outdoor markets. Witney has a mix of independent boutiques and several well-known retail chains, catering to diverse customer needs. The Woolgate Centre is a central retail space on Market Square that houses high-street brands such as Next, Waterstones, Holland & Barrett, Waitrose and specialty stores, and cafes, providing an all-weather shopping experience. This provision is further underpinned by additional provision on Marriotts Walk retail complex that offers a mix of fashion outlets including New Look, Hobbs, Trespass, Sports Direct and a Cineworld cinema. Witney's weekly markets and occasional farmers' markets in the Market Square are also a key diversifier, offering fresh produce and artisan goods. The centre also has a range of cafes and eateries, from tearooms to more formal dining spots. Examples of provision include Costa Coffee, independent bakeries, and traditional pubs like The Fleece. Free parking options, including spaces at Marriotts Walk and Woolgate Shopping Centre, encourage patronage to the centre.

Witney town centre is also currently undergoing investment aimed at enhancing its infrastructure and public spaces. Oxfordshire County Council has initiated a project to improve Witney's High Street and Market Square. The

objectives are to enhance public spaces, support local businesses, and improve accessibility for pedestrians and cyclists. The project is funded by a £1.98 million grant from the government's Active Travel Fund. Following public consultations in September and October 2024, construction is scheduled to commence in early 2025, with completion expected by summer 2025.

- **Carterton** is a primary town centre is closely associated with RAF Brize Norton, the largest Royal Air Force base in the UK, located just outside the town. The town centre serves the military community, with businesses and services catering to personnel and their families. Carterton is also well connected by road, with bus services linking it to Witney and Oxford. Overall the centre is compact with the main commercial area centered around the broad intersection of Burford Road/Black Bourton Road and Alvescot Road/Brize Norton Road, with a mix of retail shops, cafes, and essential services. The centre has a mix of multiple and independent retailers including an Asda, Aldi and Morrisons supermarket(s). Regular market days bring fresh produce and artisan goods to the town. Recent investments aim to enhance the town centre, including upgrades to public spaces and improved accessibility including a new Sensory Garden has been established in Market Square and the completed St. John's Garden Project offering a community family garden designed to serve as a gathering place and recreational area for local families.

- **Chipping Norton** is also a primary town centre in the District. It is well connected to the surrounding areas via road, with the A44 providing access to Oxford, the Cotswolds, and beyond. Its location at the edge of the Cotswolds makes Chipping Norton a popular base for visitors exploring the region's hills and villages. Historically, Chipping Norton also thrived as a centre for the wool trade, evident in its iconic landmarks like the Bliss Mill, a striking former tweed mill that symbolizes the town's industrial past. In terms of its retail offer, the centre is renowned for its diverse array of independent retailers, including antique shops, bookshops, and boutique clothing stores. This provision is complemented by multiple representation in the form of supermarkets (Sainsbury's and Your Co-op Food market), WH Smith, and Boots. The leisure provision in the centre is dominated by the Chipping Norton Theatre - a cultural venue in the heart of the town, hosting plays, films, music, comedy, and community events. Its eclectic programming makes it a focal point for arts and entertainment in the region. The cultural scene is supplemented by the two screen boutique Living Room Cinema that opened in the centre in 2023.

- **Burford** is designated as a town centre with a significant tourist role. It is easily accessible via the A40, making it a convenient stop for exploring the Cotswolds and therefore often referred to as the "Gateway to the Cotswolds". The town centre is renowned for its historical significance, architecture and a variety of shops, cafes, and cultural attractions. Burford is home to a variety of boutique and independent stores offering antiques, arts and crafts,

homewares, clothing and jewellery. Burford's town centre tells the story of its medieval wool trade prosperity and the centre is lined with medieval, Tudor, and Georgian buildings. Many of these buildings house shops, inns, and galleries, retaining their historical character. Boutique hotels, inns, and bed-and-breakfast establishments offer a variety of options for travellers.

- **Woodstock** is also designated as a town centre with a significant tourist role. It is a historic market town known for its close connection to Blenheim Palace (a UNESCO World Heritage Site and the birthplace of Sir Winston Churchill). The town centre serves as a gateway to this grand estate, attracting visitors from around the globe. The palace and its expansive grounds draw tourists year-round, contributing significantly to the town's economy and vibrancy. Woodstock is easily accessible via major roadways and public transport, making it a convenient destination for day-trippers and longer stays alike. The Oxfordshire Museum is located in the town centre, celebrating the history and culture of Oxfordshire. Woodstock is also renowned for its independent shops, selling antiques, art, and handcrafted goods. The town centre is famous for its historic inns, such as The Bear Hotel and The Kings Arms.

119. The following provides a brief profile of the main competing centres and shopping/leisure locations outside of the District area:

- **City of Oxford** is renowned worldwide for its prestigious university, iconic architecture, and dynamic cultural scene. The city centre offers a mix of shopping destinations, dining establishments, cultural experiences, and recreational options that attract students, residents, and visitors alike. Cornmarket Street and High Street are the main shopping streets that feature a mix of well-known high-street brands, department stores, and independent boutiques. Queen Street hosts popular multiples and smaller retailers. The City Centre's side streets, such as Turl Street and the area around Broad Street, provide a range of independent stores, including bookstores, antique shops, and bespoke fashion outlets.
  In terms of shopping of shopping centres, Westgate Oxford is the premier shopping and leisure destination with over 100 stores, including flagship outlets for brands such as John Lewis, H&M, and Apple. It also features rooftop restaurants and bars with views of the city skyline. The smaller Clarendon Centre mall offers a range of high-street stores and specialty shops.
  In addition to its retail offer, the city centre has a diverse range of education, leisure and cultural provision. It is dominated by the colleges, libraries, and chapels of the world-famous University of Oxford. Radcliffe Camera, the Bodleian Library and the Sheldonian Theatre. There is also the Ashmolean Museum - The world's first university museum, showcasing art and archaeology; Museum of the History of Science; New Theatre Oxford (that hosts large-scale productions) and the Oxford Playhouse.

Oxford City Centre provides retail and leisure provision that blends with its historic character and offers a comprehensive and diverse array of activities to cater for a diverse local and visiting population.

Banbury in North Oxfordshire is a historic market town. The heart of the town centre, the Market Place features traditional cobbled streets and is home to the town's iconic cross, Banbury Cross, a symbol of its historic significance. Banbury High Street is a pedestrian-friendly area with a variety of national multiples and independent retailers. Banbury Market is held weekly in the town centre and offers fresh produce, clothing, and other goods in a traditional market setting. The central retail destination in Banbury, featuring over 70 stores is the Castle Quay Shopping Centre hosting multiples including Boots, H&M, JD Sports, and Primark, alongside smaller specialty stores. It has recently expanded to include Castle Quay Waterfront, a leisure-focused development that includes The Light Cinema.

- **Designer Outlets:** In addition to the above centres, the District is also in close proximity to the following designer outlets:

  - **Bicester Village**: one of the UK's most renowned luxury shopping destinations, located approximately 12 miles from Oxford and just an hour from London. The Bicester Village Station provides direct train services from London Marylebone in approximately 45 minutes. The village is designed with a pedestrianised street with landscaped paths, boutique storefronts focussing on the shopping experience. It offers over 160 boutiques from leading international and British brands, including Gucci, Prada, Chanel Beauty, Dior, and Jimmy Choo. The village offers a diverse range of dining options, including Café Wolseley, and Farmshop Restaurant & Café by Soho House.

  - **Swindon Designer Outlet Village** is housed in a repurposed Grade II-listed railway works building. It combines industrial heritage with a modern retail experience, offering visitors a unique shopping and leisure destination. It is easily accessible from the M4 motorway (Junction 16) and is well-connected by both bus and train, with Swindon Station nearby. The outlet features over 100 designer and high-street brands including Hugo Boss, Levi's, Ted Baker, Superdry, and Michael Kors. The outlet caters to a broad audience, from fashion and sportswear enthusiasts to home goods and luxury shoppers. A wide selection of dining options is also available, including Gourmet Burger Kitchen, Pizza Express, and Wagamama. The centre is adjacent to the STEAM Museum of the Great Western Railway, enhancing its appeal for visitors interested in British railway history.

MARKET SHARE ANALYSIS

120. The survey-derived market share analysis is detailed in **Volume 2** (see **Appendix 3** for convenience goods and **Appendix 7** for comparison goods. To note that the market share analysis at this stage of the assessment includes expenditure on 'Special Forms of Trading' (SFT), which comprises sales via the internet, mail order, stalls and markets, door to door and telephone sales.

Convenience Goods Market Shares

121. Convenience goods retailing is generally defined as comprising everyday essential items (including food, drinks, newspapers/magazines and confectionery), as well as an element of non-durable housing goods (such as washing up liquid, kitchen roll, bin bags, etc.).

122. The overall market share analysis (%) for all centres and stores are detailed in Table 1 (**Appendix 3**). These market shares have been derived from the assessment of the ('primary') responses as to where people normally shop for their more infrequent main ('bulk') food purchases, and for their more frequent day-to-day ('top up') convenience and grocery purchases.

123. Furthermore, in order to prevent food shopping patterns being 'skewed' by larger superstores and food stores in the Catchment Area, the survey also asked respondents where else they normally shop (if anywhere) for their 'main' and 'top up' purchases in addition to the first store identified (i.e., the 'secondary' responses). The market shares for these 'secondary' shopping purchases are set out in Table 3 ('other' main food shopping) and Table 5 ('other' top up food purchases') in **Appendix 3**.

124. The 'primary' and 'secondary' responses for the different types of food shopping have then been merged through the application of a weighting based on judgements as to the proportion of household expenditure normally accounted for by each type of convenience goods shopping. In this case we have applied a reasonable and robust weighting of 60% for main 'bulk' shopping; 15% for secondary main 'bulk' shopping; 15% for primary 'top-up' shopping; and 10% for secondary 'top-up' shopping.

125. The summary of market shares from across the Study Area (Zones 1-11) for town and out-of-centre locations for convenience goods locations in the District area is summarised in Table 4. We have provided key headlines based on the Study Area (Zones 1-11):

Table 4: Convenience Goods: Study Area - Town and Out-of-Centre Market Shares: Retention (%)

TABLE 1: ALL CONVENIENCE GOODS - 2024 MARKET SHARE ANALYSIS (%) *Including Internet Shopping and other Special Forms of Trading*	
WEST OXFORDSHIRE DISTRICT AREA	**Study Area**
TOWN CENTRE: WITNEY	
Co-op, High Street	0.4%
M&S, Marriotts Walk	1.0%
Waitrose, Witan Way, Woolgate	6.1%
All Other Floorspace	0.3%
Subtotal	7.7%
TOWN CENTRE: CHIPPING NORTON	
Co-op, High Street	2.6%
Sainsbury's Superstore, Market Street	1.5%
All Other Floorspace	0.1%
Subtotal	4.2%
TOWN CENTRE: CARTERTON	
Asda Supermarket, Black Bourton Road	5.8%
Morrisons, Black Bourton Road	4.0%
Aldi, Alvescot Road	3.1%
All Other Floorspace	0.0%
Subtotal	12.9%
TOWN CENTRE: BURFORD	
Co-op, High Street	0.3%
All Other Floorspace	0.0%
Subtotal	0.4%
TOWN CENTRE: WOODSTOCK	
Co-op, High Street	0.3%
All Other Floorspace	0.2%
Subtotal	0.5%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	8.1%
OUT-OF-TOWN CENTRE STORES / LOCATIONS	
Lidl, New Close Lane, Witney	2.8%
Sainsbury's Superstore, Witan Way, Witney	7.8%
Aldi, Banbury Road, Chipping Norton	4.1%
M&S Foodhall, Windmill Square, Chipping Norton	1.4%
Subtotal	16.1%
WEST OXFORDSHIRE DISTRICT AREA	**49.9%**

126. The main headlines from the table are summarised below:

- All the convenience goods floorspace within the District area attains a market share of 49.9% from across the Study Area (Zones 1-11). In our view this is an average level of retention.

- Of the 49.9% market share retention, more than half of this (33.8%) goes to town centre floorspace. The following named stores attained the highest

market shares in town centre locations with stores in Carterton dominating, namely: Waitrose, Witan Way (Witney) (6.1%); Asda Supermarket, Black Bourton Road (Carterton) (5.8%); Morrisons, Black Bourton Road (Carterton) (4%); and Aldi, Alvescot Road (Carterton) (3.1%).

- All out-of-town centre convenience goods floorspace attains a retention of 16.1%. Of this provision Sainsbury's Superstore, Witan Way, Witney attains the highest market share of 7.8%, followed by Aldi, Banbury Road, Chipping Norton (4.1%) and thereafter Lidl, New Close Lane, Witney (2.8%).

127. The table below shows the market shares of centres and stores located outside the District area. This broadly represents a proxy for the 'leakage' of shoppers and spend. However, we advise that care should be applied in interpreting these market shares and 'leakage' in particular. This is because they are dependent on how widely drawn the catchment area is and also reflects the fact that some of the stores located in neighbouring authorities will be more convenient and easily accessible to residents rather than necessarily reflecting any under-provision or latent need for new convenience floorspace.

Table 5: Convenience Goods: Market Share: Leakage (%)

OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	
Abingdon	2.4%
Banbury	9.0%
Bicester	2.5%
Faringdon	3.9%
Kidlington	2.9%
Moreton-in-Marsh	2.7%
Oxford	1.8%
Stratford-upon-Avon	0.7%
Swindon	0.6%
Wantage	0.8%
Warwick	0.2%
All Other Centres / Stores	5.2%
Subtotal	32.7%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	17.3%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**50.1%**

128. The table shows:

- Collectively, almost half (50.1%) of the spending from the Study Area (Zones 1-11) is going to centres/stores outside the District area. This is reasonable in our view given the increased competition from other neighbouring centres and food stores in the context of the wide area of coverage. The principal competing location is Banbury (9%) followed to a), Bicester (2.5%) and Abingdon (2.4%). .

- **Special Forms of Trading** (SFT) is achieving a market share of 17.3% in the widely defined Study Area (Zones 1-11). This figure is below the Experian national average forecast of 18.6% in 2025.

Comparison Goods - Market Share Analysis

129. Comparison goods are generally classified as items purchased less frequently and include clothing, footwear, household and recreational goods. For the following main categories of non-food expenditure, each respondent was asked where they did most of their household's shopping, and "where else" they shopped.

Table 6: Main Categories of Comparison Goods Expenditure

Household Survey Question:	Where do households normally shop for:	See Appendix 7
Q8 & Q10	Clothing and footwear (fashion) items	Table 2
Q11	Recording media (e.g., records, CDs, DVDs, etc.)	Table 3
Q12	Audio-visual, photographic and computer items & domestic electrical	Table 4
Q13	Books, Stationery and Drawing Materials	Table 5
Q14	Pet-related products, hobby items, sportswear, camping, cycling and musical instruments	Table 6
Q15	Furniture, carpets, other floor coverings and household textiles	Table 7
Q16	DIY goods, decorating supplies & garden products	Table 8
Q17	Personal care products & medical goods	Table 9
Q18	All other goods – including jewellery, watches, glassware, tableware etc.	Table 10

130. Table 1 (**Appendix 7**) sets out the total combined market shares for all comparison goods expenditure allocated to the main centres and stores. The market share analysis (%) takes account of the distribution and weight of spend (£) by households on the different comparison goods categories. This ensures that that the resultant shares are not 'skewed' by any particular comparison goods expenditure category. This is a standard approach for retail assessments. As for the analysis of convenience goods, the market shares at this stage of the analysis include expenditure on SFT.

131. The summary of market shares for town and out-of-centre locations for comparison goods locations in the District area is shown in Table 7.

Table 7: Comparison Goods: Town and Out-of-Centre Market Shares

WEST OXFORDSHIRE DISTRICT AREA	Study Area
TOWN CENTRE: WITNEY	11.3%
TOWN CENTRE: CHIPPING NORTON	2.7%
TOWN CENTRE: CARTERTON	1.6%
TOWN CENTRE: BURFORD	0.3%
TOWN CENTRE: WOODSTOCK	0.2%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.2%
OUT-OF-TOWN CENTRE STORES / LOCATIONS	
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.1%
B&Q, Thorney Leys Park, witney	1.8%
Lidl, New Close Lane, Witney	0.2%
Sainsbury's Superstore, Witan Way, Witney	1.4%
Aldi, Banbury Road, Chipping Norton	0.2%
All Other Out-of-Centre floorspace	1.1%
Subtotal	4.7%
WEST OXFORDSHIRE DISTRICT AREA	**22.0%**

132. The market shares are set out in the table and the main headlines are described below:

- Comparison goods floorspace within the District attains a market share of 22% from across the Study Area (Zones 1-11) which is a low level of retention.
- Of the overall 22% market share retention, Witney town centre attains half of this market share attaining 11.3% followed by Chipping Norton at 2.7% and Carterton at 1.6%.
- In contrast, the out-of-centre floorspace collectively attains a 4.7% level of retention. The highest within this category is B&Q , Thorney Leys Park at 1.8% followed by the Sainsbury's Superstore, Witan Way, Witney at 1.4%.

133. The table below shows 'leakage' of comparison goods expenditure to other competing centres and stores located outside of the District area. The key headlines are:

Table 8: Comparison Goods: Market Share Leakage (%)

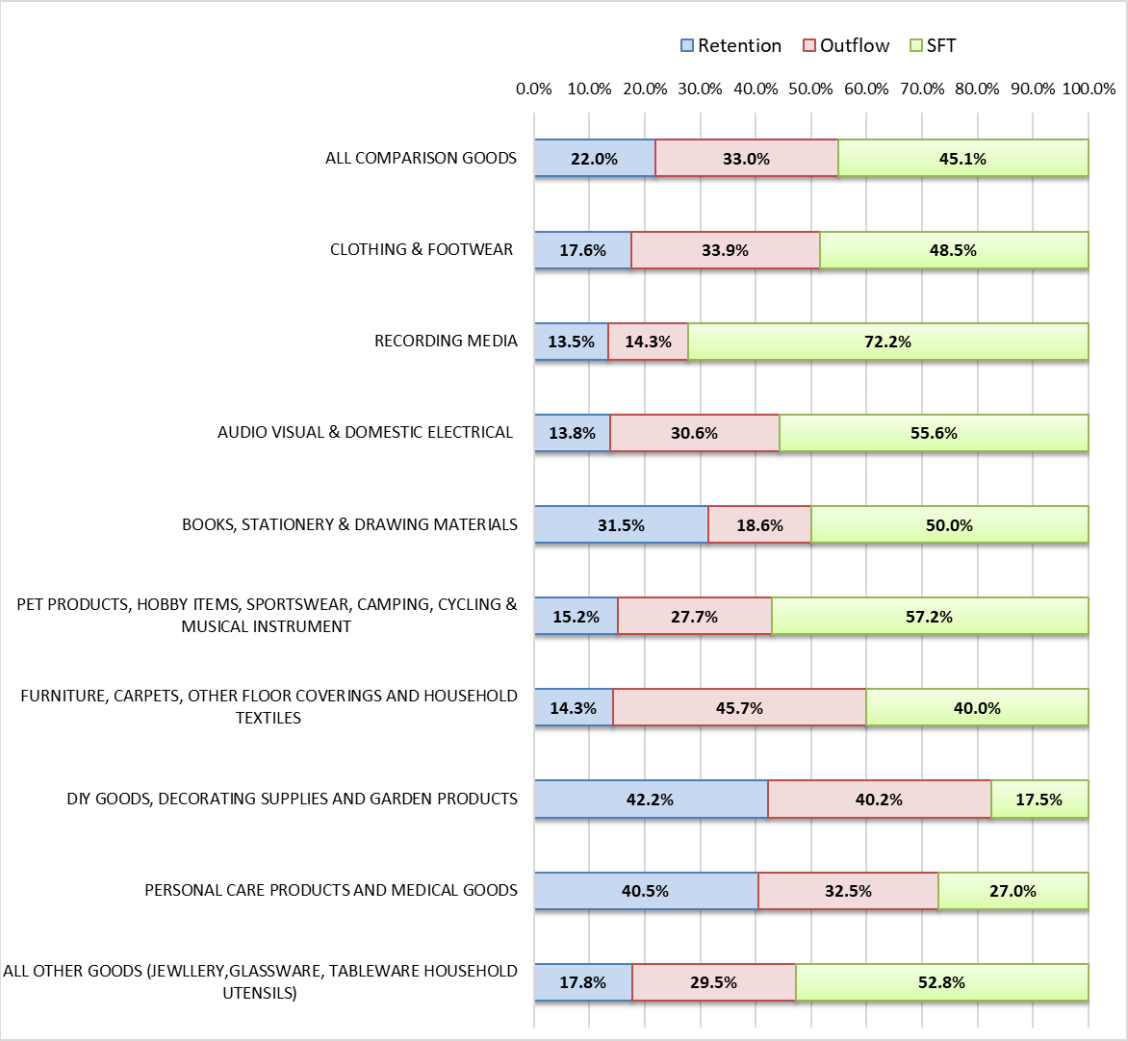
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	
Abingdon	1.8%
Banbury	7.9%
Bicester	1.7%
Bicester Village	0.2%
Central London	0.4%
Cheltenham	0.7%
Faringdon	0.5%
Gloucester	0.0%
Kidlington	0.9%
Leamington Spa	0.1%
Milton Keynes	0.8%
Moreton-in-Marsh	0.6%
Oxford	9.8%
Stratford-upon-Avon	1.2%
Swindon	1.6%
Swindon Designer Outlet Village	0.5%
Wantage	0.5%
Warwick	0.0%
All Other Centres / Stores	3.7%
Subtotal	33.0%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	45.1%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**78.0%**
OVERALL TOTAL	**100.0%**

- There is a substantial 78% 'leakage' of comparison goods expenditure to other competing centres; The key competing locations are the competing centres of Oxford City Centre (9.8%) and Banbury (7.9%).

- **Special Forms of Trading** (SFT) forms a substantial contribution to the leakage achieving a very high market share of 45.1% from across the Study Area (Zones 1-11). These market shares are higher than the national average figure forecast of 34% for 2025 by Experian.

134. The figure below shows the market share ('retention') of different categories of comparison goods achieved by centres/stores in the District from within the Study Area (Zones 1-11).

Figure 17: Comparison Goods Market Shares: Study Area (Zones 1-11)



135. The above figure shows that across the Study area (Zones 1-11), online shopping accounts for 45.1% of market share and its proportion is high (40% and above) amongst most comparison goods sub-categories except for DIY goods (17.5%) and personal care products (27%). The highest market share for online shopping is in the category of recording media achieving a market share of 72.2%.

136. In terms of the overall level of retention of 22%, the highest (above 40%) is amongst the categories of personal care products and medical goods (40.5%).

137. Outflow accounts for 33% of market share for all comparison goods. The highest (above 40% market share is in the categories of: furniture & floor coverings (45.7%) and DIY goods (40.2%)

138. The above indicates that in the categories of DIY goods and personal and medical goods there is a tendency to shop either locally or outside the District but not online. For most of the other sub-categories of comparison goods, the survey has shown the dominance of online shopping.

SUMMARY

139. In summary the market share headlines for convenience goods retailing are:

- SFT has a 17.3% market share in the Study Area (Zones 1-11), which is below the national average forecast by Experian Business Strategies of 18.6% in 2025.
- The 'retention level' of 49.9% by floorspace in the District area represents an average level of retention.
- Of the 49.9% market share retention more than half (33.8%) goes to town centre floorspace with the provision in Carterton dominating and attaining 12.9% of this total .
- The out-of-centre category contributes to 16.9% of the retention level of 49.9%. This market share is dominated by the Sainsbury's Superstore, Witan Way, Witney which attains the highest market share in this location category of 7.8%.

140. For comparison goods the key headlines are:

- SFT's market share in the Study Area of 45.1% is considerably higher than Experian national average of 34% for 2025.
- Centres and stores in the District are achieving a low overall retention level of 22%. Of this total, Witney town centre attains the highest market share at 11.3.
- The out-of-centre category collectively attains a 4.7% level of retention dominated by the B&Q , Thorney Leys Park at 1.8% followed by the Sainsbury's Superstore, Witan Way, Witney at 1.4%.

5. CENTRE HEALTH CHECKS: APPROACH & KPIs

141. **Section 6** sets out the key findings of the health check assessment of the District's centres. These have been informed, **where possible and available**, by the following Key Performance Indicators (KPIs) outlined in the National Planning Practice Guidance (PPG) (Paragraph 006. Reference ID: 2b-006-20190722). The KPI's that area stated and that **may** be relevant in assessing the health of town centres include:

- the diversity of uses;
- proportion of vacant street level property;
- commercial yields on non-domestic property;
- customers' experience and behaviour;
- retailer representation and intentions to change representation;
- commercial rents;
- pedestrian flows;
- accessibility;
- perception of safety and occurrence of crime;
- state of town centre environmental quality;
- balance between independents and multiples;
- any evidence of barriers to new businesses opening and existing business expanding;
- opening hours/availability/extent to which there is an evening and night time economy offer (The "evening" economy generally relates to all leisure activities that are open until around 11pm. The "night-time" economy is generally defined as businesses and activities with late night licences that are open beyond 11pm, particularly at the weekend.).

142. These KPIs help to identify the critical Strengths and Weaknesses of each centre from a retail and leisure perspective; the Opportunities for new sustainable development and growth; and any current and potential future Threats to their overall vitality and viability ('SWOT' assessment).

143. The health check and SWOT assessments draw on a number of industry standard published datasets (e.g., Experian Goad, PROMIS, etc.), primary market research (including the findings of the household telephone interview survey), and LSH's own commercial market intelligence and research. This will help understand the current vitality and viability of the District's centres, how their health has changed over time, and their prospects over the short, medium and longer term. Our approach and some of the key performance indicators assessed are briefly described below.

DIVERSITY OF USES:

144. The health check assessments have been principally informed by the latest available Experian Goad Category reports, site visits and the Council's monitoring data **where available**. These assessments set out the number and proportion of

units and floorspace by different uses (i.e., convenience, comparison, leisure and service uses). Experian Goad define 'services' into three sub-categories:

- retail services - including hairdressers, beauty salons, travel agents, launderettes, opticians, etc.; (Note: Since the reform of the Use Classes Order (1 September 2020) all retail services are defined as Class E (previously Class A1). This is apart from shops not more than 280sqm "*most selling essential goods … and at least 1km from another similar shop*", which are now covered by the new Class F2 (local community uses).
- leisure services - including cafés and restaurants, betting shops and fast food/ takeaway outlets (Note: Cafés and restaurants are now classified as Class E (previously Class A3); betting shops are 'sui generis'; and fast food/ takeaway outlets are 'sui generis' (previously Class A5); and
- financial and professional services - including banks, estate agents, etc. (Note: Financial and professional services are now classified as Class E (previously Class A2)).

VACANCY LEVELS

145. The number and scale of vacancies in a centre, and the length of time properties have been vacant, represents one of the critical KPIs used to assess a centre's overall vitality and viability. For example, high vacancy levels, or a concentration of vacancies in certain areas/streets, could indicate underlying weaknesses in terms of occupier demand, and/or the fact that vacant units are not 'fit-for-purpose' to meet the needs of modern businesses (for example, there may be too small and/or have a poor layout/configuration). Notwithstanding this, vacancies can arise in even the strongest centres due to the natural 'churn' in businesses opening and closing at any point in time. This KPI must therefore be used and interpreted with caution. Where possible we have assessed the changes in vacancy levels (outlets and floorspace) over time for the four main centres based on the findings of previous evidence-based studies.

MULTIPLE AND INDEPENDENT OUTLETS

146. A multiple is defined by Experian as being part of a network of nine or more outlets. It is widely accepted that a good presence and mix of multiples in a centre, alongside a strong and diverse independent offer, helps to increase the overall attraction, diversity and performance of centres. For many centres multiples are the key anchors to their shopping and leisure offer, helping to draw visitors from wider catchments and generate more frequent shopping trips and footfall, to the benefit of other shops, businesses and facilities in terms of linked trips and expenditure, and longer dwell times.

STREET & COVERED MARKETS

147. The presence of high quality, well managed and diverse street/indoor markets and food halls in centres can have a significant positive impact on their overall vitality

and viability. This is recognised by the NPPF (paragraph 90c), which states that existing markets should be retained and enhanced and, where appropriate, new ones should be created, ensuring that markets remain attractive and competitive. It is widely accepted that successful markets in the right locations can help increase trips to centres from a wider catchment, attract a more diverse customer profile, generate benefits for the wider daytime and evening economy, and act as "seedbeds" and "incubator space" for the growth of new businesses.

MARKET DEMAND & REQUIREMENTS

148. Evidence of market demand from retail and leisure operators for representation in a town centre can provide a further indication of the overall health and attraction of centre, and investor confidence. In this case evidence was drawn from standard published sources (including the Requirements List) and, where possible, supplemented by LSH's own commercial market intelligence. However, it should be noted that the published information is not definitive, as many retailers and leisure operators prefer not to make their requirements public, as it can potentially undermine their current and future negotiating position with potential landlords. Furthermore, market demand is often opportunity-driven and often responds to the availability and marketing of new development sites and regeneration opportunities.

PRIME ZONE A RENTS & COMMERCIAL YIELDS

149. The level of rent, that businesses are prepared to pay for retail space, and the commercial yields achieved, provide a further indication of the relative strength of the centre and its prime retail pitch. However, it should be noted that Prime Zone A rents and yields are not available for all centres, particularly smaller centres where there is more limited evidence on transactions. Therefore, an assessment of Prime Zone A rents and yields is only provided where there has been significant market activity. Evidence of average commercial yield levels for centres is inherently more difficult to source, as it depends on the level and volume of transactions in any one year. In general terms though, where reported yields are low, this usually represents a particularly strong performing investment. Conversely, where the yield value is high, this generally reflects poorer performing investments.

CUSTOMER VIEWS AND BEHAVIOUR

150. Our assessment of customers' views and behaviours and shopping patterns draws on the outputs of the commissioned 1,100 household survey (undertaken between November and December 2024), as evidence to help inform the town centre health checks.

TOWN CENTRE ENVIRONMENTAL QUALITY

151. Assessment of a centre's overall environmental quality represents a further KPI to help assess overall attraction, vitality and viability. An assessment of environmental quality (including, for example, cleanliness and attractiveness, security, treatment of buildings and open/green spaces) was carried out as part of our site visits and further informed by the findings of the household survey and stakeholder engagement, along with other available reports and evidence.

ACCESSIBILITY

152. The accessibility of a centre is measured by the ease and convenience of access by different modes of travel to and across the centre; including dedicated access for pedestrians, cyclists and disabled people. This assessment was informed by the survey evidence, along with information provided by the local planning authority, and observations undertaken as part of the centre audits and site visits.

PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

153. The statistics detailing crime rates for specific regions, urban areas and postcodes is based on data sourced from UKcrimestats.com. This source aggregates open police force data on crime trends for England, Wales, and Northern Ireland. It provides, in our view, the most complete catalogue of crime and safety information available. This is supplemented by the feedback from the household survey, stakeholder engagement and other research to help inform current perceptions of safety and crime for the main town centres.

OUT OF CENTRE PROVISION

154. The existing and planned out of centre retail and leisure floorspace in the Council area and neighbouring local authority areas was determined using a number of published sources, evidence provided by the local authority (where available), and the findings of the market research surveys and town centre audits.

NEW INVESTMENT & POTENTIAL DEVELOPMENT

155. The Council provided evidence of all existing, committed and planned retail/leisure investment and development in the main centres. All new retail and leisure floorspace identified by this study covers commitments and permissions (normally over 500 sqm gross).

SUMMARY

156. Health checks are important planning 'tools' for appraising and monitoring changes in the overall attraction and performance of town centres and informing the preparation of robust strategies and plans. The assessments of Key Performance Indicators (KPIs) carried out for this study are informed by the PPG and are based on different data sources and market intelligence, including published research, site visits and the household telephone interview surveys. Taken together these KPIs enable a robust assessment of each centre's SWOTs (Strengths, Weaknesses, Opportunities and Threats), and will help to identify any significant "gaps" in provision.

6. HEALTHCHECK SUMMARIES

157. This section sets out the summary findings of the town centre health checks for:

- Principal Town Centre: **Witney**;
- Primary Town Centres: **Carterton** and **Chipping Norton**; and
- Town Centres with a significant tourist role: **Burford** and **Woodstock**.

158. The detailed health checks and audits are detailed in **Volume 3**.

TOWN CENTRE HEALTH CHECKS - SUMMARY

159. As described in the previous section, and in **Volume 3**, the health checks are based on Key Performance Indicators (KPIs) set out in the PPG. The assessments are informed by different data sources and market intelligence, including published research, site visits and the Council's monitoring data. Taken together these KPIs enable a robust assessment of each centre's SWOTs (Strengths, Weaknesses, Opportunities and Threats), and help to identify any significant "gaps" in provision.

160. By way of overview the table below shows the scale of the retail, leisure and service provision in the centres.

Table 9: Centre Analysis: Number of Outlets

Number of Outlets	Witney	Carterton	Chipping Norton	Burford	Woodstock
Comparison Retail	91	9	34	39	28
Convenience Retail	19	8	9	7	5
Retail Services	46	14	11	3	9
Leisure Services	53	25	27	12	23
Financial & Business Services	25	6	8	2	4
Vacant	28	1	19	9	4
Total	262	63	108	72	73

Source: Experian GOAD

161. The outlet count clearly shows Witney Town Centre as the largest and dominant centre in the District followed by Chipping Norton.

Table 10: Centre Analysis: Floorspace (gross sqm)

Floorspace	Witney	Carterton	Chipping Norton	Burford	Woodstock
Comparison Retail	17,600	2,670	4,530	4,690	2,460
Convenience Retail	5,970	7,620	2,310	920	560
Retail Services	3,540	1,510	980	120	630
Leisure Services	12,560	4,160	4,960	2,300	4,660
Financial & Business Services	4,460	380	770	260	290
Vacant	4,150	80	2,820	1,020	430
Total	48,280	16,420	16,370	9,310	9,030

Source: Experian GOAD

162. In terms of floorspace, the data reinforces that Witney is by far the largest and dominant centre in the District. The next 'band' is between the 16,350sqm to 16,450sqm band with Carterton (16,420 sqm) being some 50sqm larger than Chipping Norton (16,370sqm). The floorspace in Carterton is led by the large provision of the convenience goods floorspace that includes the Asda, Aldi and Morrisons supermarket(s). The last band is between the 9,000sqm to 9,350sqm band that includes Burford (9,310 sqm) and lastly Woodstock (9,030sqm).

163. The District's main centres are distinct from each other in terms of their physical characteristics, catchments, and market position, which is described in detail in the health check assessments in **Volume 3**. The following tables and commentary summarise the main SWOTs (Strengths, Weaknesses, Opportunities and Threats) for each centre. The findings help to identify their relative performance in the District's network and hierarchy of centres, and any significant "gaps" in provision.

WITNEY: SWOT

164. As detailed above, Witney town centre is the dominant centre for larger scale commercial, community and leisure provision in the District. Whilst accessible by road with several bus routes connecting Witney to smaller centres across the District, as well as to and from Oxford, the nearest train station is Hanborough, approximately 8.5km north east of the centre (a 15-minute drive).

165. The environmental quality of the town is good with a setting that blends old and new buildings with historic character and charm. The centre has good signage and ample street furniture.

166. Of the 262 units across the centre the majority, 91 units (34.7%) of these are comparison retail outlets with leisure units (53 units, 20.2%) being the next dominant category. Witney has a good range of both national multiples (e.g. Fatface, Boots, Superdrug, Waitrose, Pizza Express) and independents including Lilly's Attic (fashion accessories, gifts and home), The Flower Shop, Beanbag Natural Health (health food store), 1863 Café & Bar and Coffeesmith Café.

167. In terms of vacant space, the centre has a 10.7% vacancy rate in terms of outlets (lower than the UK average of 14.1%). Additionally, 8.6% of the floorspace in Witney is vacant (which also compares favourably to the UK average of 14.2%).

168. Stakeholder engagement has raised the following concerns:

- Underutilised Spaces: Market Square lacks activation on non-market days, limiting its potential.
- Retail Challenges: Online shopping growth, vacant units, and competition from Oxford, Bicester Village, and out-of-town retail parks.
- Traffic & Accessibility: Peak-time congestion & parking, and traffic management issues, including frustration over the High Street closure.
- Public Space & Infrastructure: Some areas need investment, and there is a lack of covered spaces and a visitor centre.
- Public Transport: Poor connections, especially in the evenings and no rail link.

- Competition from Nearby Centres: Concerns that Carterton and future developments like Salt Cross could potentially divert retail and social activity away from Witney.

169. Witney town centre is also currently undergoing investment aimed at enhancing its infrastructure and public spaces. Oxfordshire County Council has initiated a project to improve Witney's High Street and Market Square. The objectives are to enhance public spaces, support local businesses, and improve accessibility for pedestrians and cyclists. The project is funded by a £1.98 million grant from the government's Active Travel Fund. Following public consultations in September and October 2024, construction is scheduled to commence in early 2025, with completion expected by summer 2025.

170. Overall, the Strengths, Weaknesses, Opportunities, Threats (SWOT) can be summarised as follows:

Strengths

- Strong comparison retail offer.
- Strong presence of high street banks.
- Good convenience anchors.
- Good range of quality independents.
- Good presence of a range of national multiples.
- Cinema as a key entertainment attraction.
- Witney market as key attractor and footfall driver.
- Good accessibility.
- Strong heritage and historic character.
- Good blend between old and new architecture.
- EV charging provision.
- Access to green space.
- Parking provision.
- Evidence of market activity and demand.
- Nearby community services – library and health centre.
- Retail rents consistently above comparable towns.

Weaknesses

- Rising vacancy rate.
- Limited restaurant offer relative to the centre’s size.
- 2024 footfall down -28% vs 2023 (January to August).
- Rising levels of crime.
- Underutilisation of Market Square on non-market days.
- Limited evening economy.
- Street clutter detracting from environmental quality in parts.
- No town centre manager.
- Lack of advertising for the market.

Opportunities
• Capitalise on interest for representation from retailers. • Creative use of vacant units through pop-ups, community hubs, co-working spaces etc. • Broader mix of uses within the centre to address vacant units – e.g., residential. • Better use of Market Square on non-market days. • Improvements to evening economy – both in terms of provision and coordination of the offer. • More place promotion. • Better cycle provision (cycle lanes). • Improve public realm including better signage. • Heritage guide and better coordination between centres.

Threats
• Potential continued decline in comparison retail offer. • Rising vacancy rates weakening the town's draw. • Rising crime rate discouraging visitors who may feel unsafe. • Competing centres such as Oxford and Bicester Village. • The growth in online shopping and its impact on brick-and-mortar retail outlets. • High business operating costs. • Further closures of high street retailers (e.g., WHSmith).

CARTERTON: SWOT

171. The centre is closely associated with RAF Brize Norton. It serves the military community, with businesses and services catering to personnel and their families. Carterton is also well connected by road, with bus services linking it to Witney and Oxford.

172. The centre has a mix of multiple and independent retailers with a strong presence of convenience retailing that includes an Asda, Aldi and Morrisons supermarket(s). Carterton has a total of 63 units and an overall quantum of 16,420 sqm in floorspace. The centre has an extremely low vacancy rate of 1.6% which is considerably lower than the national rate of 14.1%.

173. The environmental quality of the centre is good with well-kept buildings and frontages together with ample provision of street furniture. The centre would benefit from further greening.

174. Carterton has a relatively limited evening offer, with related establishments are restricted to a small selection of pubs, restaurants and a cocktail bar.

175. Recent investments aim to enhance the town centre, including upgrades to public spaces and improved accessibility including a new Sensory Garden which has been established in Market Square and the completed St. John's Garden Project offering a community family garden designed to serve as a gathering place and recreational area for local families.

176. The future for the centre will be determined by the scale of new residential development in the surrounding areas as well as the growth and improvements in infrastructure and services this may potentially bring.

177. The centre's Strengths, Weaknesses, Opportunities, Threats (SWOT) can be summarised as follows:

Strengths

- Strong convenience retail offer (main reason for visiting for more than half of customers).
- Good leisure service offer.
- Low vacancy rate.
- Good presence of national multiples.
- Good parking provision.

Weaknesses

- High representation of fast-food and takeaways.
- Footfall down by -16% when comparing 2023 and 2024 (January to August) figures.
- Hard environment with limited greenery and vibrancy.
- Limited character and charm when compared to the other centres in the District.
- Low comparison retail provision.

Opportunities

- Improved market offer.
- More greenery and vibrancy across the centre.
- A greater diversification of uses within the centre, particularly with food & beverage operators which is dominated by fast-food and takeaways.

Threats
• High business operating costs. • The growth in online shopping and its impact on brick-and-mortar retail outlets. • Ongoing anti-social behaviour issue in the centre potentially deterring visitors due to safety concerns. • Continued decline in footfall numbers.

CHIPPING NORTON: SWOT

178. Chipping Norton is the northern most town centre within the District. The A44 runs through the centre as well as High Street, West Street (to the south), Market Street, Middle Row and Cattle Market. The centre has a strong mix of retail and leisure which is supported by The Chipping Norton Theatre as a cultural and community hub as well as the two screen boutique Living Room Cinema.

179. Across the centre, comparison retail is the common use, taking up almost 1 in 3 outlets, whilst leisure services occupy more floorspace than any other use. There are a total of 19 vacant outlets in Chipping Norton which represents 17.6% of the overall outlets (higher than the UK average of 14.1%).

180. The quality of the environment is generally enhanced by the historic buildings architecture and well-kept shop fronts. The town centre is broadly centred on the central artery of the A44 which detracts from the environmental quality and permeability across the centre. Although the road is relatively busy, there is sufficient paving on both sides of the road, dropped and tactile paving, and metal bollards for pedestrian safety and to aid pedestrian road crossings. This is particularly necessary as there is a sloping gradient across the centre from east to west.

181. The Strengths, Weaknesses, Opportunities, Threats (SWOT) can be summarised as follows:

Strengths

- Strong history, character and charm.
- Entertainment venues as key attractions – Chipping Norton Theatre and The Living Room Cinema.
- Good mix of uses which are broadly in line with the UK averages.
- The offer is stable when comparing the mix of uses to the 2012 study – particularly with comparison retail, which typically has declined in recent years, but remains a strong use in Chipping Norton.
- Strong presence of independent retailers.
- Sainsbury's and Co-op as key convenience retail anchors for the centre.
- Chipping Norton Market as a driver of footfall for the centre.
- Good environmental quality overall.

Weaknesses

- Vacancy rate above UK average (outlets and floorspace) – significant increase from previous study.
- Footfall down -14% from 2023 to 2024 (January to August).
- Road network fragmenting the centre as well as posing challenges to pedestrians and cyclists.
- Gradient of the centre creates a disconnect and further accessibility challenges.

Opportunities

- Improvements to pedestrian accessibility – provision of a crossing to the north of the centre as well as upgrading the pedestrian island crossings.
- Improved promotion of the market.
- The creation of a public space that acts as the heart of the centre, with provision of seating and a pleasant place to spend time, socialise and dwell.
- Consideration of alternative uses to address vacant space (such as residential, healthcare and education).
- Creative use of the vacant space in the form of pop-ups, community hubs and co-working spaces.
- Heritage guide and better coordination between centres.

Threats
• High business operating costs. • Out of centre offers that may be deemed more convenient and safer – Aldi and London Road Retail Park to the east. • Continued rise in vacancies damaging the appeal and attraction of the centre. • The growth in online shopping and its impact on brick-and-mortar retail outlets. • Further closures of high street retailers (e.g., WH Smith).

BURFORD: SWOT

182. Burford is designated as a town centre with a significant tourist role. It is easily accessible via the A40, making it a convenient stop for exploring the Cotswolds and therefore often referred to as the "Gateway to the Cotswolds".

183. The centre is dominated by comparison retail with over half of the units and floorspace occupying this use (more than double the proportionate representation that would be expected when comparing to the UK average for outlets). Whilst food and beverage operators are underrepresented in terms of outlets when compared to the UK average; they occupy a higher proportion of floorspace than average. The centre has a lower vacancy rate in terms of outlets of 12.5% when compared to the national average of 14.1%. The broad provision in Burford is led by small-scale independent operators that add to the vitality and charm of the centre.

184. The environmental quality of Burford is good, with great history, charm and character. As with Chipping Norton, the centre is dissected by the A361 (High Street / The Hill) and the constant flow of traffic does detract from this. However there is also sufficient paving on both sides of the road for pedestrians.

185. Overall, the Strengths, Weaknesses, Opportunities, Threats (SWOT) can be summarised as follows:

Strengths
• Strong comparison retail offer that has retained its significant presence since the previous study. • Strong mix of independent operators. • Footfall up +31% from 2023 to 2024 (January to August). • Strong character and charm. • Attractive, historic buildings with well-kept shop frontages. • Examples of signage and wayfinding.

Weaknesses
• Limited provision of retail services and financial & business services. • Rise in vacant outlets from none in the previous study, to nine. • Road network and traffic as an obstacle and barrier to cyclist and pedestrian accessibility. • Limited public transport connections. • Not enough parking available.

Opportunities
• Improved accessibility for cyclists and pedestrians – more bike racks and pedestrian crossings. • Improved public transport connectivity, which could ease the pressures on parking provision. • Heritage guide and better coordination between centres.

Threats
• High business operating costs. • Continued rise in vacancies damaging the appeal and attraction of the centre.

WOODSTOCK: SWOT

186. The centre is a historic market town known for its close connection to Blenheim Palace (a UNESCO World Heritage Site and the birthplace of Sir Winston Churchill). It is defined as a town centre with a significant tourist role in the West Oxfordshire Local Plan.

187. The centre boundary largely covers Oxford Street (A44), High Street and Market Place/ Street. The centre is characterised by a mix of primarily independent retail, leisure and other complementary uses which are all predominantly housed within small-scale units.

188. Comparison retail and leisure services are the dominant uses with the centre. Combined, they occupy almost 70% of the outlets and almost 80% of the floorspace. The centre has a very low vacancy rate in terms of outlets of 5.5% when compared to the national average of 14.1%. As with Burford, the broad provision in the centre is led by small-scale independent operators that add to its vitality and charm.

189. The environmental quality of Woodstock is good, underpinned by strong heritage and history.

190. Overall, the Strengths, Weaknesses, Opportunities, Threats (SWOT) can be summarised as follows:

Strengths

- Nearby tourist attractions – Blenheim Palace.
- Strong comparison retail offer.
- Strong leisure services offer.
- Low vacancy rate (both outlets and floorspace).
- Good range of pubs and restaurants.
- Strong presence and mix of independent operators.
- Market as a driver of footfall for the centre.
- Nearby train station with connections to and from London, Oxford, Reading and Worcester
- Cycle parking provision.
- Strong character and charm with impressive architecture and historic buildings.
- Well-kept shop frontages.

Weaknesses

- Footfall down -10% from 2023 to 2024 (January to August).
- Limited provision of financial & business services.

Opportunities

- Bringing vacant units back into use, to further strengthen the centre's offer.
- Heritage guide and better coordination between centres.

Threats

- High business operating costs.
- Further decline in footfall activity.

7. RETAIL CAPACITY ASSESSMENT

192. This section sets out the results of the economic retail capacity ('need') assessment for new retail (comparison and convenience goods under former use class A1) floorspace in the District and its main centres. The capacity forecasts cover a period, from 2025 (the "base year") and aligned with the NPPF and PPG the forecasts also take account of the lifetime of the proposed plan period (2041) and the modelling goes further to 2045. The detailed economic capacity tabulations are set out in **Volume 2**. These forecasts update and supersede the findings of the Council's previous evidence-based study.

THE CREAT^{e} MODEL

193. The CREAT^{e} economic model has been specifically designed, developed and tested by the LSH team over more than 25 years to assess the capacity for and impact of new retail (convenience and comparison goods) floorspace development. The evidence-based model has helped to inform and guide plan-making and decision-taking at the local, sub-regional and regional level. In brief, the CREAT^{e} (Excel-based) model adopts a transparent 'step-by-step' approach in which all the key assumptions and forecasts can be easily tested. The model is underpinned by the findings of the household survey, which provides a robust understanding of shopping patterns, market shares and the trading/turnover performance of existing centres, shops and stores.

194. At the outset it has necessarily been assumed for the purpose of the capacity assessment that the local retail market is in 'equilibrium' at the base year. In other words, all existing centres/stores are broadly assumed to be trading in line with expected average ('benchmark') turnover levels. This is a reasonable approach in this case as it reflects the impact of the economic downturn and the significant growth in online sales on the trading levels and performance of retailers and stores across the UK. It also reflects the outputs of the health checks covering the main centres and shopping locations. The main challenge and focus over the short/medium term in response to market trends and the impact of rising cost inflation as well as the legacy of the COVID-19 pandemic will be to retain existing occupiers and to redevelop/repurpose vacant retail floorspace to attract new businesses and uses.

195. In simple terms, any residual expenditure available to support new retail floorspace over the forecast period will be generated by the difference between the forecast growth in 'current' (survey-derived) turnover levels and the growth in 'benchmark' turnovers based on applying robust year-on-year 'productivity' ('turnover efficiency') growth rates to all existing and new retail floorspace.

196. It is important to restate that medium to long term forecasts should be treated with caution, as they will be influenced by the dynamic changes in economic, demographic and market trends. As described previously (see **Section 2**), the NPPF (paragraph 90) states that local planning authorities should meet the need for retail and town centre uses "**looking at least ten years ahead**". The Planning

Practice Guidance also states that given the uncertainty in forecasting long-term retail trends and consumer behaviour, assessments "**may need to focus on a limited period (such as the next five years) but will also need to take the lifetime of the plan into account and be regularly reviewed**" (PPG. Paragraph 004. Reference ID: 2b-00402019072). Therefore, whilst this study assesses retail capacity up to 2045, greater weight should be placed by the local planning authority on forecasts over the next five to ten-year period.

197. The updated capacity forecasts set out in this section provide the Council with a broad indication of the (quantitative) need for new retail (comparison and convenience goods) floorspace in the LPA area and its main centres. In turn, this will inform whether there is a need to identify and allocate additional sites (over and above any already identified) to meet any forecast need, in accordance with the advice set out in the NPPF (paragraph 90).

KEY ASSUMPTIONS & FORECASTS

198. The 'baseline' capacity tabulations are set out in **Volume 2** for convenience and comparison goods. The capacity forecasts are based on the population growth projections from Experian, which are derived from the Office of National Statistics'

Base Year Population Projections

199. **Appendices 2** and **6** set out the latest base year (2025) population and projections (to 2030, 2035, 2040, 2041 and 2045) sourced from the Experian's Location Analyst Geographic Information System for the Study Area. Experian's population projections show the Study Area population (Zones 1-11) is forecast to increase by +8.3% (+14,450 people) between 2025 and 2045.

Expenditure per Capita & Special Forms of Trading (SFT)

200. **Appendices 2 and 6** set out the growth forecasts for convenience goods and comparison goods retail expenditure for the wider Study Area and zones (note: total expenditure is derived by multiplying the population and average expenditure per capita levels together). The base year average expenditure figures have been derived from our in-house Experian GIS (note: all monetary and turnover values are expressed in 2022 prices). In identifying expenditure per capita, an allowance has been made for the market share of non-store retail sales (i.e., Special Forms of Trading) at the base year informed by the results of the household telephone interview survey. These SFT market shares have been 'adjusted' to take account of goods sourced from traditional ('physical') retail space based on Experian's latest Retail Planner Briefing Note 21 (February 2024) (RPBN21). The adjusted baseline SFT market shares from the household survey in 2024 are 33.8% for comparison goods and 5.2% for convenience goods and are forecast to increase to 41.3% and 7.4% respectively by 2045 based on the growth rates forecast by the RPBN21.

Average Expenditure Growth Forecasts

201. The growth in average expenditure per capita levels to 2045 has been informed by the forecasts set out in Experian's RPBN21 (as described in detail in **Section 3**). Experian's forecasts show a fall in convenience goods spend in 2025 (-0.2%) and annual (per capita) growth over the medium to long term "flatlining" at around +0.1% up to 2040; this has then been applied to the period to 2045. For comparison goods and following the forecast growth for 2025 of +2.7%, Experian predict that (per capita) growth in comparison goods spend will settle at around +3.1% by 2030 and +2.8% per annum on average up to 2040; this rate of growth has been applied to the period to 2045.

Total Available Expenditure

202. For convenience goods retailing there is a forecast +7.9% (+£37.4m) growth in total available expenditure between 2025 and 2045 across the widely defined Study Area (Zones 1-11) (refer to **Table 3, Appendix 2**).

203. The forecast growth for comparison goods retailing is higher than for convenience goods. The forecasts show a +73.8% (+£370m) growth in total comparison goods expenditure by 2045 across the Study Area (refer to **Table 3, Appendix 6**).

Market Share Analysis (excluding SFT)

204. The capacity assessment is informed by the survey-derived market shares for all stores and centres across the widely defined study area. A key step in the economic capacity assessment involves allocating the baseline convenience and comparison expenditure (£ million) to the identified centres, stores and floorspace based on the market shares. This helps to establish the current trading performance of the main centres and stores within the District area and zones based on expenditure allocated from the study area only.

205. For the purpose of the retail capacity assessment, and in line with standard approaches, the market shares reported in **Section 4** have been recalibrated for both convenience goods (**Table 1, Appendix 4**) and comparison goods (**Table 1, Appendix 8**) to exclude SFT. The 'baseline' (2025) turnovers are projected forward to 2030 (Table 2), 2035 (Table 3), 2040 (Table 4), 2041 (Table 5) and 2045 (Table 6) and assuming no changes in market shares (note: The 'constant market share approach' is standard practice for strategic retail capacity assessments. This approach does not take account of the potential impact that new retail investment and development (both within and outside the LPA area) can have on existing shopping patterns, market shares and turnover performance over time). It should be noted that no allowance is made at this stage for any potential 'inflow' (trade draw) of expenditure to centres and stores from outside the defined study area.

'Inflow' / Trade Draw

206. The assessment of the 'inflow' (trade draw) from outside the widely defined Study Area are based on informed judgements that consider the relative:

- scale, quality and mix of retail provision across the centres in the District, based on the results of the healthchecks;
- location of all other centres and stores in the District area, including out-of-centre shopping locations;
- competition from centres, stores and shopping facilities outside the study area, as informed by the results of the survey-derived market share analysis;
- the likely retail expenditure derived from people visiting the District's shops and stores, but who live outside the study area (including tourist, visitor and commuter spend); and
- the assumptions and judgements set out in previous evidence-based studies and retail assessments.

207. Considering the tourist draw of the District it is likely that there will be trade from outside the defined study area. This will be particularly applicable to centres with a tourist draw such as Witney, Burford and Woodstock, then the smaller centres that generally serve the needs of their more local resident catchment populations. Furthermore, centres such as Carterton with a strong military presence is likely to draw trade from personnel and visitors from beyond the study area.

208. Typically, the 'inflow' of convenience goods expenditure to the main centres and stores from outside the wider study area is more limited than for comparison goods, as households generally carry out their main food shop at their more local and convenient stores, and do not normally travel longer distances for food purchases. Notwithstanding this, a reasonable allowance should be made for inflow associated with good accessibility and transport across the District and also to take account of visitors/tourists.

Total Forecast Turnover

209. Based on the (survey-derived) market analysis and 'inflow' assumptions, **Table 2 (Appendix 5**) sets out the overall convenience turnover estimates for the main centres and stores in the District and **Table 2 (Appendix 9)** details the comparison turnover estimates.

210. The table below summarises the 2025 ('base year') total turnover estimates. It shows that Witney Town Centre is forecast to achieve a total turnover of £150.9m in 2025, of which approximately 70% is accounted for by comparison goods sales. In relation to Chipping Norton, the equivalent total is £50.1m with an almost equal split in sales between convenience goods (49%) and comparison goods (51%). Carterton achieves £89.9m in total, with sales being driven by its strong convenience led provision (84%). All other local centres shops and stores elsewhere in the District also show a high level of sales with convenience goods accounting for some 80% of this total. This pattern is also seen in the out-of-centre provision that has the highest total turnover £137.5m of which convenience goods accounts for 68% of this total.

Table 11: Forecast Base Year (2024) Turnover of Centres/Stores (£m)

WEST OXFORDSHIRE DISTRICT AREA	Convenience Goods	Comparison Goods	Total Turnover
TOWN CENTRE: WITNEY	£45.1	£105.8	£150.9
TOWN CENTRE: CHIPPING NORTON	£24.4	£25.7	£50.1
TOWN CENTRE: CARTERTON	£75.3	£14.6	£89.9
TOWN CENTRE: BURFORD	£2.3	£2.4	£4.7
TOWN CENTRE: WOODSTOCK	£2.7	£2.1	£4.8
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£46.9	£11.4	£58.3
OUT-OF-TOWN CENTRE STORES / LOCATIONS	£93.1	£44.4	£137.5
TOTAL WEST OXFORDSHIRE DISTRICT AREA	**£289.7**	**£206.4**	**£496.1**

Floorspace Productivity

211. A key input to the retail capacity assessment is the application of a year-on-year floorspace 'productivity' growth rate to all existing and new retail floorspace. As described in **Section 3**, existing retailers will need to achieve higher annual 'productivity' growth rates to cover their increasing costs (including, for example, rising rents, business rates and wages), in order to remain profitable and viable over the short, medium and long term. This is particularly the case as the competition from online retailing increases; a trend that has been significantly accelerated by the impact of the pandemic.

212. For all existing and new retail floorspace we have tested annual average 'productivity' growth rates informed by Experian's latest Retail Planning Briefing Note (RPBN21). These are described in more detail in **Section 3**. For convenience goods a 'productivity' growth rate of -0.2% for 2025, +0.2% for 2026-30 and +0.3% for 2030 onwards. For comparison goods the annual productivity growth rates are +1.5% for 2025, +2.8% from 2026 onwards.

Retail Commitments

213. The next step in the retail capacity assessment takes account of all the major retail (convenience/ comparison) floorspace commitments and planned development at the time of preparing this study. The assessment of pipeline floorspace and the predicted turnover of this new floorspace. All planned and pipeline floorspace commitments have been provided by the Council.

214. **Appendix 5** for convenience goods floorspace and **Appendix 9** for comparison goods sets out the floorspace commitment. This has been identified as the following:

- Planning Ref No. **23/01203/RES**. Land East off Isabelle Spencer Way, Witney, Oxfordshire. Reserved matters approval for local centre and associated infrastructure pursuant to outline permission 12/0084/P/OP. Assumed a gross to net ratio of 70% results in a net floorspace of 602 sqm. Of this net floorspace, it is assumed that it will be split evenly between comparison (301sqm net) and convenience goods (301 sqm net).

RETAIL CAPACITY FORECASTS

215. The following sets out the convenience and comparison goods capacity forecasts for the main centres and stores over the forecast period, up to 2045. Whilst the forecasts are provided to 2045, the NPPF (paragraph 90d) is clear that local planning authorities should plan to meet the need for new retail and town centre uses by "*looking at least ten years ahead*". The PPG also states that given the uncertainty in forecasting long-term retail trends and consumer behaviour, assessments *"…may need to focus on a limited period (such as the next five years) but will also need to take the lifetime of the plan into account and be regularly reviewed."*

216. The detailed capacity tabulations for convenience and comparison goods are set out in **Appendices 5 and 9**. The capacity findings show the following:

Table 12: Retail Floorspace Capacity Forecasts (sqm net)

Convenience Goods					
WEST OXFORDSHIRE DISTRICT AREA	2030	2035	2040	2041	2045
TOWN CENTRE: WITNEY	-288	-278	-259	-254	-223
TOWN CENTRE: CHIPPING NORTON	7	12	23	25	42
TOWN CENTRE: CARTERTON	21	38	70	79	129
TOWN CENTRE: BURFORD	1	1	2	2	4
TOWN CENTRE: WOODSTOCK	1	1	3	3	5
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	13	23	44	49	81
OUT-OF-TOWN CENTRE STORES / LOCATIONS	26	47	86	97	160
TOTAL: WEST OXFORDSHIRE DISTRICT AREA	**-221**	**-156**	**-32**	**1**	**197**

Comparison Goods					
WEST OXFORDSHIRE DISTRICT AREA	2030	2035	2040	2041	2045
TOWN CENTRE: WITNEY	-531	-716	-640	-580	-294
TOWN CENTRE: CHIPPING NORTON	-56	-101	-82	-68	2
TOWN CENTRE: CARTERTON	-32	-57	-47	-39	1
TOWN CENTRE: BURFORD	-5	-10	-8	-6	0
TOWN CENTRE: WOODSTOCK	-4	-8	-7	-5	0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	-25	-45	-36	-30	1
OUT-OF-TOWN CENTRE STORES / LOCATIONS	-97	-174	-142	-117	3
TOTAL: WEST OXFORDSHIRE DISTRICT AREA	**-750**	**-1,111**	**-961**	**-845**	**-287**

Source: CREAT^{e} Retail Capacity Model (Appendix 5 and 9, Volume 2)

217. **Convenience Goods Capacity** - There is no identified capacity for new convenience goods retail floorspace over the broad 10-year period to 2035. Forecasts at the centre level should be treated as indicative but suggest that there is very modest capacity by 2035. This potential 'need' should be treated with caution as it is likely that this could be accommodated within the existing stock of space, either through the reoccupation of vacant space or changes in the offer provided in existing units which would not require planning permission.

218. **Comparison Goods Capacity** - As with convenience goods, there is no identified capacity for new comparison goods retail floorspace over the broad 10-year period to 2035.

219. It should also be noted that these forecasts make no allowance for existing retail units that are currently vacant.

SUMMARY

220. To reiterate, the NPPF (paragraph 90d) is clear that local planning authorities should plan to meet the need for new retail and town centre uses by "*looking at least ten years ahead*". The PPG also states that given the uncertainty in forecasting long-term retail trends and consumer behaviour, assessments "…*may need to focus on a limited period (such as the next five years) but will also need to take the lifetime of the plan into account and be regularly reviewed*." Therefore, whilst greater weight should be placed on forecasts over the next five to ten-year period, we have also assessed the potential capacity for new retail floorspace over the lifetime of the plan, up to 2041, and beyond to 2045, to help inform both Council's longer-term plan-making and strategies.

221. As shown, the forecasts indicate that there is no immediate global capacity for both convenience and comparison goods to 2035.

222. A robust policy approach should therefore be adopted, especially development management policies in accordance with the NPPF (paragraphs 90 - 95), to enable the assessment and determination of future proposals that are not in a centre and not in accordance with an up-to-date development plan. It particularly emphasises the importance of the sequential test and having robust locally set impact thresholds, in compliance with the NPPF and NPPG, to ensure that edge and/or out-of-centre proposals do not result in any significant adverse impacts on existing centres.

8. COMMERCIAL LEISURE NEEDS ASSESSMENT

223. This section focuses on the potential need for new leisure uses and facilities in the Council area over the period to 2041 and beyond to 2045.

224. This assessment necessarily focuses on the main leisure, entertainment and cultural uses identified by the NPPF (Annex 2). These uses are widely accepted as making a significant contribution to the overall vitality and viability of town centres and should be located in town centres first in accordance with national and local plan policy objectives.

225. This assessment focuses on the main leisure, entertainment and cultural uses identified as town centre uses in the NPPF (Annex 2), namely:

"…leisure, entertainment and more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls); … and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities)." (NPPF, Annex 2)

226. The Government's 2020 reform of the Use Classes Order classified the main food and beverage, commercial leisure and cultural uses as follows:

Table 13: 2020 Use Classes Order Update

Original Use Class	Revised Use Class:	Use:	Description:
Class A3	**Class E (b)**	Restaurants and cafés:	Defined as selling food and drink for consumption on the premises.
Class A4	**Sui Generis**	Drinking establishments:	Includes public houses, wine bars or other drinking establishments (but not night clubs), and drinking establishments with expanded food provision
Class A5	**Sui Generis**	Hot food takeaways:	Defined as the sale of hot food for consumption off the premises.
Class D1	**Class F.1**	Non-residential institutions:	Includes art galleries (other than for sale or hire) and museums.
Class D2	**Sui Generis**	Leisure/Recreation (indoor/outdoor)	Cinemas, music and concert halls, bingo and dance halls
Class D2	**Class E (d)**	Leisure/Recreation (indoor/outdoor)	Gymnasiums or area for indoor recreations.
Class D2	**Class F.2**	Leisure/Recreation (indoor/outdoor)	Indoor or outdoor swimming baths, skating rinks and outdoor sports/recreations.
Sui Generis	**Sui Generis**	A use on its own	Theatres, nightclubs, casinos

Source: Town and Country Planning (Use Classes) Order 1987 (as amended) and Revised Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020 (SI 2020 No.757).

227. It is important to understand at the outset that forecasting the need for new leisure uses is more problematic than for retailing, as the sector is highly complex and dynamic. For example, the demand for existing and new leisure uses and facilities is particularly sensitive to changes in economic, demographic, lifestyle and fashion trends. Consequently, the methods developed to forecast the need for new leisure uses are necessarily more flexible, qualitative and high level. In this context LSH

has developed robust and transparent approaches to assess leisure needs based on the following key inter-related workstreams:

- A review of the key trends driving expenditure growth and market demand in the leisure sector over the last decade.
- An audit of existing leisure provision to help identify any significant 'gaps' in provision.
- A review of current leisure participation rates and preferences across the study area based on the results of the household survey.
- The application of a robust economic/quantitative need assessment for some leisure groups based on accepted approaches.

228. This section provides a summary of the key leisure trends, current provision and participation to help identify the potential (quantitative and qualitative) need for new uses and facilities over the plan period. As with the retail capacity assessment, all leisure need forecasts should be treated with caution as they are subject to dynamic market and lifestyle trends and changes in the market demand and investment preferences of leisure operators.

COMMERCIAL LEISURE TRENDS

229. Following a dramatic -35.4% fall in leisure spend per head in 2020, Experian forecasts showed a return to growth in 2021 (+28.6%) but a drop to -1.3% in 2023 and - 0.3% in 2024. Thereafter there is nominal forecast growth of +0.6% in 2025 with growth averaging between 0.8% and 1.1% over the long term to 2040 and beyond. These expenditure growth trends, and forecasts, have informed the updated leisure needs assessment. Any further dampening of growth rates over the short to medium term will have implications for the viability of existing leisure businesses and the demand for new space.

230. The demand for leisure is currently dependent on broader economic conditions and prevailing consumer confidence. The key issues for commercial leisure provision encompasses a number of factors, particularly:

- macro-economic and resulting consumer sentiment (e.g. income growth, rising cost inflation, cost of living crisis);
- the rise in home working and benefiting local locations and businesses;
- changing consumer tastes and preferences (e.g. younger generation drinking less alcohol; prioritising experiences and prioritising spend)
- rise of home delivery; and
- the increase in the use of open spaces and pursuits.

231. Continuing uncertainty over inflation, increase in national insurance contributions, future regulation and staffing levels is said to be causing a "crisis of confidence" among business owners, which has fallen to a lower level than at any point during the pandemic. The vulnerability of the sector due to soaring energy costs, crippling rises in the cost of goods and dampening consumer confidence is likely to affect the sector over the next few years further.

WEST OXFORDSHIRE DISTRICT EVENING ECONOMY

232. The District offers a diverse evening and night time economy in the context of its:

- **Historic Character:** the traditional character of the Districts' centres provide a blend of historic settings and contemporary leisure provision that draws residents and visitors with diverse socialising options. For example, Blenheim Palace, a UNESCO World Heritage Site, plays a pivotal role in Woodstock's evening economy hosting various events including:
  - A Christmas Light Trail
  - Seasonal Events including food festivals, flower shows, and sporting events like the Blenheim Palace Triathlon
  - Nocturne Live, an open-air concert during the summer period.

  Additionally a number of centres in the district have an attractive historic streetscape such as Burford with Georgian architectural character, making them appealing destinations.

- **Diverse Offerings:** From traditional pubs to modern bars and gastro pubs, the District offers a range of options catering for diverse tastes. For example:
  - Woodstock: The Aviary Bar and the Nest restaurant within the recently refurbished Feathers Hotel provides contemporary British cuisine; additionally, The Back Lane Tavern was recognized as the 'Best Gastro Pub' at the 'Oxinabox' Awards in 2024.
  - Late night venues in Witney include The Little Sandy's live music bar and the Blind Tiger cocktail bar.
  - The Bull Hotel in Burford – a 16th-century inn has been transformed into a contemporary hotel with two restaurants and a cocktail bar.
  - The Farmer's Dog in Burford that opened in August 2024 by television celebrity Jeremy Clarkson, this pub emphasises local British produce and features a bar, farm shop, butchers, and an additional bar in a large marquee.

- **Local Focus & Co-ordination:** For example the local 'Wake Up To Woodstock' (WUTW) non-profit organisation has been instrumental in enhancing the town's evening economy. The WUTW comprises around 66 local businesses, including pubs, restaurants, and hotels. The association organizes events including Woodstock Live, A Night of a Thousand Candles, and the Woodstock Festive Fayre, all aimed at attracting visitors and enriching the local community.

- **Arts and Culture:** For example, Chipping Norton provides a cultural focus with the following:
  - The Living Room Cinema: features two screens and a bar, offering a contemporary cinematic experience that enhances the town's entertainment options.

- The Theatre Chipping Norton: serves as a theatre, cinema, gallery, and music space. Housed in a former Salvation Army citadel, it hosts original productions, touring companies, films, and exhibitions.
- Furthermore the Cineworld Witney, located in the Marriotts Walk leisure and retail development, features five screens and benefits from convenient parking and nearby dining options.

233. Overall, the evening and night time economy provides a diverse mix of activities. This is of a scale that is commensurate with a locally driven focus providing an diverse experience for both locals and visitors alike.

LEISURE EXPENDITURE GROWTH

234. The leisure sector has experienced significant growth in consumer and market demand since the mid-1990s; fuelled by a buoyant economy, growing disposable income and low unemployment levels. Although the sector has been significantly impacted by the pandemic, the fact is that leisure and entertainment activities remain an important lifestyle and entertainment choice for many consumers over other areas of spending.

235. Average spend on leisure services is dominated by Food and Beverage ('F&B'), which includes cafés, restaurants and bars. F&B accounts for approximately 53.3% of all average spend per capita on leisure services in the Study Area (Zones 1-11).

Table 14: Estimates of Expenditure per Capita on Leisure Services (2025)

Zone	Accommodation	Cultural services	Games of chance	Hairdressing salons & personal grooming	Recreational & sporting services	Restaurants, cafes, etc.	Total
Zone 1	£341	£466	£182	£109	£273	£1,824	£3,196
Zone 2	£361	£491	£195	£103	£298	£1,647	£3,096
Zone 3	£331	£468	£179	£117	£276	£1,586	£2,957
Zone 4	£443	£544	£219	£111	£341	£1,855	£3,513
Zone 5	£393	£508	£204	£118	£313	£1,835	£3,371
Zone 6	£428	£526	£223	£122	£345	£1,815	£3,457
Zone 7	£408	£521	£207	£108	£321	£1,691	£3,255
Zone 8	£415	£531	£221	£119	£313	£1,829	£3,427
Zone 9	£434	£540	£207	£105	£304	£1,781	£3,370
Zone 10	£487	£578	£224	£105	£326	£1,981	£3,700
Zone 11	£444	£553	£225	£110	£348	£1,775	£3,456
Study Area Average (£)	**£408**	**£521**	**£208**	**£111**	**£314**	**£1,784**	**£3,345**
(% of Total)	**12.2%**	**15.6%**	**6.2%**	**3.3%**	**9.4%**	**53.3%**	**100.0%**

LEISURE EXPENDITURE FORECASTS

236. The table below shows the most recent leisure spend projections by Experian Business Strategies (EBS) as set out in Retail Planner Briefing Note 21 (February 2024).

Table 15: Actual & Forecast Growth in UK Leisure Spend (% per annum)

	2018	2019	2020	2021	2022	2023	2024	2025	2026-30	2031-40
Leisure Spend Growth (%)	-0.9%	0.1%	-35.4%	28.6%	21.3%	-1.3%	-0.3%	0.6%	1.1%	0.8%

237. The base year expenditure per capita levels for leisure have been projected forward to 2045 using Experian's forecast annual growth rates above and then applied to the projected population for each Study Zone to identify the total available expenditure on leisure and recreation goods and services.

238. This results in total available leisure expenditure in 2025 of £570.7m in the Study Area (see table below).

Table 16: Study Area: Total Forecast Growth in Commercial Leisure Expenditure: 2025 – 2045 (£m)

Zone	2025	2030	2035	2040	2041	2045	Change: 2025-2041	Change: 2025-2045	Change: 2025-2041	Change: 2025-2045
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(%)	(%)
Zone 1	114.2	122.4	129.5	137.2	138.9	145.5	24.7	31.3	21.6%	27.4%
Zone 2	29.4	31.4	33.1	34.9	35.2	36.7	5.9	7.3	20.0%	25.0%
Zone 3	74.2	80.3	85.1	90.3	91.3	95.8	17.1	21.6	23.1%	29.1%
Zone 4	44.5	49.4	53.2	57.2	58.0	61.8	13.5	17.3	30.3%	38.9%
Zone 5	44.4	48.0	50.8	54.0	54.7	57.3	10.2	12.8	23.0%	28.9%
Zone 6	45.6	48.9	51.6	54.3	54.9	57.4	9.3	11.7	20.4%	25.7%
Zone 7	48.4	52.4	55.4	58.6	59.3	62.1	10.8	13.6	22.4%	28.2%
Zone 8	65.3	70.7	75.3	79.6	80.6	84.6	15.3	19.4	23.4%	29.7%
Zone 9	47.0	51.2	54.6	58.0	58.6	61.7	11.6	14.7	24.6%	31.3%
Zone 10	32.6	35.5	37.7	40.0	40.5	42.6	7.8	10.0	24.0%	30.5%
Zone 11	25.0	26.7	28.1	29.5	29.7	30.9	4.7	5.8	18.7%	23.4%
Study Area (Zones 1-11) (£)	**570.7**	**616.8**	**654.3**	**693.7**	**701.6**	**736.3**	**131.0**	**165.6**	**23.0%**	**29.0%**

239. Applying the most recent year-on-year leisure spend growth rates sourced from Experian Business Strategies to the population projections results in an increase in total available commercial leisure expenditure across the defined Study Area (Zones 1-11) of +23% (+£131m) by 2041 and +29% (+£165.6m) by 2045.

240. The table below breaks down the growth in leisure expenditure by category. It shows that F&B expenditure between 2025 and 2041 in the study area (Zones 1-11) is forecast to increase by +£70.5m (accounting for 54% of the total) followed by cultural services (15%).

Table 17: Study Area: Total Forecast Growth in Commercial Leisure Expenditure: 2025 – 2045 (£m)

	Study Area: Total Available Leisure Spend (£m)						Change: 2025-2041 (£m)	Change: 2025-2045 (£m)	Change: 2025-2041 (%)	Change: 2025-2045 (%)
	2025	2030	2035	2040	2041	2045				
Accommodation	£67.9	£73.4	£77.9	£82.5	£83.5	£87.6	£15.6	£19.7	23.0%	29.1%
Cultural services	£88.1	£95.2	£101.0	£107.1	£108.3	£113.7	£20.2	£25.6	23.0%	29.0%
Games of chance	£35.0	£37.9	£40.2	£42.6	£43.1	£45.2	£8.0	£10.2	23.0%	29.0%
Hairdressing salons & personal grooming	£19.4	£21.0	£22.3	£23.6	£23.9	£25.0	£4.4	£5.6	22.9%	29.0%
Recreational & sporting services	£52.9	£57.1	£60.6	£64.3	£65.0	£68.2	£12.1	£15.3	22.9%	29.0%
Restaurants, cafes, etc.	£307.4	£332.2	£352.4	£373.6	£377.9	£396.6	£70.5	£89.2	22.9%	29.0%
Total	**570.7**	**616.8**	**654.3**	**693.7**	**701.6**	**736.3**	**£131.0**	**£165.6**	**23.0%**	**29.0%**

241. Against this background of significant forecast leisure expenditure growth over the plan period, the following assessment identifies the potential quantitative and qualitative need for new commercial leisure uses in the centres across the District.

EATING AND DRINKING OUT

242. The food and beverage (F&B) sector includes restaurants, cafés, bars and pubs (former Class A3-A5). These uses are an integral to a town centre's wider offer and economy. A good choice and quality of F&B uses can help to complement other town centre uses, by generating trips, stretching 'dwell times' (i.e., the time people spend in centres), increasing 'linked' expenditure to other shops and businesses as part of the same trip, and strengthening both daytime and evening economies.

243. As identified previously, the F&B sector dominates average household expenditure and participation in leisure across the Study Area. Spend on F&B is also forecast to experience the greatest growth over the period to 2045. In theory, this expenditure growth should support the potential to enhance the scale, quality and choice of F&B uses across the District area. In reality though, this growth will be determined by current and future trends in the sector and market demand.

244. Research shows that the multiple chains mainly dominated the expansion of the F&B sector up to 2017 when they accounted for almost half of all net new business openings. However, since 2017 a number of multiples in the casual dining sector have struggled against a backdrop of increased competition, rising costs and a tightening of consumer spending due to wider economic concerns. The reality is that too many F&B operators expanded too quickly into increasingly marginal locations, funded by private equity, and the market became saturated and unsustainable. However within the context of the District, the growth of multiple chains has been less and has been dominated by independent local operators. The growth in the availability, convenience and speed of home deliveries driven by innovative technology and apps represents a further significant challenge to more traditional F&B operators.

245. These new challenges and pressures have resulted in a radical restructuring of businesses across the sector, resulting in the closure of many loss-making branches. It is likely that there will be an increase in business failures and closures during 2025/26 as the impact of the pandemic, cost of living and energy costs on sales, profit margins and rising debts deepens. Experts predict that this further "shakeout" in the sector will leave the proactively managed multiple and independent businesses that have strong brand loyalty and/or a clear differentiated offer as the main "winners".

246. F&B operators, like retailers, will also need to understand and cater for the needs of the changing demographic and consumer market to remain relevant and viable. For example, Millennials (under 35s) make-up almost one-quarter of the UK population and research shows that they spend a substantial 13% of their disposable incomes on eating and drinking out. It is estimated that Millennials will make up over 80% of all parents in the UK over the next few years, meaning that restaurants, pubs and cafés will also need to evolve and adapt to cater for the changing needs of new 'Millennial families'. This could be driven for example, by increasing emphasis on convenience, affordability, entertainment, uniqueness and the use of technology and apps.

247. Restaurant operators will therefore, as a minimum, need to make sure that they are easy to reach online and on social media with up-to-date menus and strong images, and adapt the latest technologies to drive online booking.

248. The popularity of street food, market halls and "meanwhile"/ "pop-up" restaurants and bars is largely driven by Millennials and subsequently demographic cohorts from 1997 onwards. These more informal drinking and eating venues fulfil their desire to experiment and explore distinctive styles of drink, food and new cuisines in exciting new and more informal environments. Trialling a "pop-up" site also represents an opportunity to test a new concept, gain a following, fine-tune details and secure investment before making a long-term commitment. The pop-up concept is also attractive to landlords and property companies who are increasingly nervous about signing long leases following numerous high profile restaurant closures.

249. The household survey identified where people living in the Study Area currently chose to eat and drink (see below). This shows that across the Study Area (Zones 1-11), venues across the District are attaining a market share of between 59.1% (Cafes and Restaurants) and 59% (Bars, Pubs, Nightclubs) which is a good level of retention. Withing the District, the dominant location is Witney Town Centre. In terms of competing centres, the dominant centre is Oxford followed by Banbury.

Table 18: Market Shares for Eating Out Locations (%)

	Study Area: Zones 1-11	
WEST OXFORDSHIRE DISTRICT AREA	**Cafes & Restaurants**	**Bars, Pubs, Nightclubs**
Town Centre: Witney	30.0%	24.7%
Town Centre: Chipping Norton	8.2%	4.8%
Town Centre: Carterton	7.5%	6.6%
Town Centre: Burford	2.6%	0.7%
Town Centre: Woodstock	2.9%	5.0%
All Other Locations in the District Area	8.0%	17.2%
WEST OXFORDSHIRE DISTRICT AREA	**59.1%**	**59.0%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT		
Abingdon	0.9%	1.0%
Banbury	4.2%	3.3%
Bicester	0.9%	0.0%
Central London	1.7%	1.3%
Cheltenham	0.1%	0.1%
Faringdon	1.3%	0.9%
Kidlington	1.8%	1.1%
Moreton-in-Marsh	2.7%	1.8%
Oxford	11.9%	9.2%
Stratford-upon-Avon	0.8%	0.5%
Swindon	1.0%	0.4%
Wantage	0.0%	0.1%
All Other Centres/Locations	13.5%	21.3%
ALL OTHER LOCATIONS	**40.9%**	**41.0%**
TOTAL	**100.0%**	**100.0%**

250. Drawing on these market shares and retention levels, it is possible to carry out a high-level assessment of the potential need for new food and beverage uses over the plan period using a robust approach developed by LSH. This involves applying the F&B retention level of 59.1% to the available F&B spend of £307.4m in 2025 (see table below). This results in a 'retained' F&B expenditure (or 'turnover') of £181.6m in 2025 which is forecast to increase to £234.3m by 2045.

Table 19: Total Leisure Spend Across Study Area (£m): 2025 – 2045

Study Area (Zones 1-11)	2025	2030	2035	2040	2041	2045
Available Spend on F&B:	£307.4	£332.2	£352.4	£373.6	£377.9	£396.6
Participation Levels (%)	59.1%	59.1%	59.1%	59.1%	59.1%	59.1%
Market Share (£m)	£181.6	£196.3	£208.2	£220.7	£223.3	£234.3
Benchmark Turnover (£m)	£181.6	£194.7	£205.6	£217.2	£219.6	£229.4
Net Residual F&B Spend Capacity	**£0.0**	**£1.6**	**£2.6**	**£3.5**	**£3.7**	**£4.9**

251. Using a similar approach as for the assessment of retail capacity, we have applied a robust year-on-year 'productivity' (sale 'efficiency') growth rates detailed in the

Retail Planner Briefing Note 21 – Leisure (2024) to the retained turnover of £181.6m in 2025 to allow for existing businesses to cover their reasonable costs over time to remain viable. This results in a theoretical nominal residual expenditure of £2.6m up to 2035.

252. As detailed previously this is a sector that has been hit hard prior to, and even more so, during the pandemic and the prevailing macro-economic position will also influence discretionary leisure spending. The sector was effectively shut down and carried high overheads. On this basis, it can be reasonably assumed that a proportion of this growth is likely to be absorbed by existing businesses to cover the debt incurred during the pandemic and thereafter the rising operational / occupancy costs and compounding inflation.

253. It should be emphasised that the growth to sustain new cafés, restaurants and bars will be very much subject to market demand. Focusing new uses in the main town centres will help increase competition and consumer choice, and to underpin both daytime and evening economies. Any market demand from operators is likely to be satisfied by the take-up of suitable vacant units in existing centres, the repurposing of floorspace and/or as part of mixed-use developments.

254. This is further confirmed by the responses to the household survey which do not show a significant demand. In response to the question on what improvements could be made to the West Oxfordshire authority area's leisure offer that would make respondents visit / partake in leisure activities more often (Question 44), the responses suggest a general level of contentment with the offer. Only 3.7% stated 'more / better cafes / coffee shops'; 2.3% stated 'more / better pubs / bars'; 2.1% suggested 'more family-friendly pubs / restaurants'; 1.7% stated 'more / better restaurants'; and 0.5% 'more pavement cafes'.

CINEMAS

255. The UK cinema sector has evolved dramatically since the 1990s when it was largely dominated by a handful of national multiples. Today the sectors offer ranges from larger multiplexes (any cinema with five screens or more, though some of the largest multiplex sites have as many as 12 or 16 screens), to smaller independent operators and 'pop up' venues.

256. Although year-on-year admissions and box-office takings are notoriously volatile - driven by the appeal of individual films and Hollywood 'blockbusters' - the long-term trend since the mid-1980s has been upward and has principally been driven by the development of new cinemas. The growth in the cinema sector over the last 10-20 years is even more impressive when one considers that this has occurred against the increase in new and sophisticated in-home entertainment, driven by innovative technology, choice and flexibility (including online streaming platforms , for example, Sky, Netflix and Amazon Prime, Apple TV and Disney+ platforms).

257. There has also been a growth in smaller cinemas (e.g. The Living Room in Chipping Norton) serving smaller catchment areas. These cinemas are more flexible and less "space-hungry," as they do not require large auditoriums. There are therefore opportunities to provide a modern cinema offer in existing

(repurposed) buildings and shopping centres, or as part of a mixed use offering. Other trends in the sector include the growth of 'pop-up' cinemas. Although there appears to be no dependable or recent data on the UK 'pop-up' cinema market.

258. The pandemic hit the cinema industry hard, particularly for the major chains. As previously mentioned, smaller nimble operators have found novel ways to show films. A temporary or mobile cinema (referred to as a pop-up cinema) such as drive-in cinemas (e.g. Blenheim Palace Cinema, Woodstock) and UK's smaller independent chains, Curzon, Picture House (which is owned by Cineworld) and Everyman fared much better during the pandemic. They showed a more diverse selection of films, and with high-quality food offering, fully stocked bars and high-end seating, attracting more visitors during periods in which restrictions have eased.

259. The future growth in the sector is dependent on the levels of available discretionary spending. Cinema trips will remain a significant and popular leisure activity for all age groups. Notwithstanding this, the competition from home entertainment and alternative at-home film channels will intensify and cinema operators will have to keep updating and adapting their offer to respond to consumer needs.

260. The current commercial cinema provision within the District comprises of 8 screens as follows (Cineworld, Marriotts Walk, Witney – 5 screens; The Living Room, High Street, Chipping Norton – 2 screens; The Theatre, Spring Street, Chipping Norton – 1 screen).

261. It is also acknowledged that there is other provision in the District, which is either of an occasional / temporary nature or not commercial. This includes:

- The Electric Barn Cinema, Soho Farmhouse, Chipping Norton – is a private members venue;
- Blenheim Palace Cinema, Woodstock - is a temporary outdoor summer venue with one mobile screen; and
- Eynsham Village Hall Cinema – is a village hall venue with a projector screen.

262. The table below shows the most popular cinemas in the District and wider Study Area (Zones 1 – 11) based on the household survey market shares:

Table 20: Popular Cinema Venues Based on Survey-derived Market Shares(%)

WEST OXFORDSHIRE DISTRICT AREA	Study Area Zones 1-11
Cineworld, Marriotts Walk, Witney	41.4%
The Living Room, High Street, Chipping Norton	6.3%
The Theatre, Spring Street, Chipping Norton	3.4%
The Electric Barn Cinema, Soho Farmhouse, Chipping Norton	0.0%
Blenheim Palace Cinema, Woodstock	0.7%
Eynsham Village Hall Cinema	0.1%
WEST OXFORDSHIRE DISTRICT AREA	**51.8%**
OTHER VENUES OUTSIDE WEST OXFORDSHIRE DISTRICT	
Abingdon - The Abbey Cinema,	2.4%
Banbury - The Light, Spiceball Park Road	12.3%
Bicester - Vue, Pioneer Centre	5.4%
Oxford - Curzon, Westgate Shopping Centre	2.0%
Oxford - Odeon, George Street	3.1%
Oxford - Phoenix Picturehouse, Walton Street	1.0%
Oxford - The Ultimate Picture Palace, Jeune Street	2.6%
Oxford - Unspecified Venue(s)	2.4%
Oxford - Vue, Ozone Leisure Park, Littlemore	5.8%
Stratford-upon-Avon - Everyman, Wood Street	1.6%
Swindon - Vue, Greenbridge Retail & Leisure Park	5.6%
All Other Venues Elsewhere	4.0%
ALL OTHER VENUES	**48.2%**
TOTAL	**100.0%**

263. In summary, the key headlines are as follows:

- Venues in the District area are collectively achieving a market share of 51.8% from the wider Study Area. This market share is dominated by the Cineworld, Marriotts Walk, Witney (41.4%).
- The main competition is from venues in Banbury (The Light, Spiceball Park Road 12.3%) and Oxford with the Vue, Ozone Leisure Park attaining 5.8%. additionally, the Vue Cinema in Bicester attains 5.4%.

264. The high-level assessment of the potential need for new commercial cinema provision in the District area is based on standard approaches that draw on published national and regional 'screen density' averages (i.e., the number of screens per 100,000 population). According to the latest available research (from Dodona Research, Office for National Statistics (ONS) and British Film Institute (BFI), the current UK average is 6.9 screens per 100,000 people, which represents an increase from 6.1 screens in 2014. The equivalent average figure for the South East region is lower, at 6.5 screens per 100,000 people.

265. The table below shows the potential quantitative need for additional cinema screens to 2045 based on the population projections previously described.

Table 21: Potential Capacity for New Cinema Screens

	2025	2030	2035	2040	2041	2045
Potential Cinema Catchment Population (Zones 1-11)	89,839	91,913	93,684	95,435	95,766	97,330
Cinema Screen Density (screens per 100,000 persons) based on average for South East Region	6.5	6.5	6.5	6.5	6.5	6.5
Cinema Screen Potential	6	6	6	6	6	6
Existing: Screen Numbers	8	8	8	8	8	8
Proposed: Screen Numbers	0	0	0	0	0	0
Net Screen Potential	-2	-2	-2	-2	-2	-2

266. The key steps in the assessment of cinema capacity involve applying the market share ('retention level') for cinema trips (51.8%) to the total population at the base year (some 173,293 persons). This produces the total "cinema-going population" (some 89,839 persons in 2025). Applying the average screen density of 6.5 to this population, the forecasts show that there is no capacity for new cinema screens based on existing provision.

267. This is further confirmed by the responses to the household survey which do not show a significant demand for new cinemas. In response to the question on what improvements could be made to the West Oxfordshire authority area's leisure offer that would make respondents visit / partake in leisure activities more often (Question 44), only 3.6% of respondents in the Study Area identified the need for "a multi-screen cinema" and 3.2% for an 'art house cinema'.

268. In summary, there does not appear to be any significant capacity or demand for new cinema provision in the District area. Any market interest and demand from cinema operators seeking representation in the area should be directed to the town centres first, to further help diversity daytime and evening economies. This also does not preclude any improvements to the existing offer.

HEALTH AND FITNESS FACILITIES

269. The health and fitness (H&F) sector as a whole was badly hit by the pandemic, with lockdowns forcing the closure of facilities. It is undeniable that the pandemic reinforced the need for outdoor activity particularly to support mental health and wellbeing. Furthermore, alternative means of exercise increased during the series of lockdowns in 2020 and 2021, including at-home workouts, digital workouts, outdoor exercise and classes, and the purchase of home gym equipment. Whilst this was an accelerated reaction to the pandemic, the long-term impact on the sector and gym memberships remains unclear.

270. The growth of the budget gym operators has also 'squeezed' the memberships and viability of some of the established mid-market chains, such as LA Fitness and Fitness First. This has resulted in the increasing polarisation of the gym sector between the budget operators at the value end of the spectrum, and the more exclusive health and fitness centres at the higher, more expensive end. As a result, analysts predict that those mid-market gym operators that are neither very cheap, nor particularly exclusive will struggle to maintain market share in the competitive marketplace unless they revise their business models.

271. In terms of fitness/health activity participation rates H&F facilities in the District area:

- Facilities are achieving a relatively good market share within the widely defined Study Area of 54.1%. Of this total, named venues with significant market shares include Carterton Leisure Centre (11.8%); PureGym, Witney (6.8%); Windrush Leisure Centre, Witney (6.2%) and Chipping Norton Leisure Centre (6.2%).
- 'Leakage' to other H&F facilities is primarily to facilities in Oxford, Banbury and Bicester as shown below:

Table 22: Study Area: Health and Fitness Market Share

	Study Area Zones 1-11
WEST OXFORDSHIRE DISTRICT AREA	
Town Centre: Witney	6.7%
Town Centre: Chipping Norton	3.3%
Town Centre: Carterton	2.8%
Town Centre: Burford	0.3%
Town Centre: Woodstock	1.2%
All Other Locations in the District Area	
Witney Lakes Resort, Downs Road, Witney	2.0%
PureGym, Ducklington Lane, Witney	6.8%
Windrush Leisure Centre, Witan Way, Witney	6.2%
Chipping Norton Leisure Centre, Burford Road, Chipping Norton	6.2%
Chipping Norton Lido, Fox Close, Chipping Norton	0.1%
The Wychwood Golf Club, Lyneham, Chipping Norton	0.2%
Carterton Leisure Centre, Broadshires Way, Carterton	11.8%
Bartholomew Sports Centre, Back Lane, Eynsham	3.2%
All Other Locations in the District Area	3.3%
WEST OXFORDSHIRE DISTRICT AREA	**54.1%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	
Abingdon	0.0%
Abingdon-The Gym Group, Fairacres Retail Park	0.8%
Banbury	0.2%
Banbury-PureGym, Banbury Cross Retail Park	1.6%
Banbury-Bannatyne Health Club, Oxford Road	2.5%
Banbury-Spiceball Leisure Centre, Cherwell Drive	4.5%
Bicester	2.3%
Bicester-Bicester Leisure Centre, Queens Avenue	0.7%
Bicester-David Lloyd, Wendlebury Road	2.4%
Bicester-PureGym, Oxford Road	2.2%
Central London	0.0%
Cheltenham	0.0%
Faringdon	0.4%
Faringdon-Faringdon Leisure Centre, Fernham Road	1.8%
Kidlington	0.9%
Moreton-in-Marsh	0.2%
Oxford	3.2%
Oxford-Buzz Gym, Westgate Shopping Centre	0.6%
Oxford-David Lloyd, Oxford Business Park	2.1%
Oxford-Ferry Leisure Centre, Diamond Place	3.5%
Oxford--Leys Pools & Leisure Centre, Pegasus Road	0.3%
Oxford-Nuffield Health, Woodstock Road	0.2%
Oxford-Oxsrad Sports & Leisure Centre, Court Place Farm	1.2%
Stratford-upon-Avon	0.6%
Swindon	0.6%
All Other Centres/Locations	13.0%
ALL OTHER LOCATIONS	**45.9%**
TOTAL	**100.0%**

272. The household survey also asked a specific question on what improvements could be made to the West Oxfordshire authority area's leisure offer that would make respondents visit / partake in leisure activities more often (Question 44). The top three responses for the wider Study Area included: 'more leisure facilities /

activities for teenagers' (3.5%); 'more local sports & recreation facilities (football pitches, tennis courts etc)' (3.5%); and 'swimming pool- indoor' (3.1%).

Table 23: Gyms /Leisure Facilities: Suggested Improvements (%)

Gyms /Leisure Facilities: Suggested Improvements	Study Area (Zones 1-11) Market Shares
More leisure facilities / activities for teenagers	3.5%
More local sports & recreation facilities (e.g. football pitches, tennis courts)	3.5%
Swimming pool - indoor	3.1%
Leisure / sports centre	2.8%
More leisure facilities / activities for young children	2.8%
More / better health clubs / indoor gyms	1.8%
Swimming pool - outdoor	0.6%
More leisure facilities / activities for the elderly	0.4%
Swimming pool - sauna	0.4%
Outdoor gyms	0.4%
Outdoor sports centre	0.1%
Swimming pool - warmer	0.1%

273. In terms of the need for new health club/gym facilities, the population growth projected for the study area (Zones 1-11) is +7,417 by 2035, +11,433 by 2041 and +14,450 by 2045. By applying the survey-derived area participation rate for H&F activities of 54.1% within the study area results in the potential for new gym/H&F members. These are some +4,013 by 2035, +6,185 by 2041 and +7,817 by 2045.

274. Based on average membership levels for key premium gym operators (average 2,900 members per club) or a budget gym (average 3,450 members), the population projection increases will support one additional premium or budget gym by 2035; up to two premium or budget gyms by 2041; and by 2045, up to 3 premium gyms or 2 budget gyms.

275. As with other commercial leisure sectors, the take-up of any forecast need based on population growth will be dependent on market interest and the demand from gym operators for representation.

276. Translating demand for new gyms to actual floorspace will also depend on the type of gym. For example, smaller boutique and specialist independent gyms generally require smaller units of between 300-700 sqm, and budget operators generally have requirements for unit sizes of up to circa 3,700 sqm (Anytime fitness is an example of a smaller independent gym, with a floorspace requirement generally ranging from 350sqm to 650 sqm. Budget operators Pure Gym and The Gym have requirements for up to 1,850 sqm; and NRG is acquiring units of up to 3,700sqm). Enhancement of existing facilities and promotion of the provision of new gym and fitness facilities is recommended within town centres to help maintain and enhance their overall diversity and attraction, and/or focussed on transport hubs. Town centre locations also represent the most sustainable and accessible locations for the majority of the population. Meeting needs over the plan period will also have to take account of the changes in the local demographic profile and lifestyle trends. For example, facilities, clubs and classes will need to cater for a wide range of demographics including the elderly.

GAMBLING VENUES

277. Gambling represents a significant component of the leisure industry. The main sectors comprise 'games of chance' (namely bingo clubs, casinos, betting shops and amusement arcades). The latest research from the Gambling Commission Industry Statistics (published November 2024) indicates that the gambling industry in Great Britain generated a Total Gross Gambling Yield (GGY) for the year end to March 2024 of £15.6bn. This represented a +3.5% increase from the previous year (£15.1bn). Remote (online) gambling accounted for £4.4bn of total GGY. The total GGY for 'Remote Casino', 'Betting and Bingo Sector' was some £6.9bn whilst for 'non-remote' (land based i.e. Arcades, Betting, Bingo and Casino) it comprised some £4.6bn.

278. The following assesses the main trends in this sector, current provision and the potential need/demand for new uses and facilities.

- **Bingo Halls** - in response to falling admissions bingo operators are increasingly taking advantage of the online market and embracing smart-phone technology through new 'app' development. This forms part of a wider trend and has fuelled the growth in 'remote/online' gambling (which includes gambling activities through the internet, telephone, radio, etc.). Bingo operators are also increasingly looking to diversify their customer profile, and are marketing their clubs at a younger, predominantly female audience. As a result, there has been an increase in the number of younger and more affluent bingo players over recent years, particularly as deregulation has enabled clubs to offer bigger (national) prizes. At the opposite end of the scale, research shows that 55-64 age group has generated the biggest growth in online gambling as more mature bingo players' switch to online bingo sites, as they grow in confidence with the modern technology. These trends have resulted in the closure of many bingo halls in centres across the UK over the last decade, and the prospects for new openings are limited.

- **Casinos** - the latest figures published by the Gambling Commission show that non–remote casinos sector (i.e., not online) saw a £69.6 million increase of 17.2% in GGY to £865.8 million (casino games at £645.4million & casino machines at £220.3 million) over the period April 2023 to March 2024. The casino sector is dominated by two companies: the Rank Group with 67 venues has a 44% market share and Genting UK has 44 venues and a 29% market share. There has been some consolidation of the sector in the past few years, such as Rank Group's purchase of Gala Coral Casinos.

- **Betting Shops** – According to the Gambling Commission latest data there were some 5,931 in the UK in March 2024. This is a decrease from the 6,219 in March 2022, 8,320 in March 2019 and also down from 9,111 in 2014. The decrease has been due to regulatory changes introduced in 2015 which led to a fall in revenue and profit. As gambling activities continue their shift to online channels, so the demand for physical outlets will inevitably dampen in the

future and more betting shops will inevitably close. The presence of betting shops in high streets is also a contentious issue due to the perceived social, economic and health/wellbeing impacts on individuals and households. The Government recognised that betting shops have specific impacts and in 2016 reclassified their use from Class A2 to 'Sui Generis'. This was also translated in the of the Use Classes Order came into effect on 1st September 2020. This reclassification means any change of use to a betting shop requires an application to the local planning authority for planning permission.

279. The survey-derived market shares for visits to bingo halls, casinos and bookmakers show that venues in the District area attain a low level retention of 18.7% from the Study Area (Zones 1-11) and dominated by Witney town centre.

280. The main competing locations outside of the District include Banbury (16%) and Cowley (27.4%).

Table 24: Bingo Halls, Casinos and Bookmakers - Market Shares (%)

	Study Area Zones 1-11
WEST OXFORDSHIRE DISTRICT AREA	
Town Centre: Witney	12.9%
Town Centre: Chipping Norton	0.7%
Town Centre: Carterton	1.1%
Town Centre: Burford	0.0%
Town Centre: Woodstock	3.6%
All Other Locations in the District Area	0.4%
WEST OXFORDSHIRE DISTRICT AREA	**18.7%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DI	
Abingdon	0.0%
Banbury	16.0%
Bicester	0.2%
Central London	1.1%
Cheltenham	0.0%
Faringdon	0.0%
Kidlington	0.0%
Oxford City Centre	6.9%
Oxford-Cowley	27.4%
Stratford-upon-Avon	0.4%
Swindon	9.1%
All Other Centres/Locations	20.1%
ALL OTHER LOCATIONS	**81.3%**
TOTAL	**100.0%**

281. Based on current provision, market and consumer demand, there appears to be no demonstrable need to enhance existing provision to help improve competitive position and the choice of venues in the District. In response to the question on what improvements could be made to the West Oxfordshire authority area's leisure offer that would make respondents visit / partake in leisure activities more

often (Question 44), only 2.7% stated 'casino' and 1.1% suggested a 'bingo venue'.

OTHER COMMERCIAL LEISURE

282. Other commercial leisure facilities can be grouped together under 'family entertainment venues' (FEVs), which include paid activities that appeal to adults and children (such as, for example, tenpin bowling, BMX biking, roller skating, ice skating, and similar uses).

- **Tenpin bowling** – is possibly the most popular activity in the 'family entertainment' sector. After a period of decline in the 1970s, there are currently some 320 venues in the UK according to Mintel figures. A number of the successful bowling facilities opened over the last 15-20 years (e.g., Hollywood Bowl and Ten Entertainment) tend to form part of larger leisure complexes that include multi-screen cinemas, restaurants and nightclubs. The critical mass of leisure uses "under one roof" help to underpin the viability of tenpin bowling centres, as they tend to struggle as standalone destinations. The sector is evolving from old-style bowling alleys, to modern, multi-generational entertainment centres where bowling is blended with other forms of activity alongside an enhanced dining offer. This is balanced by the growth of smaller independent specialist bowling facilities. There is currently no commercial ten pin bowling operator in the District.

- **Trampoline Parks** - over recent years there has also been growth in other more specialist commercial leisure attractions, such as trampoline parks. Since the opening of the first indoor parks in the UK in 2014, trampolining has become one of the UK's fastest growing sport and leisure trends. It is estimated that there were some 150 parks in the UK in 2017/18, with the potential capacity for between 250-300 parks before saturation is potentially reached. This mirrors the growth in the United States and Australia, where parks first emerged in the early to mid-2000s. The main operators in this sector include Oxygen Freejumping, Ryze, and Gravity Active Entertainment. The public sector is also investing in trampoline parks, including Eastbourne Borough Council, Waltham Forest Council and Tameside Metropolitan Borough Council. In response to the broad range of "jumpers," trampoline parks are also offering a range of activities and experiences that cater to the needs of a broader demographic, including rock-climbing, ninja courses, laser tag and other social events. Within the District, commercial provision of trampolining is at Carterton Softplay & Trampoline Park.

283. The table below summarises the findings of the survey-derived market shares for trips to FEVs. The results show that venues within the District area are achieving a low market share of 20% from within the Study Area (Zones 1-11). Witney town centre is the principal location (5.3%) followed by the town centres of Woodstock (4.3%) and Carterton (3.9%); additionally, and to a lesser extent by specific named

venues such as Fairytale Farm, Southcombe (1.8%); Crocodiles of the World, Burford Road, Brize Norton (1.1%).

284. The key competing locations/venues include Oxford City Centre (24.1%), Oxford-Hollywood Bowl, Ozone Leisure Park (13.9%); Banbury Bowl (9%), Central London (4.1%) and Oxford Ice Rink, Oxpens Road (3.8%).

Table 25: Family Entertainment Venues – Market Shares (%)

	Study Area Zones 1-11
WEST OXFORDSHIRE DISTRICT AREA	
Town Centre: Witney	5.3%
Town Centre: Chipping Norton	0.4%
Town Centre: Carterton	3.9%
Town Centre: Burford	0.0%
Town Centre: Woodstock	4.3%
All Other Locations in the District Area	
Cogges Manor Farm, Church Lane, Witney	0.7%
Cotswold Wildlife Park & Gardens, Bradwell Grove, Burford	0.5%
Crocodiles of the World, Burford Road, Brize Norton	1.1%
Fairytale Farm, Southcombe	1.8%
All Other Locations in the District Area	1.9%
	0.0%
WEST OXFORDSHIRE DISTRICT AREA	**20.0%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	
Abingdon	0.0%
Banbury	3.4%
Banbury-Banbury Bowl, Cherwell Centre, George Street	9.0%
Bicester	2.3%
Central London	4.1%
Cheltenham	0.9%
Faringdon	0.0%
Kidlington	0.9%
Moreton-in-Marsh	1.6%
Oxford City Centre	24.1%
Oxford-Cowley	1.2%
Oxford-Hollywood Bowl, Ozone Leisure Park, Littlemore	13.9%
Oxford-Kassam Stadium, Littlemore	2.2%
Oxford-Oxford Ice Rink, Oxpens Road	3.8%
Stratford-upon-Avon	0.3%
Swindon	0.0%
Swindon-Tenpin, Shaw Ridge Leisure Park	3.7%
All Other Centres/Locations	8.6%
ALL OTHER LOCATIONS	**80.0%**
TOTAL	**100.0%**

285. In response to the question on what improvements could be made to the West Oxfordshire authority area's leisure offer that would make respondents visit / partake in leisure activities more often (Question 44), 1.8% suggested 'ten-pin

bowling' and only 0.6% of respondents suggested a 'trampoline park'. Collectively, the notable responses to suggested improvements to FEV's were as follows:

Figure 166: Family Entertainment Venues (FEV's): Suggested Improvements (%)

FEV's Suggested Improvements	Study Area (Zones 1-11) Market Shares
Indoor soft play areas	2.7%
More leisure facilities / activities for families	2.4%
Crazy golf	2.2%
Ten-pin bowling	1.8%
Ice rink	1.7%
Increased availability for leisure activities	1.2%
Trampoline park	0.6%
Water sports	0.2%

THEATRE AND CULTURAL ACTIVITIES

286. Cultural activities include a broad range of activities that are focused on the arts and historic attractions. This assessment is concerned with the provision and potential need for theatres and museums. The District has a number of cultural venues that support the day and evening time centre economies including the Theatre in Chipping Norton and Blenheim Palace in Woodstock.

287. The household survey shows that trips to the theatre and/or music from across the Study Area (Zones 1-11), to venues in the District area results in a relatively low market share of 14.8% (dominated by Chipping Norton town centre and The Theatre attaining a market share of 13.2% collectively. Blenheim Palace attains a relatively low market share of 0.2%).

288. Other theatre and music venues outside the District area attain a substantial market share from the Study Area of 85.2%. Of this total, the majority is attributed to venues in Oxford (collectively attaining 53.1% market share of which Oxford City Centre attains 46.5%). This is followed by Central London (17.3%).

Table 27: Theatre and Music Venues – Market Shares (%)

WEST OXFORDSHIRE DISTRICT AREA	Study Area Zones 1-11
Town Centre: Witney	0.9%
Town Centre: Chipping Norton	11.7%
Town Centre: Chipping Norton-The Theatre, Spring Street	1.4%
Town Centre: Carterton	0.0%
Town Centre: Burford	0.0%
Town Centre: Woodstock	0.0%
Town Centre: Woodstock-Blenheim Palace	0.2%
All Other Locations in the District Area	0.7%
WEST OXFORDSHIRE DISTRICT AREA	**14.8%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSI	
Abingdon	0.1%
Banbury	0.3%
Bicester	1.3%
Central London	17.3%
Cheltenham	1.8%
Faringdon	0.0%
Kidlington	0.5%
Oxford City Centre	46.5%
Oxford-Ashmolean Museum of Art and Archaeology	2.6%
Oxford-New Theatre, George Street	3.7%
Oxford-Oxford Playhouse, Beaumont Street	0.3%
Royal Leamington Spa	0.2%
Stratford-upon-Avon	2.7%
Stratford-upon-Avon-Royal Shakespeare Theatre	0.7%
Swindon	0.9%
All Other Centres/Locations	6.5%
ALL OTHER LOCATIONS	**85.2%**
TOTAL	**100.0%**

289. In response to the question on what improvements could be made to the West Oxfordshire authority area's leisure offer that would make respondents visit / partake in leisure activities more often (Question 44), only 0.5% suggested 'theatres'.

290. For trips to cultural venues from across the Study Area (Zones 1-11) venues in the District area attain a low market share of 12.4%. Of this share the majority 4.2% is attributed to Woodstock town centre followed by Chipping Norton town centre (3.1%) and Blenheim Palace attains a market share of 2.4%.

291. Other historic and cultural venues outside the District area attain a substantial higher market share from the Study Area of 87.6%. This is dominated by the

provision in Oxford City Centre attaining 37.9% and Central London some 21%. In terms of a named venue, the Oxford-Ashmolean Museum of Art and Archaeology attains a high individual market share of 12.8%.

Table 28: Historic and Cultural Venues – Market Shares (%)

WEST OXFORDSHIRE DISTRICT AREA	Study Area Zones 1-11
Town Centre: Witney	1.3%
Town Centre: Chipping Norton	3.1%
Town Centre: Chipping Norton-The Theatre, Spring Street	0.0%
Town Centre: Carterton	0.0%
Town Centre: Burford	0.1%
Town Centre: Woodstock	4.2%
Town Centre: Woodstock-Blenheim Palace	2.4%
All Other Locations in the District Area	1.3%
WEST OXFORDSHIRE DISTRICT AREA	**12.4%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE	
Abingdon	0.5%
Banbury	1.6%
Bicester	0.0%
Central London	21.0%
Cheltenham	0.1%
Faringdon	0.0%
Kidlington	0.7%
Oxford City Centre	37.9%
Oxford-Ashmolean Museum of Art and Archaeology	12.8%
Oxford-Pitt Rivers Museum	0.0%
Oxford-Oxford University Museum of Natural History	0.0%
Royal Leamington Spa	0.0%
Stratford-upon-Avon	0.5%
Stratford-upon-Avon-Royal Shakespeare Theatre	0.0%
Swindon	0.1%
All Other Centres/Locations	12.3%
ALL OTHER LOCATIONS	**87.6%**
TOTAL	**100.0%**

292. In response to the question on what improvements could be made to the West Oxfordshire authority area's leisure offer that would make respondents visit / partake in leisure activities more often (Question 44), only 1.4% suggested 'more/better cultural facilities'; 0.3% 'museums' and 0.2% 'more art galleries'.

SUMMARY

293. This section has shown that the commercial leisure industry faces considerable challenges and pressures. It is clear that consumers are becoming increasingly selective in terms of where and how they spend their discretionary leisure expenditure. There will also be a continued increase in at-home activities due to the advances in technology such as the use virtual reality headsets. More immediately this will be further compounded by the current macro-economic challenges including rising operating costs and rising costs of living that has an impact on consumer finances. The challenge for town centres and leisure operators in the future will be how to attract customers away from their homes.

294. In summary, the leisure needs assessment based on the participation derived from the household survey and current provision has identified:

- Food and Beverage - there is limited potential for additional new cafés, restaurants and bars by 2045 based on projected population and expenditure growth. In terms of improvements, responses suggest a general level of contentment with the offer.
- Cinemas – existing venues in the District area indicates a good level of participation (some 51.8%) with competition mainly from venues in Oxford and Banbury. The forecasts show that there is no capacity for new cinema screens based on existing provision. Furthermore, the survey responses indicate that only 3.6% of respondents in the Study Area identified the need for "a multi-screen cinema" and 3.2% for an 'art house cinema'.
- Gyms / Health and Fitness facilities – current venues show a good level participation of 54.1%. Leakage' is to facilities in Oxford, Banbury and Bicester. In terms of suggested improvements, there is a wide set of responses from more leisure facilities to outdoor gyms and swimming pools. The growth in population indicates the support of one additional premium or budget gym by 2035; up to two premium or budget gyms by 2041; and by 2045, up to 3 premium gyms or 2 budget gyms.
- Family Entertainment Venues – venues within the District area are achieving a low market share of 20% from within the Study Area. The suggested improvements to the family entertainment venues include 'indoor soft play areas' leisure facilities / activities for families as well specific facilities such as crazy golf and ren-pin bowling as well as an ice rink. The main competition for the District is from venues in and around Oxford city Centre and Banbury.

295. Responses from the household survey indicate that the main centres and venues in the District are not necessarily achieving a good market share of trips and activities focused on theatre (14.8%) and cultural (12.4%) attractions due to access to provision in Oxford and central London. In terms improvements to provision, only 0.5% suggested 'theatres', 1.4% suggested 'more/better cultural facilities'; 0.3% 'museums' and 0.2% 'more art galleries'.

296. In terms of the main competition for the District, it is Oxford and Banbury locally and for specific activities it is Central London. Meeting needs over the plan period

will also have to take account of the changes in the local demographic profile and lifestyle trends. In all cases, the potential for new commercial leisure venues, facilities and attractions will be subject to dynamic economic, market and consumer trends over time. Where demand from operators does arise for representation, this should be directed to town centres first, aligned with national and local plan policy objectives.

9. KEY FINDINGS & RECOMMENDATIONS

297. This concluding section provides high-level advice and recommendations to help the Council effectively plan and manage the vitality and viability of its centres. The National Planning Policy Framework (NPPF) specifically states that planning policies and decisions should support the role that town centres play "at the heart of local communities" and should promote the long term vitality and viability of centres "*by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters*" (paragraph 90a).

298. Aligned with the NPPF and National Planning Practice Guidance (PPG), our advice takes account of the lifetime of the emerging plan period to 2041(and the quantitative modelling goes further to 2045) but specifically focuses on the next five-to-ten-year period. We have robustly assessed both the quantitative and qualitative need for new retail (comparison and convenience goods) floorspace and commercial leisure uses over the forecast period. These assessments have been informed by a comprehensive review and update of the dynamic economic and market trends that are impacting on the retail and leisure sectors. This includes the resulting impact of the pandemic and the implications of recent high levels of inflation and the cost of living crisis.

299. This assessment draws on a robust evidence base informed by the 1,100 household surveys conducted between November and December 2024.It also draws on updated health check assessments for the District's town centres highlighted in **Volume 3**. These health checks are based on a series of Key Performance Indicators (KPIs), informed by the NPPG, that help identify the vitality and viability of centres, their SWOTs, and their relative role and function in the District's network and hierarchy of centres.

300. This study also takes account of the series of reforms to the planning system issued by the Government that were made into law through the amended Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020 that came into effect from 1st September 2020.

301. It is against this background, including current economic challenges that we provide the Council with our robust recommendations to help inform plan-making and decision-making over the next 5-10 years, and over the period to 2045. Our advice covers:

- the need ('capacity') for new retail (convenience and comparison goods) floorspace and other main leisure and town centre uses.
- the requirement to allocate a range of suitable sites to meet the scale and type of any forecast need identified, looking at least ten years ahead (NPPF, paragraph 90d).
- the current definition of the network and hierarchy of centres, and whether this reflects existing and future shopping and leisure trends, planned investment and regeneration strategies, and future housing growth.

- the need to update and change the definition of town centre boundaries and Primary Shopping Areas in light of the key findings and evidence, and recent planning reforms.
- the setting of a local impact assessment threshold to inform the assessment and determination of applications for new retail and leisure developments proposed outside of town centres (NPPF, paragraph 90).

REFORM OF USE CLASSES ORDER & PERMITTED DEVELOPMENT RIGHTS

302. As previously mentioned, the Government has issued a series of reforms to the planning system. These reforms principally relate to Permitted Development Rights (PDR); the Use Classes Order (UCO) and more recently the Levelling-up and Regeneration Act 2023.

303. The impact of the changes will still require the definition of a town centre boundary and a primary shopping area, or a primary 'commercial' area to be the foci for E and F Classes. Also, in most instances the former use classes can be 'translated' into the equivalent categories within the new E and F Classes. This can assist with the interpretation of policy wording and the effective use of conditions.

304. The changes have implications for the former designations of primary and secondary shopping frontages, as the control of shopping and service uses is legally less enforceable in commercial areas, as a change of use between Class E does not constitute development and will therefore not require planning permission. It should be noted that the effectiveness of frontage policies was declining before the pandemic and previous changes to the UCO.

305. Hence beyond 2024, town centres are likely to consolidate their retail and shopping role with more emphasis on place and non-transactional uses, this could include high activity-based land uses such as health and education being located in more central locations and stem previous trends of decentralisation.

306. Permitted Development Changes (Amendment No. 2) (2020) released in August 2020 (under The Town and Country Planning (General Permitted Development) (England) (Amendment) (No. 2) Order 2020), introduced Class AA and AB that allows new residential on detached or terrace buildings in commercial or mixed-use areas (but not in conservation areas). This could potentially lead to the loss of commercial floorspace to residential.

307. Furthermore, the Town and Country Planning (General Permitted Development etc.) (England) (Amendment) Order 2021 (Order) that came into force on 21 April 2021 creates a new class of permitted development right (Class MA) into the Town and Country Planning (General Permitted Development) Order 2015 (GPDO) authorising changes of use from Use Class E commercial uses to Use Class (C3) residential. The changes within the Order allow a change in the permitted use of a property or land from a use falling with Use Class E to Use Class C3 residential use where the property has:

- been in Class E use for 2 years (including time in former uses i.e. A1, A2, A3, B1, D1 or D2 now within that Class); and
- has been vacant for at least 3 continuous months.

308. These changes replace existing retail, light industrial and office to residential rights with rights applying to all of the relatively recent Use Class E in which those uses now sit. Exercise of this right is subject to prior approval by the local planning authority and therefore is subject to some planning control. Details must be submitted relating to flooding, transport, contamination, noise amenity, natural light, fire safety and agent of change issues. The area that can be converted is capped, with a maximum size limit of 1,500 sqm of floorspace capable of conversion using the right.

309. Research conducted by LSH and REVO (Places & Spaces Reinvented: What is the Future for Our Towns, High Streets and Shopping Centres? – 2024) provides a broad indication of impact of these changes and shows that both have proved controversial and have divided opinion. On the one hand they are viewed positively by some as helping to revitalise and repurpose high streets and boost housing delivery, by making it easier to change the use of buildings and respond more flexibly to dynamic market trends and demand. On the other hand, it is argued that the reforms seriously undermine the plan-led approach to town centre regeneration and place-making. Almost half of respondents from the private sector believe that reform has had or will have a positive impact (49%), compared with the public sector (30%).

310. In response several Councils have turned to Article 4 Directions (A4Ds) to try to remove PDRs. Where correctly applied, they can help prevent "*wholly unacceptable adverse impacts*" (National Planning Policy Framework; paragraph 54) on the vitality and viability of centres through the potential loss of their primary shopping areas.

311. The implications arising from these changes both locally and nationally result in more flexibility and are likely to be focussed on the peripheral parts of existing town centres, reflecting the influence of land values, but the outcomes are unclear, particularly the likely scale of increased residential and loss of commercial space and this should be investigated and monitored further. In strategic terms, and especially for the future of town centres, the PDR deregulation is likely to add to the already high levels of uncertainty surrounding their future composition.

ARTICLE 4 DIRECTIONS

312. The latest revision to the NPPF has tightened the rules and restricts the ability of local authorities to secure Article 4 directions (A4Ds). The revised version of the NPPF (paragraph 54) tightens this scope in relation to changes of use from commercial to residential, stating that such directions should be used where they are "*necessary to avoid wholly unacceptable adverse impacts".* These impacts *"could include loss of the essential core of a primary shopping area*", thereby "*seriously undermining its vitality and viability*". However, the paragraph contains the caveat that such a direction would be "*very unlikely to extend to the whole of a town centre*".

313. The Council should be mindful of the following in considering the use of A4Ds:

- it will be difficult to restrict the use of PD rights using A4Ds;
- restriction is likely to be more difficult for residential PD rights than non-residential, but in all cases "*robust evidence*" will be needed to justify their use;
- there is a high bar, and the scope of any A4D which is used must be limited geographically to the smallest area possible as opposed to an entire area being covered by an A4D; and
- in terms of this area, the Council will need to be clear with targeted evidence to show why PD rights need to be restricted e.g., loss of employment space; preserving community uses or protecting a historic area / amenity.

314. Policy for permitted development was changed in March 2024 (The Town and Country Planning (General Permitted Development) (England) (Amendment) Order 2024 that came into force on 5th March 2024 (under Statutory Instruments 2024 No.141) to remove the cap on conversion sizes (previously up to 1,500 sqm) and the need for assets to be vacant (previously needed to be vacant for a continuous period of at least 3 months immediately prior to the date of the application). The changes to PDR – allowing offices of unlimited size to be converted without planning permission or the need for affordable housing – has provided an alternative use for surplus stock. As a result, it is reported that some authorities are hastening to block office-to-residential conversions and are consulting on A4Ds to limit the number of conversions.

315. In terms of retail and leisure uses our assessment of the centres within the District has not yielded any threat to commercial integrity of a retail/leisure area or particular commercial building or ground floor use that warrants this protection.

LEVELLING-UP AND REGENERATION ACT 2023

316. The Levelling-up and Regeneration Bill received Royal Assent at the end of October 2023 and officially became the Levelling-up and Regeneration Act 2023 (LURA 2023). The government proclaimed that LURA 2023 will "*speed up the planning system, hold developers to account, cut bureaucracy, and encourage more councils to put in place plans to enable the building of new homes*.'

317. In relation to town centres specifically, the Act enables "*local authorities powers to instigate auctions to rent vacant commercial properties in town centres and on high streets, for leases from one to five years to attract new tenants*". These rules "*can be exercised at the discretion of local authorities, based on their local context and need, but only on properties which have been vacant for over 12 months*". These 'High Street Rental Auctions' (HSRAs) became effective from December 2024. They have been designed to bring persistently vacant premises back into use, particularly where the premises is part of wider regeneration plans and/or the landlord is being uncooperative.

318. The rules apply to commercial premises (other than premises last used as a warehouse, which are specifically exempt) and which satisfy the following criteria:

- situated in an area which a local authority has designated as being a high street or town centre. These will be areas with a high concentration of premises with high street uses. These uses include "traditional" uses associated with a high street, like shops, restaurants and pubs, as well as offices and public entertainment spaces, communal halls. Manufacturing processes are even included in high street uses as long as they are carried on near to, and compatible with, other high street uses. A local authority is required to maintain and make available to the public a list describing, and a map showing, any designations that are in force in its area.
- unoccupied for the last year or for 366 days in the last two years,
- suitable for high street use and
- considered by the local authority to benefit the local economy, society or environment if occupied for high street use.

319. To execute the HSRA, the local authority is responsible for both designating their high street or town centre and identifying the suitable vacant premises. They will then issue an initial notice of intent to the landlord, followed by an 8-week grace period. If still unlet, the local authority can serve a final notice and the premises is then subject to the auction process.

320. The general consensus is that LURA, and HSRAs specifically, provide the potential to redefine our high streets and town centres through a collaborative process in which both the local authority and property owners will need to work together especially where premises have remained unoccupied for a specified duration and in combating long-term vacancies. It remains to be seen whether Local Authorities have the resources to execute the powers given and the extent to which they will be utilised and whether they are successful in revitalising high streets and town centres. Overall, these should be part of a mix of initiatives to revitalise high streets and town centres.

RETAIL NEEDS

321. The NPPF (paragraph 90d) is clear that local planning authorities should plan to meet the need for new retail and town centre uses by "*looking at least ten years ahead*". The PPG also states that given the uncertainty in forecasting long-term retail trends and consumer behaviour, assessments "…*may need to focus on a*

limited period (such as the next five years) but will also need to take the lifetime of the plan into account and be regularly reviewed." Therefore, greater weight should be placed on forecasts over the next five to ten-year period.

322. The headline retail capacity forecasts are reproduced in the table below and show no immediate capacity for both convenience and comparison goods to 2035. Over the longer period to 2041 and beyond to 2045 very nominal capacity is seen and for convenience goods only. Overall, there is therefore no requirement for the Council to allocate any new sites for retail provision.

Table 29: Retail Floorspace Capacity Forecasts (sqm net)

Convenience Goods					
WEST OXFORDSHIRE DISTRICT AREA	2030	2035	2040	2041	2045
TOWN CENTRE: WITNEY	-288	-278	-259	-254	-223
TOWN CENTRE: CHIPPING NORTON	7	12	23	25	42
TOWN CENTRE: CARTERTON	21	38	70	79	129
TOWN CENTRE: BURFORD	1	1	2	2	4
TOWN CENTRE: WOODSTOCK	1	1	3	3	5
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	13	23	44	49	81
OUT-OF-TOWN CENTRE STORES / LOCATIONS	26	47	86	97	160
TOTAL: WEST OXFORDSHIRE DISTRICT AREA	**-221**	**-156**	**-32**	**1**	**197**

Comparison Goods					
WEST OXFORDSHIRE DISTRICT AREA	2030	2035	2040	2041	2045
TOWN CENTRE: WITNEY	-531	-716	-640	-580	-294
TOWN CENTRE: CHIPPING NORTON	-56	-101	-82	-68	2
TOWN CENTRE: CARTERTON	-32	-57	-47	-39	1
TOWN CENTRE: BURFORD	-5	-10	-8	-6	0
TOWN CENTRE: WOODSTOCK	-4	-8	-7	-5	0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	-25	-45	-36	-30	1
OUT-OF-TOWN CENTRE STORES / LOCATIONS	-97	-174	-142	-117	3
TOTAL: WEST OXFORDSHIRE DISTRICT AREA	**-750**	**-1,111**	**-961**	**-845**	**-287**

Source: CREAT^{e} Retail Capacity Model (Appendix 5 and 9, Volume 2)

LEISURE NEEDS

323. A high-level assessment has been provided of the potential need for new commercial leisure uses and facilities over the next 5-10 years, and over the lifetime of the plan. Even under normal circumstance it is difficult to predict the need and demand for new leisure uses, as the sector is very diverse and highly influenced by market, lifestyle and consumer trends. Predictions as to likely future need, even over the short term (i.e. the next 2-3 years), have been further complicated by the impact of the pandemic, rising inflation and the cost of living crisis. These will have an impact on leisure expenditure trends and growth, consumer preferences and business viability.

324. Notwithstanding these caveats, commercial leisure uses are a critical part of the overall offer and attraction of centres. They make a significant contribution to their overall diversity, vitality and viability of centres, and to their daytime, evening and night-time economies (the "evening" economy generally relates to all leisure

activities that are open until around 11pm. The “night-time” economy is generally defined as businesses and activities with late night licences that are open beyond 11pm, particularly at the weekend).

325. As part of their future adaptation and growth, it is therefore important that the Council maintains and promotes diverse and flexible leisure uses, venues and events catering for a wide demographic in the main centres over the period to 2035 and beyond.

326. From a planning policy perspective therefore the key to meeting future, as yet unknown needs, will be the development of policies that can accommodate the changing needs of the sector and ones that can operate in the real world. This includes recognising that for many leisure uses the cost for entering a new market will be relatively high and, unlike retail outlets where store size can vary significantly, incremental development is unlikely if only small increases in market growth are identified.

327. It is also the case that the recent changes to the Use Classes Order mean that the main commercial leisure sector in terms of spend is Food and Beverage which encompasses both Class E and Sui Generis uses. As a result, any changing demand for restaurant and café uses is likely to be met by changing uses within the existing or committed town centre floorspace.

328. The headlines from the leisure needs assessment show:

- Eating out in **cafés and restaurants** is a popular leisure activity with venues within the District attaining between 59.1% (Cafes and Restaurants) and 59% (Bars, Pubs, Nightclubs) market share from the Study Area (Zones 1-11). Based on expenditure growth, and after allocating a proportion of this growth to existing businesses to help support their viability (against a backdrop of rising costs), our high-level forecasts indicate a nominal £2.5m net residual expenditure capacity up to 2035. The growth to sustain new cafés, restaurants and bars will be very much subject to market demand. Focusing new uses in town centres will help increase competition and consumer choice, and to underpin both daytime and evening economies.
- In relation to **cinemas**, the existing provision comprises some 8 screens and venues in the District area show a 51.8% level of participation from the overall Study Area. However, there is no identified capacity for cinema screens.
- Regarding other commercial leisure uses, there is currently no identified need for **gambling venues** (e.g., bingo halls and casinos). The presence of physical gambling activities such as betting shops in high streets is also a contentious issue due to the perceived social, economic and health/wellbeing impacts on individuals and households.
- There is no commercial provision of **tenpin bowling** in the District and any future provision will be subject to market demand which should be directed to town centres.
- In terms of **theatres** and **music venues**, the District there is a low level of market share (14.8%) with strong competition from venues across Oxford City Centre and beyond to Central London.

- **Historic** and **cultural** attractions also attain a low market share of 12.4% from across the Study Area. The principal competing venues yet again are across Oxford City Centre and beyond to Central London.

329. In relation to the market share of trips and activities focused on theatre, music, cultural and historic attractions the responses from the household indicate the centres and venues in the District are facing substantial competition from venues in Oxford City Centre and Central London and therefore are not necessarily achieving a good level of retention. This requires more place promotion especially amongst the District's resident community to market the centres and also visitors to enable the continued vitality of the centres and venues.

330. The forecast need for any new commercial leisure uses will be subject to wider economic, consumer and market trends, and will depend on the demand from leisure operators for representation. Where demand does exist, new uses and activities should be focussed across the District's main centres first, in compliance with national and local plan policy objectives to maintain and enhance their overall vitality and viability.

ACCOMMODATING RETAIL AND LEISURE NEEDS

331. The NPPF (paragraph 90d) states that planning policies should *"…allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead*". Aligned with the NPPF, the PPG (Paragraph 004, Reference ID:2b-004-20190722) identifies that town centre strategies should establish the potential for "*…development or the redevelopment of under-utilised space*" to accommodate the scale of assessed need, and the more effective and efficient use of land (for example, the scope to group particular uses such as retail, restaurant and leisure activities into hubs, or for converting airspace above shops). In turn, this will help to establish the need for centre "expansion," "consolidation" and/or "restructuring."

332. It is to be recognised that the capacity forecasts do not take account of current (or future) vacant retail floorspace in the main centres and shopping locations. Some of this vacant space (particularly in prime shopping locations) will be available and suitable for re-occupation, re-purposing and/or redevelopment both now and in the future. We therefore advise that any forecast capacity and/or market demand for new retail and commercial leisure floorspace could either be accommodated in suitable vacant units, or by the mixed-use development of vacant sites/buildings (i.e., ground floor commercial uses, with residential above).

333. As the headline retail capacity forecasts have shown there is no capacity for both convenience and comparison goods and there is no requirement for the Council to allocate any new sites for retail provision to the period to 2035.

TOWN CENTRE FUTURES

334. The NPPF requires that: *"…planning policies and decisions should support the role that town centres play at the heart of communities, by taking a positive*

approach to their growth, management and adaptation" (paragraph 90). Both the NPPF and the extant plan policies support the need to maintain and enhance the long-term vitality and viability of town centres first, as the most appropriate and sustainable locations for new investment and development.

ISSUES, CHALLENGES AND OPPORTUNITIES

335. It is apparent that centres within the District (like other centres across the UK) are facing a myriad of issues and challenges to their vitality and viability from the dynamic changes in the retail and leisure sectors. The challenges have been further accelerated and compounded by the legacy impact of the pandemic and current inflationary macro-economic position, and include:

- the growth of online shopping and home-based leisure activities (from watching movies to eating at home);
- the increase in retail failures and closures;
- a dramatic fall in market demand for space;
- a rise in vacancies and fall in footfall; and
- limited forecast need or market demand for new retail floorspace.

336. In the context of the issues and challenges, although retail will remain a key part of town centres overall offer, vitality and viability - helping to generate trips, footfall and spend – it is critical that the policies and strategies developed for each centre help to promote greater flexibility and diversity, so that they can respond more effectively and rapidly to future trends. This flexibility and diversity will, in turn, help to create more resilient, attractive and successful town centres. It will also help to strengthen their respective roles in the network and hierarchy of centres as places to live, work, shop, study, play and visit for a wide range of uses and activities.

337. **The tables** below summarise some of the key opportunities and initiatives identified for the main centres in the District based on the research and evidence. In summary the key suggestions are as follows:

- **Witney Town Centre** is at the apex of the District's hierarchy for larger scale commercial, community, leisure and cultural development. The extant local plan defines it as the principal town centre of the District. The extant plan also seeks to maintain a strong and diverse shopping core promoting Market Square and Corn Street as cultural hubs. The plan also aims to enhance public spaces, boost Witney's profile as a visitor destination, and preserve its historic character. Accessibility is a priority, while restricting intensified commercial development in the Buttercross/Church Green area. Oxfordshire County Council is improving Witney's High Street and Market Square with a £1.98 million grant Active Travel Fund. The project aims to enhance public spaces, support businesses, and improve pedestrian and cyclist access. The emerging local plan consultation (Your Place, Your Plan Consultation Summary Report (February 2024)) stresses the collectively importance of revitalising town centres, maintaining or increasing core services, and supporting the viability of smaller settlements, indicating that investments and developments should aim to sustain and benefit all these locations.

Table 30: Witney Town Centre: Opportunities for Growth and Transformation

Witney Town Centre
Adaptation to changing trends by encouraging mixed-use development incorporating retail, community, and social spaces.
Support flexible retail spaces and service-based growth for diverse demographics.
Enhance Market Square with events, pop-ups, cultural activities, and seasonal markets.
Combine placemaking with improved promotion and District-wide centres marketing strategies.
Leverage the town's heritage and proximity to the Cotswolds to attract more visitors.
Promote specialist retail and leisure activities that offer unique experiences.
Position Witney within the District and beyond as a destination by showcasing its tradition, heritage, and character.
Improve and promote greening as part of a placemaking strategy.
Continue enhancing public spaces to boost investment, work, and social wellbeing.
Improve safe and accessible pedestrian and cycle routes across the town centre.
Strengthen active travel and walking connections on the back of Active Travel funding.
Promote the evening economy and work towards Purple Flag status.
Develop event spaces within the public realm to support day and evening/night time activities and tourism.

- **Carterton Town Centre:** is defined as a primary town centre. The extant local plan seeks to expand and integrate a diverse range of retail, dining, leisure, and public spaces, including ancillary residential development, together with, improving the quality of the public realm with enhanced landscaping and public spaces. There has been recent public space and accessibility improvements, including a Sensory Garden and the St. John's Garden Project. At present, the centre serves its immediate residential catchment including the large military community. It has a strong convenience retail presence (Asda, Aldi, Morrisons) and a low vacancy rate (1.6%) compared to the national average (14.1%). The emerging local plan consultation outputs refers to the need for a holistic approach to development that addresses current deficiencies in infrastructure and public services, improving transport, revitalising the town centre. Furthermore it also refers to the town centre as being 'too small' for the current population, with a desire for its 'expansion and revitalisation'. In our opinion we consider the opportunities for growth will be predicated on the

developing the diversity and mix of opportunities especially in terms of commercial leisure provision. At this stage the spatial provision remains adequate and the Council should be mindful of the challenging trends in the commercial retail and leisure sector that will affect and influence spatial provision in the future.

Table 31: Carterton Town Centre: Opportunities for Growth and Transformation

Carterton Town Centre
Encourage and support the mix and diversity of town centre uses.
Encourage investment in the leisure / entertainment offer to enhance the evening economy.
Provision of facilities for the youth and intra-generational community spaces.
Provide contemporary, flexible and temporary space to attract and nurture entrepreneurs, creatives, start-ups and small businesses.
Continue improvements to the public realm and greening.
Develop a rolling programme of place promotion including fairs / festivals in the centre.
Provide for active travel, including new pedestrian and cycle routes.
Co-ordinate tourism offer with other centres within the District as part of a more coherent and compelling attraction for visitors and tourists to the District area.
Develop safe and legible pedestrian and cycle routes in to, and across the town centre.
Provide more/new electric vehicle charging (EVC) points.

- **Chipping Norton** is also defined as a primary town centre. The extant local plan calls for a stronger town centre with the need to reduce the impact of through traffic. Despite this detraction, the overall quality of the environment is generally enhanced by the historic buildings architecture and well-kept shop fronts. The centre provides a leisure / culture focus in the form of the Chipping Norton and the boutique Living Room Cinema. The centre has an above average vacancy rate (17.6% of outlets compared with the UK average of 14.1%). Future opportunities for improvements should be focussed on the public realm, greening and activation of vacant space.

Table 32: Chipping Norton Town Centre: Opportunities for Growth and Transformation

Chipping Norton Town Centre
Improve pedestrian safety and traffic calming measures.
Invest in greenery, street furniture, and public spaces.

Chipping Norton Town Centre
Activate vacant spaces / areas with events and pop-ups.
Encourage family-friendly evening activities.
Develop a cohesive place-making and promotion strategy.
Co-ordinate tourism offer with other centres within the District as part of a more coherent and compelling attraction for visitors and tourists to the District area.
Enhance pedestrian and cycling routes.
Offer modern, adaptable, and temporary spaces designed to attract and support entrepreneurs, creatives, startups, and small businesses.
Upgrade the market with higher quality and more frequent events.
Promote the historic town as a tourism destination.
Improve wayfinding signage for better navigation.
Improve pedestrian safety and further traffic calming measures.

- **Burford** is designated as a town centre with a significant tourist role. As the "Gateway to the Cotswolds", the town centre is renowned for its historical significance, architecture a designated district centre with a historic character and form. The centre's main retail and leisure provision is dissected by the A361 (High Street / The Hill) that detracts from its otherwise charm and historic character. The future opportunities for growth rely on the linkages with the District's other centres and in placemaking and 'placekeeping' (i.e. the active care and maintenance of a place and its social fabric by the people who live and work there).

Table 33: Burford Town Centre: Opportunities for Growth and Transformation

Burford Town Centre
Develop sustainable tourism initiatives that highlight the town's history and character.
Co-ordinate tourism offer with other centres within the District as part of a more coherent and compelling attraction for visitors and tourists to the District area.
Create new landmarks or celebrate existing ones.
Develop and enhance gardens and green spaces for community benefit.
Continue to curate a diverse mix of restaurants, bars, and eateries to boost the local economy.
Improve wayfinding with themed links to local assets, better lighting, and signage.

Burford Town Centre
Enhance safe and accessible pedestrian and cycle routes within and beyond the centre.
Promote active travel to improve connectivity, social value, and well-being.

- **Woodstock** is another town centre with a significant tourist role. It is renowned for its independent offer shops and the extant local plan seeks to ensure that it remains vibrant through resisting the loss of shops and other town centre uses. With a low vacancy rate the future opportunities for Woodstock is underpinned by its strong independent offer, heritage and history.

Table 34: Woodstock Town Centre: Opportunities for Growth and Transformation

Woodstock Town Centre
Develop initiatives showcasing the town's history and character.
Coordinate promotion efforts with other centres, including Blenheim Palace.
Promote events and heritage trails to celebrate local history.
Establish a rolling programme of fairs, festivals, and street markets.
Provide year-round events to attract residents and visitors.
Enhance public spaces with more greenery.
Invest in updated street furniture, public spaces, and shop frontages.
Improve wayfinding and accessibility.
Improve pedestrian and cycle networks.
Develop new routes for active travel to increase accessibility and footfall.
Implement place-based strategies to boost visitor numbers and local business support.

NETWORK AND HIERARCHY OF CENTRES

338. We have reviewed the Council's existing network and hierarchy of main centres in accordance with the advice set out in the NPPF (paragraph 90a) and PPG (References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in the development plan, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres).

339. As noted in **Section 2**, Policy E6 on Town Centres details the hierarchy of the centres in the District. From our assessment we have not seen any new evidence

to indicate that there is any requirement to adjust the centres included within this category at the present time. Based on the study findings, we advise that the District's town centres largely function in line with their current roles in the hierarchy.

340. We also do not consider that there are any external influences that would suggest any changes in the retail hierarchy would be appropriate at this stage. There has not been any significant change in national planning policy relating to retail and town centres nor any major change in any of the centres that would justify a change.

TOWN CENTRE BOUNDARIES AND PRIMARY SHOPPING AREA DEFINITIONS

341. The NPPF states that planning policies should *"…define the extent of town centres and primary shopping areas and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre*" (paragraph 90b). Furthermore, Annex 2 to the NPPF:

- defines the **Primary Shopping Area** (PSA) as an "…area where retail development is concentrated;"
- defines **Edge of centre** (for retail purposes) as a location that is *"…well connected to, and up to 300 metres from, the primary shopping area*" (our emphasis underlined); and
- for all other main town centre uses edge of centre is a location *"…within 300 metres of a town centre boundary*" (our emphasis underlined).

342. The NPPF explains that the **town centre** is an area defined on the local authority's policies map, and includes the PSA and areas predominantly occupied by main town centre uses within or adjacent to the PSA.

343. There is no policy requirement under the NPPF to define primary and/or secondary shopping frontages. The revised NPPF (December 2024) has removed the requirement for local authorities to identify shopping frontages.

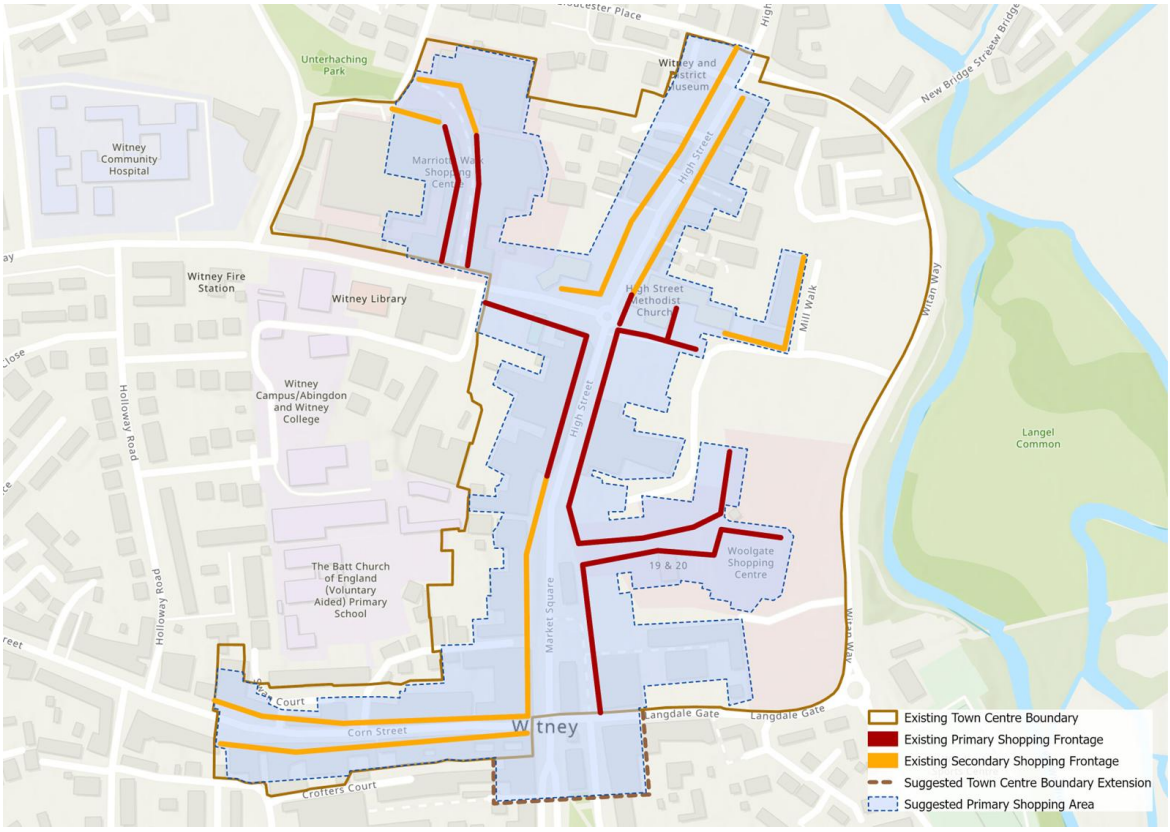
344. Given the scrapping of the previous Class A uses (including shops) and the introduction of a much wider Class E use (which incorporates Class A1-A3, B1, D1(a), D1(b) and D2(e)), the definition of a PSA (i.e., an area where retail development is concentrated) is more problematic.

345. The policies pertaining to plan-making and decision taking for retail, leisure and town centre uses in the NPPF do still refer to the need to define a PSA. The definition of a PSA is critical, for example, to the application of both the sequential and impact tests (paragraphs 91-95). As a result, we have necessarily reviewed the current PSA boundaries, and where necessary redefined these boundaries so that they are aligned with the current NPPF.

346. Drawing on the evidence and key findings of this study, the following sets out our judgements and advice on the definition of appropriate and robust PSAs for the District's centres.

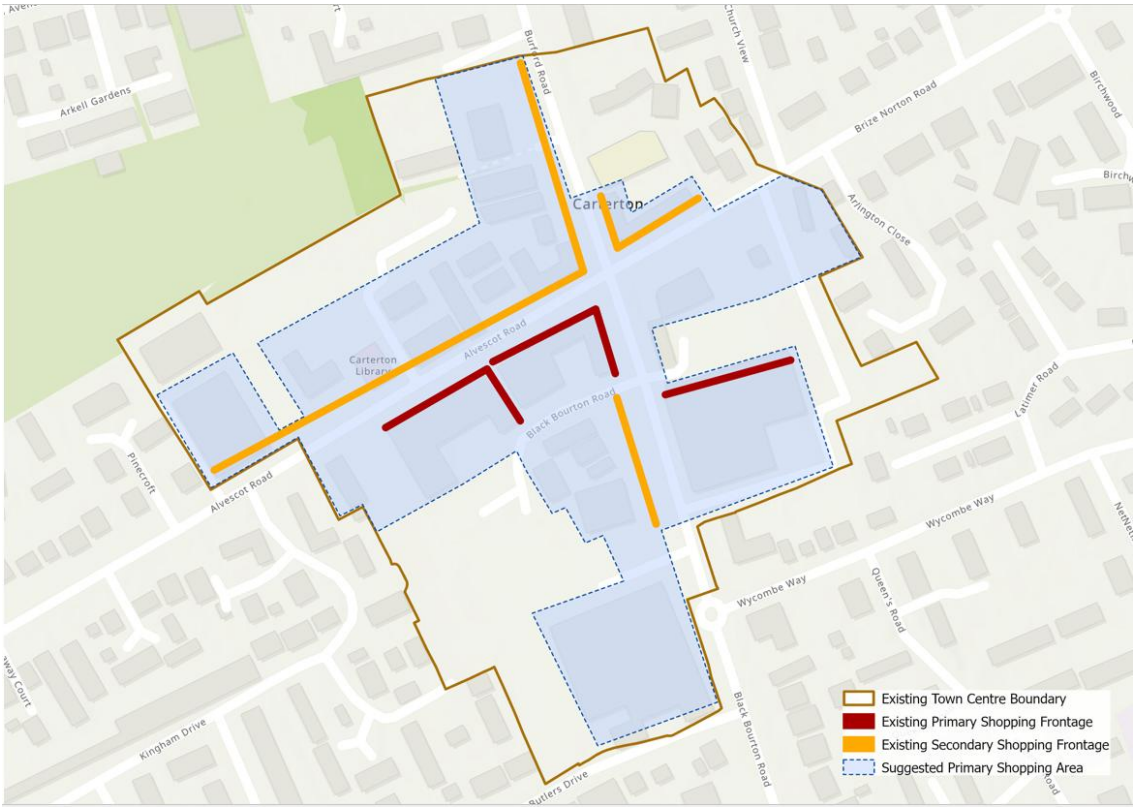
- **Principal Town Centre: Witney**: We propose a change to the town centre boundary to the south to incorporate the retail and leisure provision along Church Gardens and Market Square. Furthermore we have also defined a PSA in line with the concentration of retail uses across the centre as shown in the map below.

Figure 18: Witney: Existing Town Centre Boundary & Suggested Extension and PSA



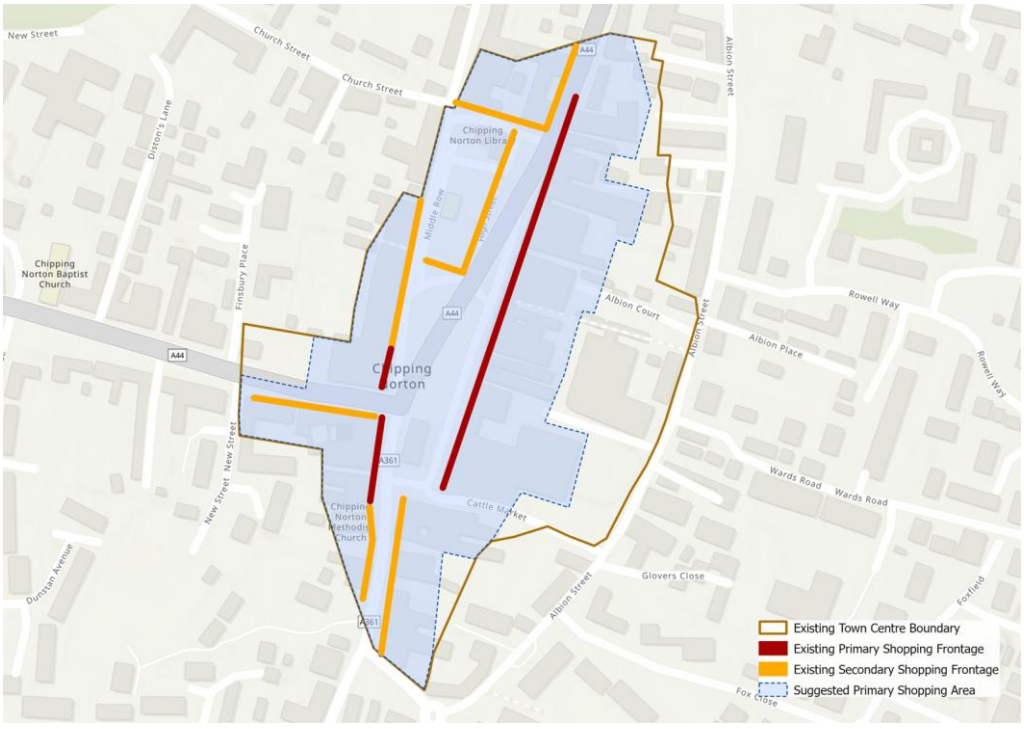
- **Primary Town Centre: Carterton**: No proposed change to the town centre boundary. A suggested PSA is provided which is based on the concentration of retail uses as per the NPPF.

Figure 19: Carterton: Existing Town Centre Boundary & Suggested PSA



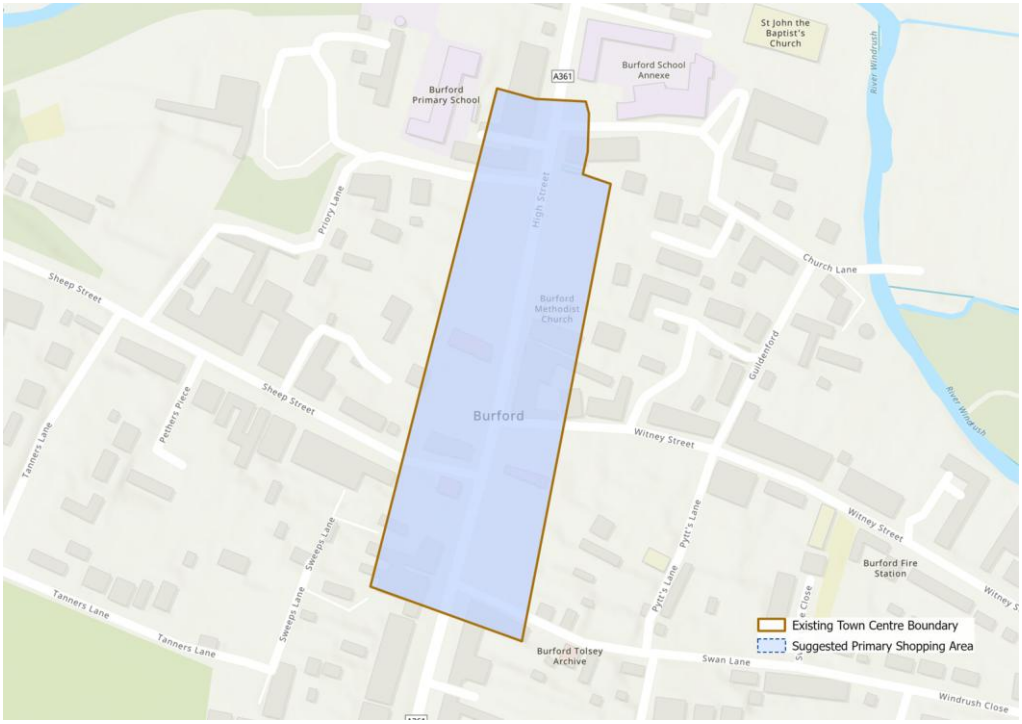
- **Primary Town Centre: Chipping Norton**: No proposed change to the town centre boundary. A suggested PSA is provided which is based on the concentration of retail uses as per the NPPF.

Figure 20: Chipping Norton: Existing Town Centre Boundary & Suggested PSA



- **Town Centre: Burford:** No proposed change to the town centre boundary which also broadly covers the provision of retail uses. On this basis the suggested PSA effectively covers the town centre boundary area.

Figure 21: Burford: Existing Town Centre Boundary & Suggested PSA



- **Town Centre: Woodstock:** No proposed change to the town centre boundary which also broadly covers the provision of retail uses. On this basis the suggested PSA effectively covers the town centre boundary area.

Figure 24: Burford: Existing Town Centre Boundary & Suggested PSA

LOCAL FLOORSPACE IMPACT THRESHOLD

347. The NPPF requires an impact assessment to be undertaken for *"retail, leisure and office development outside of town centres, which are not in accordance with an up-to-date Local Plan*" (paragraph 94). Local planning authorities should require an impact assessment if the development is over a proportionate, locally set floorspace threshold, but if there is no local threshold, then the NPPF default threshold (2,500 sqm gross) should be applied. To help inform the setting of an appropriate impact threshold, the PPG (Paragraph: 015. Reference ID: 2b-015-20190722) also states that it will be important to consider the following:

- scale of proposals relative to town centres;
- the existing viability and vitality of town centres;
- cumulative effects of recent developments;
- whether local town centres are vulnerable;
- likely effects of development on any town centre strategy; and
- impact on any other planned investment.

348. Under the **extant Local Plan Policy E6 on Town Centres** there is a defined local impact threshold of **500sqm net** at present for significant proposals where they are not in a centre or in accordance with a local or neighbourhood development plan.

349. We advise an impact threshold of **280 sqm gross** is most appropriate and robust for assessing the impacts of any proposed retail/leisure developments outside of defined centres in accordance with paragraph 94 of the NPPF. The justification

and evidence to support this lower impact threshold is set out in the paragraphs below.

350. As reported in **Section 3**, the growth in internet shopping is having a significant impact on the way households choose to buy food and non-food goods, which in turn is impacting upon retailer business and operating models. This should be considered alongside the long-term impacts of out-of-centre stores, shopping and leisure facilities on town centres. These impacts are probably best illustrated by the changes in the grocery sector over the last decade. Following a sustained period of growth over almost 20 years up to 2010, principally driven by new larger format superstore openings, the main grocery operators (i.e. Tesco, Sainsbury's, Asda, Waitrose and Morrisons) have effectively scrapped their superstore expansion programmes to focus on growing their market shares via online sales and opening smaller convenience stores (i.e. Sainsbury's Local, Tesco Express, Little Waitrose, etc.). Although sizes vary from location-to-location, the main grocers are promoting smaller convenience stores with a minimum gross floorspace of between 280 sqm and 372 sqm (circa 3,000 - 4,000 sq ft).

351. The 280 sqm gross floorspace figure is also significant, as stores below this threshold are exempt from Sunday trading restrictions. In brief, the Sunday Trading Act defines a 'large shop' as generally being over 280 sqm gross. It is the Government's intention through this Act to protect smaller, independent stores which are perceived to be financially weaker and therefore require protection from unfair competition from the major supermarket operators. In general terms therefore it follows that proposals for retail floorspace over 280 sqm gross are unlikely to be a purely local facility and will have the ability to draw trade from outside of their immediate local catchment with potential consequent impacts on existing stores and centres. For example, in circumstances where convenience stores are proposed on the edge or outside of centres, often as part of petrol filling stations or conversions of public houses, they can have a significant adverse impact on the trading performance, vitality and viability of smaller district and local centres nearby. This will particularly be the case where these existing centres are dependent on smaller supermarkets and/or convenience stores to anchor their retail offer, and to generate footfall and linked trips/expenditure to the benefit of other shops, services and facilities. In some cases, post office counters can also form an integral part of the convenience store offer and attraction in smaller centres, and their future operation could therefore also be jeopardised by new convenience stores opening outside of centres.

352. The Government's overarching aim to protect the role, function and integrity of local shops selling essential goods and comprising essential services (e.g. post-office counters) is further demonstrated by the reforms to the UCO and the introduction of the new Class F2, which covers local community uses. Within this category, Class F2(a) specifically pertains to a shop (previously classified as A1) selling mostly "essential goods", including food, to visiting members of the public where the shop's premises cover an area of no more than 280 sqm and there is "*no such facility within 1,000 metre radius of the shop's location*". This new use class is intended to ensure that uses which are important to local communities

have some protection through the planning system, because the scope to change use without planning permission is more limited.

353. At the same time, the market demand from operators seeking representation and space in town centres is falling significantly as the space available in centres is often of the wrong size and configuration, and in the wrong location to meet today's retailer requirements. For example, modern multiple retailers selling a range of comparison goods (including, for example, fashion, home store and 'bulky' goods) generally have requirements for larger format modern premises with a minimum size of circa 465 sqm gross (5,000 sqft), and usually 929 sqm (10,000 sqft) and above. This minimum floorspace provides operators with the necessary 'critical mass' of sales needed to display their full range of goods in-store and attract customers from a wider catchment area, particularly where they are co-located alongside similar stores in town centre and out-of-centre locations. These minimum floorspace requirements also fall significantly below the NPPF-default threshold of 2,500 sqm gross.

354. The health checks for the town centres have also identified that smaller independent stores and services make a significant and vital contribution to each centre's diverse offer, attraction and viability. The table below shows the average size of comparison and convenience units in each main centre as sourced from Experian Goad data.

Table 35: Average Size of Outlets by Centre & Category (sqm gross)

Centre	Comparison Retail			Convenience Retail			Total of Retail, Leisure & Services		
	Total Floorspace (sqm)	Total Outlets	Average Outlet Size (sqm)	Total Floorspace (sqm)	Total Outlets	Average Outlet Size (sqm)	Total Floorspace (sqm)	Total Outlets	Average Outlet Size (sqm)
Witney	17,600	91	193	5,970	19	314	16,100	99	163
Carterton	2,670	9	297	7,620	8	953	5,670	39	145
Chipping Norton	4,530	34	133	2,310	9	257	5,940	38	156
Burford	4,690	39	120	920	7	131	2,420	15	161
Woodstock	2,460	28	88	560	5	112	5,290	32	165
Totals /Average	**31,950**	**201**	**159**	**17,380**	**48**	**362**	**35,420**	**223**	**159**

355. As the table shows the average size of comparison goods units range from 88 sqm to 297 sqm, with an overall average unit size of 159 sqm. For convenience goods the average unit size is higher at 362 sqm; ranging from 112 sqm for Woodstock, to 953 sqm for Carterton. This is explained by the fact that the convenience offer in the larger centres of centres of Witney, Carterton, Chipping Norton is generally anchored by at least one larger format foodstore (and in the case of Carterton some three foodstores). If these anchor foodstores are excluded, then the average unit size for the centres will fall significantly. Furthermore, the average unit size for all retail, leisure and service businesses in the District's main town centres is 159 sqm gross.

356. Turning to the published and known market demand from retailers and leisure operators for representation in the areas main centres, it is apparent that the minimum average unit sizes operators are seeking are significantly below the

NPPF threshold of 2,500 sqm gross (see **Volume 2**). For example, in Witney the average unit size requirement for the five comparison retailers ranges from 488 sqm gross, up to 1,666 sqm gross. For Chipping Norton 140 sqm gross to 230 sqm gross; Woodstock 110 sqm to 370 sqm gross. Clearly if the demand from these operators was for edge and/or out of centre locations, then it could undermine the future retail offer and investment within the Council's centres. In turn this could result in a significant adverse impact on their vitality and viability, specifically in terms of reduced market demand, investment and trade.

357. We have also had regard to the District-wide capacity assessment for new retail (convenience and comparison goods) floorspace, focussing on the next five to ten years in accordance with the advice set out in the NPPF and PPG, but also taking the lifetime of the plan into account. In this case the capacity forecasts show no capacity for new retail floorspace over the ten-year period, or over the lifetime of the plan to 2041 (after allowing for all known commitments). Where potential floorspace capacity exists it will support new commercial floorspace in the District's centres or planned as part of housing allocations. It is critical that the investment in and delivery of this new floorspace is not harmed by proposals for new floorspace of varying scale and use outside these areas and existing centres.

358. In conclusion, we consider that the above evidence provides robust support and justification for the setting of a lower floorspace threshold of 280 sqm gross. This will provide the Council with greater flexibility to robustly assess the individual ('solus') and cumulative impacts of any smaller commercial floorspace (including convenience stores) proposed outside of existing centres that could compete 'like-against-like' with existing, planned and proposed investment in its main centres. We also advise that this threshold should be applied, where relevant, to change of use applications and applications seeking variations of conditions. It should be noted that whilst the proposed threshold applies to net additional floorspace, where a proposal is for the redevelopment of existing retail floorspace, the threshold should apply to the total floor area proposed (i.e. existing and net additional).

359. By way of additional clarification, the Council will be aware that the locally set impact threshold does not determine whether an application should be allowed or refused, only whether an application should be subject to an impact assessment. Furthermore, the PPG advocates that the level of information pertaining to the impact test (and the sequential test) provided in support of any application should be proportionate and considered in a locally appropriate way. We therefore advise the Council that they should pro-actively engage with any applicant at an early state in the pre-application process to scope and agree the detail of any assessment and the evidence required in support of an application on a case-by-case basis.

10. GLOSSARY OF TERMS

Term	Definition
Town Centres	Town are the principal centre or centres in a local authority's area. When planning the future of town centres, local planning authorities should consider the function of various parts of the centre and how these contribute to its overall vitality and viability.
District Centres	District centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library. These centres generally contain between 10,000-50,000sqm of retail, leisure and service floorspace; and provide a higher proportion of convenience over comparison goods.
Local Centres	Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office, a pharmacy or a launderette.
Town Centre Uses	As defined in the NPPF, main town centre uses are retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, cultural and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).
Neighbourhood Centres	Normally comprise all parades of shops that are of purely local significance.
Town Centre Boundary	Defined area, including the primary shopping area and areas of predominantly leisure, business and other main town centre uses within or adjacent to the primary shopping area. The extent of the town centre should be defined in Local Plans and on the policies map.
Primary Shopping Area	Defined area where retail development is concentrated.

Term	Definition
Edge-of-Centre	As defined in the NPPF, for retail purposes a location that is well connected up to 300 metres from the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge-of-centre, account should be taken of local circumstances.
Out-of-Centre	A location which is not in or on the edge of a town centre. Out-of-centre locations are at the bottom of the retail hierarchy and any application for retail development in an out-of-centre location must fully assess impacts and rule out potential for locating in a more sequentially preferable location.
Convenience Retailing	Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.
Comparison Retailing	Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.
Supermarkets	Stores selling mainly food, with a trading floorspace less than 2,500 square metres, often with car parking.
Superstores	Stores selling mainly food, or food and non-food goods, usually with more than 2,500 square metres trading floorspace, with supporting car parking.
Retail Warehouses	Large stores specialising in the sale of household goods (such as carpets, furniture and electrical goods), DIY items and other ranges of goods, catering mainly for car-borne customers.
Retail Parks	An agglomeration of at least 3 retail warehouses.
Warehouse Clubs	Large businesses specialising in volume sales of reduced priced goods. The operator may limit access to businesses, organisations or classes of individual.
Factory Outlet Centres	Groups of shops specialising in selling seconds and end-of-line goods at discounted prices.

Term	Definition
Leisure Parks	Leisure parks often feature a mix of leisure facilities, such as a multi-screen cinema, indoor bowling centres, night club, restaurants, bars and fast-food outlets, with car parking.
Convenience Goods Expenditure	Expenditure (including VAT as applicable) on goods in COICOP (Classification of individual consumption by purpose categories): Food and non-alcoholic beverages, Tobacco, Alcoholic beverages (off-trade), Newspapers and periodicals, Non-durable household goods.
Comparison Goods Expenditure	Expenditure (including VAT as applicable) on goods in COICOP Categories: Clothing materials & garments, Shoes & other footwear, Materials for maintenance & repair of dwellings, Furniture & furnishings; carpets & other floor coverings, Household textiles, Major household appliances, whether electric or not, Small electric household appliances, Tools & miscellaneous accessories, Glassware, tableware & household utensils, Medical goods & other pharmaceutical products, Therapeutic appliances & equipment, Bicycles, Recording media, Games, toys & hobbies; sport & camping equipment; musical instruments, Gardens, plants & flowers, Pets & related products, Books & stationery, Audio-visual, photographic and information processing equipment, Appliances for personal care, Jewellery, watches & clocks, Other personal effects.
Special Forms of Trading	All retail sales not in shops and stores; including sales via the internet, mail order, TV shopping, party plan, vending machines, door-to-door and temporary open market stalls.
Gross Ground Floor Footprint Floorspace	The area shown on the Ordnance Survey map or other plans as being occupied by buildings and covered areas measured externally.
Gross Retail Floorspace	The total built floor area measured externally which is occupied exclusively by a retailer or retailers; excluding open areas used for the storage, display or sale of goods.
Net Retail Sales Area	The sales area within a building (i.e., all internal areas accessible to the customer), but excluding checkouts, lobbies, concessions, restaurants, customer toilets and walkways behind the checkouts.

Term	Definition
Retail Sales Density	Convenience goods, comparison goods or all goods retail sales (stated as including or excluding VAT) for a specified year on the price basis indicated, divided by the net retail sales area generating those sales.
Quantitative Need	Is conventionally measured as expenditure capacity (i.e., the balance between the turnover capacity of existing facilities and available expenditure in any given area). Expenditure capacity, or 'quantitative need' can arise as a result of forecast expenditure growth (either through population growth or increase in spending), or by identification of an imbalance between the existing facilities and current level of expenditure available in an area.
Qualitative Need	Includes more subjective measures such as, for example, consumer choice; the appropriate distribution of facilities; and the needs of those living in deprived areas. 'Over trading' is also identified as a measure of qualitative need, although evidence of significant over-crowding, etc., may also be an indicator of quantitative need.

Lambert Smith Hampton

Town Centre Strategy and Needs Assessment

Volume 2: Appendices

Prepared for:

West Oxfordshire District Council

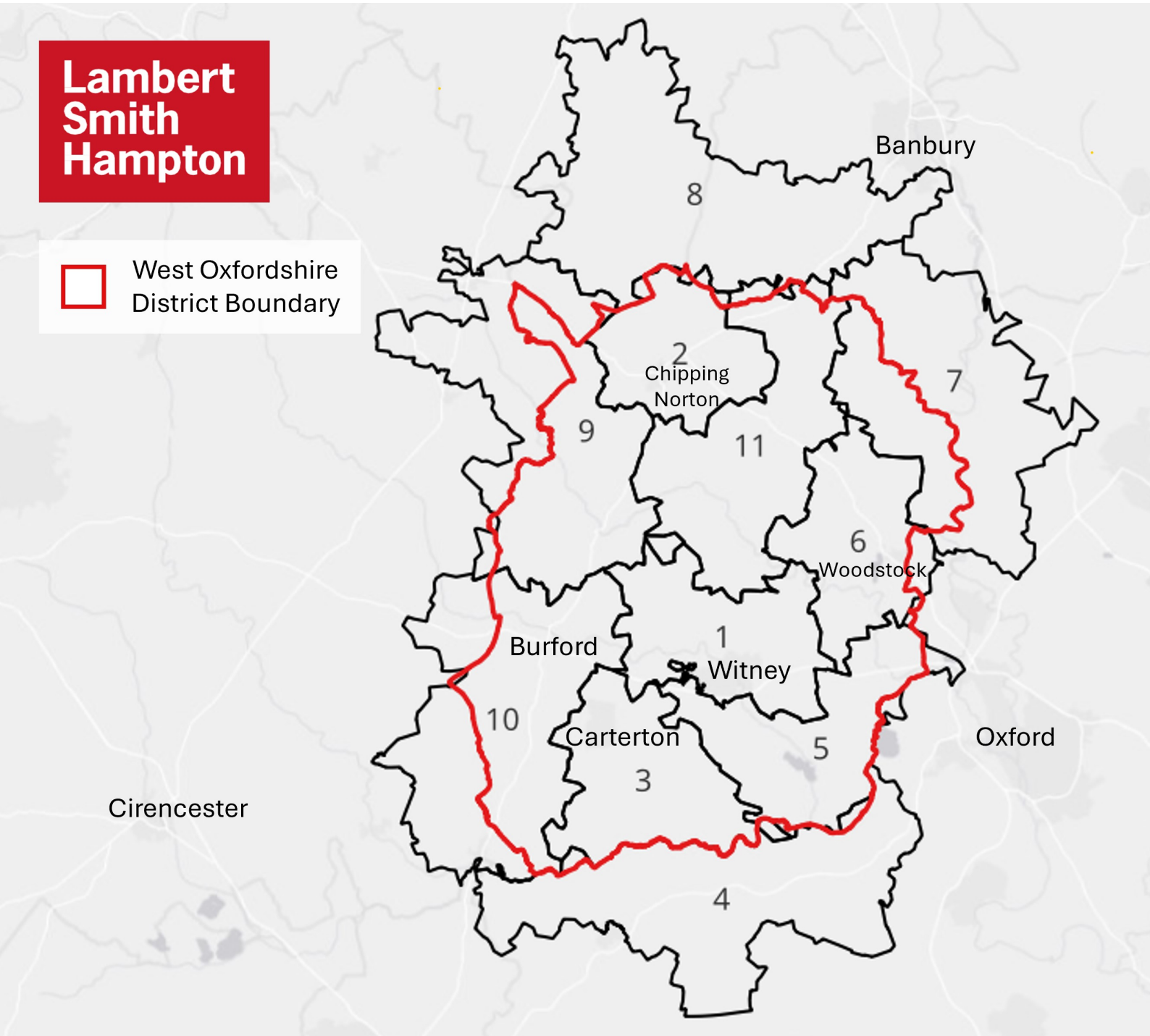
March 2025

lsh.co.uk

Volume 2: Appendices

Appendix 1	Defined Catchment Area & Zones
Appendix 2	Population And Expenditure: Convenience Goods
Appendix 3	Convenience Goods Market Shares (Including SFT)
Appendix 4	Convenience Goods Turnover (Excluding SFT)
Appendix 5	Convenience Goods Capacity
Appendix 6	Population And Expenditure: Comparison Goods
Appendix 7	Comparison Goods Market Shares (Including SFT)
Appendix 8	Comparison Goods Turnover (Excluding SFT)
Appendix 9	Comparison Goods Capacity

Appendix 1: Defined Catchment Area & Zones


Lambert Smith Hampton
West Oxfordshire District Boundary
Banbury
8
2
Chipping Norton
7
9
11
6
Woodstock
1
Witney
Burford
10
Carterton
5
Oxford
3
Cirencester
4

Appendix 2: Population and Expenditure:

Convenience Goods

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2025) POPULATION & PROJECTIONS (to 2045) **GROWTH 2025 to 2045 (%)**

ZONE:	2025	2030	2035	2040	2041	2045	2025-2035	2025-2041	2025-2045
Zone 1	35,739	36,271	36,863	37,537	37,704	38,251	3.1%	5.5%	7.0%
Zone 2	9,485	9,607	9,722	9,857	9,873	9,959	2.5%	4.1%	5.0%
Zone 3	25,099	25,697	26,173	26,690	26,794	27,224	4.3%	6.8%	8.5%
Zone 4	12,660	13,302	13,785	14,243	14,311	14,769	8.9%	13.0%	16.7%
Zone 5	13,182	13,472	13,718	14,013	14,068	14,277	4.1%	6.7%	8.3%
Zone 6	13,200	13,380	13,571	13,740	13,784	13,941	2.8%	4.4%	5.6%
Zone 7	14,876	15,232	15,484	15,747	15,788	16,020	4.1%	6.1%	7.7%
Zone 8	19,042	19,536	19,993	20,318	20,388	20,743	5.0%	7.1%	8.9%
Zone 9	13,950	14,397	14,730	15,035	15,076	15,384	5.6%	8.1%	10.3%
Zone 10	8,818	9,075	9,280	9,457	9,487	9,670	5.2%	7.6%	9.7%
Zone 11	7,242	7,326	7,391	7,452	7,453	7,505	2.1%	2.9%	3.6%
Study Area	**173,293**	**177,295**	**180,710**	**184,089**	**184,726**	**187,743**	**6.2%**	**6.6%**	**8.3%**

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2025) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) Location Analyst Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

TABLE 2: REVISED CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

	2025 (incl SFT)	2025	2030	2035	2040	2041	2045
		EXCLUDING SPECIAL FORMS OF TRADING					
EXPERIAN - SPECIAL FORMS OF TRADING (%):		**5.6%**	**6.5%**	**7.1%**	**7.4%**	**7.4%**	**7.4%**
REVISED SPECIAL FORMS OF TRADING (%):		**5.6%**	**6.5%**	**7.1%**	**7.4%**	**7.4%**	**7.4%**
Zone 1	£2,752	£2,598	£2,573	£2,569	£2,574	£2,576	£2,587
Zone 2	£2,840	£2,680	£2,655	£2,651	£2,656	£2,658	£2,669
Zone 3	£2,620	£2,473	£2,450	£2,446	£2,450	£2,453	£2,463
Zone 4	£2,992	£2,824	£2,797	£2,793	£2,798	£2,801	£2,812
Zone 5	£2,884	£2,722	£2,696	£2,692	£2,697	£2,700	£2,711
Zone 6	£2,933	£2,769	£2,742	£2,738	£2,743	£2,746	£2,757
Zone 7	£2,920	£2,757	£2,731	£2,727	£2,731	£2,734	£2,745
Zone 8	£2,995	£2,827	£2,800	£2,796	£2,801	£2,804	£2,815
Zone 9	£3,070	£2,898	£2,870	£2,866	£2,871	£2,874	£2,885
Zone 10	£3,295	£3,111	£3,081	£3,076	£3,082	£3,085	£3,097
Zone 11	£3,104	£2,931	£2,903	£2,898	£2,903	£2,906	£2,918
STUDY AREA AVERAGE:	**£2,946**	**£2,781**	**£2,754**	**£2,750**	**£2,755**	**£2,758**	**£2,769**

Source: Average spend per capita estimates (2022 prices) are derived from Experian 'Retail Area Planner' Reports using the Experian Location Analyst GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 21 published by Experian Business Strategies (February 2024).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the Retail Planner Briefing Note 21 (February 2024).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2025) TO 2045 (£m) **GROWTH 2025 to 2045 (%)**

	2025 (incl SFT)	2025	2030	2035	2040	2041	2045	2025-2035	2025-2041	2025-2045
		EXCLUDING SPECIAL FORMS OF TRADING								
Zone 1	98.4	92.8	93.3	94.7	96.6	97.1	98.9	2.0%	4.6%	6.6%
Zone 2	26.9	25.4	25.5	25.8	26.2	26.2	26.6	1.4%	3.2%	4.5%
Zone 3	65.8	62.1	62.9	64.0	65.4	65.7	67.0	3.1%	5.9%	8.0%
Zone 4	37.9	35.8	37.2	38.5	39.9	40.1	41.5	7.7%	12.1%	16.2%
Zone 5	38.0	35.9	36.3	36.9	37.8	38.0	38.7	2.9%	5.8%	7.8%
Zone 6	38.7	36.5	36.7	37.2	37.7	37.8	38.4	1.7%	3.6%	5.2%
Zone 7	43.4	41.0	41.6	42.2	43.0	43.2	44.0	2.9%	5.3%	7.2%
Zone 8	57.0	53.8	54.7	55.9	56.9	57.2	58.4	3.8%	6.2%	8.5%
Zone 9	42.8	40.4	41.3	42.2	43.2	43.3	44.4	4.4%	7.2%	9.8%
Zone 10	29.1	27.4	28.0	28.5	29.1	29.3	30.0	4.1%	6.7%	9.2%
Zone 11	22.5	21.2	21.3	21.4	21.6	21.7	21.9	0.9%	2.1%	3.2%
STUDY AREA:	**500.5**	**472.4**	**478.8**	**487.4**	**497.4**	**499.6**	**509.8**	**3.2%**	**5.7%**	**7.9%**

Appendix 3: Convenience Goods Market Shares (including SFT)

Lambert Smith Hampton

TABLE 1: ALL CONVENIENCE GOODS - 2024 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	1.4%	0.5%	0.1%	0.0%	1.3%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	0.4%
M&S, Marriotts Walk	2.6%	0.0%	0.2%	0.0%	2.0%	2.2%	0.0%	0.0%	0.0%	1.1%	1.6%	1.0%
Waitrose, Witan Way, Woolgate	9.2%	0.3%	4.6%	2.6%	12.4%	15.7%	0.4%	0.6%	3.7%	8.6%	7.8%	6.1%
All Other Floorspace	0.9%	0.1%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.5%	0.1%	0.0%	0.3%
Subtotal	14.1%	0.8%	4.8%	2.6%	15.9%	18.4%	0.4%	0.6%	4.2%	9.9%	9.4%	7.7%
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	0.7%	20.1%	0.0%	0.0%	0.0%	0.0%	0.4%	3.9%	4.9%	0.0%	9.8%	2.6%
Sainsbury's Superstore, Market Street	0.0%	12.8%	0.0%	0.0%	0.0%	0.3%	0.0%	4.1%	2.5%	0.0%	1.7%	1.5%
All Other Floorspace	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%	0.0%	0.0%	0.5%	0.1%
Subtotal	0.7%	33.7%	0.0%	0.0%	0.0%	0.3%	0.7%	8.4%	7.4%	0.0%	12.0%	4.2%
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	5.5%	3.6%	25.9%	0.1%	0.2%	2.4%	5.5%	0.0%	0.0%	7.1%	1.0%	5.8%
Morrisons, Black Bourton Road	2.7%	0.0%	17.2%	0.0%	0.2%	0.1%	0.0%	0.0%	3.5%	13.4%	2.1%	4.0%
Aldi, Alvescot Road	2.2%	0.0%	12.6%	0.0%	0.5%	0.5%	0.0%	0.0%	1.3%	12.6%	2.0%	3.1%
All Other Floorspace	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	10.4%	3.6%	55.8%	0.1%	1.0%	3.0%	5.5%	0.0%	4.8%	33.0%	5.0%	12.9%
TOWN CENTRE: BURFORD												
Co-op, High Street	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.3%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.5%	0.0%	0.0%
Subtotal	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	3.8%	0.0%	0.4%
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.3%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.1%	0.0%	0.0%	0.0%	0.1%	0.5%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	15.0%	2.7%	7.3%	0.1%	23.1%	9.6%	1.3%	2.2%	4.8%	2.1%	14.8%	8.1%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	5.6%	0.0%	3.1%	1.0%	6.4%	3.3%	0.4%	0.0%	0.0%	3.3%	5.5%	2.8%
Sainsbury's Superstore, Witan Way, Witney	13.7%	0.0%	5.8%	3.1%	22.3%	14.2%	0.2%	0.0%	6.9%	6.0%	6.8%	7.8%
Aldi, Banbury Road, Chipping Norton	0.0%	28.8%	0.0%	0.0%	0.0%	0.6%	4.2%	7.2%	7.0%	0.0%	16.7%	4.1%
M&S Foodhall, Windmill Square, Chipping Norton	0.0%	10.6%	0.0%	0.0%	0.0%	0.8%	0.3%	1.9%	3.3%	0.0%	6.4%	1.4%
Subtotal	19.3%	39.4%	8.9%	4.1%	28.7%	18.9%	5.2%	9.1%	17.2%	9.3%	35.4%	16.1%
WEST OXFORDSHIRE DISTRICT AREA	**59.5%**	**80.3%**	**78.0%**	**6.9%**	**68.6%**	**56.1%**	**13.2%**	**20.4%**	**38.5%**	**58.1%**	**76.6%**	**49.9%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	2.3%	0.5%	0.1%	22.4%	1.9%	0.1%	0.8%	0.0%	0.0%	0.0%	0.7%	2.4%
Banbury	2.2%	6.9%	5.3%	0.4%	0.4%	1.9%	22.5%	44.3%	1.0%	0.0%	4.5%	9.0%
Bicester	1.4%	0.0%	0.0%	0.0%	0.1%	2.3%	21.9%	0.9%	0.0%	0.5%	0.9%	2.5%
Faringdon	0.0%	0.0%	1.4%	40.6%	0.1%	0.0%	0.0%	0.0%	0.0%	10.8%	0.0%	3.9%
Kidlington	0.3%	0.5%	0.5%	0.8%	4.5%	14.6%	12.8%	0.0%	0.5%	0.0%	0.8%	2.9%
Moreton-in-Marsh	0.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	4.7%	24.4%	0.0%	0.0%	2.7%
Oxford	1.1%	0.0%	1.0%	1.3%	8.4%	4.8%	2.1%	0.1%	0.0%	0.1%	2.2%	1.8%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	3.0%	0.0%	0.0%	0.7%
Swindon	0.0%	0.0%	0.3%	3.3%	0.0%	0.1%	0.0%	0.0%	0.0%	6.2%	0.0%	0.6%
Wantage	0.0%	0.0%	0.0%	8.1%	0.0%	0.4%	0.0%	0.0%	1.5%	0.0%	0.0%	0.8%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.2%
All Other Centres / Stores	0.0%	2.7%	1.2%	4.7%	0.1%	0.8%	4.9%	12.4%	20.1%	16.4%	0.4%	5.2%
Subtotal	7.5%	11.0%	9.6%	81.5%	15.6%	25.0%	65.1%	67.9%	50.5%	34.0%	9.4%	32.7%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	33.0%	8.7%	12.3%	11.5%	15.8%	19.0%	21.8%	11.6%	11.0%	7.9%	13.9%	17.3%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**40.5%**	**19.7%**	**22.0%**	**93.1%**	**31.4%**	**43.9%**	**86.8%**	**79.6%**	**61.5%**	**41.9%**	**23.4%**	**50.1%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 2: MAIN FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
M&S, Marriotts Walk	1.3%	0.0%	0.0%	0.0%	1.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%
Waitrose, Witan Way, Woolgate	8.4%	0.4%	6.6%	3.2%	12.9%	18.3%	0.3%	0.0%	4.7%	12.6%	9.1%	6.7%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	9.7%	0.4%	6.6%	3.2%	14.8%	19.6%	0.3%	0.0%	4.7%	12.6%	9.5%	7.3%
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	0.0%	19.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	4.7%	0.0%	9.9%	2.1%
Sainsbury's Superstore, Market Street	0.0%	7.1%	0.0%	0.0%	0.0%	0.4%	0.0%	5.3%	2.4%	0.0%	2.0%	1.3%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	26.9%	0.0%	0.0%	0.0%	0.4%	0.0%	7.3%	7.1%	0.0%	11.8%	3.4%
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	6.8%	4.5%	31.3%	0.0%	0.0%	3.8%	5.9%	0.0%	0.0%	6.9%	0.0%	6.9%
Morrisons, Black Bourton Road	3.3%	0.0%	18.3%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	16.8%	3.3%	4.6%
Aldi, Alvescot Road	2.2%	0.0%	14.0%	0.0%	0.5%	0.9%	0.0%	0.0%	0.5%	14.3%	3.3%	3.4%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	12.3%	4.5%	63.6%	0.0%	0.5%	4.7%	5.9%	0.0%	5.5%	38.0%	6.6%	14.9%
TOWN CENTRE: BURFORD												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	10.5%	0.0%	0.6%	0.0%	9.6%	0.4%	0.0%	0.0%	0.5%	0.0%	6.0%	3.2%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	5.4%	0.0%	3.2%	0.0%	3.6%	1.7%	0.0%	0.0%	0.0%	4.8%	6.7%	2.5%
Sainsbury's Superstore, Witan Way, Witney	17.8%	0.0%	8.3%	3.2%	26.9%	18.2%	0.0%	0.0%	11.2%	9.2%	7.8%	10.1%
Aldi, Banbury Road, Chipping Norton	0.0%	39.4%	0.0%	0.0%	0.0%	0.0%	5.7%	10.7%	7.3%	0.0%	21.0%	5.4%
M&S Foodhall, Windmill Square, Chipping Norton	0.0%	11.6%	0.0%	0.0%	0.0%	0.0%	0.3%	1.0%	3.3%	0.0%	6.9%	1.4%
Subtotal	23.2%	51.0%	11.5%	3.2%	30.5%	19.9%	6.1%	11.7%	21.8%	14.1%	42.5%	19.4%
WEST OXFORDSHIRE DISTRICT AREA	**55.7%**	**82.9%**	**82.3%**	**6.5%**	**55.4%**	**45.9%**	**12.3%**	**19.0%**	**39.5%**	**65.1%**	**76.4%**	**48.3%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	2.6%	0.0%	0.0%	21.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
Banbury	2.1%	3.9%	2.8%	0.0%	0.5%	1.3%	19.9%	47.9%	0.5%	0.0%	0.8%	8.4%
Bicester	1.1%	0.0%	0.0%	0.0%	0.0%	2.3%	21.1%	0.0%	0.0%	0.0%	0.0%	2.2%
Faringdon	0.0%	0.0%	0.3%	43.6%	0.0%	0.0%	0.0%	0.0%	0.0%	14.4%	0.0%	4.2%
Kidlington	0.0%	0.0%	0.0%	0.0%	6.9%	15.2%	14.6%	0.0%	0.0%	0.0%	0.0%	3.0%
Moreton-in-Marsh	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.3%	5.4%	20.7%	0.0%	0.0%	2.4%
Oxford	1.5%	0.0%	1.7%	0.8%	11.7%	7.9%	1.8%	0.0%	0.0%	0.0%	3.7%	2.4%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	4.5%	0.0%	0.0%	0.8%
Swindon	0.0%	0.0%	0.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.6%
Wantage	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.9%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.3%
All Other Centres / Stores	0.0%	2.2%	0.0%	0.4%	0.0%	0.0%	2.1%	2.0%	17.7%	5.3%	0.4%	2.4%
Subtotal	7.4%	6.5%	5.2%	77.5%	20.6%	26.7%	59.8%	61.8%	45.8%	26.8%	4.8%	29.9%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	37.0%	10.6%	12.5%	16.0%	23.9%	27.4%	27.9%	19.2%	14.7%	8.1%	18.8%	21.8%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**44.3%**	**17.1%**	**17.7%**	**93.5%**	**44.6%**	**54.1%**	**87.7%**	**81.0%**	**60.5%**	**34.9%**	**23.6%**	**51.7%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	5.9%	0.0%	0.0%	0.0%	1.7%	0.8%	0.0%	0.0%	0.0%	0.7%	0.0%	1.4%
M&S, Marriotts Walk	3.5%	0.0%	0.0%	0.0%	2.6%	2.5%	0.0%	0.0%	0.0%	5.7%	6.5%	1.7%
Waitrose, Witan Way, Woolgate	8.4%	0.0%	1.9%	4.7%	23.3%	23.6%	1.1%	4.1%	1.4%	5.9%	13.9%	7.5%
All Other Floorspace	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Subtotal	19.6%	0.0%	1.9%	4.7%	27.6%	27.0%	1.1%	4.1%	1.4%	12.3%	20.4%	10.9%
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	4.7%	8.5%	0.0%	0.0%	0.0%	0.0%	2.7%	2.4%	4.2%	0.0%	5.0%	2.5%
Sainsbury's Superstore, Market Street	0.0%	31.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.6%	1.9%
All Other Floorspace	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%
Subtotal	4.7%	41.7%	0.0%	0.0%	0.0%	0.0%	2.7%	2.4%	5.6%	0.0%	6.1%	4.4%
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	5.6%	6.1%	11.0%	0.0%	0.9%	0.0%	4.7%	0.0%	0.0%	6.3%	6.3%	4.0%
Morrisons, Black Bourton Road	2.9%	0.0%	22.5%	0.0%	0.9%	0.0%	0.0%	0.0%	3.5%	11.9%	0.6%	4.6%
Aldi, Alvescot Road	2.4%	0.0%	16.5%	0.0%	0.9%	0.0%	0.0%	0.0%	6.8%	18.3%	0.0%	4.4%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	10.9%	6.1%	50.0%	0.0%	2.6%	0.0%	4.7%	0.0%	10.3%	36.5%	6.9%	13.0%
TOWN CENTRE: BURFORD												
Co-op, High Street	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.1%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.1%
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	7.0%	0.0%	0.5%	0.0%	16.2%	0.0%	0.0%	0.0%	1.4%	0.0%	4.0%	3.0%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	12.4%	0.0%	3.6%	0.0%	6.9%	13.3%	2.8%	0.0%	0.0%	0.0%	1.7%	4.8%
Sainsbury's Superstore, Witan Way, Witney	13.5%	0.0%	4.3%	1.4%	31.0%	10.7%	1.1%	0.0%	1.4%	1.3%	8.4%	7.2%
Aldi, Banbury Road, Chipping Norton	0.0%	13.1%	0.0%	0.0%	0.0%	4.2%	4.3%	3.3%	16.5%	0.0%	11.5%	3.7%
M&S Foodhall, Windmill Square, Chipping Norton	0.0%	9.1%	0.0%	0.0%	0.0%	5.1%	0.0%	3.3%	2.8%	0.0%	7.9%	1.8%
Subtotal	25.8%	22.1%	7.8%	1.4%	37.9%	33.3%	8.2%	6.5%	20.7%	1.3%	29.5%	17.5%
WEST OXFORDSHIRE DISTRICT AREA	**68.1%**	**70.0%**	**68.1%**	**6.1%**	**84.3%**	**60.3%**	**16.7%**	**13.1%**	**39.4%**	**50.7%**	**66.9%**	**49.9%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	1.8%	0.0%	0.5%	14.3%	1.7%	0.8%	2.8%	0.0%	0.0%	0.0%	0.0%	1.9%
Banbury	4.0%	17.2%	12.2%	0.0%	0.9%	3.4%	22.2%	66.2%	4.2%	0.0%	20.7%	14.4%
Bicester	3.5%	0.0%	0.0%	0.0%	0.9%	2.5%	26.1%	0.0%	0.0%	3.3%	5.8%	3.7%
Faringdon	0.0%	0.0%	3.2%	40.3%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	0.0%	4.1%
Kidlington	2.3%	3.6%	3.1%	5.4%	0.0%	22.6%	11.7%	0.0%	3.6%	0.0%	0.0%	4.5%
Moreton-in-Marsh	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	16.7%	0.0%	0.0%	2.3%
Oxford	0.0%	0.0%	0.0%	4.7%	6.0%	0.0%	0.5%	0.8%	0.0%	0.7%	0.0%	1.0%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	2.1%	0.0%	0.0%	1.3%
Swindon	0.0%	0.0%	0.5%	11.6%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	1.4%
Wantage	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.1%
All Other Centres / Stores	0.0%	5.0%	0.0%	0.7%	0.0%	0.0%	0.0%	4.9%	30.4%	14.4%	0.0%	4.3%
Subtotal	13.3%	25.8%	19.5%	84.8%	9.5%	29.4%	63.4%	86.9%	57.0%	36.4%	26.5%	39.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	18.5%	4.2%	12.5%	9.1%	6.2%	10.3%	20.0%	0.0%	3.6%	12.9%	6.6%	10.6%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**31.9%**	**30.0%**	**31.9%**	**93.9%**	**15.7%**	**39.7%**	**83.3%**	**86.9%**	**60.6%**	**49.3%**	**33.1%**	**50.1%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 4: TOP UP FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	2.9%	3.2%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
M&S, Marriotts Walk	2.7%	0.0%	0.9%	0.0%	2.5%	4.7%	0.0%	0.0%	0.0%	1.7%	0.0%	1.3%
Waitrose, Witan Way, Woolgate	7.4%	0.0%	1.7%	0.0%	4.3%	4.2%	0.0%	0.0%	3.6%	0.6%	0.9%	2.7%
All Other Floorspace	4.4%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Subtotal	17.5%	3.2%	2.6%	0.0%	10.6%	8.9%	0.0%	0.0%	3.6%	2.3%	0.9%	5.9%
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	0.0%	30.9%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	8.0%	0.0%	19.0%	4.1%
Sainsbury's Superstore, Market Street	0.0%	18.9%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	1.6%	0.0%	0.0%	1.7%
All Other Floorspace	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	2.3%	0.7%	0.0%	0.0%	0.0%	0.4%
Subtotal	0.0%	51.7%	0.0%	0.0%	0.0%	0.0%	2.3%	13.4%	9.6%	0.0%	19.0%	6.2%
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	0.0%	0.0%	27.2%	0.5%	0.6%	0.0%	8.0%	0.0%	0.0%	2.9%	0.0%	4.5%
Morrisons, Black Bourton Road	1.6%	0.0%	9.8%	0.0%	0.6%	0.5%	0.0%	0.0%	0.0%	3.4%	0.0%	1.9%
Aldi, Alvescot Road	3.3%	0.0%	3.9%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%	1.7%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	4.9%	0.0%	40.9%	0.5%	1.9%	0.5%	8.0%	0.0%	0.0%	14.7%	0.0%	8.1%
TOWN CENTRE: BURFORD												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.1%	0.0%	0.9%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	3.4%	0.0%	0.3%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	19.5%	0.0%	1.2%
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	16.2%	0.0%	0.0%	0.0%	0.0%	0.5%	1.3%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	20.2%	0.0%	0.0%	0.0%	0.0%	0.5%	1.6%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	33.1%	8.8%	15.7%	0.0%	58.5%	41.3%	7.7%	5.8%	20.2%	9.4%	50.0%	22.5%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	3.1%	0.0%	0.0%	0.0%	14.7%	1.0%	0.0%	0.0%	0.0%	2.8%	2.4%	2.1%
Sainsbury's Superstore, Witan Way, Witney	6.5%	0.0%	0.9%	0.0%	1.9%	4.5%	0.5%	0.0%	0.0%	0.6%	1.8%	2.0%
Aldi, Banbury Road, Chipping Norton	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	1.1%	0.0%	9.9%	1.0%
M&S Foodhall, Windmill Square, Chipping Norton	0.0%	9.3%	0.0%	0.0%	0.0%	0.0%	0.5%	5.3%	1.6%	0.0%	0.9%	1.3%
Subtotal	9.6%	15.9%	0.9%	0.0%	16.6%	5.6%	1.4%	5.9%	2.7%	3.4%	15.1%	6.5%
WEST OXFORDSHIRE DISTRICT AREA	**65.1%**	**79.7%**	**60.0%**	**0.5%**	**87.6%**	**76.4%**	**19.4%**	**25.8%**	**36.1%**	**49.2%**	**85.5%**	**52.0%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	2.9%	0.0%	0.0%	33.5%	4.4%	0.0%	2.4%	0.0%	0.0%	0.0%	4.8%	3.9%
Banbury	0.0%	11.4%	11.7%	2.7%	0.0%	3.8%	28.6%	14.3%	0.5%	0.0%	0.0%	6.8%
Bicester	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	5.8%	0.0%	0.0%	0.0%	2.0%
Faringdon	0.0%	0.0%	4.6%	30.4%	0.6%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	3.1%
Kidlington	0.0%	0.0%	0.0%	0.0%	1.2%	8.6%	7.5%	0.0%	0.0%	0.0%	2.4%	1.5%
Moreton-in-Marsh	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	38.1%	0.0%	0.0%	3.7%
Oxford	1.3%	0.0%	0.0%	0.5%	3.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.6%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wantage	0.0%	0.0%	0.0%	2.6%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	0.0%	4.1%	7.8%	26.0%	0.0%	2.1%	18.5%	50.0%	19.0%	39.9%	0.9%	14.7%
Subtotal	5.4%	16.2%	24.1%	95.7%	9.3%	17.1%	69.9%	73.5%	57.6%	43.3%	8.1%	36.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	29.5%	4.1%	15.9%	3.8%	3.1%	6.5%	10.7%	0.7%	6.2%	7.5%	6.4%	11.4%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**34.9%**	**20.3%**	**40.0%**	**99.5%**	**12.4%**	**23.6%**	**80.6%**	**74.2%**	**63.9%**	**50.8%**	**14.5%**	**48.0%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	0.5%	0.0%	0.7%	0.0%	2.6%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
M&S, Marriotts Walk	8.2%	0.0%	0.7%	0.0%	3.9%	2.9%	0.0%	0.0%	0.0%	0.0%	4.1%	2.4%
Waitrose, Witan Way, Woolgate	18.1%	0.0%	0.7%	0.0%	5.2%	5.9%	0.0%	0.0%	1.9%	1.0%	0.8%	4.7%
All Other Floorspace	0.0%	0.9%	0.0%	0.0%	1.3%	2.0%	0.0%	0.0%	4.7%	1.0%	0.0%	0.8%
Subtotal	26.8%	0.9%	2.0%	0.0%	13.0%	12.7%	0.0%	0.0%	6.6%	2.0%	4.9%	8.4%
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	0.0%	22.8%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	2.8%	0.0%	2.4%	3.0%
Sainsbury's Superstore, Market Street	0.0%	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	6.3%	0.0%	4.8%	1.5%
All Other Floorspace	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	4.0%	0.7%
Subtotal	0.0%	36.1%	0.0%	0.0%	0.0%	0.0%	0.0%	17.0%	9.1%	0.0%	11.2%	5.2%
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	6.0%	0.0%	14.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	15.5%	0.0%	4.0%
Morrisons, Black Bourton Road	0.0%	0.0%	13.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	2.4%
Aldi, Alvescot Road	0.0%	0.0%	11.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
All Other Floorspace	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	6.0%	0.0%	40.3%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	25.5%	0.0%	8.0%
TOWN CENTRE: BURFORD												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.3%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.3%
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	10.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.9%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	13.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	23.8%	0.9%	0.0%	0.0%	0.0%	0.0%	1.9%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	27.5%	13.8%	44.7%	1.4%	61.0%	31.2%	1.7%	13.5%	12.8%	6.6%	31.1%	23.7%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	0.5%	0.0%	6.5%	9.6%	10.4%	1.0%	0.0%	0.0%	0.0%	0.0%	8.6%	2.9%
Sainsbury's Superstore, Witan Way, Witney	0.5%	0.0%	0.7%	9.6%	11.7%	10.5%	0.0%	0.0%	0.0%	2.0%	5.6%	3.0%
Aldi, Banbury Road, Chipping Norton	0.0%	22.4%	0.0%	0.0%	0.0%	0.0%	0.9%	1.5%	0.0%	0.0%	8.6%	1.8%
M&S Foodhall, Windmill Square, Chipping Norton	0.0%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	9.6%	1.4%
Subtotal	1.0%	30.9%	7.2%	19.1%	22.1%	11.5%	0.9%	1.5%	6.6%	2.0%	32.3%	9.2%
WEST OXFORDSHIRE DISTRICT AREA	**61.4%**	**81.6%**	**94.1%**	**20.6%**	**96.1%**	**80.2%**	**3.5%**	**32.1%**	**35.1%**	**40.9%**	**79.4%**	**56.8%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.0%	4.5%	0.0%	23.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%
Banbury	2.7%	2.6%	0.0%	0.0%	0.0%	0.0%	29.2%	35.1%	0.0%	0.0%	9.5%	7.6%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	34.4%	0.0%	0.0%	0.0%	0.0%	3.4%
Faringdon	0.0%	0.0%	0.0%	38.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	2.9%
Kidlington	0.0%	0.0%	0.0%	0.0%	1.3%	7.8%	11.2%	0.0%	0.0%	0.0%	4.1%	1.9%
Moreton-in-Marsh	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	37.6%	0.0%	0.0%	3.6%
Oxford	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	8.8%	0.0%	0.0%	0.0%	0.0%	0.8%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.5%
Wantage	0.0%	0.0%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	0.0%	0.0%	0.0%	4.3%	1.3%	4.9%	8.4%	29.7%	20.5%	50.6%	0.0%	9.6%
Subtotal	2.7%	8.0%	0.0%	79.4%	3.9%	19.8%	92.0%	67.9%	58.2%	59.1%	13.6%	33.5%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	35.9%	10.4%	5.9%	0.0%	0.0%	0.0%	4.5%	0.0%	6.8%	0.0%	7.0%	9.7%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**38.6%**	**18.4%**	**5.9%**	**79.4%**	**3.9%**	**19.8%**	**96.5%**	**67.9%**	**64.9%**	**59.1%**	**20.6%**	**43.2%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Appendix 4: Convenience Goods Turnover (excluding SFT)

Lambert Smith Hampton

TABLE 1: ALL CONVENIENCE GOODS - 2024 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	2.1%	0.5%	0.1%	0.0%	1.5%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.5%
M&S, Marriotts Walk	3.8%	0.0%	0.2%	0.0%	2.4%	2.7%	0.0%	0.0%	0.0%	1.2%	1.9%	1.2%
Waitrose, Witan Way, Woolgate	13.8%	0.3%	5.2%	3.0%	14.7%	19.4%	0.5%	0.7%	4.2%	9.4%	9.0%	7.3%
All Other Floorspace	1.4%	0.1%	0.0%	0.0%	0.3%	0.2%	0.0%	0.0%	0.5%	0.1%	0.0%	0.3%
Subtotal	21.0%	0.9%	5.5%	3.0%	18.9%	22.7%	0.5%	0.7%	4.7%	10.8%	10.9%	9.4%
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	1.1%	22.0%	0.0%	0.0%	0.0%	0.0%	0.5%	4.5%	5.5%	0.0%	11.3%	3.1%
Sainsbury's Superstore, Market Street	0.0%	14.0%	0.0%	0.0%	0.0%	0.3%	0.0%	4.6%	2.9%	0.0%	2.0%	1.8%
All Other Floorspace	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%	0.0%	0.0%	0.6%	0.2%
Subtotal	1.1%	36.9%	0.0%	0.0%	0.0%	0.3%	1.0%	9.6%	8.4%	0.0%	13.9%	5.1%
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	8.2%	4.0%	29.6%	0.1%	0.3%	3.0%	7.0%	0.0%	0.0%	7.7%	1.1%	7.0%
Morrisons, Black Bourton Road	4.0%	0.0%	19.6%	0.0%	0.3%	0.1%	0.0%	0.0%	4.0%	14.5%	2.4%	4.8%
Aldi, Alvescot Road	3.3%	0.0%	14.4%	0.0%	0.6%	0.6%	0.0%	0.0%	1.5%	13.7%	2.3%	3.8%
All Other Floorspace	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	15.5%	4.0%	63.7%	0.1%	1.1%	3.7%	7.0%	0.0%	5.4%	35.9%	5.8%	15.6%
TOWN CENTRE: BURFORD												
Co-op, High Street	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.4%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.6%	0.0%	0.0%
Subtotal	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	4.1%	0.0%	0.5%
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.1%	0.0%	0.0%	0.0%	0.1%	0.4%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	0.1%	0.0%	0.0%	0.0%	0.1%	0.6%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	22.4%	3.0%	8.3%	0.2%	27.4%	11.8%	1.7%	2.5%	5.4%	2.2%	17.2%	9.8%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	8.4%	0.0%	3.5%	1.1%	7.6%	4.1%	0.5%	0.0%	0.0%	3.6%	6.4%	3.4%
Sainsbury's Superstore, Witan Way, Witney	20.5%	0.0%	6.6%	3.5%	26.4%	17.6%	0.3%	0.0%	7.8%	6.5%	7.9%	9.4%
Aldi, Banbury Road, Chipping Norton	0.0%	31.6%	0.0%	0.0%	0.0%	0.8%	5.4%	8.1%	7.9%	0.0%	19.4%	5.0%
M&S Foodhall, Windmill Square, Chipping Norton	0.0%	11.6%	0.0%	0.0%	0.0%	0.9%	0.3%	2.1%	3.7%	0.0%	7.5%	1.7%
Subtotal	28.8%	43.1%	10.2%	4.6%	34.0%	23.4%	6.6%	10.2%	19.4%	10.1%	41.2%	19.5%
WEST OXFORDSHIRE DISTRICT AREA	**88.8%**	**87.9%**	**89.0%**	**7.8%**	**81.5%**	**69.2%**	**16.8%**	**23.1%**	**43.3%**	**63.1%**	**89.0%**	**60.4%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	3.4%	0.5%	0.1%	25.3%	2.3%	0.2%	1.0%	0.0%	0.0%	0.0%	0.8%	2.9%
Banbury	3.2%	7.6%	6.0%	0.5%	0.5%	2.3%	28.7%	50.1%	1.1%	0.0%	5.2%	10.9%
Bicester	2.1%	0.0%	0.0%	0.0%	0.2%	2.8%	28.0%	1.0%	0.0%	0.5%	1.0%	3.1%
Faringdon	0.0%	0.0%	1.6%	45.9%	0.1%	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%	4.7%
Kidlington	0.5%	0.6%	0.5%	0.9%	5.3%	18.0%	16.3%	0.0%	0.6%	0.0%	0.9%	3.5%
Moreton-in-Marsh	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.3%	5.3%	27.4%	0.0%	0.0%	3.3%
Oxford	1.6%	0.0%	1.2%	1.5%	10.0%	6.0%	2.7%	0.1%	0.0%	0.1%	2.6%	2.1%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	3.4%	0.0%	0.0%	0.8%
Swindon	0.0%	0.0%	0.3%	3.7%	0.0%	0.1%	0.0%	0.0%	0.0%	6.7%	0.0%	0.8%
Wantage	0.0%	0.0%	0.0%	9.2%	0.0%	0.5%	0.0%	0.0%	1.6%	0.0%	0.0%	0.9%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.3%
All Other Centres / Stores	0.0%	2.9%	1.3%	5.3%	0.2%	1.0%	6.2%	14.0%	22.5%	17.8%	0.4%	6.3%
Subtotal	11.2%	12.1%	11.0%	92.2%	18.5%	30.8%	83.2%	76.9%	56.7%	36.9%	11.0%	39.6%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**11.2%**	**12.1%**	**11.0%**	**92.2%**	**18.5%**	**30.8%**	**83.2%**	**76.9%**	**56.7%**	**36.9%**	**11.0%**	**39.6%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 2: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	£1.9	£0.1	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
M&S, Marriotts Walk	£3.5	£0.0	£0.1	£0.0	£0.9	£1.0	£0.0	£0.0	£0.0	£0.3	£0.4	£5.6
Waitrose, Witan Way, Woolgate	£12.8	£0.1	£3.2	£1.1	£5.3	£7.1	£0.2	£0.4	£1.7	£2.6	£1.9	£34.6
All Other Floorspace	£1.3	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£1.5
Subtotal	£19.5	£0.2	£3.4	£1.1	£6.8	£8.3	£0.2	£0.4	£1.9	£3.0	£2.3	£44.2
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	£1.0	£5.6	£0.0	£0.0	£0.0	£0.0	£0.2	£2.4	£2.2	£0.0	£2.4	£14.6
Sainsbury's Superstore, Market Street	£0.0	£3.6	£0.0	£0.0	£0.0	£0.1	£0.0	£2.5	£1.2	£0.0	£0.4	£8.4
All Other Floorspace	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.1	£0.8
Subtotal	£1.0	£9.4	£0.0	£0.0	£0.0	£0.1	£0.4	£5.1	£3.4	£0.0	£3.0	£23.9
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	£7.7	£1.0	£18.4	£0.0	£0.1	£1.1	£2.9	£0.0	£0.0	£2.1	£0.2	£33.3
Morrisons, Black Bourton Road	£3.7	£0.0	£12.2	£0.0	£0.1	£0.0	£0.0	£0.0	£1.6	£4.0	£0.5	£22.7
Aldi, Alvescot Road	£3.1	£0.0	£8.9	£0.0	£0.2	£0.2	£0.0	£0.0	£0.6	£3.7	£0.5	£17.7
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Subtotal	£14.4	£1.0	£39.5	£0.0	£0.4	£1.4	£2.9	£0.0	£2.2	£9.8	£1.2	£73.8
TOWN CENTRE: BURFORD												
Co-op, High Street	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£2.0
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.2
Subtotal	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.1	£0.0	£2.2
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Subtotal	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£20.8	£0.8	£5.2	£0.1	£9.8	£4.3	£0.7	£1.4	£2.2	£0.6	£3.7	£46.5
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	£7.8	£0.0	£2.2	£0.4	£2.7	£1.5	£0.2	£0.0	£0.0	£1.0	£1.4	£16.0
Sainsbury's Superstore, Witan Way, Witney	£19.0	£0.0	£4.1	£1.3	£9.5	£6.4	£0.1	£0.0	£3.1	£1.8	£1.7	£44.3
Aldi, Banbury Road, Chipping Norton	£0.0	£8.0	£0.0	£0.0	£0.0	£0.3	£2.2	£4.4	£3.2	£0.0	£4.1	£23.7
M&S Foodhall, Windmill Square, Chipping Norton	£0.0	£2.9	£0.0	£0.0	£0.0	£0.3	£0.1	£1.1	£1.5	£0.0	£1.6	£8.2
Subtotal	£26.8	£11.0	£6.3	£1.6	£12.2	£8.5	£2.7	£5.5	£7.8	£2.8	£8.7	£92.2
WEST OXFORDSHIRE DISTRICT AREA	**£82.5**	**£22.4**	**£55.2**	**£2.8**	**£29.2**	**£25.3**	**£6.9**	**£12.4**	**£17.5**	**£17.3**	**£18.9**	**£285.4**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£3.1	£0.1	£0.0	£9.1	£0.8	£0.1	£0.4	£0.0	£0.0	£0.0	£0.2	£13.9
Banbury	£3.0	£1.9	£3.7	£0.2	£0.2	£0.8	£11.8	£27.0	£0.4	£0.0	£1.1	£51.4
Bicester	£1.9	£0.0	£0.0	£0.0	£0.1	£1.0	£11.5	£0.5	£0.0	£0.1	£0.2	£14.4
Faringdon	£0.0	£0.0	£1.0	£16.4	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£0.0	£22.2
Kidlington	£0.5	£0.2	£0.3	£0.3	£1.9	£6.6	£6.7	£0.0	£0.2	£0.0	£0.2	£16.4
Moreton-in-Marsh	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£2.9	£11.1	£0.0	£0.0	£15.5
Oxford	£1.5	£0.0	£0.7	£0.5	£3.6	£2.2	£1.1	£0.1	£0.0	£0.0	£0.5	£10.0
Stratford-upon-Avon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£1.4	£0.0	£0.0	£3.8
Swindon	£0.0	£0.0	£0.2	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£3.7
Wantage	£0.0	£0.0	£0.0	£3.3	£0.0	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£4.4
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£1.3
All Other Centres / Stores	£0.0	£0.7	£0.8	£1.9	£0.1	£0.4	£2.6	£7.5	£9.1	£4.9	£0.1	£30.0
Subtotal	£10.4	£3.1	£6.8	£33.0	£6.6	£11.3	£34.1	£41.4	£22.9	£10.1	£2.3	£187.0
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£10.4**	**£3.1**	**£6.8**	**£33.0**	**£6.6**	**£11.3**	**£34.1**	**£41.4**	**£22.9**	**£10.1**	**£2.3**	**£187.0**
OVERALL TOTAL	**£92.8**	**£25.4**	**£62.1**	**£35.8**	**£35.9**	**£36.5**	**£41.0**	**£53.8**	**£40.4**	**£27.4**	**£21.2**	**£472.4**

TABLE 3: 2030 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	£1.9	£0.1	£0.0	£0.0	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
M&S, Marriotts Walk	£3.6	£0.0	£0.1	£0.0	£0.9	£1.0	£0.0	£0.0	£0.0	£0.3	£0.4	£5.7
Waitrose, Witan Way, Woolgate	£12.8	£0.1	£3.3	£1.1	£5.3	£7.1	£0.2	£0.4	£1.7	£2.6	£1.9	£35.1
All Other Floorspace	£1.3	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£1.5
Subtotal	£19.6	£0.2	£3.5	£1.1	£6.9	£8.3	£0.2	£0.4	£2.0	£3.0	£2.3	£44.8
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	£1.0	£5.6	£0.0	£0.0	£0.0	£0.0	£0.2	£2.4	£2.3	£0.0	£2.4	£14.8
Sainsbury's Superstore, Market Street	£0.0	£3.6	£0.0	£0.0	£0.0	£0.1	£0.0	£2.5	£1.2	£0.0	£0.4	£8.5
All Other Floorspace	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.1	£0.8
Subtotal	£1.0	£9.4	£0.0	£0.0	£0.0	£0.1	£0.4	£5.2	£3.5	£0.0	£3.0	£24.2
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	£7.7	£1.0	£18.6	£0.0	£0.1	£1.1	£2.9	£0.0	£0.0	£2.1	£0.2	£33.7
Morrisons, Black Bourton Road	£3.7	£0.0	£12.3	£0.0	£0.1	£0.0	£0.0	£0.0	£1.6	£4.1	£0.5	£23.0
Aldi, Alvescot Road	£3.1	£0.0	£9.1	£0.0	£0.2	£0.2	£0.0	£0.0	£0.6	£3.8	£0.5	£18.0
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Subtotal	£14.5	£1.0	£40.1	£0.0	£0.4	£1.4	£2.9	£0.0	£2.2	£10.0	£1.2	£74.8
TOWN CENTRE: BURFORD												
Co-op, High Street	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£2.0
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.2
Subtotal	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£2.2
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Subtotal	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£20.9	£0.8	£5.2	£0.1	£9.9	£4.3	£0.7	£1.4	£2.2	£0.6	£3.7	£47.1
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	£7.8	£0.0	£2.2	£0.4	£2.8	£1.5	£0.2	£0.0	£0.0	£1.0	£1.4	£16.2
Sainsbury's Superstore, Witan Way, Witney	£19.1	£0.0	£4.2	£1.3	£9.6	£6.4	£0.1	£0.0	£3.2	£1.8	£1.7	£44.9
Aldi, Banbury Road, Chipping Norton	£0.0	£8.1	£0.0	£0.0	£0.0	£0.3	£2.3	£4.4	£3.3	£0.0	£4.1	£24.0
M&S Foodhall, Windmill Square, Chipping Norton	£0.0	£3.0	£0.0	£0.0	£0.0	£0.3	£0.1	£1.2	£1.5	£0.0	£1.6	£8.3
Subtotal	£26.9	£11.0	£6.4	£1.7	£12.4	£8.6	£2.7	£5.6	£8.0	£2.8	£8.8	£93.4
WEST OXFORDSHIRE DISTRICT AREA	**£82.9**	**£22.4**	**£56.0**	**£2.9**	**£29.6**	**£25.4**	**£7.0**	**£12.7**	**£17.9**	**£17.6**	**£18.9**	**£289.3**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£3.1	£0.1	£0.0	£9.4	£0.8	£0.1	£0.4	£0.0	£0.0	£0.0	£0.2	£14.1
Banbury	£3.0	£1.9	£3.8	£0.2	£0.2	£0.8	£11.9	£27.4	£0.5	£0.0	£1.1	£52.0
Bicester	£2.0	£0.0	£0.0	£0.0	£0.1	£1.0	£11.6	£0.5	£0.0	£0.1	£0.2	£14.6
Faringdon	£0.0	£0.0	£1.0	£17.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£0.0	£22.5
Kidlington	£0.5	£0.2	£0.3	£0.3	£1.9	£6.6	£6.8	£0.0	£0.3	£0.0	£0.2	£16.6
Moreton-in-Marsh	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£2.9	£11.3	£0.0	£0.0	£15.7
Oxford	£1.5	£0.0	£0.7	£0.5	£3.6	£2.2	£1.1	£0.1	£0.0	£0.0	£0.5	£10.2
Stratford-upon-Avon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£1.4	£0.0	£0.0	£3.9
Swindon	£0.0	£0.0	£0.2	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£3.7
Wantage	£0.0	£0.0	£0.0	£3.4	£0.0	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£4.5
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£1.3
All Other Centres / Stores	£0.0	£0.7	£0.8	£2.0	£0.1	£0.4	£2.6	£7.7	£9.3	£5.0	£0.1	£30.4
Subtotal	£10.4	£3.1	£6.9	£34.3	£6.7	£11.3	£34.6	£42.0	£23.4	£10.3	£2.3	£189.6
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£10.4**	**£3.1**	**£6.9**	**£34.3**	**£6.7**	**£11.3**	**£34.6**	**£42.0**	**£23.4**	**£10.3**	**£2.3**	**£189.6**
OVERALL TOTAL	**£93.3**	**£25.5**	**£62.9**	**£37.2**	**£36.3**	**£36.7**	**£41.6**	**£54.7**	**£41.3**	**£28.0**	**£21.3**	**£478.8**

TABLE 4: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	£1.9	£0.1	£0.0	£0.0	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
M&S, Marriotts Walk	£3.6	£0.0	£0.1	£0.0	£0.9	£1.0	£0.0	£0.0	£0.0	£0.3	£0.4	£5.8
Waitrose, Witan Way, Woolgate	£13.0	£0.1	£3.3	£1.2	£5.4	£7.2	£0.2	£0.4	£1.8	£2.7	£1.9	£35.7
All Other Floorspace	£1.3	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£1.6
Subtotal	£19.9	£0.2	£3.5	£1.2	£7.0	£8.4	£0.2	£0.4	£2.0	£3.1	£2.3	£45.6
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	£1.0	£5.7	£0.0	£0.0	£0.0	£0.0	£0.2	£2.5	£2.3	£0.0	£2.4	£15.1
Sainsbury's Superstore, Market Street	£0.0	£3.6	£0.0	£0.0	£0.0	£0.1	£0.0	£2.6	£1.2	£0.0	£0.4	£8.7
All Other Floorspace	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.1	£0.8
Subtotal	£1.0	£9.5	£0.0	£0.0	£0.0	£0.1	£0.4	£5.3	£3.5	£0.0	£3.0	£24.6
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	£7.8	£1.0	£18.9	£0.0	£0.1	£1.1	£2.9	£0.0	£0.0	£2.2	£0.2	£34.3
Morrisons, Black Bourton Road	£3.7	£0.0	£12.5	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£4.1	£0.5	£23.4
Aldi, Alvescot Road	£3.1	£0.0	£9.2	£0.0	£0.2	£0.2	£0.0	£0.0	£0.6	£3.9	£0.5	£18.3
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Subtotal	£14.7	£1.0	£40.8	£0.0	£0.4	£1.4	£2.9	£0.0	£2.3	£10.2	£1.2	£76.1
TOWN CENTRE: BURFORD												
Co-op, High Street	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£2.0
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.2
Subtotal	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£2.3
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Subtotal	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£21.3	£0.8	£5.3	£0.1	£10.1	£4.4	£0.7	£1.4	£2.3	£0.6	£3.7	£47.9
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	£7.9	£0.0	£2.3	£0.4	£2.8	£1.5	£0.2	£0.0	£0.0	£1.0	£1.4	£16.5
Sainsbury's Superstore, Witan Way, Witney	£19.4	£0.0	£4.2	£1.4	£9.8	£6.5	£0.1	£0.0	£3.3	£1.9	£1.7	£45.7
Aldi, Banbury Road, Chipping Norton	£0.0	£8.1	£0.0	£0.0	£0.0	£0.3	£2.3	£4.5	£3.3	£0.0	£4.2	£24.4
M&S Foodhall, Windmill Square, Chipping Norton	£0.0	£3.0	£0.0	£0.0	£0.0	£0.3	£0.1	£1.2	£1.6	£0.0	£1.6	£8.5
Subtotal	£27.3	£11.1	£6.5	£1.8	£12.6	£8.7	£2.8	£5.7	£8.2	£2.9	£8.8	£95.1
WEST OXFORDSHIRE DISTRICT AREA	**£84.1**	**£22.7**	**£57.0**	**£3.0**	**£30.1**	**£25.7**	**£7.1**	**£12.9**	**£18.3**	**£18.0**	**£19.1**	**£294.5**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£3.2	£0.1	£0.1	£9.8	£0.8	£0.1	£0.4	£0.0	£0.0	£0.0	£0.2	£14.3
Banbury	£3.0	£1.9	£3.9	£0.2	£0.2	£0.9	£12.1	£28.0	£0.5	£0.0	£1.1	£53.0
Bicester	£2.0	£0.0	£0.0	£0.0	£0.1	£1.0	£11.8	£0.5	£0.0	£0.2	£0.2	£14.9
Faringdon	£0.0	£0.0	£1.0	£17.7	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£0.0	£22.9
Kidlington	£0.5	£0.2	£0.3	£0.4	£2.0	£6.7	£6.9	£0.0	£0.3	£0.0	£0.2	£16.9
Moreton-in-Marsh	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£3.0	£11.6	£0.0	£0.0	£16.0
Oxford	£1.5	£0.0	£0.7	£0.6	£3.7	£2.2	£1.1	£0.1	£0.0	£0.0	£0.5	£10.3
Stratford-upon-Avon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£1.4	£0.0	£0.0	£3.9
Swindon	£0.0	£0.0	£0.2	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£3.8
Wantage	£0.0	£0.0	£0.0	£3.5	£0.0	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£4.5
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£1.3
All Other Centres / Stores	£0.0	£0.8	£0.8	£2.0	£0.1	£0.4	£2.6	£7.8	£9.5	£5.1	£0.1	£30.9
Subtotal	£10.6	£3.1	£7.0	£35.5	£6.8	£11.4	£35.1	£43.0	£23.9	£10.5	£2.3	£192.9
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£10.6**	**£3.1**	**£7.0**	**£35.5**	**£6.8**	**£11.4**	**£35.1**	**£43.0**	**£23.9**	**£10.5**	**£2.3**	**£192.9**
OVERALL TOTAL	**£94.7**	**£25.8**	**£64.0**	**£38.5**	**£36.9**	**£37.2**	**£42.2**	**£55.9**	**£42.2**	**£28.5**	**£21.4**	**£487.4**

TABLE 5: 2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	£2.0	£0.1	£0.0	£0.0	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
M&S, Marriotts Walk	£3.7	£0.0	£0.1	£0.0	£0.9	£1.0	£0.0	£0.0	£0.0	£0.4	£0.4	£5.9
Waitrose, Witan Way, Woolgate	£13.3	£0.1	£3.4	£1.2	£5.6	£7.3	£0.2	£0.4	£1.8	£2.7	£2.0	£36.4
All Other Floorspace	£1.3	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£1.6
Subtotal	£20.3	£0.2	£3.6	£1.2	£7.1	£8.6	£0.2	£0.4	£2.0	£3.1	£2.4	£46.6
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	£1.0	£5.8	£0.0	£0.0	£0.0	£0.0	£0.2	£2.5	£2.4	£0.0	£2.5	£15.4
Sainsbury's Superstore, Market Street	£0.0	£3.7	£0.0	£0.0	£0.0	£0.1	£0.0	£2.6	£1.2	£0.0	£0.4	£8.9
All Other Floorspace	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.1	£0.9
Subtotal	£1.0	£9.7	£0.0	£0.0	£0.0	£0.1	£0.4	£5.4	£3.6	£0.0	£3.0	£25.1
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	£8.0	£1.0	£19.3	£0.0	£0.1	£1.1	£3.0	£0.0	£0.0	£2.2	£0.2	£35.0
Morrisons, Black Bourton Road	£3.8	£0.0	£12.8	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£4.2	£0.5	£23.9
Aldi, Alvescot Road	£3.2	£0.0	£9.4	£0.0	£0.2	£0.2	£0.0	£0.0	£0.6	£4.0	£0.5	£18.7
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Subtotal	£15.0	£1.0	£41.6	£0.0	£0.4	£1.4	£3.0	£0.0	£2.3	£10.4	£1.2	£77.7
TOWN CENTRE: BURFORD												
Co-op, High Street	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£2.1
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.2
Subtotal	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£2.3
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Subtotal	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£21.7	£0.8	£5.4	£0.1	£10.4	£4.5	£0.7	£1.4	£2.3	£0.7	£3.7	£48.9
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	£8.1	£0.0	£2.3	£0.4	£2.9	£1.5	£0.2	£0.0	£0.0	£1.1	£1.4	£16.8
Sainsbury's Superstore, Witan Way, Witney	£19.8	£0.0	£4.3	£1.4	£10.0	£6.6	£0.1	£0.0	£3.4	£1.9	£1.7	£46.7
Aldi, Banbury Road, Chipping Norton	£0.0	£8.3	£0.0	£0.0	£0.0	£0.3	£2.3	£4.6	£3.4	£0.0	£4.2	£24.9
M&S Foodhall, Windmill Square, Chipping Norton	£0.0	£3.0	£0.0	£0.0	£0.0	£0.4	£0.1	£1.2	£1.6	£0.0	£1.6	£8.6
Subtotal	£27.8	£11.3	£6.6	£1.8	£12.9	£8.8	£2.8	£5.8	£8.4	£3.0	£8.9	£97.0
WEST OXFORDSHIRE DISTRICT AREA	**£85.8**	**£23.0**	**£58.2**	**£3.1**	**£30.8**	**£26.1**	**£7.2**	**£13.2**	**£18.7**	**£18.4**	**£19.3**	**£300.5**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£3.3	£0.1	£0.1	£10.1	£0.9	£0.1	£0.4	£0.0	£0.0	£0.0	£0.2	£14.6
Banbury	£3.1	£2.0	£3.9	£0.2	£0.2	£0.9	£12.4	£28.5	£0.5	£0.0	£1.1	£54.1
Bicester	£2.0	£0.0	£0.0	£0.0	£0.1	£1.0	£12.0	£0.6	£0.0	£0.2	£0.2	£15.2
Faringdon	£0.0	£0.0	£1.0	£18.3	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£0.0	£23.4
Kidlington	£0.5	£0.2	£0.3	£0.4	£2.0	£6.8	£7.0	£0.0	£0.3	£0.0	£0.2	£17.3
Moreton-in-Marsh	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£3.0	£11.8	£0.0	£0.0	£16.4
Oxford	£1.5	£0.0	£0.8	£0.6	£3.8	£2.3	£1.1	£0.1	£0.0	£0.0	£0.6	£10.6
Stratford-upon-Avon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£1.5	£0.0	£0.0	£4.0
Swindon	£0.0	£0.0	£0.2	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£3.9
Wantage	£0.0	£0.0	£0.0	£3.6	£0.0	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£4.6
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£1.3
All Other Centres / Stores	£0.0	£0.8	£0.9	£2.1	£0.1	£0.4	£2.7	£8.0	£9.7	£5.2	£0.1	£31.6
Subtotal	£10.8	£3.2	£7.2	£36.7	£7.0	£11.6	£35.8	£43.7	£24.5	£10.7	£2.4	£196.9
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£10.8**	**£3.2**	**£7.2**	**£36.7**	**£7.0**	**£11.6**	**£35.8**	**£43.7**	**£24.5**	**£10.7**	**£2.4**	**£196.9**
OVERALL TOTAL	**£96.6**	**£26.2**	**£65.4**	**£39.9**	**£37.8**	**£37.7**	**£43.0**	**£56.9**	**£43.2**	**£29.1**	**£21.6**	**£497.4**

TABLE 6: 2041 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	£2.0	£0.1	£0.1	£0.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
M&S, Marriotts Walk	£3.7	£0.0	£0.1	£0.0	£0.9	£1.0	£0.0	£0.0	£0.0	£0.4	£0.4	£6.0
Waitrose, Witan Way, Woolgate	£13.4	£0.1	£3.4	£1.2	£5.6	£7.3	£0.2	£0.4	£1.8	£2.7	£2.0	£36.6
All Other Floorspace	£1.3	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£1.6
Subtotal	£20.4	£0.2	£3.6	£1.2	£7.2	£8.6	£0.2	£0.4	£2.0	£3.2	£2.4	£46.8
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	£1.0	£5.8	£0.0	£0.0	£0.0	£0.0	£0.2	£2.6	£2.4	£0.0	£2.5	£15.5
Sainsbury's Superstore, Market Street	£0.0	£3.7	£0.0	£0.0	£0.0	£0.1	£0.0	£2.6	£1.2	£0.0	£0.4	£8.9
All Other Floorspace	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.1	£0.9
Subtotal	£1.0	£9.7	£0.0	£0.0	£0.0	£0.1	£0.4	£5.5	£3.6	£0.0	£3.0	£25.3
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	£8.0	£1.0	£19.4	£0.0	£0.1	£1.1	£3.0	£0.0	£0.0	£2.2	£0.2	£35.2
Morrisons, Black Bourton Road	£3.8	£0.0	£12.9	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£4.2	£0.5	£24.0
Aldi, Alvescot Road	£3.2	£0.0	£9.5	£0.0	£0.2	£0.2	£0.0	£0.0	£0.6	£4.0	£0.5	£18.8
All Other Floorspace	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Subtotal	£15.0	£1.0	£41.8	£0.0	£0.4	£1.4	£3.0	£0.0	£2.4	£10.5	£1.3	£78.0
TOWN CENTRE: BURFORD												
Co-op, High Street	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£2.1
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.2
Subtotal	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£2.3
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Subtotal	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£21.8	£0.8	£5.5	£0.1	£10.4	£4.5	£0.7	£1.4	£2.3	£0.7	£3.7	£49.1
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	£8.1	£0.0	£2.3	£0.4	£2.9	£1.5	£0.2	£0.0	£0.0	£1.1	£1.4	£16.9
Sainsbury's Superstore, Witan Way, Witney	£19.9	£0.0	£4.4	£1.4	£10.0	£6.7	£0.1	£0.0	£3.4	£1.9	£1.7	£46.9
Aldi, Banbury Road, Chipping Norton	£0.0	£8.3	£0.0	£0.0	£0.0	£0.3	£2.3	£4.6	£3.4	£0.0	£4.2	£25.0
M&S Foodhall, Windmill Square, Chipping Norton	£0.0	£3.0	£0.0	£0.0	£0.0	£0.4	£0.1	£1.2	£1.6	£0.0	£1.6	£8.7
Subtotal	£28.0	£11.3	£6.7	£1.8	£12.9	£8.8	£2.9	£5.9	£8.4	£3.0	£8.9	£97.5
WEST OXFORDSHIRE DISTRICT AREA	**£86.3**	**£23.1**	**£58.5**	**£3.1**	**£30.9**	**£26.2**	**£7.3**	**£13.2**	**£18.8**	**£18.5**	**£19.3**	**£301.8**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£3.3	£0.1	£0.1	£10.2	£0.9	£0.1	£0.4	£0.0	£0.0	£0.0	£0.2	£14.7
Banbury	£3.1	£2.0	£4.0	£0.2	£0.2	£0.9	£12.4	£28.7	£0.5	£0.0	£1.1	£54.3
Bicester	£2.0	£0.0	£0.0	£0.0	£0.1	£1.1	£12.1	£0.6	£0.0	£0.2	£0.2	£15.3
Faringdon	£0.0	£0.0	£1.0	£18.4	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£0.0	£23.5
Kidlington	£0.5	£0.2	£0.3	£0.4	£2.0	£6.8	£7.0	£0.0	£0.3	£0.0	£0.2	£17.4
Moreton-in-Marsh	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£3.1	£11.9	£0.0	£0.0	£16.4
Oxford	£1.5	£0.0	£0.8	£0.6	£3.8	£2.3	£1.2	£0.1	£0.0	£0.0	£0.6	£10.6
Stratford-upon-Avon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£1.5	£0.0	£0.0	£4.0
Swindon	£0.0	£0.0	£0.2	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£3.9
Wantage	£0.0	£0.0	£0.0	£3.7	£0.0	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£4.7
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£1.3
All Other Centres / Stores	£0.0	£0.8	£0.9	£2.1	£0.1	£0.4	£2.7	£8.0	£9.8	£5.2	£0.1	£31.7
Subtotal	£10.8	£3.2	£7.2	£36.9	£7.0	£11.7	£35.9	£43.9	£24.6	£10.8	£2.4	£197.8
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£10.8**	**£3.2**	**£7.2**	**£36.9**	**£7.0**	**£11.7**	**£35.9**	**£43.9**	**£24.6**	**£10.8**	**£2.4**	**£197.8**
OVERALL TOTAL	**£97.1**	**£26.2**	**£65.7**	**£40.1**	**£38.0**	**£37.8**	**£43.2**	**£57.2**	**£43.3**	**£29.3**	**£21.7**	**£499.6**

TABLE 7: 2045 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	£2.0	£0.1	£0.1	£0.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
M&S, Marriotts Walk	£3.8	£0.0	£0.1	£0.0	£0.9	£1.0	£0.0	£0.0	£0.0	£0.4	£0.4	£6.1
Waitrose, Witan Way, Woolgate	£13.6	£0.1	£3.5	£1.2	£5.7	£7.5	£0.2	£0.4	£1.9	£2.8	£2.0	£37.3
All Other Floorspace	£1.4	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£1.6
Subtotal	£20.8	£0.2	£3.7	£1.2	£7.3	£8.7	£0.2	£0.4	£2.1	£3.2	£2.4	£47.7
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	£1.0	£5.8	£0.0	£0.0	£0.0	£0.0	£0.2	£2.6	£2.4	£0.0	£2.5	£15.8
Sainsbury's Superstore, Market Street	£0.0	£3.7	£0.0	£0.0	£0.0	£0.1	£0.0	£2.7	£1.3	£0.0	£0.4	£9.1
All Other Floorspace	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.1	£0.9
Subtotal	£1.0	£9.8	£0.0	£0.0	£0.0	£0.1	£0.4	£5.6	£3.7	£0.0	£3.0	£25.8
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	£8.2	£1.1	£19.8	£0.0	£0.1	£1.1	£3.1	£0.0	£0.0	£2.3	£0.2	£35.9
Morrisons, Black Bourton Road	£3.9	£0.0	£13.1	£0.0	£0.1	£0.0	£0.0	£0.0	£1.8	£4.3	£0.5	£24.5
Aldi, Alvescot Road	£3.3	£0.0	£9.7	£0.0	£0.2	£0.2	£0.0	£0.0	£0.6	£4.1	£0.5	£19.1
All Other Floorspace	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Subtotal	£15.3	£1.1	£42.7	£0.0	£0.4	£1.4	£3.1	£0.0	£2.4	£10.7	£1.3	£79.6
TOWN CENTRE: BURFORD												
Co-op, High Street	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£2.1
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.3
Subtotal	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£2.4
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Subtotal	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£22.2	£0.8	£5.6	£0.1	£10.6	£4.5	£0.7	£1.5	£2.4	£0.7	£3.8	£50.1
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	£8.3	£0.0	£2.4	£0.4	£3.0	£1.6	£0.2	£0.0	£0.0	£1.1	£1.4	£17.3
Sainsbury's Superstore, Witan Way, Witney	£20.3	£0.0	£4.4	£1.5	£10.2	£6.8	£0.1	£0.0	£3.5	£2.0	£1.7	£47.8
Aldi, Banbury Road, Chipping Norton	£0.0	£8.4	£0.0	£0.0	£0.0	£0.3	£2.4	£4.7	£3.5	£0.0	£4.2	£25.5
M&S Foodhall, Windmill Square, Chipping Norton	£0.0	£3.1	£0.0	£0.0	£0.0	£0.4	£0.2	£1.2	£1.6	£0.0	£1.6	£8.9
Subtotal	£28.5	£11.5	£6.8	£1.9	£13.2	£9.0	£2.9	£6.0	£8.6	£3.0	£9.0	£99.5
WEST OXFORDSHIRE DISTRICT AREA	**£87.9**	**£23.4**	**£59.7**	**£3.3**	**£31.5**	**£26.6**	**£7.4**	**£13.5**	**£19.2**	**£18.9**	**£19.5**	**£308.0**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£3.3	£0.1	£0.1	£10.5	£0.9	£0.1	£0.4	£0.0	£0.0	£0.0	£0.2	£15.0
Banbury	£3.2	£2.0	£4.0	£0.2	£0.2	£0.9	£12.6	£29.3	£0.5	£0.0	£1.1	£55.4
Bicester	£2.1	£0.0	£0.0	£0.0	£0.1	£1.1	£12.3	£0.6	£0.0	£0.2	£0.2	£15.6
Faringdon	£0.0	£0.0	£1.1	£19.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5	£0.0	£24.0
Kidlington	£0.5	£0.2	£0.4	£0.4	£2.1	£6.9	£7.2	£0.0	£0.3	£0.0	£0.2	£17.7
Moreton-in-Marsh	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£3.1	£12.2	£0.0	£0.0	£16.8
Oxford	£1.6	£0.0	£0.8	£0.6	£3.9	£2.3	£1.2	£0.1	£0.0	£0.0	£0.6	£10.8
Stratford-upon-Avon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£1.5	£0.0	£0.0	£4.1
Swindon	£0.0	£0.0	£0.2	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£4.0
Wantage	£0.0	£0.0	£0.0	£3.8	£0.0	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£4.7
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£1.4
All Other Centres / Stores	£0.0	£0.8	£0.9	£2.2	£0.1	£0.4	£2.7	£8.2	£10.0	£5.3	£0.1	£32.3
Subtotal	£11.0	£3.2	£7.4	£38.3	£7.2	£11.8	£36.6	£44.9	£25.2	£11.0	£2.4	£201.8
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£11.0**	**£3.2**	**£7.4**	**£38.3**	**£7.2**	**£11.8**	**£36.6**	**£44.9**	**£25.2**	**£11.0**	**£2.4**	**£201.8**
OVERALL TOTAL	**£98.9**	**£26.6**	**£67.0**	**£41.5**	**£38.7**	**£38.4**	**£44.0**	**£58.4**	**£44.4**	**£30.0**	**£21.9**	**£509.8**

Appendix 5: Convenience Goods Capacity

Lambert Smith Hampton

TABLE 1: **TOTAL ALLOCATED CONVENIENCE GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)**
Excluding SFT & 'Inflow' from outside Study Area

	2025	2030	2035	2040	2041	2045
WEST OXFORDSHIRE DISTRICT AREA						
TOWN CENTRE: WITNEY	£44.2	£44.8	£45.6	£46.6	£46.8	£47.7
TOWN CENTRE: CHIPPING NORTON	£23.9	£24.2	£24.6	£25.1	£25.3	£25.8
TOWN CENTRE: CARTERTON	£73.8	£74.8	£76.1	£77.7	£78.0	£79.6
TOWN CENTRE: BURFORD	£2.2	£2.2	£2.3	£2.3	£2.3	£2.4
TOWN CENTRE: WOODSTOCK	£2.7	£2.7	£2.8	£2.8	£2.8	£2.9
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£46.5	£47.1	£47.9	£48.9	£49.1	£50.1
OUT-OF-TOWN CENTRE STORES / LOCATIONS	£92.2	£93.4	£95.1	£97.0	£97.5	£99.5
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE WEST OXFORDSHIRE DISTRICT AREA	**£285.4**	**£289.3**	**£294.5**	**£300.5**	**£301.8**	**£308.0**

TABLE 2: **ALL CONVENIENCE GOODS - TOTAL TURNOVER**
Including 'Inflow' from outside Study Area

		2025	2030	2035	2040	2041	2045
WEST OXFORDSHIRE DISTRICT AREA							
TOWN CENTRE: WITNEY	2.0%	£45.1	£45.7	£46.5	£47.5	£47.7	£48.7
TOWN CENTRE: CHIPPING NORTON	2.0%	£24.4	£24.7	£25.1	£25.6	£25.8	£26.3
TOWN CENTRE: CARTERTON	2.0%	£75.3	£76.3	£77.6	£79.2	£79.6	£81.2
TOWN CENTRE: BURFORD	2.0%	£2.3	£2.3	£2.3	£2.4	£2.4	£2.4
TOWN CENTRE: WOODSTOCK	2.0%	£2.7	£2.8	£2.8	£2.9	£2.9	£3.0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.0%	£46.9	£47.6	£48.4	£49.4	£49.6	£50.6
OUT-OF-TOWN CENTRE STORES / LOCATIONS	1.0%	£93.1	£94.4	£96.0	£98.0	£98.5	£100.5
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE WEST OXFORDSHIRE DISTRICT AREA		**£289.7**	**£293.7**	**£298.9**	**£305.0**	**£306.4**	**£312.7**

TABLE 3: **COMMITTED CONVENIENCE GOODS FLOORSPACE**

	CENTRE	PLANNING REF	LOCATION	Gross Floorspace (sq m)	Net Floorspace (sq m)	2025 Average Sales Density (£ per sqm)	FORECAST TURNOVER (£M)					
							2025	2030	2035	2040	2041	2045
1	New Local Centre near Witney	23/01203/RES	In-centre	860	301	12,500	-	£3.8	£3.9	£3.9	£3.9	£4.0
					WEST OXFORDSHIRE DISTRICT AREA TOTAL		-	**£3.8**	**£3.9**	**£3.9**	**£3.9**	**£4.0**

Notes

1 Planning Ref No. 23/01203/RES. Land East off Isabelle Spencer Way, Witney, Oxfordshire. Reserved matters approval for local centre and associated infrastructure pursuant to outline permission 12/0084/P/OP. Assumed a gross to net ratio of 70% results in a net floorspce of 602 sqm. Of this net floorspace, it is assumed that it will be split evenly between comparison (301sqm net) and convenience goods (301 sqm net)

TABLE 4: **WEST OXFORDSHIRE DISTRICT AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£289.7	£293.7	£298.9	£305.0	£306.4	£312.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£289.7	£292.7	£297.1	£301.6	£302.5	£306.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.0	£1.9	£3.5	£3.9	£6.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£3.8	£3.9	£3.9	£3.9	£4.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£2.8**	**-£2.0**	**-£0.4**	**£0.0**	**£2.6**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,626	£12,816	£13,009	£13,048	£13,206
	(ii) Net Floorspace Capacity (sq m):	-	**-221**	**-156**	**-32**	**1**	**197**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-315	-223	-46	2	281

Notes:

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 2).

STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 21 (February 2024) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 3. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by **2030**.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and supermarket and Limited Assortment Discount (LAD) operators.

TABLE 5: **TOWN CENTRE: WITNEY - CONVENIENCE GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£45.1	£45.7	£46.5	£47.5	£47.7	£48.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£45.1	£45.6	£46.3	£47.0	£47.1	£47.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.3	£0.5	£0.6	£1.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£3.8	£3.9	£3.9	£3.9	£4.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£3.6**	**-£3.6**	**-£3.4**	**-£3.3**	**-£3.0**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,626	£12,816	£13,009	£13,048	£13,206
	(ii) Net Floorspace Capacity (sq m):	-	**-288**	**-278**	**-259**	**-254**	**-223**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-412	-398	-370	-363	-319

TABLE 6: **TOWN CENTRE: CHIPPING NORTON - CONVENIENCE GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£24.4	£24.7	£25.1	£25.6	£25.8	£26.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£24.4	£24.6	£25.0	£25.3	£25.4	£25.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.2	£0.3	£0.3	£0.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.1**	**£0.2**	**£0.3**	**£0.3**	**£0.6**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,626	£12,816	£13,009	£13,048	£13,206
	(ii) Net Floorspace Capacity (sq m):	-	**7**	**12**	**23**	**25**	**42**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		10	17	32	36	60

Lambert Smith Hampton

TABLE 7: **TOWN CENTRE: CARTERTON - CONVENIENCE GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£75.3	£76.3	£77.6	£79.2	£79.6	£81.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£75.3	£76.0	£77.2	£78.3	£78.6	£79.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.5	£0.9	£1.0	£1.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.3**	**£0.5**	**£0.9**	**£1.0**	**£1.7**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,626	£12,816	£13,009	£13,048	£13,206
	(ii) Net Floorspace Capacity (sq m):	-	**21**	**38**	**70**	**79**	**129**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		30	54	100	112	185

TABLE 8: **TOWN CENTRE: BURFORD - CONVENIENCE GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.3	£2.3	£2.3	£2.4	£2.4	£2.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.3	£2.3	£2.3	£2.4	£2.4	£2.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0	£0.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,626	£12,816	£13,009	£13,048	£13,206
	(ii) Net Floorspace Capacity (sq m):	-	**1**	**1**	**2**	**2**	**4**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1	2	3	3	6

TABLE 9: **TOWN CENTRE: WOODSTOCK - CONVENIENCE GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.7	£2.8	£2.8	£2.9	£2.9	£3.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.7	£2.8	£2.8	£2.8	£2.9	£2.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0	£0.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,626	£12,816	£13,009	£13,048	£13,206
	(ii) Net Floorspace Capacity (sq m):	-	**1**	**1**	**3**	**3**	**5**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1	2	4	4	7

TABLE 10: **ALL LOCAL CENTRES / ALL OTHER SHOPS - CONVENIENCE GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£46.9	£47.6	£48.4	£49.4	£49.6	£50.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£46.9	£47.4	£48.1	£48.8	£49.0	£49.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.3	£0.6	£0.6	£1.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.2**	**£0.3**	**£0.6**	**£0.6**	**£1.1**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,626	£12,816	£13,009	£13,048	£13,206
	(ii) Net Floorspace Capacity (sq m):	-	**13**	**23**	**44**	**49**	**81**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		19	33	62	70	115

TABLE 11: **ALL OUT-OF-CENTRE FLOORSPACE IN THE WEST OXFORDSHIRE DISTRICT AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£93.1	£94.4	£96.0	£98.0	£98.5	£100.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£93.1	£94.0	£95.5	£96.9	£97.2	£98.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.6	£1.1	£1.3	£2.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.3**	**£0.6**	**£1.1**	**£1.3**	**£2.1**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,626	£12,816	£13,009	£13,048	£13,206
	(ii) Net Floorspace Capacity (sq m):	-	**26**	**47**	**86**	**97**	**160**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		37	66	123	139	229

SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW FLOORSPACE (NET SQ M)

	2030	2035	2040	2041	2045
TOWN CENTRE: WITNEY	-288	-278	-259	-254	-223
TOWN CENTRE: CHIPPING NORTON	7	12	23	25	42
TOWN CENTRE: CARTERTON	21	38	70	79	129
TOWN CENTRE: BURFORD	1	1	2	2	4
TOWN CENTRE: WOODSTOCK	1	1	3	3	5
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	13	23	44	49	81
OUT-OF-TOWN CENTRE STORES / LOCATIONS	26	47	86	97	160
GRAND TOTAL: WEST OXFORDSHIRE DISTRICT AREA	-221	-156	-32	1	197

Appendix 6: Population and Expenditure: Comparison Goods

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2025) POPULATION & PROJECTIONS (to 2045) **GROWTH 2025 to 2045 (%)**

ZONE:	2025	2030	2035	2040	2041	2045	2025-2035	2025-2041	2025-2045
Zone 1	35,739	36,271	36,863	37,537	37,704	38,251	3.1%	5.5%	7.0%
Zone 2	9,485	9,607	9,722	9,857	9,873	9,959	2.5%	4.1%	5.0%
Zone 3	25,099	25,697	26,173	26,690	26,794	27,224	4.3%	6.8%	8.5%
Zone 4	12,660	13,302	13,785	14,243	14,311	14,769	8.9%	13.0%	16.7%
Zone 5	13,182	13,472	13,718	14,013	14,068	14,277	4.1%	6.7%	8.3%
Zone 6	13,200	13,380	13,571	13,740	13,784	13,941	2.8%	4.4%	5.6%
Zone 7	14,876	15,232	15,484	15,747	15,788	16,020	4.1%	6.1%	7.7%
Zone 8	19,042	19,536	19,993	20,318	20,388	20,743	5.0%	7.1%	8.9%
Zone 9	13,950	14,397	14,730	15,035	15,076	15,384	5.6%	8.1%	10.3%
Zone 10	8,818	9,075	9,280	9,457	9,487	9,670	5.2%	7.6%	9.7%
Zone 11	7,242	7,326	7,391	7,452	7,453	7,505	2.1%	2.9%	3.6%
Study Area	**173,293**	**177,295**	**180,710**	**184,089**	**184,726**	**187,743**	**6.2%**	**6.6%**	**8.3%**

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2025) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) Location Analyst Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

TABLE 2: REVISED COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

	2025 (incl SFT)	2025	2030	2035	2040	2041	2045
		EXCLUDING SPECIAL FORMS OF TRADING					
EXPERIAN - SPECIAL FORMS OF TRADING (%):		**25.5%**	**27.8%**	**29.1%**	**29.7%**	**29.7%**	**29.7%**
REVISED SPECIAL FORMS OF TRADING (%):		**35.5%**	**38.7%**	**40.5%**	**41.3%**	**41.3%**	**41.3%**
Zone 1	£4,161	£2,685	£2,972	£3,312	£3,749	£3,854	£4,304
Zone 2	£4,263	£2,751	£3,045	£3,393	£3,841	£3,948	£4,409
Zone 3	£4,132	£2,666	£2,951	£3,288	£3,722	£3,826	£4,273
Zone 4	£4,801	£3,097	£3,429	£3,821	£4,325	£4,446	£4,965
Zone 5	£4,499	£2,902	£3,213	£3,580	£4,053	£4,166	£4,653
Zone 6	£4,549	£2,935	£3,249	£3,620	£4,098	£4,213	£4,705
Zone 7	£4,558	£2,940	£3,255	£3,627	£4,106	£4,221	£4,714
Zone 8	£4,799	£3,096	£3,428	£3,819	£4,323	£4,444	£4,963
Zone 9	£4,677	£3,018	£3,341	£3,722	£4,214	£4,332	£4,838
Zone 10	£5,116	£3,301	£3,654	£4,072	£4,609	£4,738	£5,291
Zone 11	£4,768	£3,076	£3,405	£3,794	£4,295	£4,415	£4,931
STUDY AREA AVERAGE:	**£4,575**	**£2,951**	**£3,268**	**£3,641**	**£4,121**	**£4,237**	**£4,731**

Source: Average spend per capita estimates (2022 prices) are derived from Experian 'Retail Area Planner' Reports using the Experian Location Analyst GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 21 published by Experian Business Strategies (February 2024).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the Retail Planner Briefing Note 21 (February 2024).

TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, BASE YEAR (2025) TO 2045 (£m) **GROWTH 2025 to 2045 (%)**

	2025 (incl SFT)	2025	2030	2035	2040	2041	2045	2025-2035	2025-2041	2025-2045
		EXCLUDING SPECIAL FORMS OF TRADING								
Zone 1	148.7	95.9	107.8	122.1	140.7	145.3	164.6	27.2%	51.4%	71.6%
Zone 2	40.4	26.1	29.3	33.0	37.9	39.0	43.9	26.4%	49.4%	68.3%
Zone 3	103.7	66.9	75.8	86.1	99.3	102.5	116.3	28.6%	53.2%	73.9%
Zone 4	60.8	39.2	45.6	52.7	61.6	63.6	73.3	34.3%	62.3%	87.0%
Zone 5	59.3	38.3	43.3	49.1	56.8	58.6	66.4	28.4%	53.2%	73.6%
Zone 6	60.0	38.7	43.5	49.1	56.3	58.1	65.6	26.8%	49.9%	69.3%
Zone 7	67.8	43.7	49.6	56.2	64.7	66.6	75.5	28.4%	52.3%	72.6%
Zone 8	91.4	59.0	67.0	76.4	87.8	90.6	103.0	29.5%	53.7%	74.6%
Zone 9	65.2	42.1	48.1	54.8	63.4	65.3	74.4	30.3%	55.1%	76.8%
Zone 10	45.1	29.1	33.2	37.8	43.6	44.9	51.2	29.8%	54.4%	75.8%
Zone 11	34.5	22.3	24.9	28.0	32.0	32.9	37.0	25.9%	47.7%	66.1%
STUDY AREA:	**777.1**	**501.3**	**568.0**	**645.2**	**744.1**	**767.5**	**871.3**	**28.7%**	**53.1%**	**73.8%**

Appendix 7: Comparison Goods Market Shares (including SFT)

Lambert Smith Hampton

TABLE 1: ALL COMPARISON GOODS - 2024 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	17.6%	1.1%	13.1%	5.7%	23.9%	20.6%	0.5%	1.5%	4.2%	16.5%	15.2%	11.3%
TOWN CENTRE: CHIPPING NORTON	0.0%	24.1%	0.2%	0.0%	0.5%	0.0%	0.8%	4.5%	6.2%	0.0%	6.4%	2.7%
TOWN CENTRE: CARTERTON	0.5%	0.0%	7.9%	0.0%	0.0%	0.4%	1.6%	0.0%	0.2%	3.6%	0.1%	1.6%
TOWN CENTRE: BURFORD	0.0%	0.5%	0.0%	0.1%	0.1%	0.1%	0.0%	0.6%	0.0%	2.6%	0.0%	0.3%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.1%	2.1%	0.4%	0.0%	0.0%	0.0%	0.3%	0.2%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.4%	0.1%	0.7%	0.4%	6.3%	0.8%	0.1%	0.9%	1.6%	0.8%	3.9%	1.2%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.1%	0.5%	0.0%	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
B&Q, Thorney Leys Park, witney	2.7%	0.2%	2.6%	0.0%	3.8%	1.3%	0.0%	0.0%	2.9%	2.6%	2.3%	1.8%
Lidl, New Close Lane, Witney	0.5%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.9%	0.3%	0.2%
Sainsbury's Superstore, Witan Way, Witney	2.6%	0.3%	1.0%	0.1%	3.9%	2.1%	0.0%	0.0%	1.5%	0.7%	2.7%	1.4%
Aldi, Banbury Road, Chipping Norton	0.4%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.8%	0.2%
All Other Out-of-Centre floorspace	0.3%	1.4%	1.4%	1.0%	0.7%	2.1%	0.0%	0.8%	2.6%	1.3%	1.4%	1.1%
Subtotal	6.5%	3.5%	5.5%	1.1%	8.5%	5.9%	0.2%	1.0%	7.0%	5.6%	7.5%	4.7%
WEST OXFORDSHIRE DISTRICT AREA	**25.0%**	**29.3%**	**27.4%**	**7.2%**	**39.3%**	**29.8%**	**3.7%**	**8.5%**	**19.3%**	**29.0%**	**33.4%**	**22.0%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.6%	0.8%	1.3%	11.9%	3.5%	1.3%	0.4%	0.5%	0.0%	0.0%	0.7%	1.8%
Banbury	2.6%	16.1%	1.1%	0.2%	0.0%	0.8%	19.5%	31.6%	6.2%	0.1%	8.7%	7.9%
Bicester	1.3%	0.1%	0.9%	0.2%	0.0%	2.2%	10.6%	1.5%	0.0%	0.0%	0.2%	1.7%
Bicester Village	0.4%	0.1%	0.0%	0.0%	0.0%	0.6%	1.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Central London	0.0%	0.5%	0.1%	0.1%	0.1%	0.2%	1.2%	0.0%	0.9%	1.7%	1.4%	0.4%
Cheltenham	0.2%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.7%	5.7%	1.5%	0.8%	0.7%
Faringdon	0.0%	0.0%	0.6%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.5%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	0.4%	0.0%	0.0%	1.3%	1.0%	4.2%	3.6%	0.0%	0.0%	0.0%	0.2%	0.9%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%	0.0%	0.1%	0.1%
Milton Keynes	1.1%	0.1%	0.0%	0.1%	0.0%	1.8%	1.3%	2.5%	0.0%	0.0%	0.1%	0.8%
Moreton-in-Marsh	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%	6.1%	0.0%	0.0%	0.6%
Oxford	9.6%	5.1%	9.6%	16.8%	25.5%	18.9%	9.1%	1.6%	3.4%	0.7%	8.5%	9.8%
Stratford-upon-Avon	0.2%	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	5.8%	5.3%	0.2%	0.0%	1.2%
Swindon	0.0%	0.1%	4.5%	3.1%	0.0%	0.0%	0.0%	0.0%	0.9%	10.8%	0.0%	1.6%
Swindon Designer Outlet Village	0.1%	0.0%	1.8%	1.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.3%	0.0%	0.5%
Wantage	0.3%	0.0%	0.0%	5.9%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	2.2%	1.7%	1.3%	4.0%	1.2%	2.7%	3.9%	4.4%	7.2%	14.8%	2.6%	3.7%
Subtotal	19.1%	25.2%	21.4%	49.9%	31.5%	32.8%	50.6%	50.3%	36.5%	32.6%	23.2%	33.0%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	55.9%	45.6%	51.2%	42.9%	29.3%	37.4%	45.6%	41.2%	44.2%	38.4%	43.4%	45.1%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**75.0%**	**70.7%**	**72.6%**	**92.8%**	**60.7%**	**70.2%**	**96.3%**	**91.5%**	**80.7%**	**71.0%**	**66.6%**	**78.0%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 2: CLOTHING & FOOTWEAR - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	19.7%	4.8%	15.1%	12.0%	27.9%	18.8%	0.7%	3.7%	7.5%	17.3%	18.8%	13.7%
TOWN CENTRE: CHIPPING NORTON	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.5%	0.4%
TOWN CENTRE: CARTERTON	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.5%	0.0%	1.1%
TOWN CENTRE: BURFORD	0.0%	0.3%	0.0%	0.3%	0.0%	0.1%	0.0%	2.2%	0.2%	4.8%	0.0%	0.6%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.1%	0.2%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.0%	0.5%	1.1%	2.1%	0.1%	0.0%	0.4%	0.4%	2.2%	3.1%	0.7%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Thorney Leys Park, witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, New Close Lane, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Witan Way, Witney	0.8%	0.0%	1.3%	0.0%	2.8%	0.7%	0.0%	0.0%	1.4%	0.7%	0.5%	0.8%
Aldi, Banbury Road, Chipping Norton	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
All Other Out-of-Centre floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.8%	3.7%	1.3%	0.0%	2.8%	0.7%	0.0%	0.0%	1.4%	0.7%	0.5%	1.0%
WEST OXFORDSHIRE DISTRICT AREA	**20.5%**	**13.2%**	**23.5%**	**13.5%**	**32.7%**	**22.0%**	**1.7%**	**6.3%**	**11.7%**	**26.6%**	**23.9%**	**17.6%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.4%	0.0%	0.0%	2.6%	0.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Banbury	2.1%	21.8%	2.4%	0.2%	0.0%	1.3%	22.2%	25.3%	7.8%	0.0%	11.4%	7.9%
Bicester	1.2%	0.2%	4.5%	0.0%	0.0%	3.9%	5.2%	2.2%	0.0%	0.0%	0.6%	1.9%
Bicester Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.5%	0.0%	0.0%	0.0%	0.2%	0.2%
Central London	0.0%	0.2%	0.3%	0.2%	0.2%	1.1%	1.8%	0.2%	3.3%	5.7%	3.3%	1.1%
Cheltenham	0.3%	0.6%	0.3%	0.0%	0.2%	0.0%	0.0%	0.2%	13.3%	3.6%	0.0%	1.4%
Faringdon	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
Kidlington	0.4%	0.0%	0.0%	0.0%	1.9%	0.7%	2.6%	0.0%	0.0%	0.0%	0.0%	0.5%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.3%	0.0%	0.3%	0.4%
Milton Keynes	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%	1.0%	3.5%	0.0%	0.0%	0.0%	0.5%
Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%
Oxford	9.6%	3.8%	6.6%	25.2%	27.7%	29.1%	9.8%	3.5%	6.5%	0.7%	13.3%	11.7%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	8.2%	0.0%	0.0%	1.4%
Swindon	0.1%	0.5%	6.4%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%	0.0%	1.7%
Swindon Designer Outlet Village	0.4%	0.0%	6.0%	4.8%	0.0%	0.0%	0.0%	0.0%	3.0%	2.5%	0.2%	1.6%
Wantage	0.4%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	1.0%	3.6%	1.7%	2.0%	0.7%	3.9%	1.7%	2.7%	4.6%	11.6%	2.7%	2.7%
Subtotal	15.8%	30.6%	28.2%	41.8%	30.9%	42.1%	45.8%	47.4%	48.0%	34.2%	31.9%	33.9%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	63.8%	56.2%	48.3%	44.7%	36.4%	35.9%	52.5%	46.3%	40.3%	39.2%	44.3%	48.5%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**79.5%**	**86.8%**	**76.5%**	**86.5%**	**67.3%**	**78.0%**	**98.3%**	**93.7%**	**88.3%**	**73.4%**	**76.1%**	**82.4%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 3: RECORDING MEDIA - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	11.4%	0.9%	12.3%	1.2%	28.2%	13.8%	0.9%	5.8%	0.0%	30.2%	27.0%	10.9%
TOWN CENTRE: CHIPPING NORTON	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.9%	0.8%
TOWN CENTRE: CARTERTON	1.8%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
TOWN CENTRE: BURFORD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.1%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Thorney Leys Park, witney	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Lidl, New Close Lane, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Witan Way, Witney	0.0%	0.0%	0.0%	0.0%	2.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Aldi, Banbury Road, Chipping Norton	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.6%
All Other Out-of-Centre floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	1.8%	0.0%	0.0%	0.0%	4.0%	4.1%	0.0%	0.0%	0.0%	0.0%	4.9%	1.2%
WEST OXFORDSHIRE DISTRICT AREA	**15.0%**	**10.0%**	**13.0%**	**1.2%**	**32.2%**	**18.7%**	**0.9%**	**8.1%**	**0.0%**	**31.9%**	**32.8%**	**13.5%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Banbury	1.8%	7.4%	0.0%	0.0%	0.0%	0.8%	27.5%	6.9%	2.1%	0.0%	0.9%	4.1%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.1%
Bicester 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%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cheltenham	0.3%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	8.9%	0.0%	0.0%	0.8%
Faringdon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	4.5%	0.0%	0.0%	0.0%	0.0%	0.4%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oxford	7.1%	0.9%	12.2%	1.2%	21.6%	9.1%	7.5%	0.0%	7.9%	0.0%	0.0%	7.2%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.4%	0.0%	0.7%
Swindon Designer Outlet 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%
Wantage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	3.5%	0.0%	0.6%
Subtotal	11.5%	8.4%	12.2%	1.2%	21.6%	11.5%	40.5%	6.9%	25.3%	18.9%	0.9%	14.3%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	73.4%	81.6%	74.8%	97.6%	46.2%	69.8%	58.7%	85.0%	74.7%	49.1%	66.2%	72.2%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**85.0%**	**90.0%**	**87.0%**	**98.8%**	**67.8%**	**81.3%**	**99.1%**	**91.9%**	**100.0%**	**68.1%**	**67.2%**	**86.5%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 4: AUDIO VISUAL, PHOTOGRAPHIC, COMPUTER ITEMS & DOMESTIC ELECTRICAL - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	10.5%	0.5%	7.2%	1.4%	9.7%	11.0%	0.0%	0.0%	1.1%	12.1%	5.7%	5.7%
TOWN CENTRE: CHIPPING NORTON	0.0%	20.7%	2.3%	0.0%	0.0%	0.0%	0.4%	5.5%	10.4%	0.0%	3.4%	3.1%
TOWN CENTRE: CARTERTON	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.2%
TOWN CENTRE: BURFORD	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.2%	0.0%	0.0%	0.0%	12.4%	2.3%	0.0%	0.0%	1.1%	0.0%	2.2%	1.3%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Thorney Leys Park, witney	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lidl, New Close Lane, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Witan Way, Witney	6.4%	2.4%	1.0%	0.5%	10.2%	1.4%	0.0%	0.0%	1.1%	1.0%	3.3%	2.7%
Aldi, Banbury Road, Chipping Norton	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
All Other Out-of-Centre floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	9.3%	2.4%	1.0%	0.5%	11.2%	1.4%	0.0%	0.0%	1.1%	1.0%	3.3%	3.4%
WEST OXFORDSHIRE DISTRICT AREA	**20.0%**	**23.6%**	**11.6%**	**1.9%**	**33.9%**	**14.7%**	**0.4%**	**5.5%**	**13.7%**	**13.6%**	**14.6%**	**13.8%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.0%	0.0%	0.0%	1.4%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Banbury	6.9%	10.5%	1.8%	1.4%	0.0%	0.9%	18.8%	36.1%	3.3%	0.0%	11.9%	8.9%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.4%	0.4%
Bicester 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%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.2%
Cheltenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	0.0%	0.6%
Faringdon	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.5%	0.0%	0.0%	0.0%	0.0%	0.2%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	3.6%	0.0%	0.0%	0.0%	0.6%
Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	4.2%	0.0%	0.0%	0.4%
Oxford	9.8%	1.4%	18.5%	22.3%	22.9%	30.2%	9.8%	0.5%	4.2%	2.0%	10.0%	12.1%
Stratford-upon-Avon	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	2.7%	0.0%	0.0%	0.8%
Swindon	0.0%	0.0%	5.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	17.1%	0.0%	2.3%
Swindon Designer Outlet Village	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Wantage	0.0%	0.0%	0.0%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	0.0%	3.2%	0.0%	0.5%	2.0%	3.3%	0.4%	3.3%	13.2%	10.1%	0.4%	2.7%
Subtotal	16.7%	15.5%	26.5%	44.3%	28.2%	35.3%	37.7%	48.5%	35.3%	32.5%	22.8%	30.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	63.3%	60.9%	61.9%	53.8%	37.9%	50.0%	61.9%	46.0%	51.0%	54.0%	62.6%	55.6%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**80.0%**	**76.4%**	**88.4%**	**98.1%**	**66.1%**	**85.3%**	**99.6%**	**94.5%**	**86.3%**	**86.4%**	**85.4%**	**86.2%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 5: BOOKS, STATIONERY & DRAWING MATERIALS - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	29.9%	0.0%	23.3%	6.2%	44.5%	37.3%	4.0%	0.0%	9.0%	31.1%	26.3%	19.4%
TOWN CENTRE: CHIPPING NORTON	0.0%	47.0%	0.0%	0.0%	0.0%	0.5%	3.3%	13.9%	14.1%	0.0%	23.4%	6.7%
TOWN CENTRE: CARTERTON	1.3%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	1.9%
TOWN CENTRE: BURFORD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	4.6%	0.0%	0.4%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	2.5%	0.0%	0.0%	0.0%	0.5%	0.9%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.3%	0.0%	0.4%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.4%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Thorney Leys Park, witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, New Close Lane, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Witan Way, Witney	3.4%	0.0%	3.1%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.9%	1.4%
Aldi, Banbury Road, Chipping Norton	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.4%
All Other Out-of-Centre floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	4.8%	0.0%	3.1%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.6%	3.3%	1.8%
WEST OXFORDSHIRE DISTRICT AREA	**36.3%**	**47.0%**	**35.7%**	**6.2%**	**52.2%**	**46.4%**	**9.8%**	**14.4%**	**23.1%**	**45.2%**	**55.3%**	**31.5%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.0%	0.0%	0.4%	9.4%	0.5%	2.4%	0.0%	2.8%	0.0%	0.0%	0.0%	1.4%
Banbury	0.0%	2.5%	0.0%	0.0%	0.0%	0.5%	16.7%	25.8%	0.5%	0.0%	3.5%	5.0%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%	0.0%	1.0%
Bicester 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%
Central London	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	3.6%	0.0%	0.5%	0.0%	2.4%	0.5%
Cheltenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.4%
Faringdon	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	0.0%	0.0%	0.0%	0.0%	0.5%	3.9%	0.4%	0.0%	0.0%	0.0%	0.0%	0.4%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.4%
Oxford	1.7%	1.5%	0.0%	18.0%	12.5%	7.2%	7.6%	0.0%	2.8%	0.6%	3.3%	4.5%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	6.7%	0.0%	0.0%	1.5%
Swindon	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.3%
Swindon Designer Outlet 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%
Wantage	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	5.8%	0.5%	1.8%	1.1%	1.0%	0.0%	0.0%	1.1%	1.6%	10.2%	0.5%	2.4%
Subtotal	7.6%	4.6%	2.5%	37.0%	15.1%	13.9%	39.3%	36.8%	21.1%	16.2%	9.7%	18.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	56.2%	48.5%	61.8%	56.8%	32.8%	39.6%	50.9%	48.7%	55.9%	38.6%	35.0%	50.0%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**63.7%**	**53.0%**	**64.3%**	**93.8%**	**47.8%**	**53.6%**	**90.2%**	**85.6%**	**76.9%**	**54.8%**	**44.7%**	**68.5%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 6: PET PRODUCTS, HOBBY ITEMS, SPORTSWEAR, CAMPING, CYCLING & MUSICAL INSTRUMENTS - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	18.0%	0.0%	16.9%	2.4%	16.9%	16.9%	0.4%	0.0%	1.9%	14.7%	11.9%	9.8%
TOWN CENTRE: CHIPPING NORTON	0.0%	21.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	5.8%	1.5%
TOWN CENTRE: CARTERTON	1.4%	0.0%	6.9%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	1.4%	0.5%	1.7%
TOWN CENTRE: BURFORD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.5%	0.3%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%
B&Q, Thorney Leys Park, witney	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Lidl, New Close Lane, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.2%
Sainsbury's Superstore, Witan Way, Witney	3.5%	0.0%	0.0%	0.0%	0.6%	0.5%	0.0%	0.0%	0.6%	0.0%	2.1%	0.8%
Aldi, Banbury Road, Chipping Norton	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre floorspace	0.3%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%
Subtotal	3.8%	0.6%	0.0%	0.0%	6.3%	3.6%	0.8%	0.0%	0.6%	4.1%	2.1%	1.9%
WEST OXFORDSHIRE DISTRICT AREA	**24.5%**	**22.5%**	**23.8%**	**2.4%**	**23.2%**	**20.5%**	**5.0%**	**0.0%**	**3.7%**	**20.8%**	**20.8%**	**15.2%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.0%	0.0%	0.0%	13.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Banbury	5.1%	11.9%	0.0%	0.0%	0.0%	0.5%	16.1%	23.9%	5.4%	0.0%	10.2%	6.7%
Bicester	0.0%	0.6%	0.0%	0.6%	0.0%	2.7%	14.2%	0.0%	0.0%	0.0%	0.0%	1.6%
Bicester 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%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%
Cheltenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.2%	0.0%	4.5%	0.7%
Faringdon	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.5%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	0.0%	0.0%	0.0%	5.2%	1.9%	3.4%	2.5%	0.0%	0.0%	0.0%	0.0%	1.1%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	6.6%	0.0%	0.0%	0.7%
Oxford	5.6%	9.2%	11.6%	13.7%	29.0%	7.8%	0.0%	0.7%	3.1%	0.0%	4.5%	7.5%
Stratford-upon-Avon	1.4%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	6.2%	9.6%	0.0%	0.0%	1.9%
Swindon	0.0%	0.0%	6.2%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	0.0%	1.6%
Swindon Designer Outlet Village	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.3%
Wantage	0.0%	0.0%	0.0%	5.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	3.3%	0.6%	0.0%	7.7%	0.6%	1.6%	2.1%	4.0%	6.6%	11.0%	0.0%	3.3%
Subtotal	15.4%	22.3%	18.1%	53.0%	33.5%	16.0%	35.4%	38.7%	33.2%	26.5%	19.3%	27.7%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	60.0%	55.2%	58.1%	44.6%	43.3%	63.5%	59.7%	61.3%	63.1%	52.7%	59.9%	57.2%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**75.5%**	**77.5%**	**76.2%**	**97.6%**	**76.8%**	**79.5%**	**95.0%**	**100.0%**	**96.3%**	**79.2%**	**79.2%**	**84.8%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 7: FURNITURE, CARPETS, OTHER FLOOR COVERINGS AND HOUSEHOLD TEXTILES - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	13.8%	0.6%	6.2%	1.8%	16.5%	21.5%	0.0%	0.0%	5.3%	8.6%	19.1%	8.3%
TOWN CENTRE: CHIPPING NORTON	0.0%	12.7%	0.0%	0.0%	3.6%	0.0%	0.5%	1.5%	1.3%	0.0%	1.2%	1.3%
TOWN CENTRE: CARTERTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOWN CENTRE: BURFORD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.5%	0.0%	0.0%	0.0%	0.6%	0.3%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.7%	0.0%	0.0%	0.5%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Thorney Leys Park, witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, New Close Lane, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Witan Way, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Banbury Road, Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre floorspace	0.5%	6.9%	3.6%	4.0%	0.7%	4.6%	0.0%	4.5%	12.3%	5.6%	5.2%	3.8%
Subtotal	0.5%	6.9%	3.6%	4.0%	0.7%	5.2%	0.0%	4.5%	12.3%	5.6%	5.2%	3.8%
WEST OXFORDSHIRE DISTRICT AREA	**14.3%**	**20.9%**	**9.8%**	**5.8%**	**20.8%**	**29.5%**	**1.1%**	**9.9%**	**19.6%**	**14.3%**	**26.0%**	**14.3%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.8%	5.7%	6.0%	20.4%	18.7%	1.7%	0.5%	0.0%	0.0%	0.0%	4.9%	4.7%
Banbury	1.6%	31.6%	0.0%	0.0%	0.0%	0.6%	17.6%	30.8%	12.3%	0.8%	12.5%	8.8%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	6.6%	0.0%	0.0%	0.0%	1.4%
Bicester Village	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.6%
Central London	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	2.7%	0.0%	0.0%	0.8%	0.6%	0.4%
Cheltenham	0.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.8%	0.0%	0.5%
Faringdon	0.0%	0.0%	3.6%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.9%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.6%	0.3%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes	7.5%	0.6%	0.0%	0.6%	0.0%	8.5%	3.6%	5.8%	0.0%	0.0%	0.0%	3.2%
Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.8%	5.7%	0.0%	0.0%	0.6%
Oxford	17.3%	5.3%	18.4%	18.2%	41.0%	22.3%	17.8%	0.0%	4.6%	1.7%	11.0%	14.7%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	2.0%	0.0%	0.0%	0.4%
Swindon	0.0%	0.0%	9.0%	5.2%	0.0%	0.0%	0.0%	0.0%	5.8%	23.1%	0.0%	3.4%
Swindon Designer Outlet Village	0.0%	0.0%	0.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.2%
Wantage	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.1%
All Other Centres / Stores	5.7%	1.3%	2.6%	8.3%	0.0%	8.8%	7.4%	6.1%	2.6%	11.0%	7.9%	5.4%
Subtotal	33.0%	45.2%	40.0%	59.4%	59.6%	44.9%	64.6%	53.1%	37.0%	40.9%	37.4%	45.7%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	52.7%	33.9%	50.2%	34.8%	19.5%	25.6%	34.4%	37.0%	43.4%	44.8%	36.6%	40.0%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**85.7%**	**79.1%**	**90.2%**	**94.2%**	**79.2%**	**70.5%**	**98.9%**	**90.1%**	**80.4%**	**85.7%**	**74.0%**	**85.7%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 8: DIY GOODS, DECORATING SUPPLIES AND GARDEN PRODUCTS - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	6.1%	0.0%	7.2%	3.8%	6.9%	10.3%	0.0%	0.0%	0.0%	7.1%	12.2%	4.6%
TOWN CENTRE: CHIPPING NORTON	0.0%	29.9%	0.0%	0.0%	0.0%	0.0%	2.5%	10.6%	9.3%	0.0%	3.5%	4.2%
TOWN CENTRE: CARTERTON	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.5%
TOWN CENTRE: BURFORD	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	1.1%	0.0%	0.1%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	2.9%	0.5%	5.7%	1.6%	23.7%	5.7%	0.8%	2.7%	6.7%	2.1%	17.3%	5.6%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Thorney Leys Park, witney	39.8%	3.1%	34.9%	0.5%	35.9%	16.1%	0.0%	0.0%	32.3%	29.5%	25.8%	21.2%
Lidl, New Close Lane, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Witan Way, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Banbury Road, Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre floorspace	2.8%	4.9%	12.9%	4.0%	7.5%	17.2%	0.0%	1.6%	8.4%	3.8%	5.8%	6.1%
Subtotal	42.6%	8.0%	47.8%	4.6%	43.3%	33.4%	0.0%	1.6%	40.6%	33.3%	31.6%	27.3%
WEST OXFORDSHIRE DISTRICT AREA	**51.6%**	**38.5%**	**63.1%**	**9.9%**	**73.9%**	**50.3%**	**3.3%**	**14.9%**	**56.6%**	**47.3%**	**64.7%**	**42.2%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.3%	0.0%	6.5%	30.3%	1.1%	4.8%	4.0%	0.0%	0.0%	0.5%	0.0%	4.2%
Banbury	5.8%	32.8%	5.9%	0.0%	0.0%	0.5%	30.0%	57.0%	3.3%	0.0%	10.7%	14.1%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	29.1%	0.0%	0.0%	0.0%	0.0%	3.0%
Bicester 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%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cheltenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.5%	0.0%	0.1%
Faringdon	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.7%
Gloucester	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	0.0%	0.0%	0.3%	0.0%	2.9%	10.9%	8.7%	0.5%	0.0%	0.0%	0.9%	2.0%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh	0.0%	2.0%	0.0%	0.0%	0.6%	0.0%	0.0%	2.7%	13.8%	0.0%	0.0%	1.8%
Oxford	5.6%	7.1%	3.0%	14.2%	12.2%	18.1%	7.4%	0.0%	0.6%	0.0%	3.2%	6.0%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	2.7%	0.0%	0.6%
Swindon	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.6%
Swindon Designer Outlet Village	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wantage	3.6%	0.0%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	2.8%	0.0%	0.0%	0.0%	0.4%
All Other Centres / Stores	0.0%	1.0%	0.3%	6.8%	1.1%	0.0%	2.5%	5.9%	9.3%	34.3%	4.3%	5.0%
Subtotal	15.3%	43.5%	16.8%	71.9%	17.9%	38.2%	81.7%	72.7%	28.1%	45.4%	19.0%	40.2%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	33.2%	18.1%	20.1%	18.1%	8.2%	11.5%	15.0%	12.4%	15.2%	7.3%	16.3%	17.5%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**48.4%**	**61.5%**	**36.9%**	**90.1%**	**26.1%**	**49.7%**	**96.7%**	**85.1%**	**43.4%**	**52.7%**	**35.3%**	**57.8%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 9: PERSONAL CARE PRODUCTS AND MEDICAL GOODS - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	27.1%	0.0%	15.6%	7.2%	47.3%	34.8%	0.3%	4.7%	6.1%	23.7%	15.1%	17.7%
TOWN CENTRE: CHIPPING NORTON	0.0%	67.1%	0.0%	0.0%	0.0%	0.0%	2.4%	10.5%	16.7%	0.0%	22.0%	7.1%
TOWN CENTRE: CARTERTON	0.5%	0.0%	33.2%	0.0%	0.0%	2.7%	6.0%	0.0%	1.9%	16.9%	0.0%	6.3%
TOWN CENTRE: BURFORD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	8.8%	0.0%	0.5%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.5%	5.1%	1.7%	0.0%	0.0%	0.0%	0.0%	0.6%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.0%	1.0%	0.0%	15.5%	0.4%	0.0%	0.0%	5.9%	0.0%	9.8%	2.3%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Thorney Leys Park, witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, New Close Lane, Witney	3.3%	0.0%	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.0%	2.4%	2.1%	1.0%
Sainsbury's Superstore, Witan Way, Witney	6.4%	0.0%	3.2%	0.4%	9.8%	9.1%	0.3%	0.0%	5.6%	3.4%	8.1%	4.3%
Aldi, Banbury Road, Chipping Norton	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.3%	1.6%	0.0%	0.0%	4.7%	0.7%
All Other Out-of-Centre floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	9.7%	5.6%	3.2%	0.4%	10.3%	9.5%	0.7%	1.6%	5.6%	5.8%	15.0%	6.0%
WEST OXFORDSHIRE DISTRICT AREA	**37.3%**	**72.7%**	**52.9%**	**7.6%**	**73.6%**	**52.6%**	**11.2%**	**17.2%**	**36.3%**	**55.3%**	**62.0%**	**40.5%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	2.5%	0.0%	0.0%	19.5%	1.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	2.4%
Banbury	0.0%	4.7%	0.0%	0.0%	0.0%	0.9%	17.4%	46.9%	5.5%	0.0%	2.9%	7.8%
Bicester	7.0%	0.0%	0.0%	0.4%	0.0%	3.8%	17.6%	0.0%	0.0%	0.0%	0.0%	3.3%
Bicester 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%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	2.1%	0.1%
Cheltenham	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	3.3%	0.0%	0.0%	0.4%
Faringdon	0.0%	0.0%	0.7%	20.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	1.8%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	2.1%	0.0%	0.0%	2.9%	0.0%	14.7%	6.2%	0.0%	0.0%	0.0%	0.0%	2.3%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.8%	0.0%	0.0%	0.9%
Oxford	9.8%	2.9%	6.0%	5.4%	14.4%	1.8%	5.1%	4.7%	0.0%	0.0%	12.1%	6.2%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	8.6%	4.5%	0.0%	0.0%	1.4%
Swindon	0.0%	0.0%	1.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.3%
Swindon Designer Outlet Village	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wantage	0.0%	0.0%	0.0%	10.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	1.2%	0.5%	0.0%	0.9%	0.5%	0.0%	10.3%	7.4%	15.0%	28.0%	2.5%	4.9%
Subtotal	22.9%	8.0%	8.0%	63.1%	15.9%	21.2%	56.5%	70.9%	39.7%	31.4%	19.6%	32.5%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	39.8%	19.3%	39.1%	29.3%	10.5%	26.2%	32.3%	11.8%	24.1%	13.3%	18.5%	27.0%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**62.7%**	**27.3%**	**47.1%**	**92.4%**	**26.4%**	**47.4%**	**88.8%**	**82.8%**	**63.7%**	**44.7%**	**38.0%**	**59.5%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 10: ALL OTHER GOODS (JEWLLERY,GLASSWARE, TABLEWARE HOUSEHOLD UTENSILS) - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	15.2%	0.0%	14.9%	11.7%	22.2%	20.9%	0.5%	0.0%	3.4%	27.1%	12.1%	11.6%
TOWN CENTRE: CHIPPING NORTON	0.0%	15.8%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	6.2%	0.0%	2.8%	2.5%
TOWN CENTRE: CARTERTON	1.5%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.5%
TOWN CENTRE: BURFORD	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.4%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.4%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP												
(M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
B&Q, Thorney Leys Park, witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, New Close Lane, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Witan Way, Witney	0.9%	0.0%	0.0%	0.0%	6.0%	3.2%	0.0%	0.0%	3.5%	0.0%	10.1%	1.6%
Aldi, Banbury Road, Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Subtotal	0.9%	0.0%	5.5%	0.0%	6.0%	3.2%	0.0%	0.0%	3.5%	0.0%	10.8%	2.4%
WEST OXFORDSHIRE DISTRICT AREA	**17.5%**	**20.9%**	**21.3%**	**11.7%**	**33.4%**	**24.1%**	**0.5%**	**8.9%**	**13.1%**	**30.0%**	**26.5%**	**17.8%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.0%	0.0%	0.0%	2.2%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Banbury	0.0%	5.3%	0.0%	0.0%	0.0%	0.6%	16.8%	19.5%	6.2%	0.0%	0.0%	4.5%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.8%	0.0%	0.0%	0.0%	0.0%	0.3%
Bicester Village	4.4%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Central London	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.7%	1.0%	3.7%	0.8%
Cheltenham	0.3%	0.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	8.5%	0.0%	1.1%
Faringdon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	0.3%	0.0%	0.0%	0.0%	0.0%	3.9%	3.3%	0.0%	0.0%	0.0%	0.0%	0.6%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	2.7%	6.2%	0.0%	0.0%	0.7%	1.5%
Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	8.6%	0.0%	0.0%	0.9%
Oxford	10.7%	9.2%	3.3%	17.2%	27.8%	35.0%	19.5%	1.0%	0.7%	1.0%	4.4%	11.4%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	6.0%	0.0%	0.0%	1.5%
Swindon	0.0%	0.0%	0.9%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%	0.7%
Swindon Designer Outlet Village	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Wantage	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	1.5%	1.5%	5.2%	2.2%	6.0%	0.6%	6.8%	5.1%	4.8%	7.7%	2.1%	3.8%
Subtotal	17.2%	22.5%	13.5%	27.7%	33.7%	51.2%	54.5%	43.3%	33.7%	28.4%	10.9%	29.5%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	65.3%	56.6%	65.2%	60.6%	32.9%	24.7%	44.9%	47.8%	53.1%	41.5%	62.7%	52.8%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**82.5%**	**79.1%**	**78.7%**	**88.3%**	**66.6%**	**75.9%**	**99.5%**	**91.1%**	**86.9%**	**70.0%**	**73.5%**	**82.2%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Appendix 8: Comparison Goods Turnover

(excluding SFT)

Lambert Smith Hampton

TABLE 1: ALL COMPARISON GOODS - 2024 MARKET SHARE ANALYSIS (%)

Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	39.9%	2.0%	26.9%	10.0%	33.8%	32.8%	1.0%	2.6%	7.6%	26.8%	26.8%	20.5%
TOWN CENTRE: CHIPPING NORTON	0.0%	44.2%	0.5%	0.0%	0.7%	0.0%	1.5%	7.7%	11.1%	0.0%	11.2%	5.0%
TOWN CENTRE: CARTERTON	1.2%	0.0%	16.2%	0.0%	0.0%	0.6%	3.0%	0.0%	0.4%	5.9%	0.2%	2.8%
TOWN CENTRE: BURFORD	0.0%	0.9%	0.0%	0.1%	0.1%	0.1%	0.0%	0.9%	0.1%	4.1%	0.0%	0.5%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.1%	3.3%	0.8%	0.0%	0.0%	0.0%	0.6%	0.4%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.0%	0.3%	1.4%	0.6%	8.8%	1.3%	0.1%	1.5%	2.9%	1.2%	6.9%	2.2%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.1%	1.0%	0.0%	0.0%	0.7%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%
B&Q, Thorney Leys Park, witney	6.1%	0.5%	5.3%	0.1%	5.4%	2.0%	0.0%	0.0%	5.2%	4.2%	4.1%	3.2%
Lidl, New Close Lane, Witney	1.1%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	1.5%	0.5%	0.3%
Sainsbury's Superstore, Witan Way, Witney	5.8%	0.5%	1.9%	0.2%	5.5%	3.3%	0.1%	0.0%	2.6%	1.1%	4.8%	2.5%
Aldi, Banbury Road, Chipping Norton	1.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%	0.0%	0.0%	1.5%	0.4%
All Other Out-of-Centre floorspace	0.7%	2.6%	3.0%	1.7%	0.9%	3.4%	0.0%	1.4%	4.7%	2.2%	2.4%	1.9%
Subtotal	14.7%	6.4%	11.2%	2.0%	12.0%	9.5%	0.4%	1.7%	12.5%	9.0%	13.3%	8.6%
WEST OXFORDSHIRE DISTRICT AREA	**56.8%**	**53.8%**	**56.2%**	**12.7%**	**55.5%**	**47.6%**	**6.9%**	**14.4%**	**34.6%**	**47.1%**	**58.9%**	**40.0%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	1.4%	1.6%	2.7%	20.9%	4.9%	2.0%	0.8%	0.9%	0.0%	0.1%	1.3%	3.2%
Banbury	6.0%	29.6%	2.3%	0.3%	0.0%	1.2%	35.9%	53.8%	11.2%	0.2%	15.4%	14.4%
Bicester	2.9%	0.3%	1.9%	0.3%	0.0%	3.4%	19.5%	2.5%	0.0%	0.0%	0.3%	3.0%
Bicester Village	0.9%	0.1%	0.0%	0.0%	0.0%	1.0%	1.8%	0.0%	0.0%	0.0%	0.1%	0.4%
Central London	0.0%	0.9%	0.1%	0.2%	0.1%	0.4%	2.2%	0.1%	1.6%	2.7%	2.5%	0.7%
Cheltenham	0.4%	0.5%	0.2%	0.0%	0.1%	0.0%	0.0%	1.2%	10.2%	2.4%	1.4%	1.4%
Faringdon	0.0%	0.0%	1.2%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	1.0%
Gloucester	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Kidlington	0.9%	0.0%	0.1%	2.3%	1.4%	6.8%	6.5%	0.1%	0.0%	0.0%	0.3%	1.7%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.1%	0.0%	0.1%	0.2%
Milton Keynes	2.6%	0.2%	0.1%	0.2%	0.0%	2.9%	2.4%	4.2%	0.0%	0.0%	0.1%	1.4%
Moreton-in-Marsh	0.0%	0.3%	0.0%	0.0%	0.1%	0.0%	0.1%	1.1%	11.0%	0.0%	0.0%	1.1%
Oxford	21.8%	9.4%	19.7%	29.4%	36.0%	30.2%	16.7%	2.7%	6.1%	1.2%	14.9%	17.8%
Stratford-upon-Avon	0.5%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	9.8%	9.6%	0.4%	0.0%	2.2%
Swindon	0.0%	0.2%	9.2%	5.5%	0.0%	0.0%	0.0%	0.0%	1.5%	17.6%	0.0%	2.8%
Swindon Designer Outlet Village	0.2%	0.0%	3.7%	1.8%	0.0%	0.0%	0.0%	0.0%	1.1%	2.1%	0.1%	0.8%
Wantage	0.7%	0.0%	0.0%	10.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%
All Other Centres / Stores	4.9%	3.0%	2.6%	7.1%	1.7%	4.3%	7.2%	7.5%	12.9%	24.0%	4.7%	6.8%
Subtotal	43.2%	46.2%	43.8%	87.3%	44.5%	52.4%	93.1%	85.6%	65.4%	52.9%	41.1%	60.0%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**43.2%**	**46.2%**	**43.8%**	**87.3%**	**44.5%**	**52.4%**	**93.1%**	**85.6%**	**65.4%**	**52.9%**	**41.1%**	**60.0%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 2: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)

Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	£38.3	£0.5	£18.0	£3.9	£12.9	£12.7	£0.4	£1.5	£3.2	£7.8	£6.0	£102.7
TOWN CENTRE: CHIPPING NORTON	£0.0	£11.5	£0.3	£0.0	£0.3	£0.0	£0.7	£4.5	£4.7	£0.0	£2.5	£25.0
TOWN CENTRE: CARTERTON	£1.1	£0.0	£10.8	£0.0	£0.0	£0.2	£1.3	£0.0	£0.2	£1.7	£0.0	£14.2
TOWN CENTRE: BURFORD	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£1.2	£0.0	£2.4
TOWN CENTRE: WOODSTOCK	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.4	£0.0	£0.0	£0.0	£0.1	£2.0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.0	£0.1	£0.9	£0.2	£3.4	£0.5	£0.1	£0.9	£1.2	£0.4	£1.5	£11.1
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	£0.0	£0.0	£0.7	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£1.0
B&Q, Thorney Leys Park, witney	£5.9	£0.1	£3.5	£0.0	£2.1	£0.8	£0.0	£0.0	£2.2	£1.2	£0.9	£16.1
Lidl, New Close Lane, Witney	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£1.5
Sainsbury's Superstore, Witan Way, Witney	£5.6	£0.1	£1.3	£0.1	£2.1	£1.3	£0.0	£0.0	£1.1	£0.3	£1.1	£12.6
Aldi, Banbury Road, Chipping Norton	£0.9	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.3	£2.1
All Other Out-of-Centre floorspace	£0.7	£0.7	£2.0	£0.7	£0.4	£1.3	£0.0	£0.8	£2.0	£0.6	£0.5	£9.7
Subtotal	£14.1	£1.7	£7.5	£0.8	£4.6	£3.7	£0.2	£1.0	£5.3	£2.6	£3.0	£43.1
WEST OXFORDSHIRE DISTRICT AREA	**£54.5**	**£14.0**	**£37.6**	**£5.0**	**£21.3**	**£18.5**	**£3.0**	**£8.5**	**£14.6**	**£13.7**	**£13.1**	**£200.4**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£1.4	£0.4	£1.8	£8.2	£1.9	£0.8	£0.3	£0.5	£0.0	£0.0	£0.3	£16.2
Banbury	£5.7	£7.7	£1.6	£0.1	£0.0	£0.5	£15.7	£31.7	£4.7	£0.1	£3.4	£72.2
Bicester	£2.8	£0.1	£1.3	£0.1	£0.0	£1.3	£8.5	£1.5	£0.0	£0.0	£0.1	£15.1
Bicester Village	£0.8	£0.0	£0.0	£0.0	£0.0	£0.4	£0.8	£0.0	£0.0	£0.0	£0.0	£1.9
Central London	£0.0	£0.2	£0.1	£0.1	£0.0	£0.1	£0.9	£0.0	£0.7	£0.8	£0.6	£3.7
Cheltenham	£0.4	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7	£4.3	£0.7	£0.3	£6.8
Faringdon	£0.0	£0.0	£0.8	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£5.0
Gloucester	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Kidlington	£0.9	£0.0	£0.0	£0.9	£0.5	£2.6	£2.9	£0.0	£0.0	£0.0	£0.1	£8.3
Leamington Spa	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.0	£0.8
Milton Keynes	£2.5	£0.0	£0.1	£0.1	£0.0	£1.1	£1.1	£2.5	£0.0	£0.0	£0.0	£7.2
Moreton-in-Marsh	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£4.6	£0.0	£0.0	£5.6
Oxford	£20.9	£2.5	£13.2	£11.5	£13.8	£11.7	£7.3	£1.6	£2.6	£0.3	£3.3	£89.4
Stratford-upon-Avon	£0.5	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£5.8	£4.0	£0.1	£0.0	£10.9
Swindon	£0.0	£0.0	£6.2	£2.2	£0.0	£0.0	£0.0	£0.0	£0.7	£5.1	£0.0	£14.2
Swindon Designer Outlet Village	£0.2	£0.0	£2.5	£0.7	£0.0	£0.0	£0.0	£0.0	£0.4	£0.6	£0.0	£4.2
Wantage	£0.7	£0.0	£0.0	£4.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.9
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.4
All Other Centres / Stores	£4.7	£0.8	£1.7	£2.8	£0.6	£1.7	£3.2	£4.4	£5.5	£7.0	£1.0	£34.0
Subtotal	£41.5	£12.1	£29.3	£34.2	£17.0	£20.3	£40.7	£50.5	£27.5	£15.4	£9.1	£300.9
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£41.5**	**£12.1**	**£29.3**	**£34.2**	**£17.0**	**£20.3**	**£40.7**	**£50.5**	**£27.5**	**£15.4**	**£9.1**	**£300.9**
OVERALL TOTAL	**£95.9**	**£26.1**	**£66.9**	**£39.2**	**£38.3**	**£38.7**	**£43.7**	**£59.0**	**£42.1**	**£29.1**	**£22.3**	**£501.3**

TABLE 3: 2030: SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)

Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	£43.0	£0.6	£20.4	£4.6	£14.6	£14.3	£0.5	£1.7	£3.7	£8.9	£6.7	£116.4
TOWN CENTRE: CHIPPING NORTON	£0.0	£12.9	£0.4	£0.0	£0.3	£0.0	£0.8	£5.2	£5.3	£0.0	£2.8	£28.3
TOWN CENTRE: CARTERTON	£1.2	£0.0	£12.3	£0.0	£0.0	£0.3	£1.5	£0.0	£0.2	£1.9	£0.0	£16.1
TOWN CENTRE: BURFORD	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.6	£0.0	£1.4	£0.0	£2.7
TOWN CENTRE: WOODSTOCK	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.4	£0.0	£0.0	£0.0	£0.1	£2.3
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.1	£0.1	£1.0	£0.3	£3.8	£0.5	£0.1	£1.0	£1.4	£0.4	£1.7	£12.5
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	£0.0	£0.0	£0.7	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2
B&Q, Thorney Leys Park, witney	£6.6	£0.1	£4.0	£0.0	£2.3	£0.9	£0.0	£0.0	£2.5	£1.4	£1.0	£18.3
Lidl, New Close Lane, Witney	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.1	£1.7
Sainsbury's Superstore, Witan Way, Witney	£6.3	£0.1	£1.5	£0.1	£2.4	£1.4	£0.0	£0.0	£1.3	£0.4	£1.2	£14.3
Aldi, Banbury Road, Chipping Norton	£1.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.4	£2.3
All Other Out-of-Centre floorspace	£0.7	£0.8	£2.3	£0.8	£0.4	£1.5	£0.0	£0.9	£2.2	£0.7	£0.6	£11.0
Subtotal	£15.8	£1.9	£8.5	£0.9	£5.2	£4.1	£0.2	£1.2	£6.0	£3.0	£3.3	£48.8
WEST OXFORDSHIRE DISTRICT AREA	**£61.2**	**£15.7**	**£42.6**	**£5.8**	**£24.0**	**£20.7**	**£3.4**	**£9.7**	**£16.6**	**£15.6**	**£14.7**	**£227.1**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£1.5	£0.5	£2.1	£9.5	£2.1	£0.9	£0.4	£0.6	£0.0	£0.0	£0.3	£18.3
Banbury	£6.4	£8.7	£1.8	£0.2	£0.0	£0.5	£17.8	£36.0	£5.4	£0.1	£3.8	£81.8
Bicester	£3.1	£0.1	£1.5	£0.1	£0.0	£1.5	£9.7	£1.7	£0.0	£0.0	£0.1	£17.2
Bicester Village	£0.9	£0.0	£0.0	£0.0	£0.0	£0.4	£0.9	£0.0	£0.0	£0.0	£0.0	£2.2
Central London	£0.0	£0.3	£0.1	£0.1	£0.0	£0.2	£1.1	£0.1	£0.8	£0.9	£0.6	£4.2
Cheltenham	£0.4	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.8	£4.9	£0.8	£0.4	£7.7
Faringdon	£0.0	£0.0	£0.9	£4.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£5.7
Gloucester	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Kidlington	£1.0	£0.0	£0.0	£1.0	£0.6	£2.9	£3.2	£0.0	£0.0	£0.0	£0.1	£9.4
Leamington Spa	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.1	£0.0	£0.0	£0.9
Milton Keynes	£2.8	£0.1	£0.1	£0.1	£0.0	£1.3	£1.2	£2.8	£0.0	£0.0	£0.0	£8.1
Moreton-in-Marsh	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.8	£5.3	£0.0	£0.0	£6.3
Oxford	£23.5	£2.8	£14.9	£13.4	£15.6	£13.1	£8.3	£1.8	£2.9	£0.4	£3.7	£101.3
Stratford-upon-Avon	£0.5	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£6.6	£4.6	£0.1	£0.0	£12.4
Swindon	£0.0	£0.1	£7.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.7	£5.8	£0.0	£16.1
Swindon Designer Outlet Village	£0.2	£0.0	£2.8	£0.8	£0.0	£0.0	£0.0	£0.0	£0.5	£0.7	£0.0	£4.8
Wantage	£0.8	£0.0	£0.0	£4.7	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.5
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.4
All Other Centres / Stores	£5.3	£0.9	£2.0	£3.2	£0.7	£1.9	£3.6	£5.0	£6.2	£8.0	£1.2	£38.6
Subtotal	£46.6	£13.5	£33.2	£39.8	£19.2	£22.8	£46.2	£57.3	£31.5	£17.5	£10.2	£341.0
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£46.6**	**£13.5**	**£33.2**	**£39.8**	**£19.2**	**£22.8**	**£46.2**	**£57.3**	**£31.5**	**£17.5**	**£10.2**	**£341.0**
OVERALL TOTAL	**£107.8**	**£29.3**	**£75.8**	**£45.6**	**£43.3**	**£43.5**	**£49.6**	**£67.0**	**£48.1**	**£33.2**	**£24.9**	**£568.0**

TABLE 4: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)

Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	£48.7	£0.7	£23.2	£5.3	£16.6	£16.1	£0.6	£1.9	£4.2	£10.1	£7.5	£132.2
TOWN CENTRE: CHIPPING NORTON	£0.0	£14.6	£0.4	£0.0	£0.4	£0.0	£0.9	£5.9	£6.1	£0.0	£3.2	£32.1
TOWN CENTRE: CARTERTON	£1.4	£0.0	£13.9	£0.0	£0.0	£0.3	£1.7	£0.0	£0.2	£2.2	£0.0	£18.3
TOWN CENTRE: BURFORD	£0.0	£0.3	£0.0	£0.1	£0.0	£0.1	£0.0	£0.7	£0.0	£1.6	£0.0	£3.0
TOWN CENTRE: WOODSTOCK	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.5	£0.0	£0.0	£0.0	£0.2	£2.6
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.2	£0.1	£1.2	£0.3	£4.3	£0.6	£0.1	£1.1	£1.6	£0.5	£1.9	£14.2
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	£0.0	£0.0	£0.9	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£1.4
B&Q, Thorney Leys Park, witney	£7.5	£0.1	£4.5	£0.0	£2.7	£1.0	£0.0	£0.0	£2.9	£1.6	£1.2	£20.7
Lidl, New Close Lane, Witney	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.1	£2.0
Sainsbury's Superstore, Witan Way, Witney	£7.1	£0.2	£1.7	£0.1	£2.7	£1.6	£0.0	£0.0	£1.4	£0.4	£1.3	£16.3
Aldi, Banbury Road, Chipping Norton	£1.2	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.4	£2.6
All Other Out-of-Centre floorspace	£0.8	£0.9	£2.6	£0.9	£0.5	£1.7	£0.0	£1.1	£2.6	£0.8	£0.7	£12.5
Subtotal	£17.9	£2.1	£9.6	£1.0	£5.9	£4.7	£0.2	£1.3	£6.9	£3.4	£3.7	£55.5
WEST OXFORDSHIRE DISTRICT AREA	**£69.3**	**£17.7**	**£48.4**	**£6.7**	**£27.3**	**£23.4**	**£3.9**	**£11.0**	**£19.0**	**£17.8**	**£16.5**	**£257.9**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£1.7	£0.5	£2.3	£11.0	£2.4	£1.0	£0.4	£0.7	£0.0	£0.0	£0.4	£20.8
Banbury	£7.3	£9.8	£2.0	£0.2	£0.0	£0.6	£20.2	£41.1	£6.1	£0.1	£4.3	£92.9
Bicester	£3.5	£0.1	£1.6	£0.1	£0.0	£1.7	£10.9	£1.9	£0.0	£0.0	£0.1	£19.5
Bicester Village	£1.1	£0.0	£0.0	£0.0	£0.0	£0.5	£1.0	£0.0	£0.0	£0.0	£0.0	£2.5
Central London	£0.0	£0.3	£0.1	£0.1	£0.0	£0.2	£1.2	£0.1	£0.9	£1.0	£0.7	£4.8
Cheltenham	£0.5	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.9	£5.6	£0.9	£0.4	£8.8
Faringdon	£0.0	£0.0	£1.0	£4.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£6.4
Gloucester	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Kidlington	£1.1	£0.0	£0.0	£1.2	£0.7	£3.3	£3.7	£0.1	£0.0	£0.0	£0.1	£10.7
Leamington Spa	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.1	£0.0	£0.0	£1.0
Milton Keynes	£3.2	£0.1	£0.1	£0.1	£0.0	£1.4	£1.4	£3.2	£0.0	£0.0	£0.0	£9.2
Moreton-in-Marsh	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.9	£6.0	£0.0	£0.0	£7.2
Oxford	£26.6	£3.1	£16.9	£15.5	£17.7	£14.8	£9.4	£2.1	£3.3	£0.4	£4.2	£115.0
Stratford-upon-Avon	£0.6	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£7.5	£5.2	£0.1	£0.0	£14.1
Swindon	£0.0	£0.1	£7.9	£2.9	£0.0	£0.0	£0.0	£0.0	£0.8	£6.6	£0.0	£18.3
Swindon Designer Outlet Village	£0.2	£0.0	£3.2	£0.9	£0.0	£0.0	£0.0	£0.0	£0.6	£0.8	£0.0	£5.4
Wantage	£0.9	£0.0	£0.0	£5.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.3
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.5
All Other Centres / Stores	£6.0	£1.0	£2.2	£3.7	£0.8	£2.1	£4.1	£5.7	£7.1	£9.1	£1.3	£43.8
Subtotal	£52.8	£15.2	£37.7	£46.0	£21.8	£25.7	£52.3	£65.3	£35.9	£20.0	£11.5	£387.3
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£52.8**	**£15.2**	**£37.7**	**£46.0**	**£21.8**	**£25.7**	**£52.3**	**£65.3**	**£35.9**	**£20.0**	**£11.5**	**£387.3**
OVERALL TOTAL	**£122.1**	**£33.0**	**£86.1**	**£52.7**	**£49.1**	**£49.1**	**£56.2**	**£76.4**	**£54.8**	**£37.8**	**£28.0**	**£645.2**

TABLE 5: 2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)

Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	£56.2	£0.8	£26.8	£6.2	£19.2	£18.5	£0.6	£2.2	£4.8	£11.7	£8.6	£152.5
TOWN CENTRE: CHIPPING NORTON	£0.0	£16.7	£0.5	£0.0	£0.4	£0.0	£1.0	£6.8	£7.0	£0.0	£3.6	£37.0
TOWN CENTRE: CARTERTON	£1.6	£0.0	£16.1	£0.0	£0.0	£0.3	£1.9	£0.0	£0.3	£2.6	£0.1	£21.1
TOWN CENTRE: BURFORD	£0.0	£0.4	£0.0	£0.1	£0.0	£0.1	£0.0	£0.8	£0.0	£1.8	£0.0	£3.5
TOWN CENTRE: WOODSTOCK	£0.0	£0.0	£0.0	£0.0	£0.1	£1.9	£0.5	£0.0	£0.0	£0.0	£0.2	£3.0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.4	£0.1	£1.4	£0.4	£5.0	£0.7	£0.1	£1.3	£1.9	£0.5	£2.2	£16.4
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	£0.0	£0.0	£1.0	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£1.6
B&Q, Thorney Leys Park, witney	£8.6	£0.2	£5.3	£0.0	£3.1	£1.1	£0.0	£0.0	£3.3	£1.8	£1.3	£23.9
Lidl, New Close Lane, Witney	£1.5	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.7	£0.2	£2.3
Sainsbury's Superstore, Witan Way, Witney	£8.2	£0.2	£1.9	£0.1	£3.1	£1.9	£0.1	£0.0	£1.7	£0.5	£1.5	£18.7
Aldi, Banbury Road, Chipping Norton	£1.4	£1.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.5	£3.0
All Other Out-of-Centre floorspace	£1.0	£1.0	£2.9	£1.0	£0.5	£1.9	£0.0	£1.2	£3.0	£0.9	£0.8	£14.4
Subtotal	£20.6	£2.4	£11.1	£1.2	£6.8	£5.3	£0.3	£1.5	£7.9	£3.9	£4.2	£64.0
WEST OXFORDSHIRE DISTRICT AREA	**£79.9**	**£20.4**	**£55.8**	**£7.8**	**£31.5**	**£26.8**	**£4.4**	**£12.7**	**£21.9**	**£20.5**	**£18.9**	**£297.4**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£2.0	£0.6	£2.7	£12.9	£2.8	£1.1	£0.5	£0.8	£0.0	£0.0	£0.4	£24.0
Banbury	£8.4	£11.2	£2.3	£0.2	£0.0	£0.7	£23.2	£47.2	£7.1	£0.1	£4.9	£107.2
Bicester	£4.1	£0.1	£1.9	£0.2	£0.0	£1.9	£12.6	£2.2	£0.0	£0.0	£0.1	£22.5
Bicester Village	£1.2	£0.0	£0.0	£0.0	£0.0	£0.6	£1.2	£0.0	£0.0	£0.0	£0.0	£2.9
Central London	£0.0	£0.3	£0.1	£0.1	£0.1	£0.2	£1.4	£0.1	£1.0	£1.2	£0.8	£5.5
Cheltenham	£0.6	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£1.0	£6.5	£1.1	£0.5	£10.1
Faringdon	£0.0	£0.0	£1.2	£5.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£7.4
Gloucester	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Kidlington	£1.3	£0.0	£0.1	£1.4	£0.8	£3.8	£4.2	£0.1	£0.0	£0.0	£0.1	£12.3
Leamington Spa	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.0	£0.0	£1.2
Milton Keynes	£3.6	£0.1	£0.1	£0.1	£0.0	£1.6	£1.6	£3.7	£0.0	£0.0	£0.0	£10.7
Moreton-in-Marsh	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£7.0	£0.0	£0.0	£8.3
Oxford	£30.7	£3.6	£19.6	£18.1	£20.4	£17.0	£10.8	£2.4	£3.9	£0.5	£4.8	£132.6
Stratford-upon-Avon	£0.7	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£8.6	£6.1	£0.2	£0.0	£16.2
Swindon	£0.0	£0.1	£9.1	£3.4	£0.0	£0.0	£0.0	£0.0	£1.0	£7.7	£0.0	£21.1
Swindon Designer Outlet Village	£0.2	£0.0	£3.7	£1.1	£0.0	£0.0	£0.0	£0.0	£0.7	£0.9	£0.0	£6.2
Wantage	£1.0	£0.0	£0.0	£6.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.2
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.6
All Other Centres / Stores	£6.9	£1.2	£2.6	£4.4	£1.0	£2.4	£4.7	£6.6	£8.2	£10.5	£1.5	£50.5
Subtotal	£60.8	£17.5	£43.5	£53.8	£25.2	£29.5	£60.2	£75.2	£41.4	£23.1	£13.1	£446.6
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£60.8**	**£17.5**	**£43.5**	**£53.8**	**£25.2**	**£29.5**	**£60.2**	**£75.2**	**£41.4**	**£23.1**	**£13.1**	**£446.6**
OVERALL TOTAL	**£140.7**	**£37.9**	**£99.3**	**£61.6**	**£56.8**	**£56.3**	**£64.7**	**£87.8**	**£63.4**	**£43.6**	**£32.0**	**£744.1**

TABLE 6: 2041 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	£58.0	£0.8	£27.6	£6.4	£19.8	£19.1	£0.7	£2.3	£5.0	£12.1	£8.8	£157.3
TOWN CENTRE: CHIPPING NORTON	£0.0	£17.2	£0.5	£0.0	£0.4	£0.0	£1.0	£7.0	£7.2	£0.0	£3.7	£38.2
TOWN CENTRE: CARTERTON	£1.7	£0.0	£16.6	£0.0	£0.0	£0.3	£2.0	£0.0	£0.3	£2.6	£0.1	£21.7
TOWN CENTRE: BURFORD	£0.0	£0.4	£0.0	£0.1	£0.0	£0.1	£0.0	£0.9	£0.0	£1.9	£0.0	£3.6
TOWN CENTRE: WOODSTOCK	£0.0	£0.0	£0.0	£0.0	£0.1	£1.9	£0.5	£0.0	£0.0	£0.0	£0.2	£3.1
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.5	£0.1	£1.4	£0.4	£5.2	£0.7	£0.1	£1.3	£1.9	£0.6	£2.3	£16.9
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	£0.0	£0.0	£1.0	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£1.6
B&Q, Thorney Leys Park, witney	£8.9	£0.2	£5.4	£0.0	£3.2	£1.2	£0.0	£0.0	£3.4	£1.9	£1.4	£24.7
Lidl, New Close Lane, Witney	£1.6	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.7	£0.2	£2.3
Sainsbury's Superstore, Witan Way, Witney	£8.4	£0.2	£2.0	£0.1	£3.2	£1.9	£0.1	£0.0	£1.7	£0.5	£1.6	£19.3
Aldi, Banbury Road, Chipping Norton	£1.4	£1.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.5	£3.1
All Other Out-of-Centre floorspace	£1.0	£1.0	£3.0	£1.1	£0.6	£2.0	£0.0	£1.2	£3.0	£1.0	£0.8	£14.9
Subtotal	£21.3	£2.5	£11.5	£1.2	£7.0	£5.5	£0.3	£1.6	£8.2	£4.1	£4.4	£66.0
WEST OXFORDSHIRE DISTRICT AREA	**£82.5**	**£21.0**	**£57.6**	**£8.1**	**£32.6**	**£27.7**	**£4.6**	**£13.1**	**£22.6**	**£21.2**	**£19.4**	**£306.8**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£2.1	£0.6	£2.8	£13.3	£2.9	£1.2	£0.5	£0.8	£0.0	£0.0	£0.4	£24.8
Banbury	£8.7	£11.5	£2.4	£0.2	£0.0	£0.7	£23.9	£48.7	£7.3	£0.1	£5.1	£110.5
Bicester	£4.2	£0.1	£2.0	£0.2	£0.0	£2.0	£13.0	£2.2	£0.0	£0.0	£0.1	£23.2
Bicester Village	£1.3	£0.0	£0.0	£0.0	£0.0	£0.6	£1.2	£0.0	£0.0	£0.0	£0.0	£3.0
Central London	£0.0	£0.3	£0.1	£0.2	£0.1	£0.2	£1.4	£0.1	£1.1	£1.2	£0.8	£5.7
Cheltenham	£0.6	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£1.1	£6.7	£1.1	£0.5	£10.4
Faringdon	£0.0	£0.0	£1.2	£5.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£7.7
Gloucester	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Kidlington	£1.3	£0.0	£0.1	£1.4	£0.8	£3.9	£4.4	£0.1	£0.0	£0.0	£0.1	£12.7
Leamington Spa	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.0	£0.0	£1.2
Milton Keynes	£3.8	£0.1	£0.1	£0.1	£0.0	£1.7	£1.6	£3.8	£0.0	£0.0	£0.0	£11.0
Moreton-in-Marsh	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£7.2	£0.0	£0.0	£8.6
Oxford	£31.7	£3.7	£20.2	£18.7	£21.1	£17.5	£11.1	£2.5	£4.0	£0.5	£4.9	£136.8
Stratford-upon-Avon	£0.7	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£8.9	£6.2	£0.2	£0.0	£16.7
Swindon	£0.1	£0.1	£9.4	£3.5	£0.0	£0.0	£0.0	£0.0	£1.0	£7.9	£0.0	£21.7
Swindon Designer Outlet Village	£0.3	£0.0	£3.8	£1.1	£0.0	£0.0	£0.0	£0.0	£0.7	£0.9	£0.0	£6.4
Wantage	£1.1	£0.0	£0.0	£6.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.5
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.6
All Other Centres / Stores	£7.1	£1.2	£2.7	£4.5	£1.0	£2.5	£4.8	£6.8	£8.5	£10.8	£1.5	£52.1
Subtotal	£62.8	£18.0	£44.9	£55.6	£26.1	£30.4	£62.1	£77.5	£42.7	£23.8	£13.5	£460.7
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£62.8**	**£18.0**	**£44.9**	**£55.6**	**£26.1**	**£30.4**	**£62.1**	**£77.5**	**£42.7**	**£23.8**	**£13.5**	**£460.7**
OVERALL TOTAL	**£145.3**	**£39.0**	**£102.5**	**£63.6**	**£58.6**	**£58.1**	**£66.6**	**£90.6**	**£65.3**	**£44.9**	**£32.9**	**£767.5**

TABLE 7: 2045 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)

Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	£65.7	£0.9	£31.3	£7.3	£22.5	£21.5	£0.7	£2.6	£5.7	£13.7	£9.9	£178.5
TOWN CENTRE: CHIPPING NORTON	£0.0	£19.4	£0.6	£0.0	£0.5	£0.0	£1.1	£7.9	£8.2	£0.0	£4.2	£43.4
TOWN CENTRE: CARTERTON	£1.9	£0.0	£18.8	£0.0	£0.0	£0.4	£2.3	£0.0	£0.3	£3.0	£0.1	£24.7
TOWN CENTRE: BURFORD	£0.0	£0.4	£0.0	£0.1	£0.1	£0.1	£0.0	£1.0	£0.0	£2.1	£0.0	£4.1
TOWN CENTRE: WOODSTOCK	£0.0	£0.0	£0.0	£0.0	£0.1	£2.2	£0.6	£0.0	£0.0	£0.0	£0.2	£3.5
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.7	£0.1	£1.6	£0.4	£5.9	£0.8	£0.1	£1.5	£2.2	£0.6	£2.6	£19.2
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	£0.0	£0.1	£1.1	£0.0	£0.0	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£1.8
B&Q, Thorney Leys Park, witney	£10.1	£0.2	£6.1	£0.1	£3.6	£1.3	£0.0	£0.0	£3.9	£2.2	£1.5	£28.0
Lidl, New Close Lane, Witney	£1.8	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.8	£0.2	£2.6
Sainsbury's Superstore, Witan Way, Witney	£9.6	£0.2	£2.3	£0.1	£3.6	£2.2	£0.1	£0.0	£2.0	£0.6	£1.8	£22.0
Aldi, Banbury Road, Chipping Norton	£1.6	£1.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.5	£3.6
All Other Out-of-Centre floorspace	£1.1	£1.2	£3.5	£1.2	£0.6	£2.2	£0.0	£1.4	£3.5	£1.1	£0.9	£16.9
Subtotal	£24.1	£2.8	£13.0	£1.4	£7.9	£6.2	£0.3	£1.8	£9.3	£4.6	£4.9	£74.9
WEST OXFORDSHIRE DISTRICT AREA	**£93.4**	**£23.6**	**£65.4**	**£9.3**	**£36.9**	**£31.2**	**£5.2**	**£14.9**	**£25.8**	**£24.1**	**£21.8**	**£348.3**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£2.4	£0.7	£3.1	£15.3	£3.3	£1.3	£0.6	£0.9	£0.0	£0.0	£0.5	£28.1
Banbury	£9.8	£13.0	£2.7	£0.2	£0.0	£0.8	£27.1	£55.4	£8.3	£0.1	£5.7	£125.5
Bicester	£4.8	£0.1	£2.2	£0.2	£0.0	£2.3	£14.7	£2.6	£0.0	£0.0	£0.1	£26.3
Bicester Village	£1.4	£0.1	£0.0	£0.0	£0.0	£0.6	£1.4	£0.0	£0.0	£0.0	£0.0	£3.4
Central London	£0.0	£0.4	£0.1	£0.2	£0.1	£0.2	£1.6	£0.1	£1.2	£1.4	£0.9	£6.5
Cheltenham	£0.7	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£1.2	£7.6	£1.2	£0.5	£11.8
Faringdon	£0.0	£0.0	£1.4	£6.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£8.7
Gloucester	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Kidlington	£1.5	£0.0	£0.1	£1.7	£0.9	£4.4	£4.9	£0.1	£0.0	£0.0	£0.1	£14.4
Leamington Spa	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.1	£0.0	£0.0	£1.4
Milton Keynes	£4.3	£0.1	£0.1	£0.1	£0.0	£1.9	£1.8	£4.3	£0.0	£0.0	£0.0	£12.5
Moreton-in-Marsh	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£1.2	£8.2	£0.0	£0.0	£9.7
Oxford	£35.9	£4.1	£22.9	£21.6	£23.9	£19.8	£12.6	£2.8	£4.5	£0.6	£5.5	£155.3
Stratford-upon-Avon	£0.8	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£10.1	£7.1	£0.2	£0.0	£19.0
Swindon	£0.1	£0.1	£10.7	£4.0	£0.0	£0.0	£0.0	£0.0	£1.2	£9.0	£0.0	£24.7
Swindon Designer Outlet Village	£0.3	£0.0	£4.3	£1.3	£0.0	£0.0	£0.0	£0.0	£0.8	£1.1	£0.0	£7.3
Wantage	£1.2	£0.0	£0.0	£7.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.7
All Other Centres / Stores	£8.1	£1.3	£3.0	£5.2	£1.1	£2.9	£5.5	£7.7	£9.6	£12.3	£1.7	£59.2
Subtotal	£71.2	£20.3	£50.9	£64.0	£29.5	£34.3	£70.3	£88.1	£48.7	£27.1	£15.2	£523.0
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£71.2**	**£20.3**	**£50.9**	**£64.0**	**£29.5**	**£34.3**	**£70.3**	**£88.1**	**£48.7**	**£27.1**	**£15.2**	**£523.0**
OVERALL TOTAL	**£164.6**	**£43.9**	**£116.3**	**£73.3**	**£66.4**	**£65.6**	**£75.5**	**£103.0**	**£74.4**	**£51.2**	**£37.0**	**£871.3**

Appendix 9:

Comparison Goods Capacity

Lambert Smith Hampton

TABLE 1: **TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)**
Excluding SFT & 'Inflow' from outside Study Area

	2025	2030	2035	2040	2041	2045
WEST OXFORDSHIRE DISTRICT AREA						
TOWN CENTRE: WITNEY	£102.7	£116.4	£132.2	£152.5	£157.3	£178.5
TOWN CENTRE: CHIPPING NORTON	£25.0	£28.3	£32.1	£37.0	£38.2	£43.4
TOWN CENTRE: CARTERTON	£14.2	£16.1	£18.3	£21.1	£21.7	£24.7
TOWN CENTRE: BURFORD	£2.4	£2.7	£3.0	£3.5	£3.6	£4.1
TOWN CENTRE: WOODSTOCK	£2.0	£2.3	£2.6	£3.0	£3.1	£3.5
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£11.1	£12.5	£14.2	£16.4	£16.9	£19.2
OUT-OF-TOWN CENTRE STORES / LOCATIONS	£43.1	£48.8	£55.5	£64.0	£66.0	£74.9
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE WEST OXFORDSHIRE DISTRICT AREA	**£200.4**	**£227.1**	**£257.9**	**£297.4**	**£306.8**	**£348.3**

TABLE 2: **ALL COMPARISON GOODS - TOTAL TURNOVER**
Including 'Inflow' from outside Study Area

		2025	2030	2035	2040	2041	2045
WEST OXFORDSHIRE DISTRICT AREA							
TOWN CENTRE: WITNEY	3.0%	£105.8	£119.9	£136.2	£157.0	£162.0	£183.9
TOWN CENTRE: CHIPPING NORTON	3.0%	£25.7	£29.1	£33.1	£38.2	£39.4	£44.7
TOWN CENTRE: CARTERTON	3.0%	£14.6	£16.6	£18.8	£21.7	£22.4	£25.4
TOWN CENTRE: BURFORD	3.0%	£2.4	£2.7	£3.1	£3.6	£3.7	£4.2
TOWN CENTRE: WOODSTOCK	3.0%	£2.1	£2.3	£2.6	£3.1	£3.2	£3.6
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	3.0%	£11.4	£12.9	£14.7	£16.9	£17.4	£19.8
OUT-OF-TOWN CENTRE STORES / LOCATIONS	3.0%	£44.4	£50.3	£57.1	£65.9	£68.0	£77.1
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE WEST OXFORDSHIRE DISTRICT AREA		**£206.4**	**£233.9**	**£265.6**	**£306.3**	**£316.0**	**£358.7**

TABLE 3: **COMMITTED COMPARISON GOODS FLOORSPACE**

	CENTRE	PLANNING REF	LOCATION	Gross Floorspace (sq m)	Net Floorspace (sq m)	2025 Average Sales Density (£ per sqm)	FORECAST TURNOVER (£M) 2025	2030	2035	2040	2041	2045
1	New Local Centre near Witney	23/01203/RES	In-centre	860	301	6,000	-	£2.1	£2.4	£2.7	£2.8	£3.1
					WEST OXFORDSHIRE DISTRICT AREA TOTAL		-	**£2.1**	**£2.4**	**£2.7**	**£2.8**	**£3.1**

Notes

1 Planning Ref No. 23/01203/RES. Land East off Isabelle Spencer Way, Witney, Oxfordshire. Reserved matters approval for local centre and associated infrastructure pursuant to outline permission 12/0084/P/OP. Assumed a gross to net ratio of 70% results in a net floorspce of 602 sqm. Of this net floorspace, it is assumed that it will be split evenly between comparison (301sqm net) and convenience goods (301 sqm net)

TABLE 4: **WEST OXFORDSHIRE DISTRICT AREA - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£206.4	£233.9	£265.6	£306.3	£316.0	£358.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£206.4	£237.0	£272.0	£312.3	£321.1	£358.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£3.1	-£6.4	-£6.0	-£5.1	£0.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£2.1	£2.4	£2.7	£2.8	£3.1
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£5.2**	**-£8.8**	**-£8.7**	**-£7.9**	**-£3.0**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,888	£7,908	£9,079	£9,333	£10,423
	(ii) Net Floorspace Capacity (sq m):	**-**	**-750**	**-1,111**	**-961**	**-845**	**-287**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,072	-1,587	-1,373	-1,208	-411

Notes:

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 2).

STEP 2: It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 21 (February 2024) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 3. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by **2030**.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail

TABLE 5: **TOWN CENTRE: WITNEY - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£105.8	£119.9	£136.2	£157.0	£162.0	£183.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£105.8	£121.5	£139.5	£160.1	£164.6	£183.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.6	-£3.3	-£3.1	-£2.6	£0.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£2.1	£2.4	£2.7	£2.8	£3.1
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£3.7**	**-£5.7**	**-£5.8**	**-£5.4**	**-£3.1**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,888	£7,908	£9,079	£9,333	£10,423
	(ii) Net Floorspace Capacity (sq m):	**-**	**-531**	**-716**	**-640**	**-580**	**-294**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-759	-1,023	-914	-829	-420

TABLE 6: **TOWN CENTRE: CHIPPING NORTON - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£25.7	£29.1	£33.1	£38.2	£39.4	£44.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£25.7	£29.5	£33.9	£38.9	£40.0	£44.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.4	-£0.8	-£0.7	-£0.6	£0.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£0.4**	**-£0.8**	**-£0.7**	**-£0.6**	**£0.0**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,888	£7,908	£9,079	£9,333	£10,423
	(ii) Net Floorspace Capacity (sq m):	**-**	**-56**	**-101**	**-82**	**-68**	**2**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-80	-144	-118	-97	2

TABLE 7: **TOWN CENTRE: CARTERTON - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£14.6	£16.6	£18.8	£21.7	£22.4	£25.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£14.6	£16.8	£19.3	£22.1	£22.7	£25.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.5	-£0.4	-£0.4	£0.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£0.2**	**-£0.5**	**-£0.4**	**-£0.4**	**£0.0**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,888	£7,908	£9,079	£9,333	£10,423
	(ii) Net Floorspace Capacity (sq m):	-	**-32**	**-57**	**-47**	**-39**	**1**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-45	-82	-67	-55	1

TABLE 8: **TOWN CENTRE: BURFORD - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.4	£2.7	£3.1	£3.6	£3.7	£4.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.4	£2.8	£3.2	£3.7	£3.8	£4.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	-£0.1	-£0.1	£0.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.0**	**-£0.1**	**-£0.1**	**-£0.1**	**£0.0**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,888	£7,908	£9,079	£9,333	£10,423
	(ii) Net Floorspace Capacity (sq m):	-	**-5**	**-10**	**-8**	**-6**	**0**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-8	-14	-11	-9	0

TABLE 9: **TOWN CENTRE: WOODSTOCK - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.1	£2.3	£2.6	£3.1	£3.2	£3.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.1	£2.4	£2.7	£3.1	£3.2	£3.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	-£0.1	-£0.1	£0.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.0**	**-£0.1**	**-£0.1**	**-£0.1**	**£0.0**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,888	£7,908	£9,079	£9,333	£10,423
	(ii) Net Floorspace Capacity (sq m):	-	**-4**	**-8**	**-7**	**-5**	**0**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-6	-12	-9	-8	0

TABLE 10: **ALL LOCAL CENTRES / ALL OTHER SHOPS - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£11.4	£12.9	£14.7	£16.9	£17.4	£19.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£11.4	£13.1	£15.0	£17.2	£17.7	£19.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.4	-£0.3	-£0.3	£0.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£0.2**	**-£0.4**	**-£0.3**	**-£0.3**	**£0.0**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,888	£7,908	£9,079	£9,333	£10,423
	(ii) Net Floorspace Capacity (sq m):	-	**-25**	**-45**	**-36**	**-30**	**1**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-35	-64	-52	-43	1

TABLE 11: **ALL OUT-OF-CENTRE FLOORSPACE IN THE WEST OXFORDSHIRE DISTRICT AREA - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£44.4	£50.3	£57.1	£65.9	£68.0	£77.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£44.4	£51.0	£58.5	£67.2	£69.0	£77.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.7	-£1.4	-£1.3	-£1.1	£0.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£0.7**	**-£1.4**	**-£1.3**	**-£1.1**	**£0.0**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,888	£7,908	£9,079	£9,333	£10,423
	(ii) Net Floorspace Capacity (sq m):	-	**-97**	**-174**	**-142**	**-117**	**3**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-138	-249	-203	-167	4

SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT FOR NEW FLOORSPACE (NET SQ M)

	2030	2035	2040	2041	2045
TOWN CENTRE: WITNEY	-531	-716	-640	-580	-294
TOWN CENTRE: CHIPPING NORTON	-56	-101	-82	-68	2
TOWN CENTRE: CARTERTON	-32	-57	-47	-39	1
TOWN CENTRE: BURFORD	-5	-10	-8	-6	0
TOWN CENTRE: WOODSTOCK	-4	-8	-7	-5	0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	-25	-45	-36	-30	1
OUT-OF-TOWN CENTRE STORES / LOCATIONS	-97	-174	-142	-117	3
GRAND TOTAL: WEST OXFORDSHIRE DISTRICT AREA	-750	-1,111	-961	-845	-287

Town Centre Strategy & Needs Assessment

Volume 3: Centre Health Checks

Prepared for:

West Oxfordshire District Council

March 2025

lsh.co.uk

This document has been prepared and checked in accordance with the Lambert Smith Hampton Quality Assurance procedures and authorised for release. If not signed off by a Director in the Planning, Regeneration + Infrastructure (PR+I) division at LSH then this document should be treated as a draft, and as being Private and Confidential. It should not be for wider distribution without the sign-off and permission of Lambert Smith Hampton.

This report meets the PDF/UA (Universal Accessibility) standard, which is equivalent to the WCAG 'AA' digital standard.

Prepared by:

Callum Clements

Signed off by:

Steve Norris

For and on behalf of Lambert Smith Hampton

Issued: March 2025

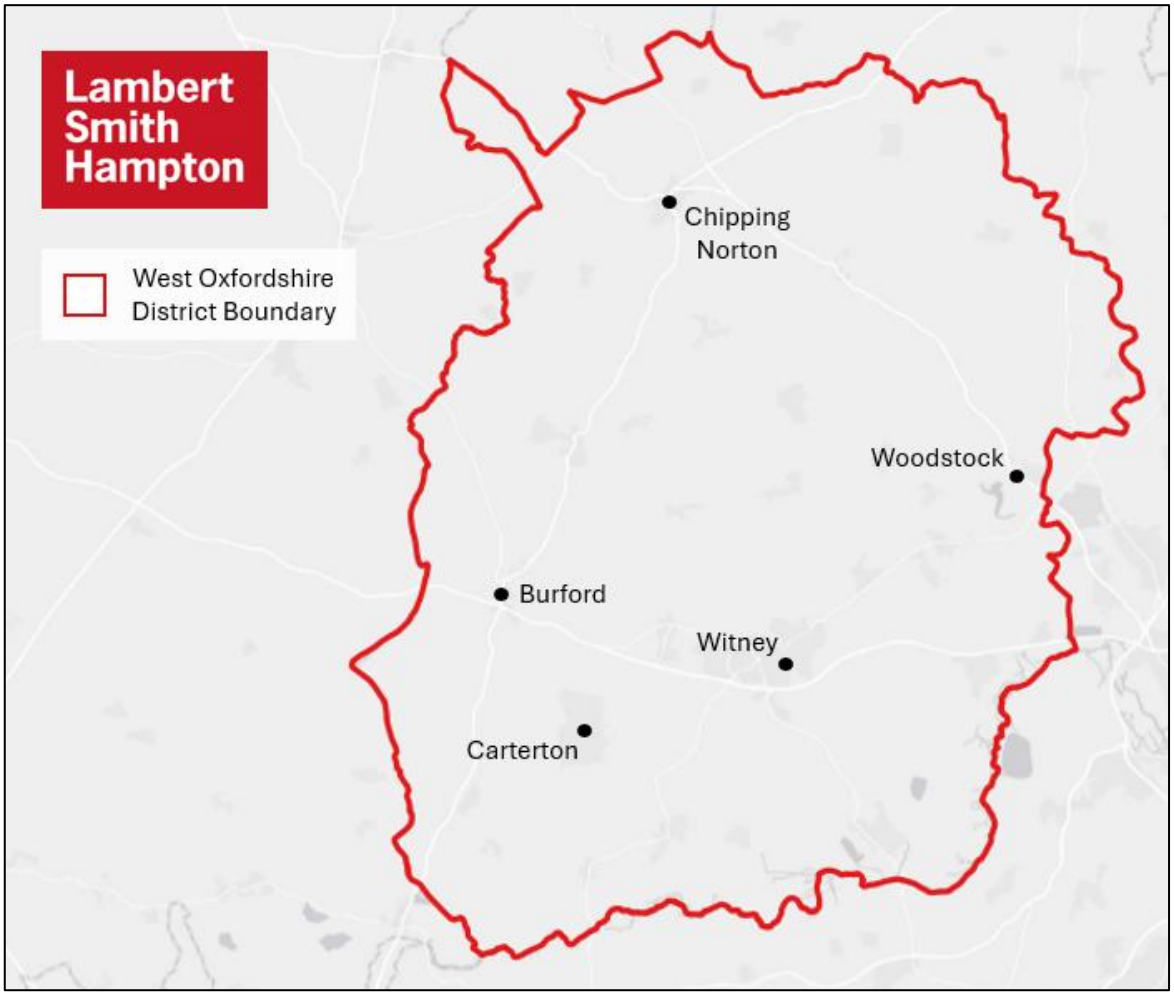
Contents

1. Introduction.....5
2. Witney Principal Town Centre Health Check.....7
3. Carterton Primary Town Centre Health Check.....30
4. Chipping Norton Primary Town Centre Health Check.....44
5. Burford Town Centre Health Check.....60
6. Woodstock Town Centre Health Check.....74

1. Introduction

1. This appendix provides the findings of qualitative and quantitative assessments of the main town centres located within West Oxfordshire: Witney; Carterton; Chipping Norton; Burford and Woodstock. The Health Check also includes the findings of Household Surveys (HHS), and key stakeholder feedback obtained through consultation.

Figure 1: West Oxfordshire District Boundary and Town Centres Map



2. The Health Check provides an overview of the relative health of the main centres by examining the centres' current vitality and viability based on the key performance indicators (KPIs) set out in the Planning Practice Guidance (PPG). The PPG states the following twelve KPIs may be relevant in assessing the health of the town centres and planning for the future:

- Diversity of uses
- Proportion of vacant street level property
- Commercial property indicators
- Customers' experience and behaviour
- Retailer representation and intentions to change representation
- Pedestrian flows
- Accessibility
- Perception of safety and occurrence of crime

- State of town centre environmental quality
- Balance between independent and multiple stores
- Barriers to new businesses opening and existing businesses expanding
- Extent to which there is an evening and night-time economy offer

3. The **Diversity of Uses** is informed by survey data provided by Experian Goad and examines the current number of outlets and quantum of floorspace for each commercial category. These are Convenience and Comparison Retail, Leisure Services (including food and drink outlets, games of chance venues (e.g., casinos, bingo halls, gambling arcades, and betting shops), sports and leisure facilities, night clubs, cinemas, theatres, concert halls and hotel/guesthouse accommodation), Retail Services (including health and beauty services (beauty salons, tattoo parlours etc.), post offices, dry cleaners & laundrettes, travel agents, photo processing outlets & studios, and other personal services) and Financial & Business Services. Vacancies are also discussed separately.

4. **Pedestrian Flows** uses Footfall data from MSCI Property Intel who harvest data from over 10 million mobile devices. All data is fully anonymised and GDPR compliant. Data is collected daily and MSCI Property Intel can identify footfall levels at different times of the day. The heat map included in the report also indicates concentrations of footfall, green indicating lower levels and orange/ red higher concentrations.

5. **Retailer representation** is informed by the site visit as well as the retailer requirements which are obtained from the **Requirement List** where commercial property requirements can be viewed.

6. **Commercial property indicators** are informed using a variety of sources, including PROMIS, Co-Star, and speaking to agents to gather on-the-ground information on current market trends for rents and yields.

7. For **Crime and Safety**, a postcode within each town centre is chosen as a central point with a ¼ mile radius created to gather crime data within that area for a range of crimes. The crime data, obtained from UK Crime Stats, can be compared across recent years to show any trends. A heatmap can also be generated to highlight where the occurrence of crimes in an area are concentrated.

8. The **Customer Perception** of the centres was obtained from household telephone interview surveys (THIS). The interview asked questions to gauge the respondent's perception of the centres with regards to what they like about them, what they think could be improved and what would encourage them to visit more in the evening.

9. The KPIs help to identify the critical Strengths and Weaknesses of each centre; the Opportunities for future sustainable development and any current and potential Threats to their overall vitality and vitality, summarised in the main report.

10. The findings of the health check assessments are set out in the following proformas.

2. Witney Principal Town Centre Health Check

Overview

11. Witney is designated as a Principal Town Centre in The West Oxfordshire Local Plan (2018). The centre boundary largely covers High Street and Market Square from north to south but also extends west just north of Welch Way as well as along Corn Street. The primary shopping frontages can be found along High Street, Market Square (east) and within Woolgate shopping centre and Marriotts Walk shopping centre. The secondary shopping frontages can be found along High Street (north), Market Square (west), Corn Street, Mill Walk as well as within Marriotts Walk shopping centre (north).

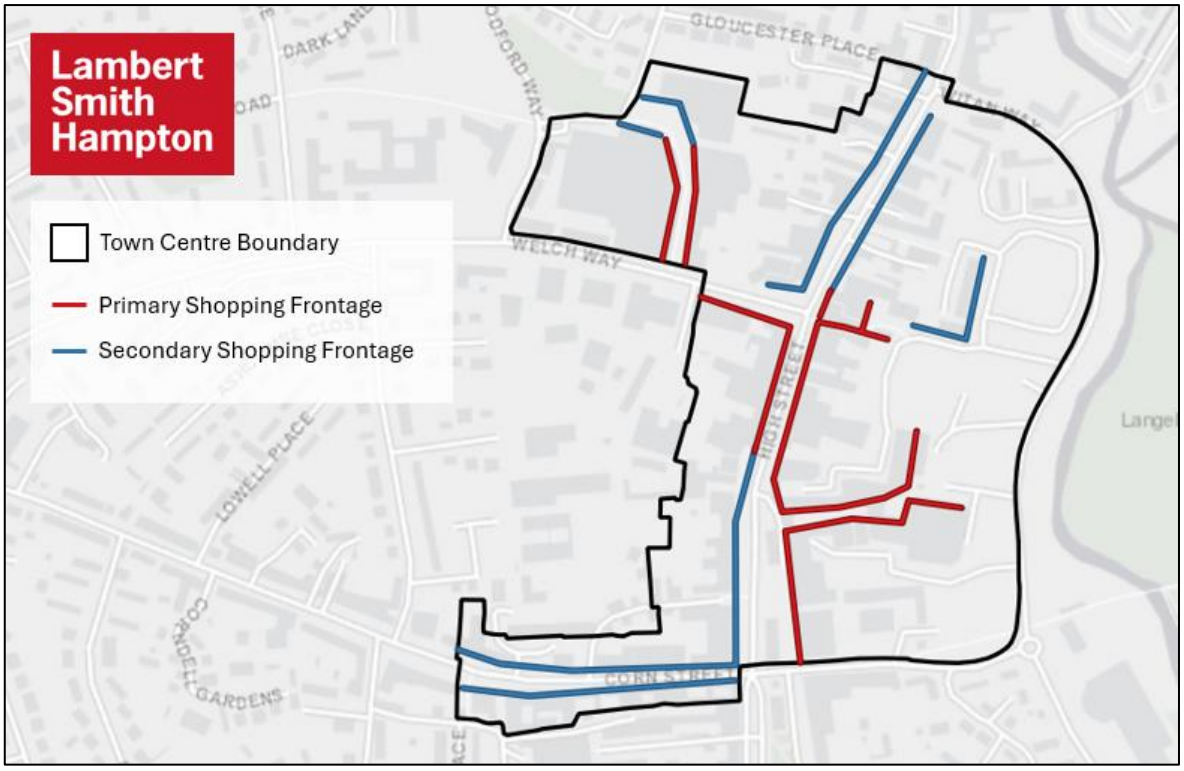
12. The town is centrally located within the District, with Carterton approximately 8.1km to the south east and Chipping Norton around 18km north.

13. Witney is renowned for its centuries-old wool and blanket production, which brought it international fame. The legacy of this industry is celebrated through landmarks like the Witney Blanket Hall. Its location near the Cotswolds makes Witney a popular stop for visitors exploring the countryside.

14. A concentration of retail provision can be found at The Woolgate Centre where Waitrose acts as an anchor to the east, with other notable operators including Next, Superdrug and WHSmith. Marriotts Walk shopping centre is located to the north west of the centre and is home to Marks & Spencer, New Look, a 5-screen Cineworld and more.

15. Witney town centre is undergoing improvements to its infrastructure and public spaces. Oxfordshire County Council is upgrading Witney's High Street and Market Square with a £1.98 million Active Travel Fund grant to support businesses and improve accessibility. Following public consultations in late 2024, construction begins in early 2025 and finishes by summer.

Figure 2: Witney Town Centre Map



Diversity of Uses

16. Goad data from March 2024 has been used to assess Witney's mix of uses. The figure below shows the area covered by Goad.

Figure 3: Witney Goad Map

Source: Experian Goad

17. The table below shows that Witney has a total of 262 units and an overall quantum of 48,280 sqm in floorspace.

Figure 4: Outlets and Floorspace

	No. of Outlets	% of Total Outlets		Gross Floorspace (sqm)	% of Total Floorspace	
		Witney	UK Average		Witney	UK Average
Comparison Retail	91	34.7%	26.4%	17,600	36.5%	29.4%
Convenience Retail	19	7.3%	9.3%	5,970	12.4%	15.6%
Retail Services	46	17.6%	15.9%	3,540	7.3%	7.3%
Leisure Services	53	20.2%	25.8%	12,560	26.0%	26.7%
Financial & Business Services	25	9.5%	8.3%	4,460	9.2%	6.3%
Vacant	28	10.7%	14.1%	4,150	8.6%	14.2%
Total	**262**	**100.0%**	**100.0%**	**48,280**	**100.0%**	**100.0%**

Source: Experian Goad, March 2024

18. The dominant use is comparison retail, both in terms of the number of outlets, and the quantum of floorspace occupied. The comparison retail offer is led by brands including Marks & Spencer (1,870 sqm), Sports Direct (1,050 sqm), Poundland (910 sqm) and Boots (860 sqm). The use overperforms when compared to the UK averages (34.7% of outlets vs 26.4% UK average and 36.5% of floorspace vs 29.4% UK average).

19. Whilst the proportion of leisure service outlets falls 5.6 percentage points below the UK average, all other uses are broadly in line.

20. There is a notably strong presence of high street banks in Witney, with Halifax, NatWest, Santander, TSB, Lloyds Bank, HSBC and Nationwide all operating.

21. Comparing the breakdown with that seen in 2012 (West Oxfordshire Retail Needs Assessment Update, November 2012 (which analysed data from the West Oxfordshire District Council Audit, July 2012)), it is apparent that:

- There are now 33 fewer outlets within the centre
- The number of comparison retail outlets has declined from 140 to 91, which has resulted in its proportion of the centre as a whole going from 47.5% to 34.7%
- There are five additional convenience retail outlets (from 14 to 19)
- Services (leisure, retail and financial & business services combined) previously occupied 123 outlets and now occupy 124 outlets

Figure 5: Food & Beverage Outlets and Floorspace

	No. of Outlets	% of Total Outlets		Gross Floorspace (sqm)	% of Total Floorspace	
		Witney	UK Average		Witney	UK Average
Bars & Wine Bars	8	3.1%	2.3%	1,890	3.9%	2.4%
Cafes	13	5.0%	5.1%	2,400	5.0%	2.9%
Fast Food & Take-Away	10	3.8%	6.1%	1,000	2.1%	3.1%
Public Houses	9	3.4%	2.6%	2,900	6.0%	3.4%
Restaurants	7	2.7%	5.1%	1,540	3.2%	4.3%
Total	**47**	**17.9%**	**21.2%**	**9,730**	**20.2%**	**16.1%**

Source: Experian Goad, March 2024

22. Whilst the centre has an underrepresentation of food & beverage units (17.9% vs 21.2%), the floorspace that the units occupy represents a higher proportion when compared to the UK average (20.2% vs 16.1%).

23. Fast food and take-away and restaurants underperform the UK average on both outlets and floorspace in terms of their representation within the centre.

24. Key food & beverage operators in Witney include Café Nero, Costa Coffee, Pizza Express, Bella Italia and Como Lounge.

Vacancies

25. There are a total of 28 vacant outlets in Witney which represents 10.7% of the overall outlets (lower than the UK average of 14.1%). 8.6% of the floorspace in Witney is vacant (which also compares favourably to the UK average of 14.2%).

Figure 6: Vacant Unit, Marriotts Walk Shopping Centre, Former The Outdoorist Store

Source: LSH Site Visit

26. The number of vacant units has increased by ten units from the previous study. This has led the vacancy rate to jump from 6.1% to 10.7%.

27. The image below illustrates where vacant units are located in Witney as of March 2024. As can be seen, vacancies are predominantly found to the north of the centre and the south west (Corn Street). There are very few vacancies found at the southern core of the centre.

Figure 7: Witney Vacancy Map

Source: Experian Goad, March 2024

Multiple and Independent Representation

28. National multiples allow a centre to draw shoppers from beyond its immediate catchment as people search for their nearest store and are willing to travel further for brands such as John Lewis and Marks & Spencer. Witney has a good range of national multiples, as outlined within the figure below.

Figure 8: National Multiples, Witney

Dept/Var Stores	Key Fashion Multiples	Key Non Fashion Multiples	Food Stores	Key Café / Restaurant Stores
Marks & Spencer	Clarks	Boots	Co-Op	Caffe Nero
	Crew Clothing	Card Factory	Waitrose	Costa
	Fat Face	Entertainer, The		Greggs
	Hobbs	Lakeland Limited		Pizza Express
	Jo Jo Maman Bebe	Mountain Warehouse		Starbucks Coffee
	New Look	Poundland		
	Next	Superdrug		
	Shoe Zone	Vodafone		
	Sports Direct	Waterstones		
	White Stuff	WH Smith		

Source: PMA, Local Data Company, as of 27th September 2024

29. Independent retailers are essential to create a unique and local feel to a centre. They help to curate a sense of place and pride within an area for those who live nearby. Witney has a strong range of independent outlets, including Lilly's Attic (fashion accessories, gifts and home), The Flower Shop, Beanbag Natural Health (health food store), 1863 Café & Bar and Coffeesmith Café.

Markets

30. As noted in the NPPF, markets play an important role in supporting the vitality and viability of centres and local communities and there is policy support for the retention and enhancement of existing markets and creation of new ones.

31. Witney Market takes place every Thursday and Saturday, with over 30 stalls on offer between 10am and 6pm along Marriotts Walk. Christmas Markets and Fine Food and Craft Markets are also held here.

32. Witney Farmers' Market takes place on the fourth Friday of every month at Market Square between 8:30am and 1:30pm. Several small-scale, local traders operate at this market, with flowers, cheese, baked goods, cider and more on offer.

Retailer Requirements

33. Demand from retailers and leisure operators for representation in a centre is an important indicator of a centre's overall health and viability. The latest published market demand report is set out in the table below:

Table 1: Retailer Requirements, Witney

Recorded Date	Operator	Sector	Min Sqm	Max Sqm
Dec 24	Brook Taverner Menswear	Comparison Retail	140	140
Oct 24	Kwik Fit	Retail Service	460	930
Sep 24	Formula One Autocentres	Retail Services	420	650
Jul 24	KFC	Leisure Service	110	230
Jun 24	The Range	Comparison Retail	1,850	7,450
Apr 24	Between The Lines	Comparison Retail	80	140
Mar 24	David Lloyd Leisure	Leisure Service	370	560

Recorded Date	Operator	Sector	Min Sqm	Max Sqm
Mar 24	McMullen Brewing & Pubs	Leisure Service	230	460
Feb 24	Shoezone	Comparison Retail	230	370
Aug 23	Whistles	Comparison Retail	140	230
		Total	**4,030**	**11,160**

Source: The Requirement List

34. As of January 2025, a review of published operator requirements identified 10 recorded requirements from retail and leisure operators since August 2023, seeking a combined maximum floorspace of up to 11,160 sqm.

35. It should be noted that these are not necessarily operators seeking representation within the centre itself but potentially out-of-centre locations and retail parks.

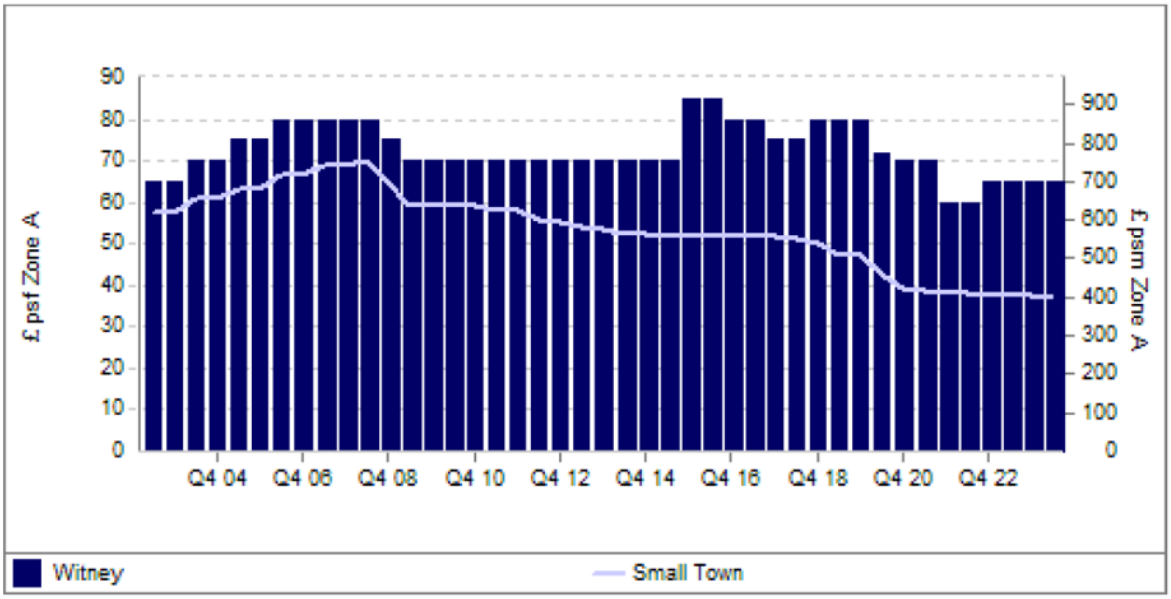
36. It is also possible that these operators are not looking for opportunities in Witney specifically, rather they are looking for opportunities in areas similar to and including Witney.

37. Independent/ smaller operators do not tend to document their desire for retail space in the same way as the larger national multiples and fast-growing organisations, and so gauging the demand for retail space from these businesses is harder.

Commercial Property Indicators

38. Based on agent sources, PMA PROMIS estimate that top achievable prime rents in Witney were around £700 psqm (£65 psqf) Zone A as of mid-2024. Rates have been stable in recent times, with signs of some recovery following the impact of the Pandemic period. Prime retail rents in Witney have been consistently higher than comparable small towns, as tracked by PMA, with the gap significantly widening from around 2011 onwards.

Figure 9: Prime Retail Rents, Witney



Sources: PMA PROMIS Retail Report

Pedestrian Flows

39. Geo-sense data, provided by West Oxfordshire District Council, has been used to analyse footfall activity in Witney. The data relates to the month of August 2024, with the key findings being as follows:

- There was a total of 60,252 visitors, averaging 1,944 per day
- 78% were repeat visitors and 22% were new visitors to Witney
- Total footfall from January 2024 to August 2024 was down by -28% when compared to the same period the year before
- High Street was the busiest part of Witney, with 100% of visitors to the centre recorded as being on the street at some point of their visit
- The average dwell time was 275 minutes on the busiest day of the month

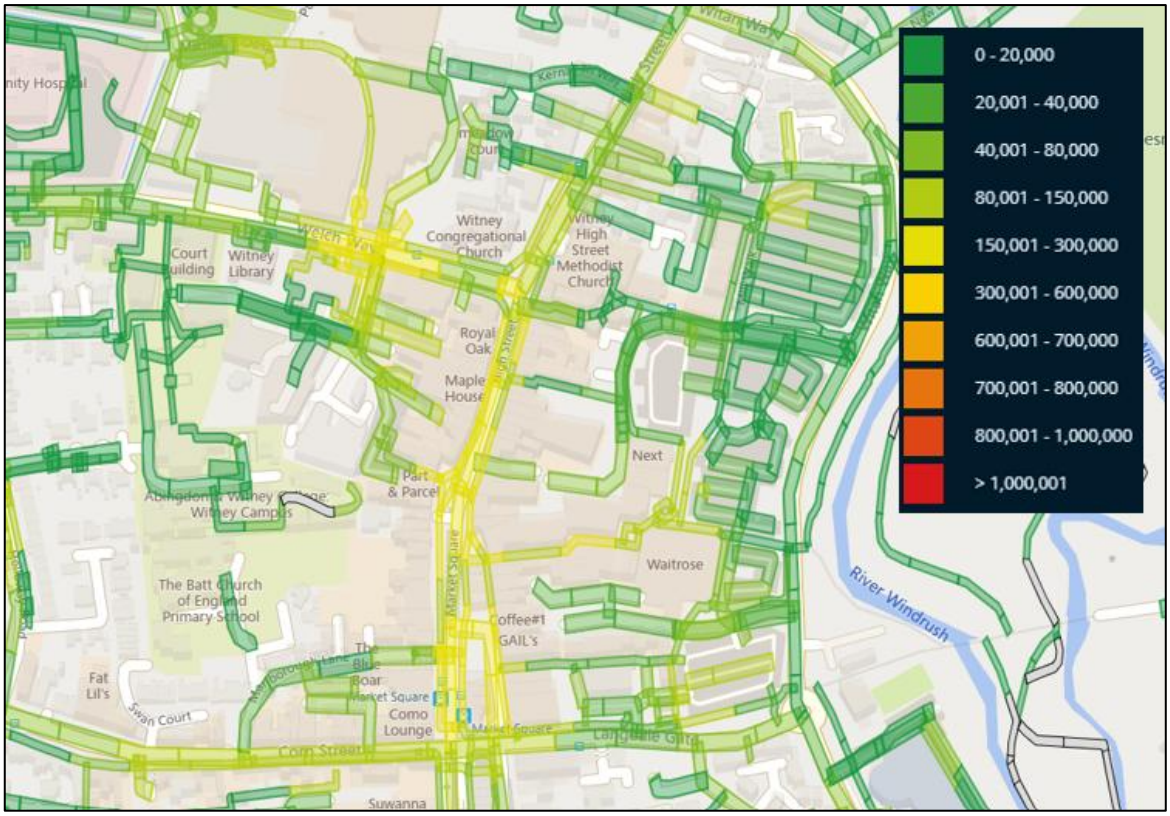
40. Additional data, relating to Marriots Walk has been provided by the Council. This data is from Sensormatic and relates to the week of 26th August 2024 to 1st September 2024 and is compared to the same period in 2023. The headline takeaways from this data are as follows:

- Total footfall increased by 6.4%
- Fridays and Saturdays are the busiest days of the week
- 11am to 3pm is the busiest period of the day, with each hour seeing an average visitor number of over 7,000

41. This Sensormatic report also provided a year-to-date view (1st January to 1st September 2024), showing that 2024 visitor figures were up 6.8% when compared to the same period in 2023.

42. Finally, a footfall heatmap of the centre has been sourced from Datscha. The figure below illustrates total pedestrian movements for August 2024. As can be seen, pedestrian activity is highest along Market Square, High Street and Welch Way.

Figure 10: Witney Footfall Heatmap, August 2024



Source: Datscha

Accessibility

43. The nearest train station to Witney town centre is Hanborough. The station is approximately 8.5km north east of the centre (15-minute drive). Services run directly into London (Paddington) as well as to Oxford, Reading and Worcester.

44. Several bus routes serve Witney, connecting to smaller centres across the District, as well as to and from Oxford. Digital screens are present at some of the bus stops in the centre, supporting passengers with their travel experience.

Figure 11: Bus Station Digital Screen

Source: LSH Site Visit

45. As set out by Parkopedia, the main parking provision within the centre comes from the Woolgate Centre's car park to the east of the centre, which has 826 spaces and the multi-storey car park at Marriotts Walk shopping centre which has 623 spaces. Electric vehicle charging stations were found to be present within the Woolgate Centre car park.

46. Ample cycle parking can be found across various points of the centre, whilst the pedestrianised areas of The Woolgate Centre, Marriotts Walk shopping centre and Market Square create a safe and enjoyable environment for those navigating the centre on foot. In other parts, pavements are found to be of ample width, with pedestrian islands and traffic light & zebra crossings strategically placed too.

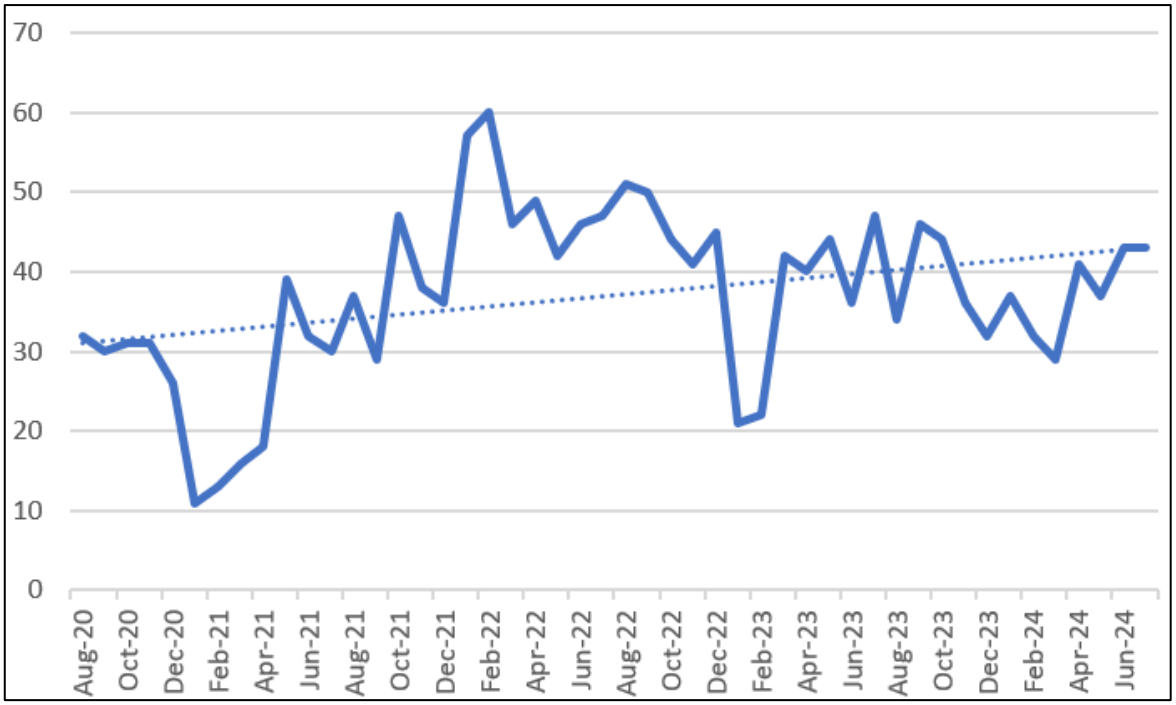
47. Witney town centre is also currently undergoing investment aimed at enhancing its infrastructure and public spaces. Oxfordshire County Council has initiated a project to improve Witney's High Street and Market Square. The objectives are to enhance public spaces, support local businesses, and improve accessibility for pedestrians and cyclists. The project is funded by a £1.98 million grant from the government's Active Travel Fund. Following public consultations in September and October 2024, construction is scheduled to commence in early 2025, with completion expected by summer 2025.

Crime and Safety

48. A central postcode within Witney was used to review total crime data within a ¼ mile radius between August 2020 and July 2024. The figure below outlines the total crime rate month by month within this period, as well as a trendline to show the overall change in criminal activity over the four years.

49. As can be seen, whilst numbers are generally low, they have been growing during this period.

Figure 12: Recorded Crimes, Witney, August 2020 - July 2024

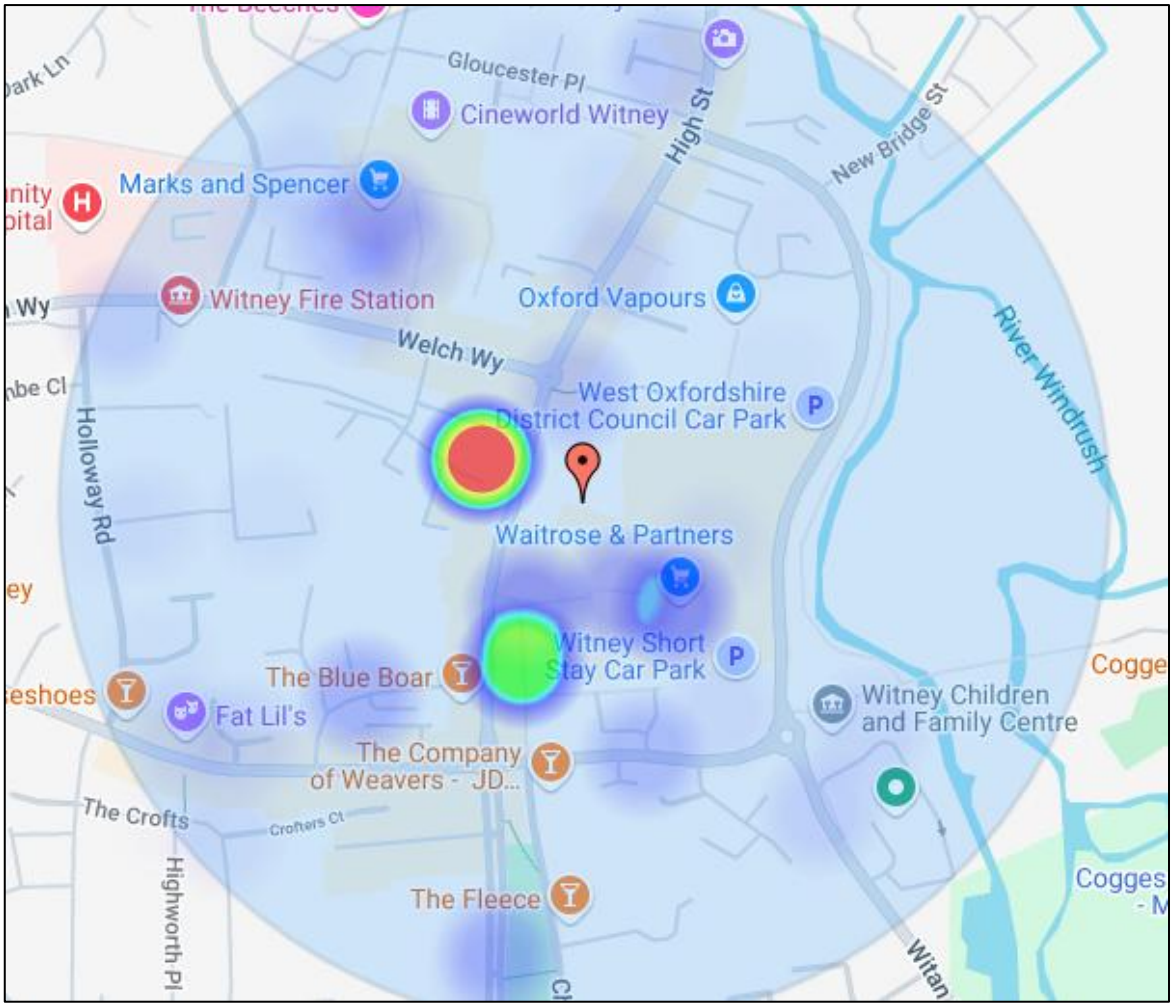


Source: UKCrimeStats

50. The figure below shows a heat map representing criminal activity within the same area and for the same period outlined previously. As can be seen, criminal activity is predominately concentrated at/ by The Co-operative Food store.

51. The top three types of crimes recorded within this area during this period are shoplifting (365 recorded incidences), public order offences (210 recorded incidences) and anti-social behaviour (185 recorded incidences).

Figure 13: Witney Crime Heat Map, August 2020 - July 2024



Source: UKCrimeStats

Environmental Quality

52. Elements identified in Witney that enhance the environmental quality include:

- Strong blend of old and new buildings, where the new developments are in keeping with the centre's traditional architecture and building materials
- Historic character and charm
- Well-kept, attractive shop frontages
- Good signage and wayfinding
- Clean environment
- Ample street furniture (seating, cycle racks, bins, street lamps etc.)

Figure 14: Examples of Strong Environmental Quality

Source: LSH Site Visit

53. Elements of the centre identified that detract from its environmental quality include:

- Market square is a void, open space on non-market days, with no real focal point or function
- Vacant units, particularly at Marriotts Walk shopping centre where frontages are bare/ covered up
- Entrance to Wesley Walk – tired signage accompanied by a row of wheely bins

Figure 15: Examples of Weak Environmental Quality

Source: LSH Site Visit

54. Overall, the environmental quality of Witney is good, but with a few elements that could be improved.

Evening and Night Time Economy

55. A strong evening and night time economy can often be a good indicator of a strong, vital and viable centre. A vibrant evening and night time economy is largely underpinned by a quality leisure offer within a centre, and so a sample of predominantly leisure outlets within Witney have been selected with their opening times and more importantly closing times recorded to get a sense of the provision of the evening offer.

Figure 16: Cineworld Cinema, Witney

Source: LSH Site Visit

56. As outlined below, there is a selection of pubs, bars and restaurants, as well as the 5-screen cinema (Cineworld) and Corn Exchange (public hall and arts venue), which hosts a range of entertainment, including live music, theatre performances, films and comedy shows.

Table 2: Leisure Operator Sample

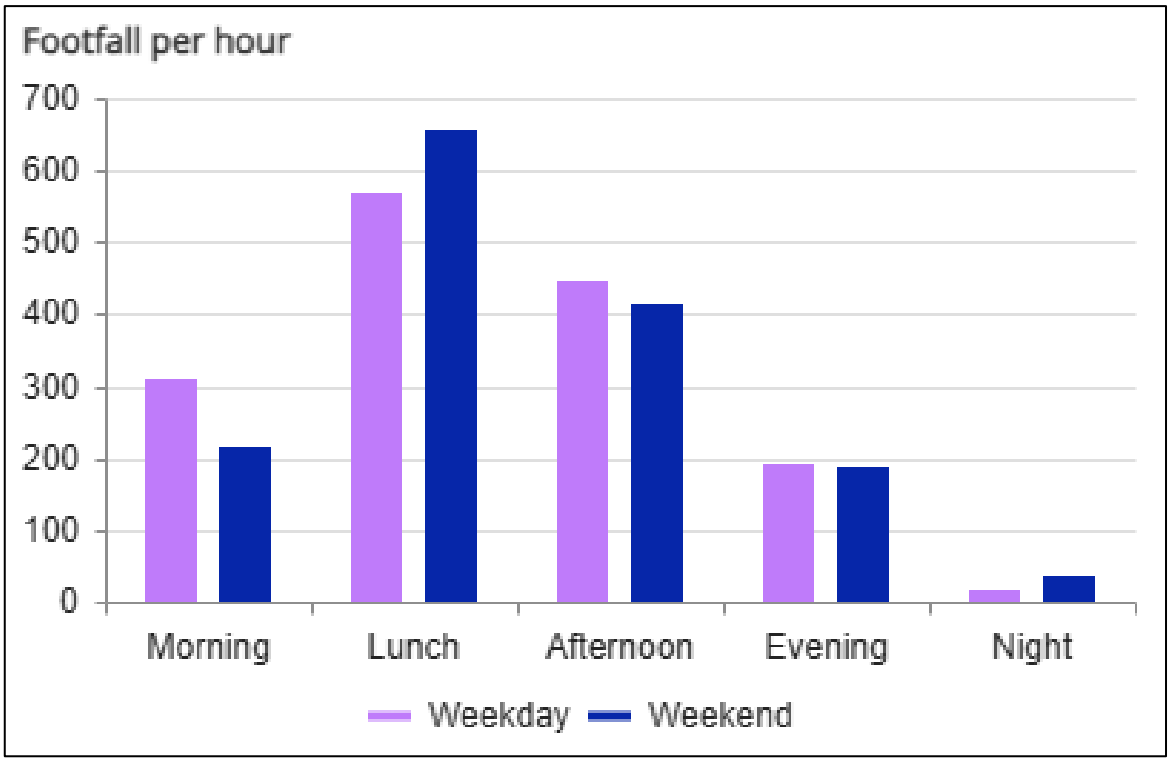
Retailer Name	Type	Open	Close
Cineworld	Cinema	Morning	Late
Corn Exchange	Public Hall	Morning	Late
The Crafty Pint Bar	Bar	12 – 5pm	8 – 11pm
The Blind Tiger	Cocktail Bar	12 – 6pm	12 – 1am
Pizza Express	Restaurant	11:30am	10pm
The Hollybush	Restaurant	12 – 4pm	11pm – 12am

Retailer Name	Type	Open	Close
Como Lounge	Restaurant	9am	11pm – 12am
Bella Italia	Restaurant	9am	10 – 11pm
Shaan	Restaurant	12pm	11pm
Beekeepers	Pub	12pm	10:30pm – 12am
Ye Old Cross Keys	Pub	11am	10:30pm – 12am
Part & Parcel	Pub	11am – 12pm	10pm – 12am
The Royal Oak	Pub	10am	7pm – 12am

Source: LSH Research

57. The figure below shows how footfall levels differ across different parts of the day. As can be seen, footfall in an evening (5pm – 9pm) does drop off considerably from the lunch and afternoon levels. When compared to the other centres, it ranks second to Chipping Norton for evening footfall levels.

Figure 17: Footfall by Time-of-Day, Market Square



Source: Datscha

Stakeholder Feedback

58. Stakeholder engagement has been undertaken to provide feedback on the centres from those who have a strong connection to the area and a vested interest in it. Stakeholder feedback collected on Witney can be summarised as follows:

Key strengths of Witney

- Strong historic character
- Well-preserved buildings
- Distinctive sense of place
- Vibrant and affluent market town
- The Market Square serves as a vibrant focal point on market days
- Good mix of national multiple retailers and independent operators
- Convenience shopping is well catered for
- Strong presence of coffee shops and daytime eateries
- Accessible green spaces and areas of interest
- Strong presence of health and cosmetic beauty services
- Presence of the cinema
- Pedestrianised areas make for an enjoyable and safe place to shop
- Plentiful free parking available
- Rich heritage and historic ties strengthen its appeal as a tourist destination

Key challenges/ local issues for Witney

- Market Square is under-utilised on non-market days
- Continued growth in online shopping
- Competing centres – Oxford and Bicester Village
- Vacant units disrupt retail continuity in parts of the centre
- Traffic congestion and limited parking availability at peak times
- The closure of the High Street to cars, while welcomed by shoppers, has resulted in frustration among local businesses
- The evening offer and economy is underdeveloped when compared to daytime, with activity limited after 6pm, and evening related establishments isolated from one another
- Balancing heritage preservation with modern retail needs
- Several public spaces require investment to meet contemporary expectations
- Oxfordshire County Council's High Street pedestrianisation and regeneration proposals lack the necessary funding to improve the Market Square end, leaving it at risk of appearing disjointed and neglected
- Cost of business rates
- Lack of benefits seen from the current traffic management approach
- Attendance at the markets is sporadic, and seems very weather sensitive

Key opportunities for Witney

- Better utilisation of Market Square on non-market days (e.g., performing arts/ installations/ exhibitions) as a way to promote the town to visitors
- Growth in the evening economy
- Outdoor/ pop up theatre and/ or cinema for market square and/ or church green
- Stronger provision of restaurants, bars, pubs and other evening related establishments, which would benefit from better coordination in terms of location and linkage, which could be achieved via a restaurant quarter for example

- The town's rich heritage and proximity to the Cotswolds present untapped potential to attract more visitors to Witney (parking for coaches (day-trippers) is a key issue here)
- Regular specialist markets, seasonal festivals, and cultural events could further drive footfall, reinforcing Witney's unique identity and sense of place
- Vacant units offer opportunities for creative reuse, such as pop-up shops, community hubs, co-working spaces, or business incubators that support local entrepreneurs.
- Embracing digital innovation – potentially through an improved social media presence that could enhance the shopping experience, promote local businesses, and engage a broader audience
- Improved transport links and parking solutions could also strengthen accessibility
- Using a truly traffic-restricted high street to facilitate and encourage the cafe culture already present
- Resist the urge to focus big social events for the town on the Leys recreation ground, instead keeping the focus on the town centre

What is lacking in Witney for residents, businesses and visitors

- A more diverse range of evening entertainment options, particularly for the younger demographic
- Year-round usability of the town centre could be improved with more all-weather facilities, such as covered seating areas, sheltered market spaces, and indoor recreational options
- Public transport connections - particularly evening services from the villages into the Witney centre
- Public transport connections - rail link
- More public seating, enhanced green spaces, and improved wayfinding to help visitors navigate key attractions and amenities
- Lack of a visitor's centre/ hub that helps present the town's offer and improves awareness of Witney's offer

Key competing centres/ locations

- Whilst Oxford city centre remains the main competitor (strong retail, leisure and evening offer), its offer is fundamentally different given that it is a city rather than a market town
- Larger out-of-town retail parks (e.g., Banbury Gateway shopping park) attract shoppers looking for convenience and access to major national retailers
- Destination experiences that blend retail, dining, and entertainment will likely grow in popularity. Witney's strength lies in its unique character, independent businesses, and community-driven events - areas it should focus on rather than trying to compete directly with cities or outlet villages on their terms
- Bicester Village has gone from strength to strength in terms of high-end appeal and is more accessible than ever by rail
- Blenheim Palace and Woodstock have been promoted much more effectively to Cotswold's visitors in recent years

- Carterton is a growing, vibrant centre with pub and eatery options. It is a younger town with lots of new builds.

How the role if Witney is likely to change over the next 5 to 10 years

- Witney town centre is likely to evolve from a predominantly retail-focused space into a more dynamic and multifaceted community hub that is able to accommodate all age groups
- Flexible spaces that accommodate retail, community activities, and events will be increasingly important to drive engagement and socialising
- The balance between national chains and independent businesses may favour unique, locally owned enterprises that offer something distinctive and less replicable online
- Technological advancements in the form of digital wayfinding and click-and-collect services
- A need to focus on service and services, for example, better access to medical and support services for an aging population
- Growth in residential land use - commercial areas may be converted to housing or mixed use (Corn Street/ northern end of High Street)

Any other thoughts on Witney

- Witney Town Council is committed to a collaborative approach to town centre development that includes residents, businesses, and visitors in the planning process
- Witney should not underestimate the threat from Carterton and (when built) Salt Cross Garden Village, especially when it comes to convenience shopping and social activity. These two areas will expand rapidly as new housing comes on stream, with new facilities likely to be far more appealing than aging versions in Witney. Witney will need to leverage its history, visual appeal and traditional feel to attract visitors and combat declining footfall

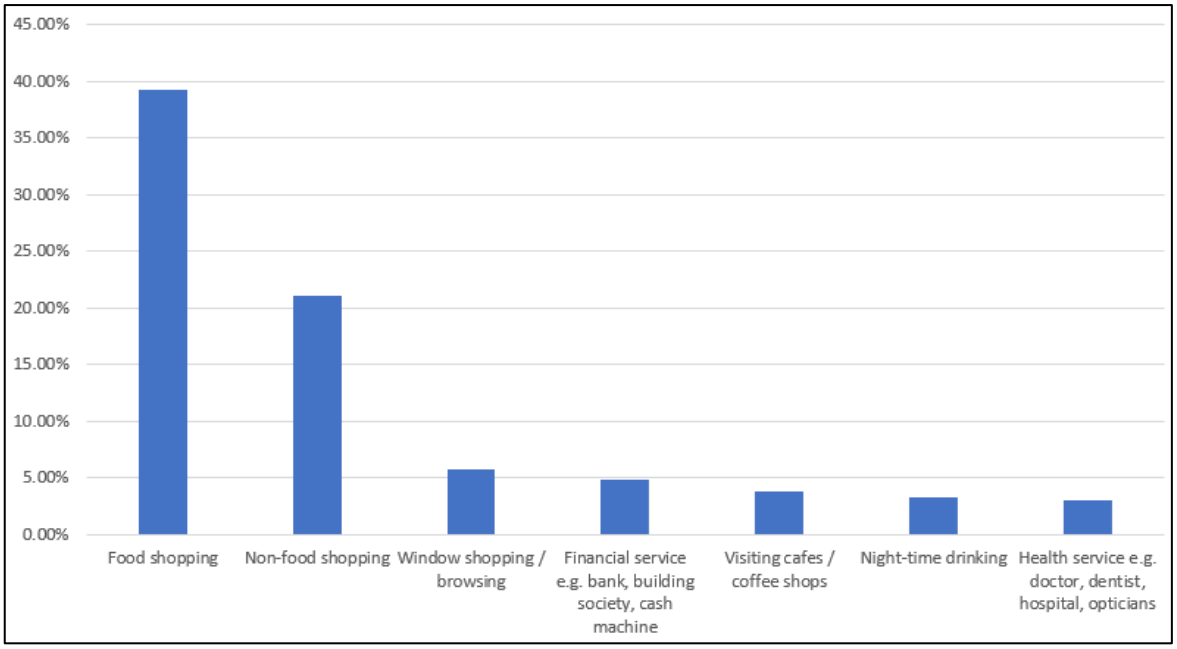
Customer Perception

59. Our assessment of customers' views and behaviours draws on the household survey conducted by NEMS Market Research (NEMS) across the 11 study zones between November and December 2024.

60. Apart from helping to identify shopping and leisure patterns across the defined catchment area and zones, the household survey also asked specific questions on their main reason for visiting Witney, what they like about it, dislike about it and what improvements (if any) could be made to make them likelier to visit more frequently.

61. The figure below sets out the main reasons for respondents visiting Witney. As can be seen, shopping dominates the responses, with 39% visiting for food shopping and 21% for non-food shopping.

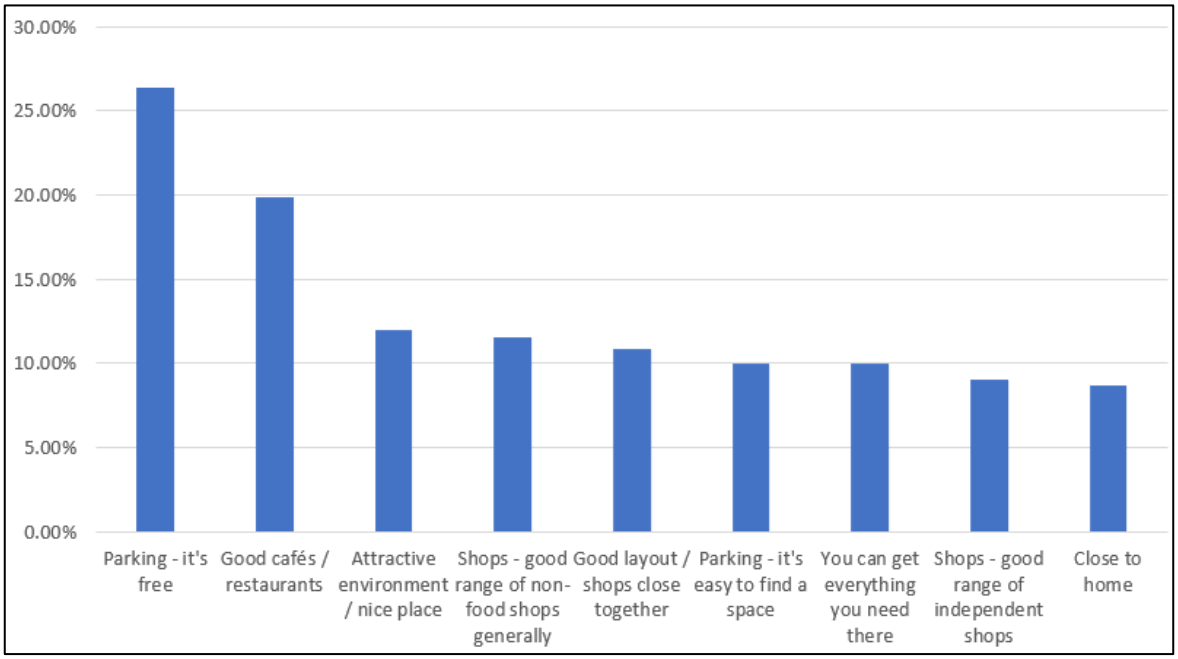
Figure 18: Witney, Main Reasons for Visiting



Source: NEMS Household Survey Results

62. The figure below sets out the main things that respondents like about Witney. As can be seen, free parking tops the list of responses (26%), followed by good cafes / restaurants (20%). A range of other features were mentioned by around 1 in 10 visitors, including attractive environment/ nice place, good range of non-food shops and good layout.

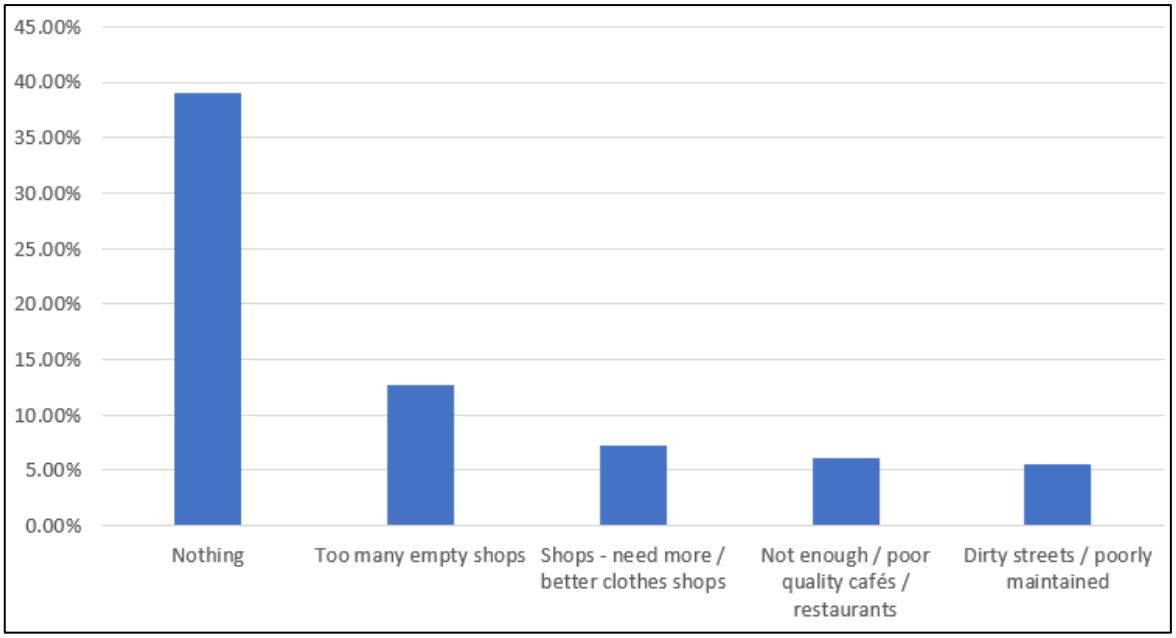
Figure 19: Witney, Main Visitor Likes



Source: NEMS Household Survey Results

63. The figure below outlines the main things that respondents dislike about Witney. As can be seen, 'nothing' is by far the most common response. Almost 13% of respondents did however mention the number of vacant shops in the centre.

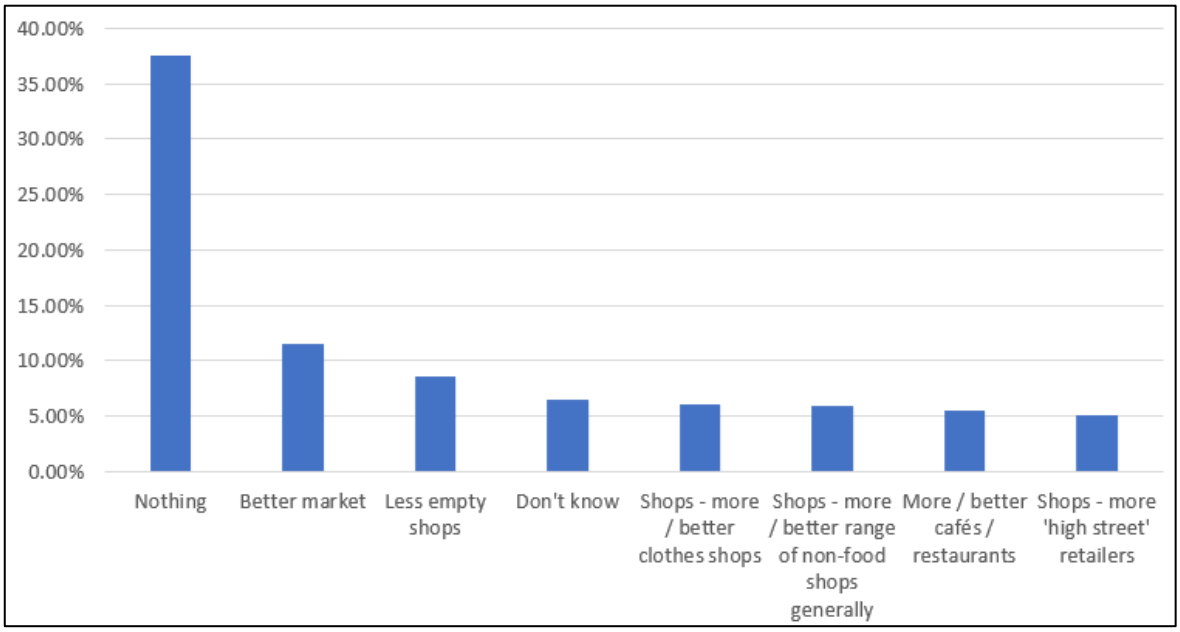
Figure 20: Witney, Main Visitor Dislikes



Source: NEMS Household Survey Results

64. The figure below outlines the main areas where respondents believe improvements could be made to Witney, making them likelier to visit more frequently. As can be seen, the most common response was 'nothing' (37%). 'Better Market' was mentioned by 11% of respondents, and 'less empty shops' by 9%.

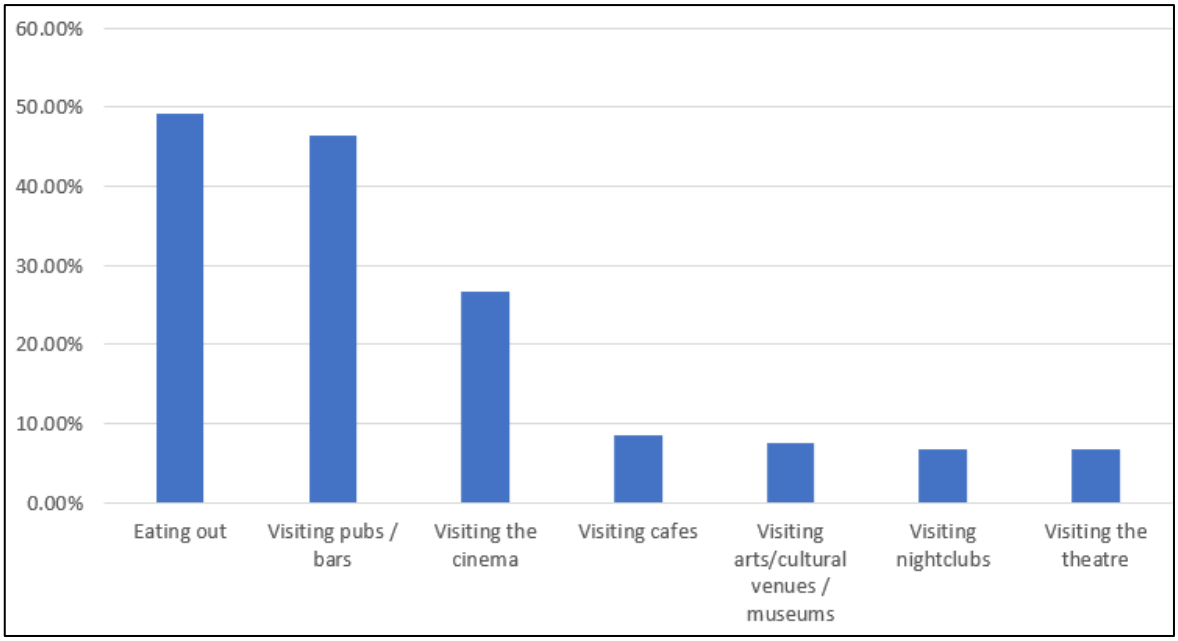
Figure 21: Witney, Main Possible Improvements



Source: NEMS Household Survey Results

65. The figure below outlines the main areas for respondents visiting Witney in the evening. As can be seen, evening-related leisure activities dominate this list, with the three most common responses being 'eating out' (49%), 'visiting pubs / bars' (46%) and 'visiting the cinema' (27%).

Figure 22: Witney, Main Reasons for Visiting in the Evening



Source: NEMS Household Survey Results

Conclusion

66. Overall, the Strengths, Weaknesses, Opportunities, Threats (SWOT) can be summarised as follows:

Strengths

- Strong comparison retail offer
- Strong presence of high street banks
- Good convenience anchors
- Good range of quality independents
- Good presence of a range of national multiples
- Cinema as a key entertainment attraction
- Witney market as key attractor and footfall driver
- Good accessibility
- Strong heritage and historic character
- Good blend between old and new architecture
- EV charging provision
- Access to green space
- Parking provision
- Evidence of market activity and demand
- Nearby community services – library and health centre
- Retail rents consistently above comparable towns (PMA PROMIS)

Weaknesses

- Rising vacancy rate
- Limited restaurant offer relative to the centre's size
- 2024 footfall down -28% vs 2023 (January to August)
- Rising levels of crime

- Underutilisation of Market Square on non-market days
- Limited evening economy
- Street clutter detracting from environmental quality in parts
- No town centre manager
- Lack of advertising for the market

Opportunities

- Capitalise on interest for representation from retailers
- Creative use of vacant units through pop-ups, community hubs, co-working spaces etc.
- Broader mix of uses within the centre to address vacant units – e.g., residential
- Better use of Market Square on non-market days
- Improvements to evening economy – both in terms of provision and coordination of the offer
- More place promotion
- Better cycle provision (cycle lanes)
- Improve public realm including better signage
- Heritage guide and better coordination between centres

Threats

- Potential continued decline in comparison retail offer
- Rising vacancy rates weakening the town's draw
- Rising crime rate discouraging visitors who may feel unsafe
- Competing centres such as Oxford and Bicester Village
- The growth in online shopping and its impact on brick-and-mortar retail outlets
- High business operating costs
- Further closures of high street retailers (e.g., WHSmith)

67. We therefore conclude that Witney continues to be a vital and viable centre, acting as a hub for the region when it comes to retail, leisure, entertainment, financial services and more. Whilst the centre has a good presence of national multiples that allow it to draw visitors from beyond its immediate catchment, there is also a strong sense of distinctiveness as a result of its good mix of independent operators alongside its unique history, character and charm.

68. Rising vacancy rates, declining footfall and a significant reduction in the comparison retail offer (when compared to the 2012 study findings) however pose a threat to the continued vitality of Witney and should be necessarily monitored and addressed.

69. Opportunities for Witney to evolve and strengthen include improvements to its evening economy, better usage of vacant space (either through temporary uses or a greater mix of uses) and maximising Market Square as a focal point of the town centre at all times (not just on market days).

3. Carterton Primary Town Centre Health Check

Overview

70. Carterton is designated as a Primary Town Centre in The West Oxfordshire Local Plan (2018). The centre boundary covers Burford Road and Black Bourton Road from north to south and Alvescot Road and Brize Norton Road from east to west. The primary shopping frontages can be found along Alvescot Road (south), Black Bourton Road (northwest) and the Asda store. The secondary shopping frontages can be found along Alvescot Road (north), Burton Road, Brize Norton Road (north) and Black Bourton Road (west).

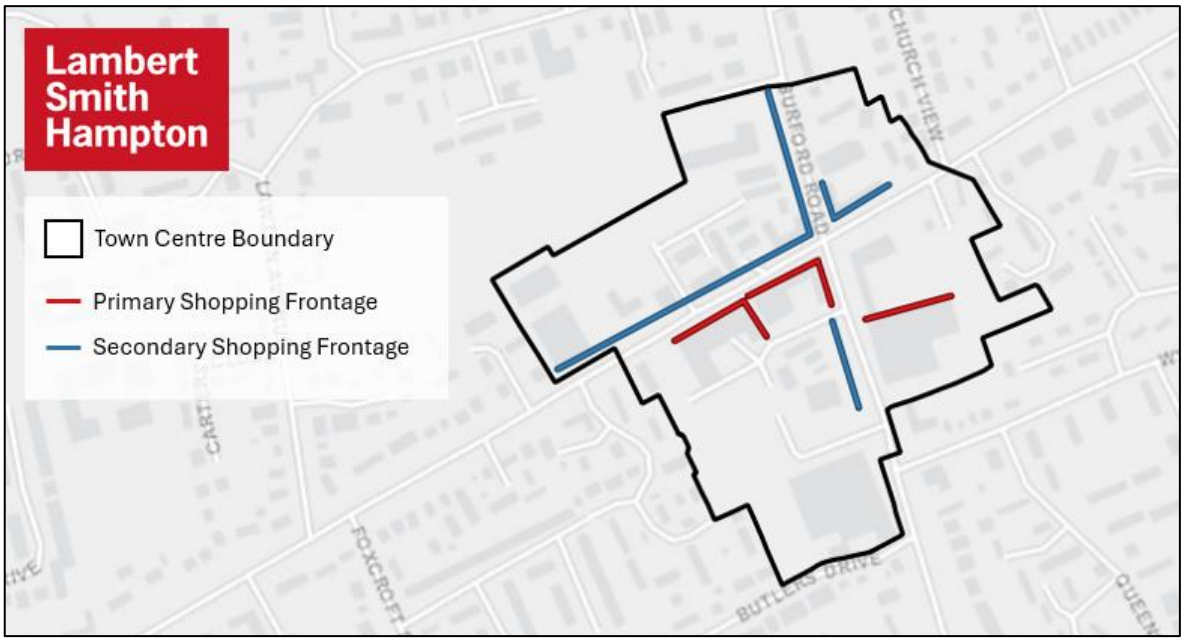
71. Witney is approximately 8.1km north east of the centre and can be reached in a drive time of around 15 minutes. Burford is the nearest town centre – circa 6km northwest, connected by the B4020.

72. The town is closely associated with RAF Brize Norton, the largest Royal Air Force base in the UK, located just outside the town. The town centre serves the military community, with businesses and services catering to personnel and their families.

73. There is a strong presence of convenience retail within the centre, with large Asda and Morrisons stores located either side of Black Bourton Road and an Aldi store at the town's western boundary, on Alvescot Road.

74. Recent investments aim to enhance the town centre, including upgrades to public spaces and improved accessibility including a new Sensory Garden which has been established in Market Square and the completed St. John's Garden Project offering a community family garden designed to serve as a gathering place and recreational area for local families.

Figure 23: Carterton Town Centre Map



Diversity of Uses

75. Goad data from March 2024 has been used to assess Carterton's mix of uses. The figure below shows the area covered by Goad.

Figure 24: Carterton Goad Map

Source: Experian Goad

76. The table below shows that Carterton has a total of 63 units and an overall quantum of 16,420 sqm in floorspace.

Figure 25: Outlets and Floorspace

	No. of Outlets	% of Total Outlets		Gross Floorspace (sqm)	% of Total Floorspace	
		Carterton	UK Average		Carterton	UK Average
Comparison Retail	9	14.3%	26.4%	2,670	16.3%	29.4%
Convenience Retail	8	12.7%	9.3%	7,620	46.4%	15.6%
Retail Services	14	22.2%	15.9%	1,510	9.2%	7.3%
Leisure Services	25	39.7%	25.8%	4,160	25.3%	26.7%
Financial & Business Services	6	9.5%	8.3%	380	2.3%	6.3%
Vacant	1	1.6%	14.1%	80	0.5%	14.2%
Total	**63**	**100.0%**	**100.0%**	**16,420**	**100.0%**	**100.0%**

Source: Experian Goad, March 2024

77. Whilst leisure services occupy almost 4 in 10 outlets, 46.4% of the centre's floorspace is taken by convenience retailers.

78. The leisure services offer is made up of fast food and takeaway (10 outlets), cafes (4 outlets), bars & wine bars, betting offices, pubs and restaurants (each with 2 outlets) amongst other uses.

79. The 7,620 sqm of convenience retail floorspace is dominated by Morrisons (3,450 sqm), Asda (2,300 sqm) and Aldi (1,480 sqm).

Figure 26: Asda Store, Carterton

Source: LSH Site Visit

80. Comparing the breakdown with that seen in 2012 (West Oxfordshire Retail Needs Assessment Update, November 2012 (which analysed data from the West Oxfordshire District Council Audit, July 2012)), it is apparent that:

- The total number of outlets has increased by three (from 60 to 63)
- Comparison retail provision has declined, going from 15 outlets (25% of the centre) to nine (14.3% of the centre)
- The number of convenience retail units has declined by one (down from nine to eight)
- Services (retail, leisure and financial & business) combined to occupy 34 outlets in the previous study, which now stands at 45

Figure 27: Food & Beverage Outlets and Floorspace

	No. of Outlets	% of Total Outlets		Gross Floorspace (sqm)	% of Total Floorspace	
		Carterton	UK Average		Carterton	UK Average
Bars & Wine Bars	2	3.2%	2.3%	140	0.9%	2.4%
Cafes	4	6.3%	5.1%	1,060	6.5%	2.9%
Fast Food & Take-Away	10	15.9%	6.1%	690	4.2%	3.1%
Public Houses	2	3.2%	2.6%	790	4.8%	3.4%
Restaurants	2	3.2%	5.1%	240	1.5%	4.3%
Total	**20**	**31.7%**	**21.2%**	**2,920**	**17.8%**	**16.1%**

Source: Experian Goad, March 2024

81. Fast food and takeaway accounts for half of the food and beverage outlets in the centre. Largely driven by this provision of fast food & takeaways, the combined food & beverage offer represents 31.7% of Carterton – significantly above the UK average of 21.2%.

82. Key food & beverage operators in Carterton include Costa Coffee, Domino's Pizza and The Golden Eagle (Greene King pub).

83. It is notable that the Asda store has an in-house cafe, which is not logged by Goad. Goad allocate outlets by their dominant use, and so the Asda store is wholly allocated to convenience retail.

Vacancies

84. There is a total of one vacant outlet in Carterton which represents 1.6% of the overall outlets (significantly lower than the UK average of 14.1%). 0.5% of the floorspace in Carterton is vacant (which compares favourably to the UK average of 14.2%).

85. Two vacant units were recorded in 2012, and so the vacancy rate has declined from 3.3% to 1.6%.

86. The image below illustrates that this vacant unit can be found on the corner of Alvescot Road and Black Bourton Road. Google Street View indicates that this was previously a Co-operative Travel store.

Figure 28: Carterton Vacancy Map

Source: Experian Goad, March 2024

Multiple and Independent Representation

87. National multiples allow a centre to draw shoppers from beyond its immediate catchment as people search for their nearest store and are willing to travel further for brands such as John Lewis and M&S. Carterton's national multiple offer is dominated by convenience retailers, with Asda, Aldi and Morrisons each occupying

sizeable units. In addition, Costa Coffee, Domino's and The Original Factory Shop are present within the centre.

88. Independent retailers are essential to create a unique and local feel to a centre. They help to curate a sense of place and pride within an area for those who live nearby. Carterton has a selection of independent outlets, including The Butty Box (sandwich shop), Burgers & Brews (restaurant) and Dolce Vita (Italian Restaurant).

Markets

89. As noted in the NPPF, markets play an important role in supporting the vitality and viability of centres and local communities and there is policy support for the retention and enhancement of existing markets and creation of new ones.

90. Carterton Market operates every Thursday from 7:30am, with fruit and veg, fresh bread, greeting cards, flowers and more on offer. The market is held on the Market Square, by the Town Hall.

Retailer Requirements

91. Demand from retailers and leisure operators for representation in a centre is an important indicator of a centre's overall health and viability. The latest published market demand report is set out in the table below:

Table 3: Retailer Requirements, Carterton

Recorded Date	Operator	Sector	Min Sqm	Max Sqm
Jun 24	Travelodge	Leisure Service	930	3,720
		Total	**930**	**3,720**

Source: The Requirement List

92. As of January 2025, a review of published operator requirements identified one recorded requirement from retail and leisure operators, seeking a maximum floorspace of up to 3,720 sqm.

93. It should be noted that these are not necessarily operators seeking representation within the centre itself but potentially out-of-centre locations and retail parks.

94. It is also possible that these operators are not looking for opportunities in Carterton specifically, rather they are looking for opportunities in areas similar to and including Carterton.

95. Independent/ smaller operators do not tend to document their desire for retail space in the same way as the larger national multiples and fast-growing organisations, and so gauging the demand for retail space from these businesses is harder.

Commercial Property Indicators

96. Information sourced from the Valuation Office Agency indicates a broad estimate prime A rental level in the region of £270/sqm (£25/sqft) - £320/sqm (£30/sqft) within Carterton (Alvescot Road).

97. Given the limited availability of transactional evidence, we are unable to report on the current level of prime retail unit shop yields for Carterton.

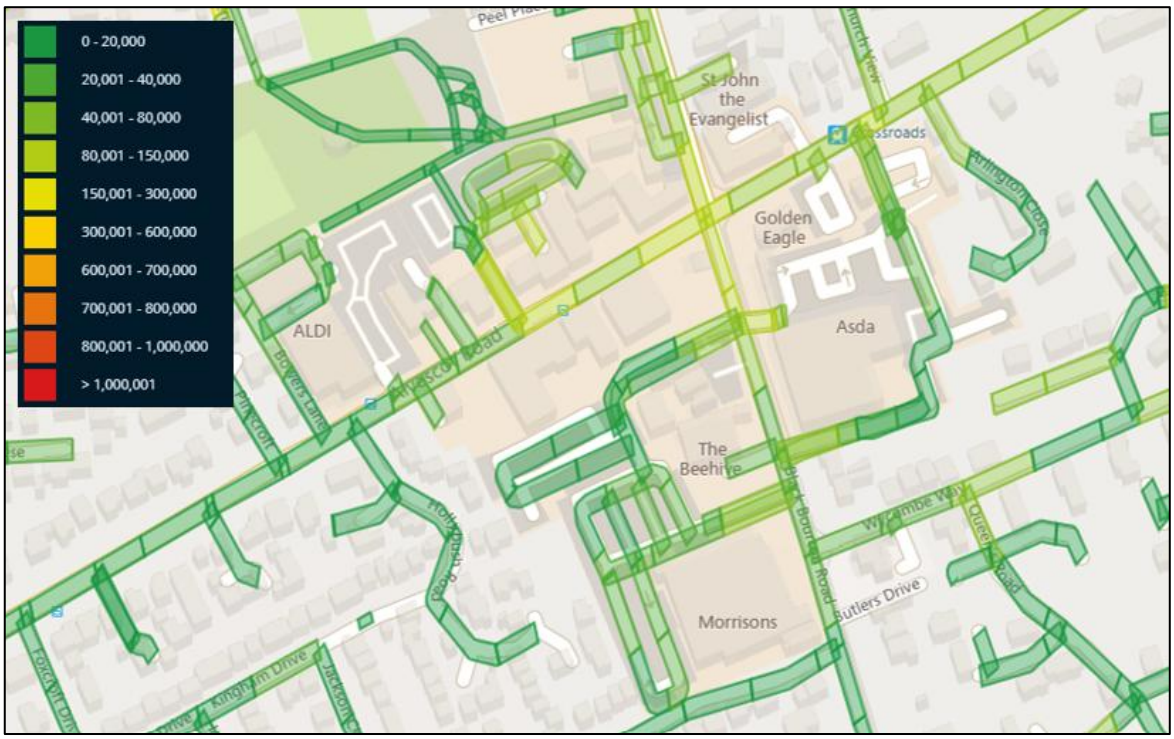
Pedestrian Flows

98. Geo-sense data, provided by West Oxfordshire District Council, has been used to analyse footfall activity in Carterton. The data relates to the month of August 2024, with the key findings being as follows:

- There was a total of 75,951 visitors, averaging 2,450 per day
- 86% were repeat visitors and 14% were new visitors to Carterton
- Total footfall from January 2024 to August 2024 was down by -16% when compared to the same period the year before
- Burford Road was the busiest part of Carterton, with 100% of visitors to the centre recorded as being on the street at some point of their visit
- The average dwell time was 205 minutes on the busiest day of the month

99. A footfall heatmap of the centre has been sourced from Datscha. The figure below illustrates total pedestrian movements for August 2024. As can be seen, footfall activity is highest along Alvescot Road and nearby to the Burford Road/ Alvescot Road/ Black Bourton Road/ Brize Norton Road junction.

Figure 29: Carterton Footfall Heatmap, August 2024



Source: Datscha

Accessibility

100. Bus routes serve the centre and provide key connections to Burford, Witney and Oxford. The road networks cutting through Carterton provide linkages to nearby centres including Burford (circa 10-minute drive), Witney (circa 15-minute drive),

Oxford (circa 40-minute drive), Swindon (circa 40-minute drive) and Cheltenham (circa 45-minute drive).

101. As set out by Parkopedia, town centre parking is provided in the form of Black Bourton Road car park (76 parking spaces) and Alvescot Road car park (42 parking spaces) which is accessed by the side of Carterton Library. In addition, the three supermarkets each have proportionately sized, associated car parking. Finally, further parking provision can be found along Black Bourton Road and Burford Road, in front of the respective associated units.

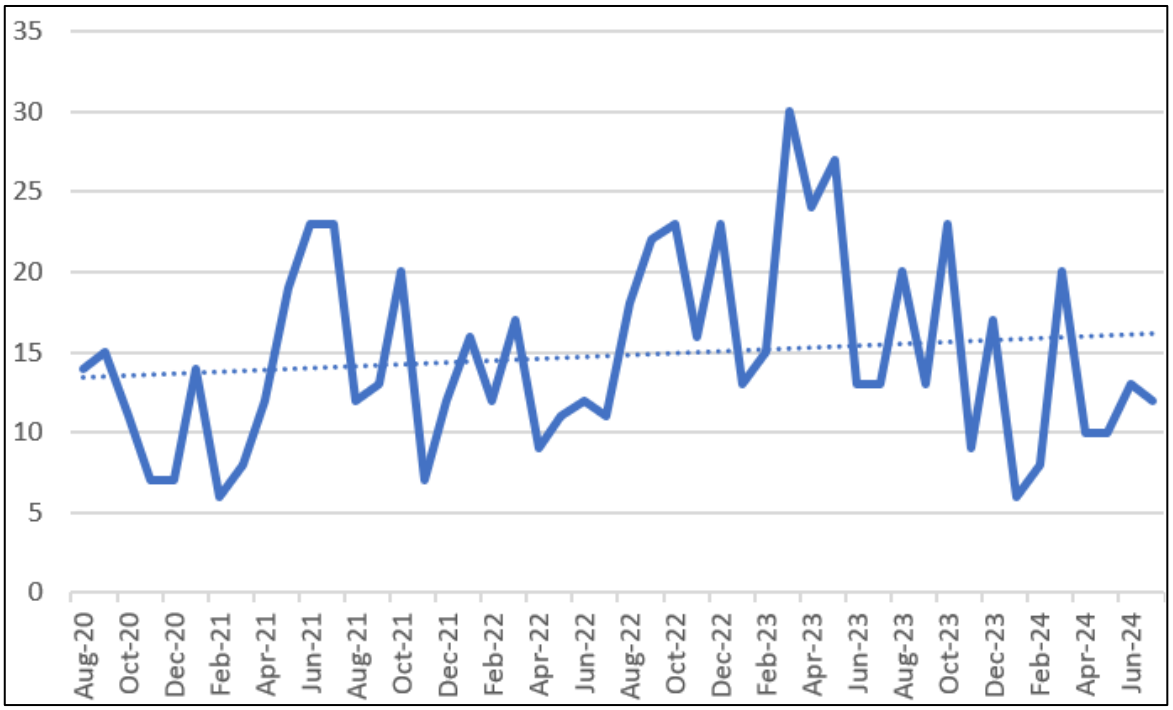
102. Cycle parking can be found at several points around the centre, supporting sustainable modes of travel and providing a place for secure storage for those looking to get to and from the centre by bike. Whilst main roads cut through the centre, providing an obstacle to pedestrian movement, a combination of traffic light crossings and a zebra crossing are located strategically, particular at the central junction, to support.

Crime and Safety

103. A central postcode within Carterton was used to review total crime data within a ¼ mile radius between August 2020 and July 2024. The figure below outlines the total crime rate month by month within this period, as well as a trendline to show the overall change in criminal activity over the four years.

104. As can be seen, recorded crime levels have peaked in the first half 2023 but have since dropped back down. Numbers are generally low.

Figure 30: Recorded Crimes, Carterton, August 2020 - July 2024



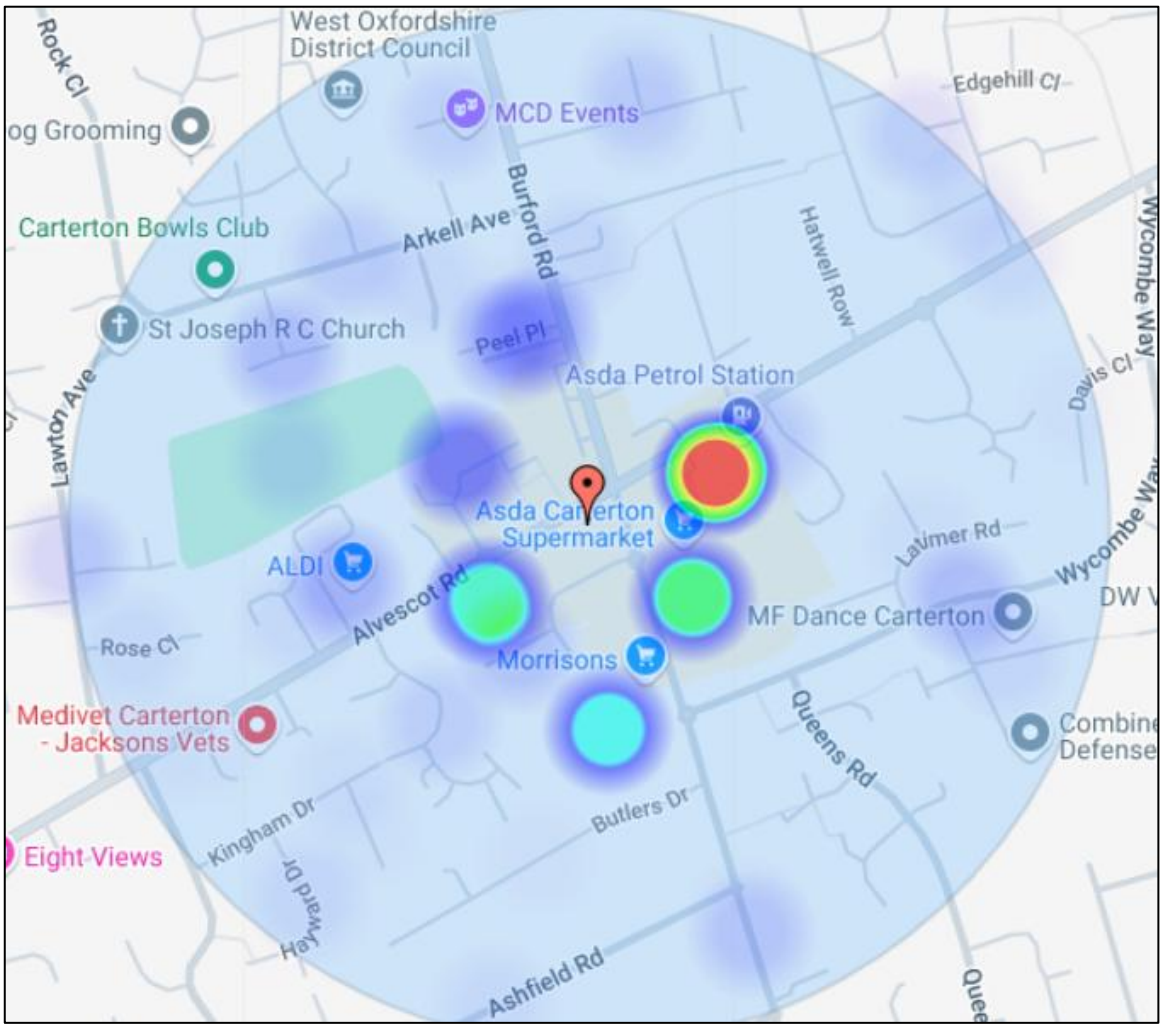
Source: UKCrimeStats

105. The figure below shows a heat map representing criminal activity within the same area and for the same period outlined previously. As can be seen, criminal activity

is predominately concentrated at/ by the Asda petrol filling station on Brize Norton Road.

106. The top three types of crimes recorded within this area during this period are public order offences (98 recorded incidences), shoplifting (78 recorded incidences) and criminal damage and arson (55 recorded incidences).

Figure 31: Carterton Crime Heat Map, August 2020 - July 2024



Source: UKCrimeStats

Environmental Quality

107. Elements identified in Carterton that enhance the environmental quality include:

- Generally well-kept buildings and frontages
- Clean environment
- Ample provision of street furniture (benches, bins, street lights, cycle racks etc.)
- Eclectic, colourful mural

Figure 32: Examples of Strong Environmental Quality

Source: LSH Site Visit

108. Elements of the centre identified that detract from its environmental quality include:

- Hard environment, with limited greenery and vibrancy
- Limited character and charm when compared to the other centres within the District

109. Overall, the environmental quality of Carterton is fair, with provision of street furniture and a generally clean and pleasant environment to visit for day-to-day needs, but a lack of character, charm, greenery and vibrancy that would increase the likelihood of people of visiting for leisure and extended periods.

Evening and Night Time Economy

110. A strong evening and night time economy can often be a good indicator of a strong, vital and viable centre. A vibrant evening and night time economy is largely underpinned by a quality leisure offer within a centre, and so a sample of predominantly leisure outlets within Carterton have been selected with their opening times and more importantly closing times recorded to get a sense of the provision of the evening offer.

111. As outlined below, Carterton has a relatively limited evening offer, with related establishments restricted to a small selection of pubs, restaurants and a cocktail bar. This is not necessarily unusual for a centre of its size and function. Whilst there are a number of fast food & takeaways that open until late, their delivery nature mean that they do not contribute to genuine evening footfall and activity in the same way as other food & beverage uses.

112. The supermarkets do remain open until late however, which will contribute to some evening activity within the centre – Aldi and Morrisons close at 10pm, whilst Asda closes at 11pm.

Table 4: Leisure Operator Sample

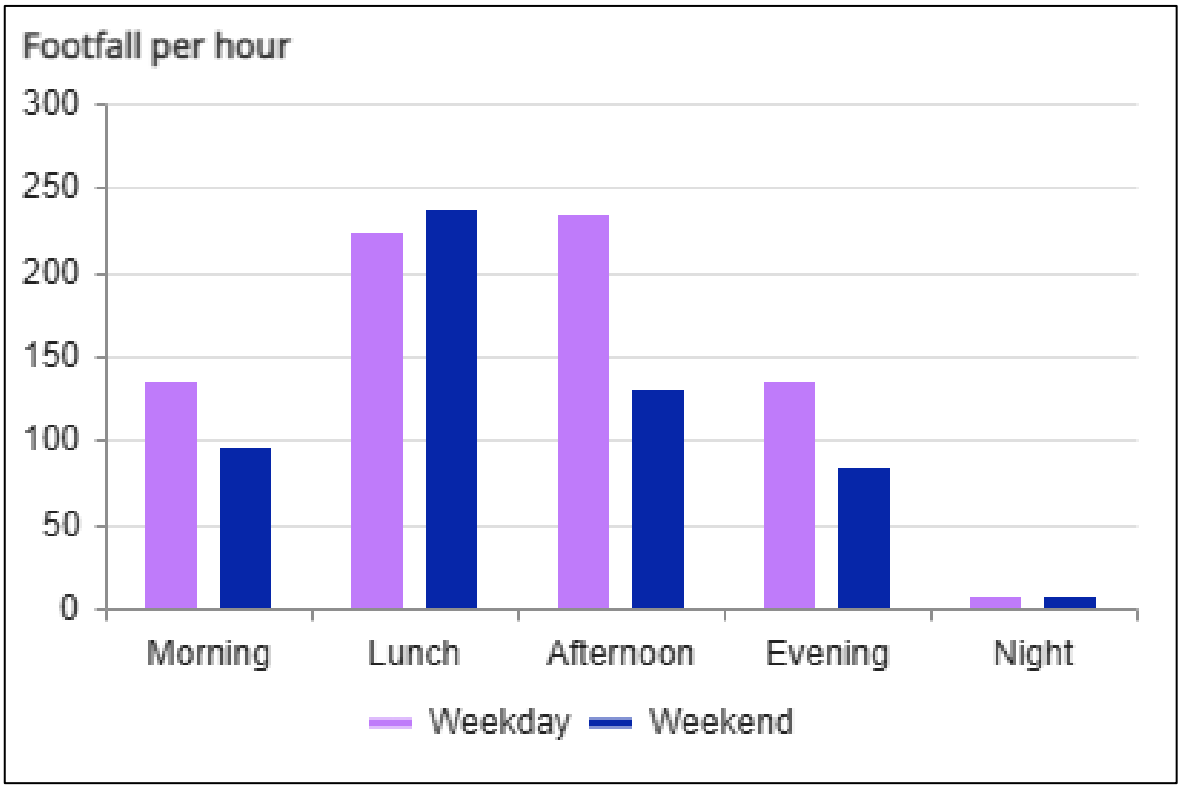
Retailer Name	Type	Open	Close
Golden Eagle	Pub	10am	11pm – 12am
The Beehive	Pub	10am	11pm – 1am

Retailer Name	Type	Open	Close
Grapes & Tomatoes	Cocktail Bar	12 – 3pm	11pm – 1am
Dolce Vita	Restaurant	12pm	9 – 10pm
Burgers & Brews	Restaurant	9am	8 – 9pm
Aangon	Restaurant	5pm	10pm

Source: LSH Research

113. The figure below shows how footfall levels differ across different parts of the day. As can be seen, footfall in an evening (5pm – 9pm) is relatively similar to that of a morning. Weekday footfall is higher than weekend.

Figure 33: Footfall by Time-of-Day, Burford Road/ Alvescot Road/ Black Bourton Road/ Brize Norton Road junction



Source: Datscha

Stakeholder Feedback

114. Stakeholder engagement has been undertaken to provide feedback on the centres from those who have a strong connection to the area and a vested interest in it. Stakeholder feedback collected on Carterton can be summarised as follows:

Key strengths of Carterton

- Strong sense of community
- Low crime rate
- RAF Brize Norton
- Thriving restaurants and bars

- Good selection of supermarkets

Key challenges/ local issues for Carterton

- Poor quality of the roads
- Parking and road safety issues
- Lack of employment opportunities (apart from RAF Brize Norton)
- Fragmentation of the town
- There is a current and ongoing issue with anti-social behaviour in the centre (police are engaged)

Key opportunities for Carterton

- Development could bring much needed investment to the town and opportunities for new retail outlets and entertainment venues
- Provide facilities for youth groups to meet

What is lacking in Carterton for residents, businesses and visitors

- Retail
- Tourist attractions
- Entertainment and youth activities/ facilities
- Day centre facility for elderly residents

Key competing centres/ locations

- Competing with Witney which is strong on employment, retail and entertainment
- Competing with Burford which is strong on Tourism

How the role if Carterton is likely to change over the next 5 to 10 years

- It will depend on the amount of development that comes to the area and whether the Town and District Councils can ensure that this brings investment and mitigation

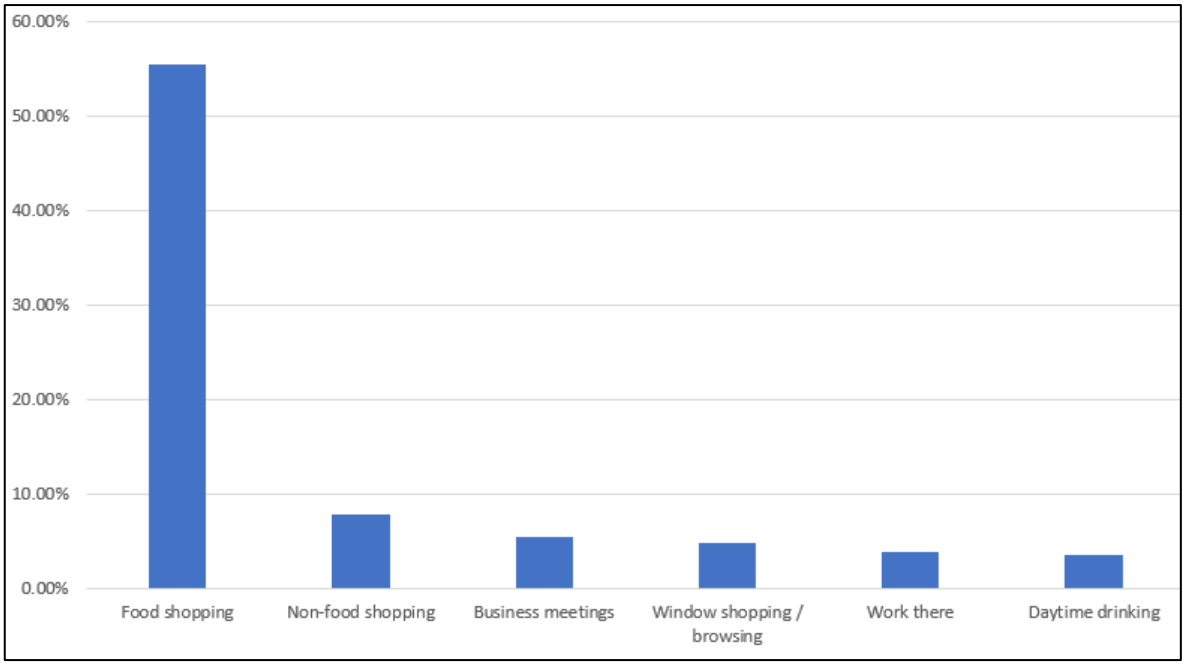
Customer Perception

115. Our assessment of customers' views and behaviours draws on the household survey conducted by NEMS Market Research (NEMS) across the 11 study zones between November and December 2024.

116. Apart from helping to identify shopping and leisure patterns across the defined catchment area and zones, the household survey also asked specific questions on their main reason for visiting each centre, what improvements (if any) could be made to make them likelier to visit more frequently and what they feel is missing from the centre.

117. The figure below sets out the main reasons for respondents visiting the centre. As can be seen, 'food shopping' was by far the most common response, given by over half of visitors interviewed. Other top responses include 'non-food shopping', 'business meetings' and 'window shopping/ browsing'.

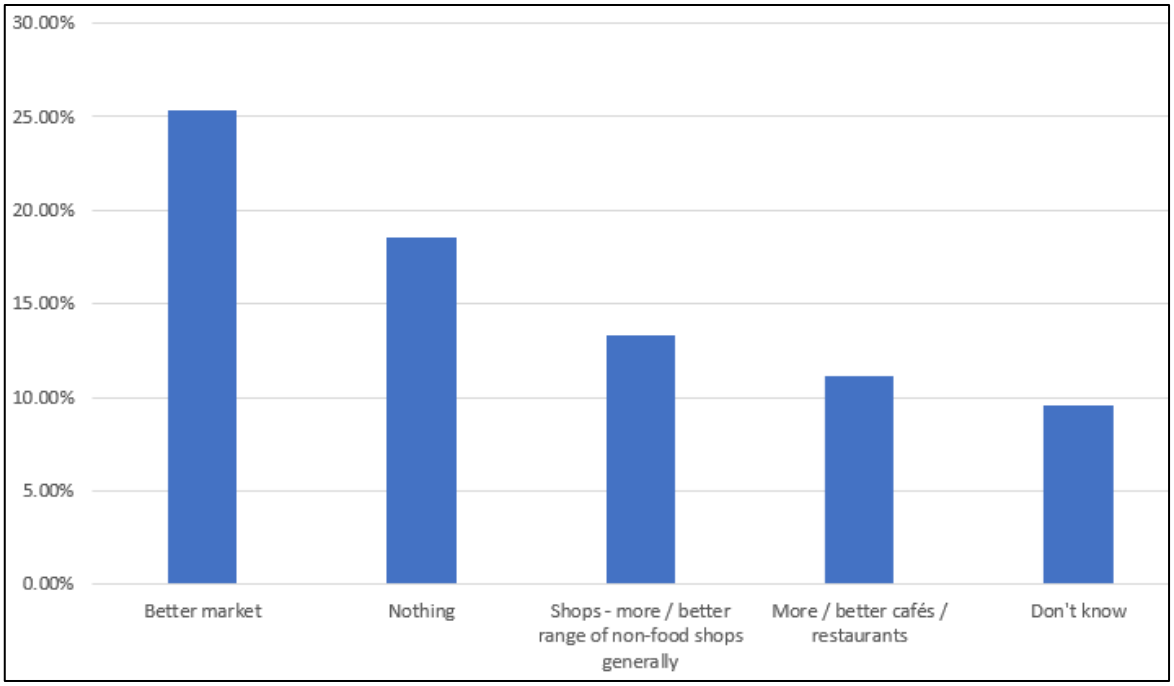
Figure 34: Carterton, Main Reasons for Visiting



Source: NEMS Household Survey Results

118. The figure below sets out the main things that could be improved in the centre. As can be seen, 1 in 4 suggested a better market, whilst 19% believed that there was nothing that could be done to make Carterton better.

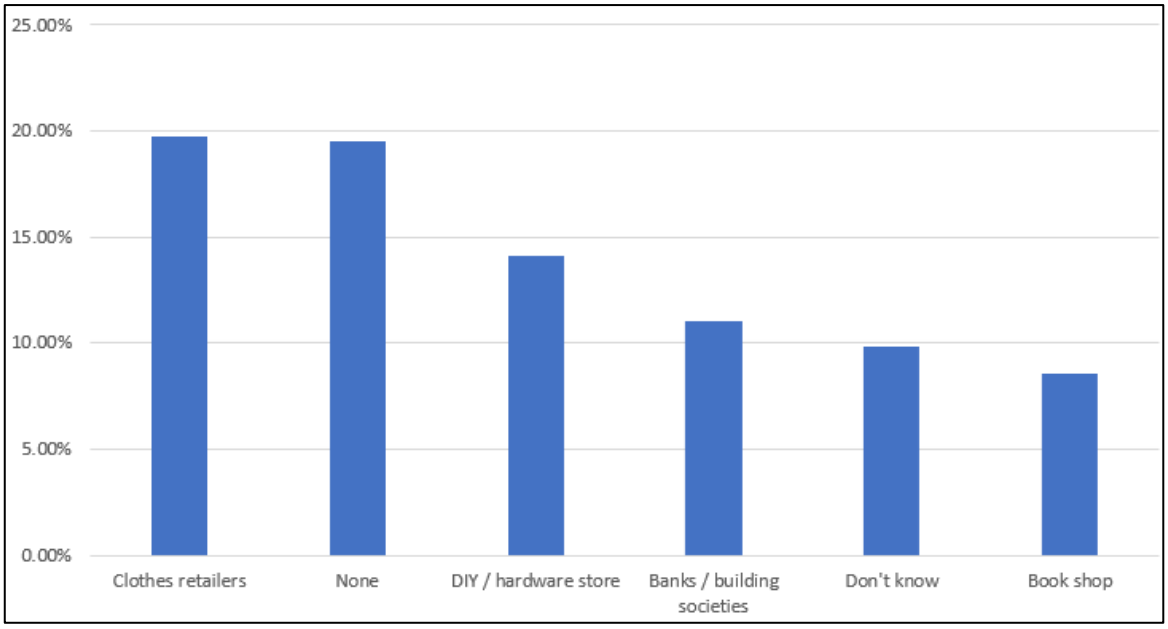
Figure 35: Carterton, Main Possible Improvements



Source: NEMS Household Survey Results

119. The figure below outlines the main things that visitors feel is missing from the centre. As can be seen, 'clothes retailers', 'DIY/ hardware store' and 'banks/ building societies' were the top three things that respondents feel are missing within the centre, whilst 20% feel that there is nothing that Carterton lacks.

Figure 36: Carterton, Main Things Missing from the Centre



Source: NEMS Household Survey Results

Conclusion

120. Overall, the Strengths, Weaknesses, Opportunities, Threats (SWOT) can be summarised as follows:

Strengths

- Strong convenience retail offer (main reason for visiting for more than half of customers)
- Good leisure service offer
- Low vacancy rate
- Good presence of national multiples
- Good parking provision

Weaknesses

- High representation of fast-food and takeaways
- Footfall down by -16% when comparing 2023 and 2024 (January to August) figures
- Hard environment with limited greenery and vibrancy
- Limited character and charm when compared to the other centres in the District
- Low comparison retail provision

Opportunities

- Improved market offer
- More greenery and vibrancy across the centre
- A greater diversification of uses within the centre, particularly with food & beverage operators which is dominated by fast-food and takeaways

Threats

- High business operating costs
- The growth in online shopping and its impact on brick-and-mortar retail outlets
- Ongoing anti-social behaviour issue in the centre potentially deterring visitors due to safety concerns
- Continued decline in footfall numbers

121. We therefore conclude that Carterton is a vital and viable centre, that meets the day-to-day needs of its immediate catchment, and serves a functional role, particularly through its convenience retail offer for people in the area. Its particularly low vacancy rate indicates that the centre provides a good environment for businesses to operate within.

122. Whilst it is a newer town that lacks the history and character of other centres in the area, its lack of greenery and vibrancy could be addressed in an attempt to improve the centre's environmental quality, attract visitors from beyond its immediate catchment and increase dwell times.

4. Chipping Norton Primary Town Centre Health Check

Overview

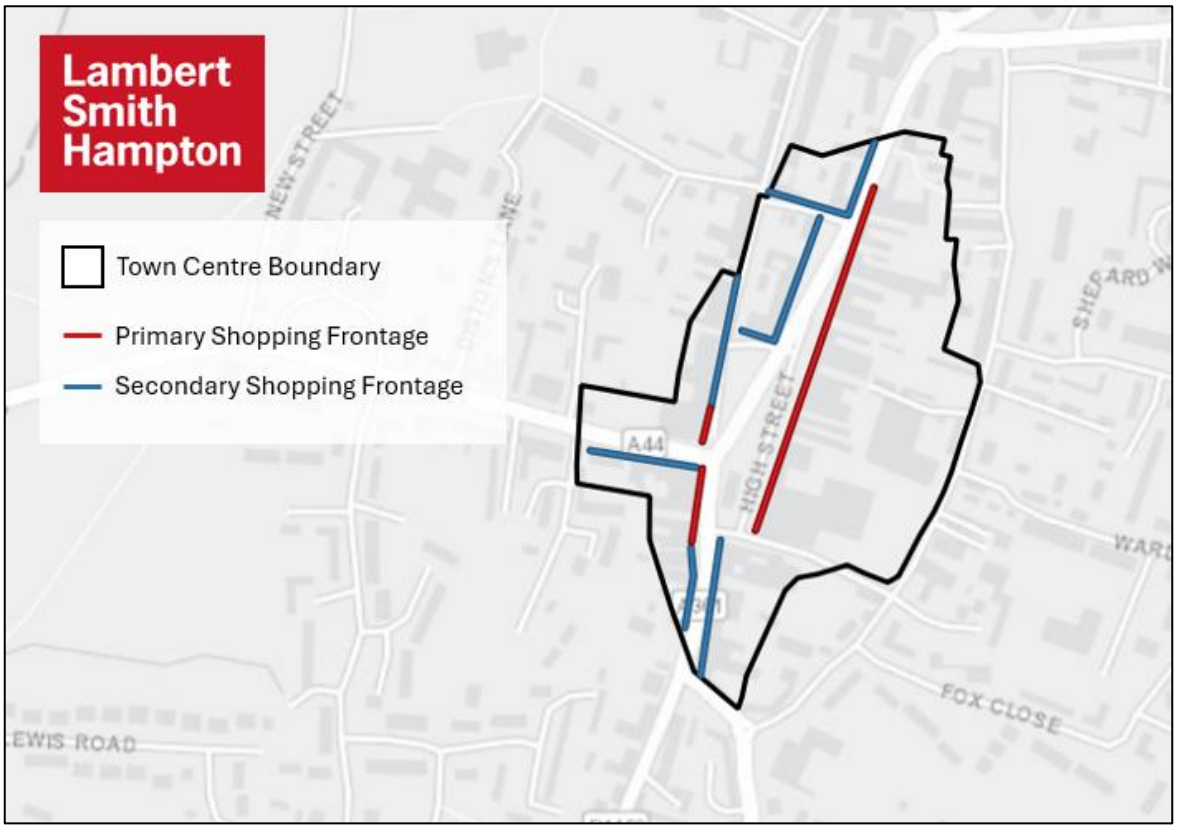
123. Chipping Norton is designated as a Primary Town Centre in The West Oxfordshire Local Plan (2018). The centre boundary covers the A44 that runs through the centre as well as High Street, West Street (to the south), Market Street, Middle Row and Cattle Market. The primary shopping frontages cover the length of High Street, as well as the Sainsbury's store on Market Street and a northern section of West Street (west). The secondary shopping frontages can be found along West Street, Market Street, New Street (south), and Middle Row.

124. Chipping Norton is the northern most town centre within the District, located approximately 18km north of Witney and 20km north of Carterton.

125. Its location at the edge of the Cotswolds makes Chipping Norton a popular base for visitors exploring the region's hills and villages. Historically, Chipping Norton also thrived as a centre for the wool trade, evident in its iconic landmarks like the Bliss Mill, a striking former tweed mill that symbolizes the town's industrial past.

126. The centre has a strong mix of retail and leisure which is supported by The Chipping Norton Theatre as a cultural and community hub offering plays, films, music, comedy performances and more as well as the two screen boutique Living Room Cinema that opened in the centre in 2023.

Figure 37: Chipping Norton Town Centre Map



Diversity of Uses

127. Goad data from September 2023 has been used to assess Chipping Norton's mix of uses. The figure below shows the area covered by Goad.

Figure 38: Chipping Norton Goad Map

Source: Experian Goad

128. The table below shows that Chipping Norton has a total of 108 units and an overall quantum of 16,370 sqm in floorspace.

Figure 39: Outlets and Floorspace

	No. of Outlets	% of Total Outlets		Gross Floorspace (sqm)	% of Total Floorspace	
		Chipping Norton	UK Average		Chipping Norton	UK Average
Comparison Retail	34	31.5%	26.4%	4,530	27.7%	29.4%
Convenience Retail	9	8.3%	9.3%	2,310	14.1%	15.6%
Retail Services	11	10.2%	15.9%	980	6.0%	7.3%
Leisure Services	27	25.0%	25.8%	4,960	30.3%	26.7%
Financial & Business Services	8	7.4%	8.3%	770	4.7%	6.3%
Vacant	19	17.6%	14.1%	2,820	17.2%	14.2%
Total	**108**	**100.0%**	**100.0%**	**16,370**	**100.0%**	**100.0%**

Source: Experian Goad, September 2023

129. Comparison retail is the most common use, taking up almost 1 in 3 outlets, whilst leisure services occupy more floorspace than any other use.

130. Comparison retail is the only use (excluding vacant) that overperforms the UK average (31.5% vs 26.4%) in terms of outlet representation. The key retailers include QD Stores (700 sqm), WH Smith (580 sqm) and Boots (470 sqm).

131. Whilst retail service outlets fall 5.7 percentage points below the UK average representation, the other uses are broadly in line with the UK average.

132. Comparing the breakdown with that seen in 2012 (West Oxfordshire Retail Needs Assessment Update, November 2012 (which analysed data from the West Oxfordshire District Council Audit, July 2012)), it is apparent that:

- The total number of outlets has increased from 101 to 108
- The provision of comparison retail units has declined marginally, from 38 to 34
- There has been no change in the number of convenience retail outlets
- Services (retail, leisure and financial & business) combined to occupy 47 outlets in 2012, which now stands at 46

Figure 40: Food & Beverage Outlets and Floorspace

	No. of Outlets	% of Total Outlets		Gross Floorspace (sqm)	% of Total Floorspace	
		Chipping Norton	UK Average		Chipping Norton	UK Average
Bars & Wine Bars	0	0.0%	2.3%	0	0.0%	2.4%
Cafes	9	8.3%	5.1%	1,210	7.4%	2.9%
Fast Food & Take-Away	4	3.7%	6.1%	370	2.3%	3.1%
Public Houses	6	5.6%	2.6%	1,710	10.4%	3.4%
Restaurants	3	2.8%	5.1%	270	1.6%	4.3%
Total	**22**	**20.4%**	**21.2%**	**3,560**	**21.7%**	**16.1%**

Source: Experian Goad, September 2023

133. Food and beverage outlets are led by cafes (9 outlets). Combined, food and beverage outlets account for roughly 1 in 5 outlets within the centre. Whilst this is broadly in line with the UK average, they make up 5.6 percentage points more of the floorspace within the centre than the UK average, which is largely due to the six public houses occupying over 10% of the centre's floorspace.

Vacancies

134. There are a total of 19 vacant outlets in Chipping Norton which represents 17.6% of the overall outlets (higher than the UK average of 14.1%). 17.2% of the floorspace in Chipping Norton is vacant (which compares unfavourably to the UK average of 14.2%).

135. Where the previous study recorded seven vacant units, the vacancy rate has subsequently increased by 10.7 percentage points (6.9% up to 17.6%).

136. The image below illustrates where vacant units are located in Chipping Norton as of September 2023. As can be seen, the units are relatively spread out, albeit with a bit of a cluster found along High Street.

Figure 41: Chipping Norton Vacancy Map

Source: Experian Goad, September 2023

Multiple and Independent Representation

137. Independent retailers are essential to create a unique and local feel to a centre. They help to curate a sense of place and pride within an area for those who live nearby. Chipping Norton has a range of independent outlets, including The Living Room Cinema, Oats (health food store), Beehive Home & Lifestyle, Alberto's (restaurant) and The Rustic Bean (coffee shop).

138. In addition, the centre also has a selection of national multiples including Sainsbury's, Co-op and QualityDiscounts (discount retailer).

Figure 42: Sainsbury's Store, Chipping Norton

Source: LSH Site Visit

Markets

139. As noted in the NPPF, markets play an important role in supporting the vitality and viability of centres and local communities and there is policy support for the retention and enhancement of existing markets and creation of new ones.

140. Chipping Norton Market is held in Market Place every Wednesday, whilst Chipping Norton Farmers' Market takes place on the third Saturday of every month between 8:30am and 1:30pm showcasing local produce from the area.

Retailer Requirements

141. Demand from retailers and leisure operators for representation in a centre is an important indicator of a centre's overall health and viability. The latest published market demand report is set out in the table below:

Table 5: Retailer Requirements, Chipping Norton

Recorded Date	Operator	Sector	Min Sqm	Max Sqm
Sep 24	Majestic Wine	Convenience Retail	230	460
Jun 24	Domino's Pizza	Leisure Service	90	110
Mar 24	DOG by Just For Pets	Comparison Retail	140	230
		Total	**460**	**800**

Source: The Requirement List

142. As of January 2025, a review of published operator requirements identified three recorded requirements from retail and leisure operators, seeking a combined maximum floorspace of up to 800 sqm.

143. It should be noted that these are not necessarily operators seeking representation within the centre itself but potentially out-of-centre locations and retail parks.

144. It is also possible that these operators are not looking for opportunities in Chipping Norton specifically, rather they are looking for opportunities in areas similar to and including Chipping Norton.

145. Independent/ smaller operators do not tend to document their desire for retail space in the same way as the larger national multiples and fast-growing organisations, and so gauging the demand for retail space from these businesses is harder.

Commercial Property Indicators

146. Information sourced from the Valuation Office Agency indicates a broad estimate prime A rental level in the region of £430/sqm (£40/sqft) - £480/sqm (£45/sqft) within Chipping Norton (High Street).

147. Given the limited availability of transactional evidence, we are unable to report on the current level of prime retail unit shop yields for Chipping Norton.

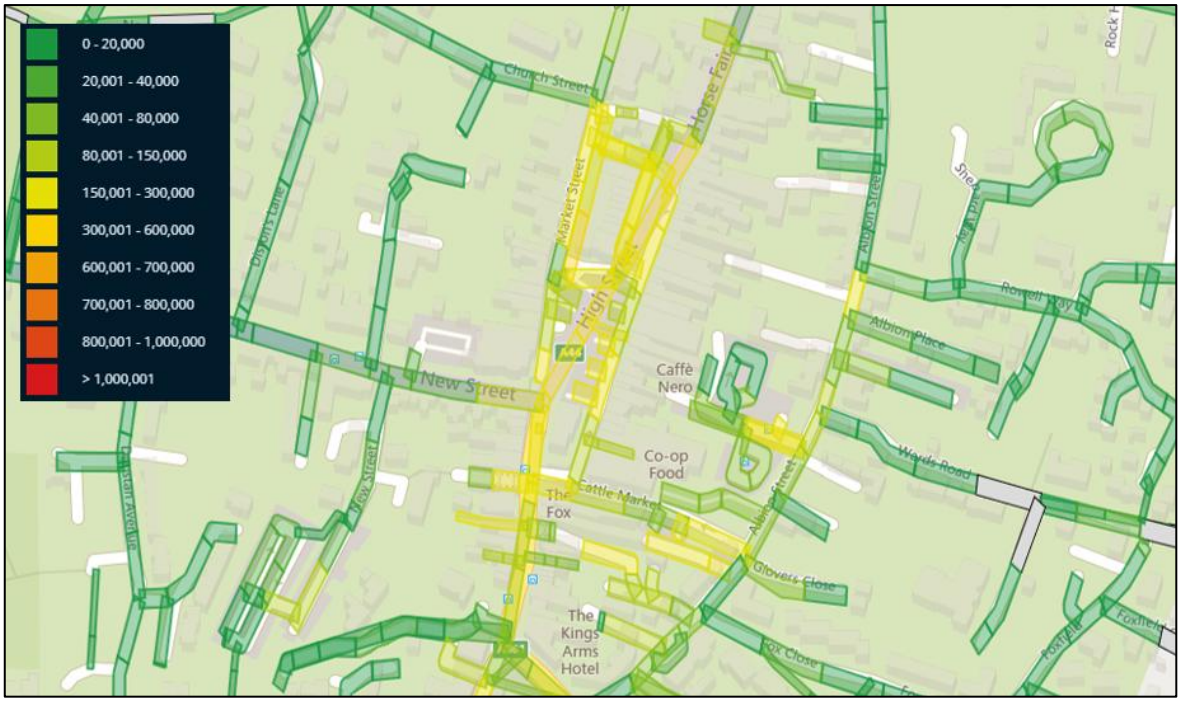
Pedestrian Flows

148. Geo-sense data, provided by West Oxfordshire District Council, has been used to analyse footfall activity in Chipping Norton. The data relates to the month of August 2024, with the key findings being as follows:

- There was a total of 91,854 visitors, averaging 2,963 per day
- 69% were repeat visitors and 31% were new visitors to Chipping Norton
- Total footfall from January 2024 to August 2024 was down by -14% when compared to the same period the year before
- High Street was the busiest part of Chipping Norton, with 100% of visitors to the centre recorded as being on the street at some point of their visit
- The average dwell time was 215 minutes on the busiest day of the month

149. A footfall heatmap of the centre has been sourced from Datscha. The figure below illustrates total pedestrian movements for August 2024. As can be seen, footfall activity is high along High Street, Market Place/ Street and West Street.

Figure 43: Chipping Norton Footfall Heatmap, August 2024



Source: Datscha

Accessibility

150. Bus routes serve the centre and provide key connections to Woodstock, Moreton-in-March, Cheltenham and Oxford. The road networks in and around Chipping Norton provide linkages to nearby centres including Moreton-in-Marsh (circa 15-minute drive), Bourton-on-the-Water (circa 25-minute drive), Banbury (circa 30-minutes), Witney (30-minute drive) and Oxford (circa 45-minute drive).

151. As set out by Parkopedia, parking is provided in the form of New Street car park (151 parking spaces) and Albion Street car park (54 parking spaces), both of which are located at the edge of the centre's boundary. The Co-op also has associated customer parking (85 parking spaces). Furthermore, short-stay parking can be found either side of the A44, at the heart of the centre. Electric vehicle charging points are available within the centre – at New Street car park.

152. Cycle parking can be found at several points around the centre, supporting sustainable modes of travel and providing a place for secure storage for those looking to get to and from the centre by bike. Whilst the A44 cuts through the centre, posing an obstacle to pedestrian movement and navigation of the centre from east to west, a combination of a traffic light crossing and several pedestrian islands are located strategically to support. It is felt however, that pedestrian crossing support to the north of the centre, as well as upgrades from pedestrian islands to zebra crossings, would significantly improve pedestrian accessibility.

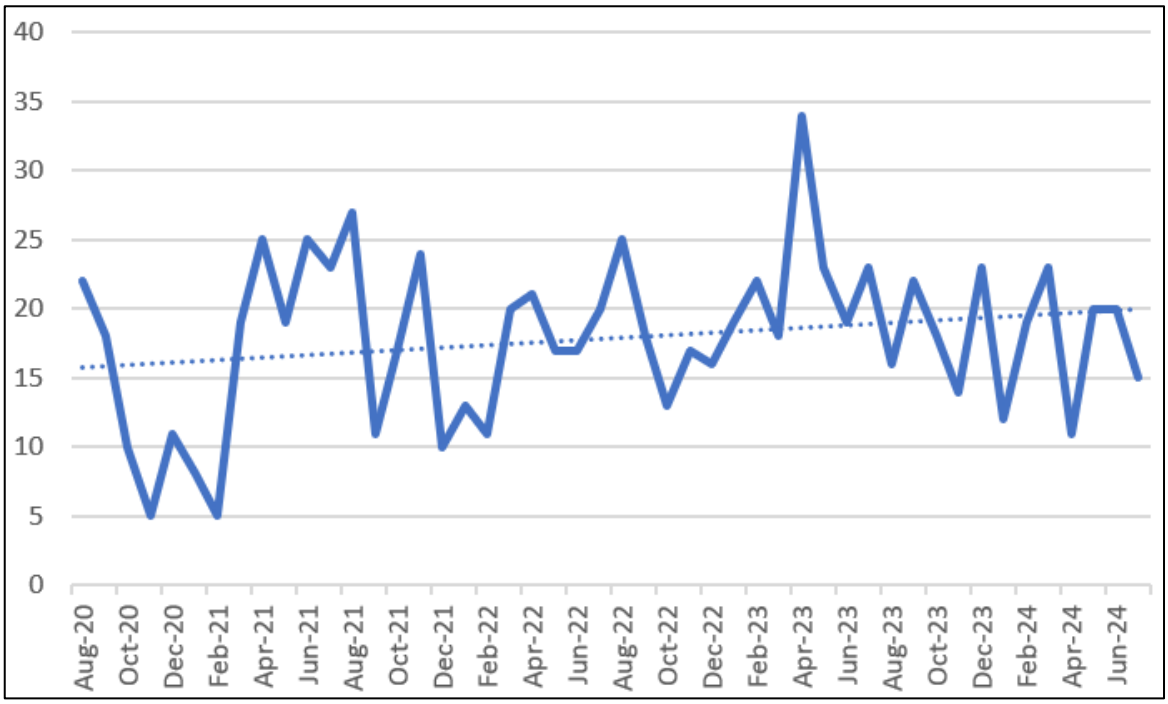
Crime and Safety

153. A central postcode within Chipping Norton was used to review total crime data within a ¼ mile radius between August 2020 and July 2024. The figure below outlines the

total crime rate month by month within this period, as well as a trendline to show the overall change in criminal activity over the four years.

154. As can be seen, recorded crime levels have marginally risen during this period.

Figure 44: Recorded Crimes, Chipping Norton, August 2020 - July 2024



Source: UKCrimeStats

155. The figure below shows a heat map representing criminal activity within the same area and for the same period outlined previously. As can be seen, criminal activity is predominately concentrated nearby to the Sainsbury's store and the Town Hall building.

156. The top three types of crimes recorded within this area during this period are shoplifting (167 recorded incidences), public order offences (89 recorded incidences) and anti-social behaviour (83 recorded incidences).

Figure 45: Chipping Norton Crime Heat Map, August 2020 - July 2024

Source: UKCrimeStats

Environmental Quality

157. Elements identified in Chipping Norton that enhance the environmental quality include:

- History and charm
- Attractive buildings and architecture
- Well-kept, attractive shop fronts
- Modern developments and building upgrades are in keeping with the centre's architecture and character
- Examples of good signage and wayfinding

Figure 46: Examples of Strong Environmental Quality

Source: LSH Site Visit

158. Elements of the centre identified that detract from its environmental quality include:

- A44 cutting through the centre leads to a lack of cohesion, which is exacerbated by the gradient of the centre from east to west
- The main road was busy at the time of visit, making it a challenging environment for both cyclists and pedestrians navigating the centre

159. Overall, the environmental quality of Chipping Norton is good, with strong history and charm, but with the A road posing multiple challenges.

Evening and Night Time Economy

160. A strong evening and night time economy can often be a good indicator of a strong, vital and viable centre. A vibrant evening and night time economy is largely underpinned by a quality leisure offer within a centre, and so a sample of predominantly leisure outlets within Chipping Norton have been selected with their opening times and more importantly closing times recorded to get a sense of the provision of the evening offer.

Figure 47: The Living Room Cinema, Chipping Norton

Source: LSH Site Visit

161. As outlined below, there is a good range of evening entertainment venues and food & beverage establishments. Chipping Norton Theatre, which is located along Spring Street, puts on a range of theatre performances, films, galleries, comedy shows and concerts, and attracts over 55,000 visitors annually as stated on their website. The Living Room Cinema opened along High Street in 2023, with over 20,000 guests in its first six months according to their website.

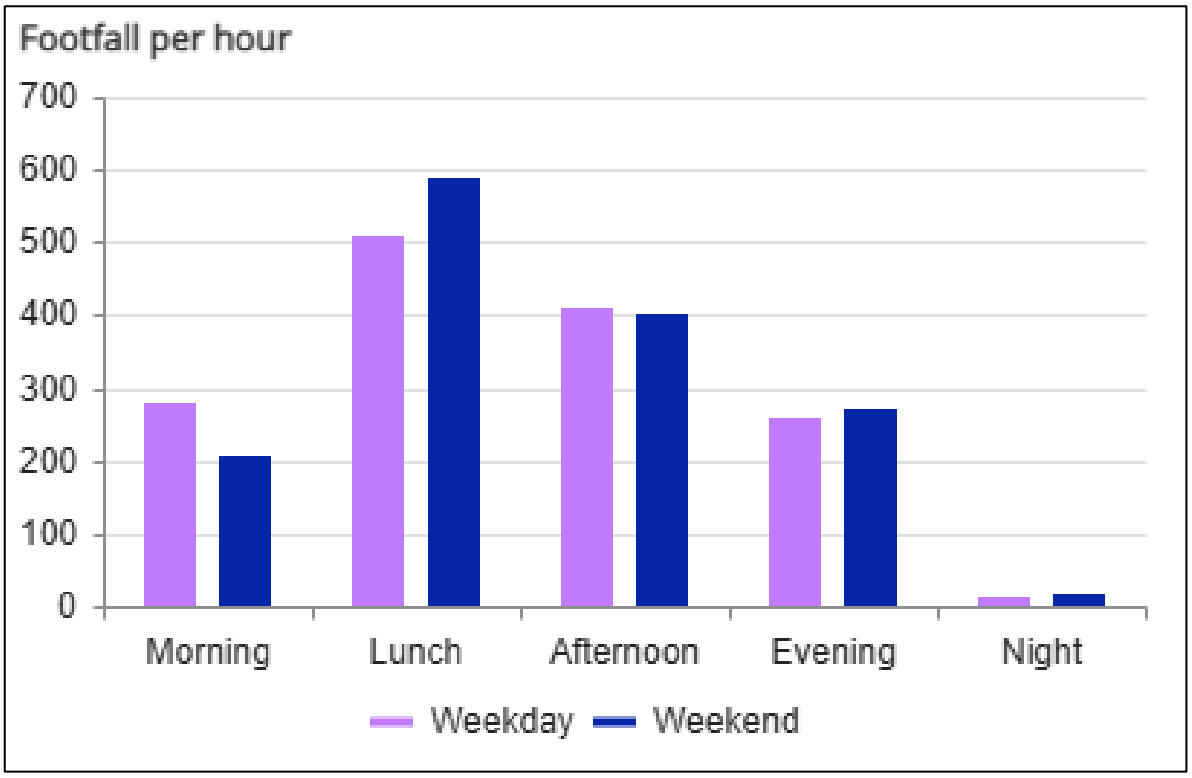
Table 6: Leisure Operator Sample

Retailer Name	Type	Open	Close
Chipping Norton Theatre	Theatre	Morning	Late
The Living Room Cinema	Cinema	Morning	Late
The Chequers	Pub	12pm	11pm
Blue Boar	Pub	11am	10 – 11pm
The Fox	Pub	7:30 – 8am	8 – 9pm
Bitter & Twisted	Restaurant	10am	11pm
Whistlers	Restaurant	10am	11pm
Spice of India	Restaurant	12pm	11pm
Café Le Raj	Restaurant	5:30pm	11pm
Thai Shire	Restaurant	6pm	8 – 9pm

Source: LSH Research

162. The figure below shows how footfall levels differ across different parts of the day. As can be seen, footfall in an evening (5pm – 9pm) is relatively strong. Chipping Norton has the highest evening footfall of the five centres.

Figure 48: Footfall by Time-of-Day, High Street



Source: Datscha

Stakeholder Feedback

163. Stakeholder engagement has been undertaken to provide feedback on the centres from those who have a strong connection to the area and a vested interest in it. Stakeholder feedback collected on Chipping Norton can be summarised as follows:

Key strengths of Chipping Norton

- A good variety of shops and businesses that meet the day-to-day needs of local residents

Key challenges/ local issues for Chipping Norton

- The road network within the centre, notably the A44 that runs directly through the core of Chipping Norton, creating challenges for pedestrian and cyclist mobility

Key opportunities for Chipping Norton

- A number of junctions are currently being reworked in an attempt to address the challenges posed by the road networks within the centre
- Pedestrianisation of the area immediately around the Town Hall (along Cattle Market Street and between QD Stores) to allow for a "town square" experience

- Expansion and improved marketing of the Farmers' Market (which is hoped will be achieved subject to management of the market moving to an independent operator (currently under consultation))

What is lacking in Chipping Norton for residents, businesses and visitors

- Public spaces that allow visitors to sit and chat, or rest while doing shopping in the centre

Key competing centres/ locations

- Moreton-in-Marsh and Charlbury, which are of a similar size to Chipping Norton, but have direct rail links to London, making them more accessible for day-trippers and visitors

How the role if Chipping Norton is likely to change over the next 5 to 10 years

- Online shopping leading to the continued decline of essential shopping and clothing purchases, which could lead to a rise in small coffee shops, third spaces and other areas for residents and visitors to meet and socialise

Any other thoughts on Chipping Norton

- The main challenge for Chipping Norton is balancing the need for car users (parking) with traffic and creating an inviting space to visit. Currently, the town centre seems like an area where people pop in to buy one or two items that they need, but rarely an area that people visit for leisure

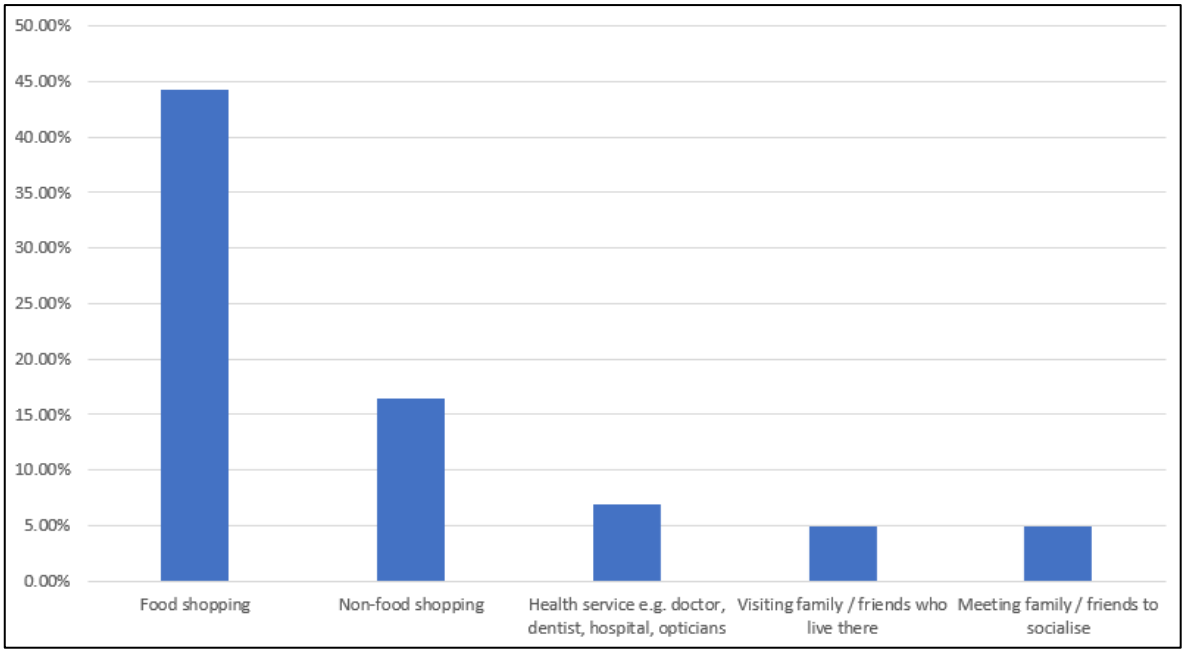
Customer Perception

164. Our assessment of customers' views and behaviours draws on the household survey conducted by NEMS Market Research (NEMS) across the 11 study zones between November and December 2024.

165. Apart from helping to identify shopping and leisure patterns across the defined catchment area and zones, the household survey also asked specific questions on their main reason for visiting each centre, what improvements (if any) could be made to make them likelier to visit more frequently and what they feel is missing from the centre.

166. The figure below sets out the main reasons for respondents visiting the centre. As can be seen, almost 45% cited 'food shopping' for their visit, whilst 16% mentioned 'non-food shopping'.

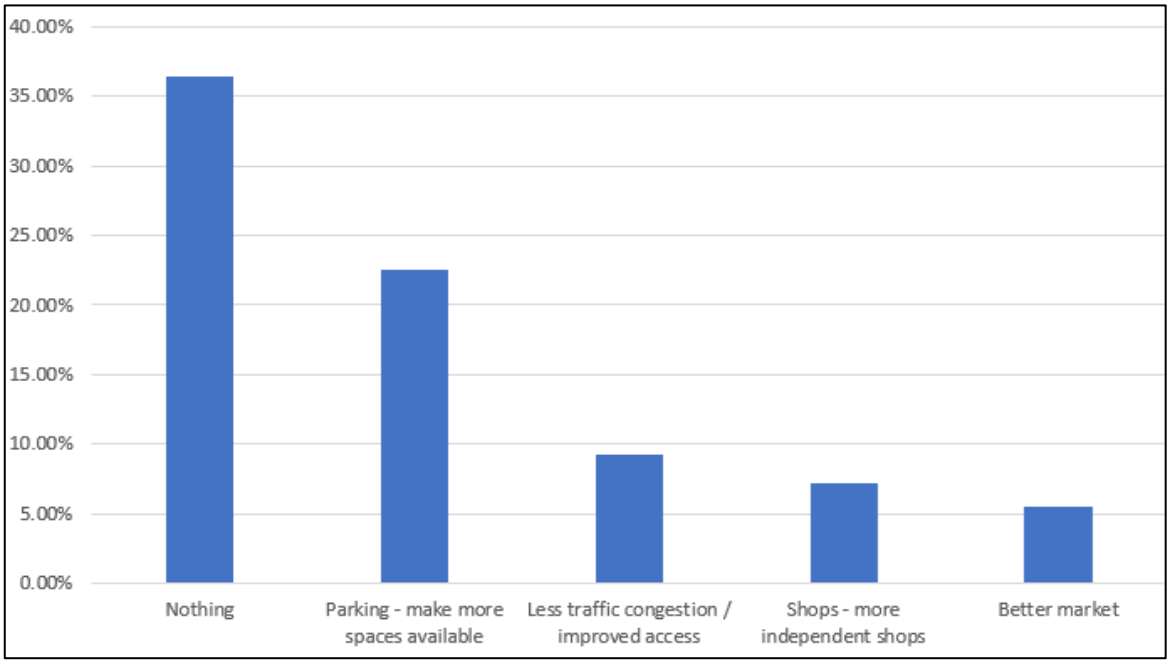
Figure 49: Chipping Norton, Main Reasons for Visiting



Source: NEMS Household Survey Results

167. The figure below sets out the main things that could be improved in the centre. Whilst 36% suggested that there was nothing that could improve Chipping Norton, 23% suggested the availability of more parking spaces, 9% mentioned improvements to levels of traffic and access and 7% would like to see more independent shops.

Figure 50: Chipping Norton, Main Possible Improvements

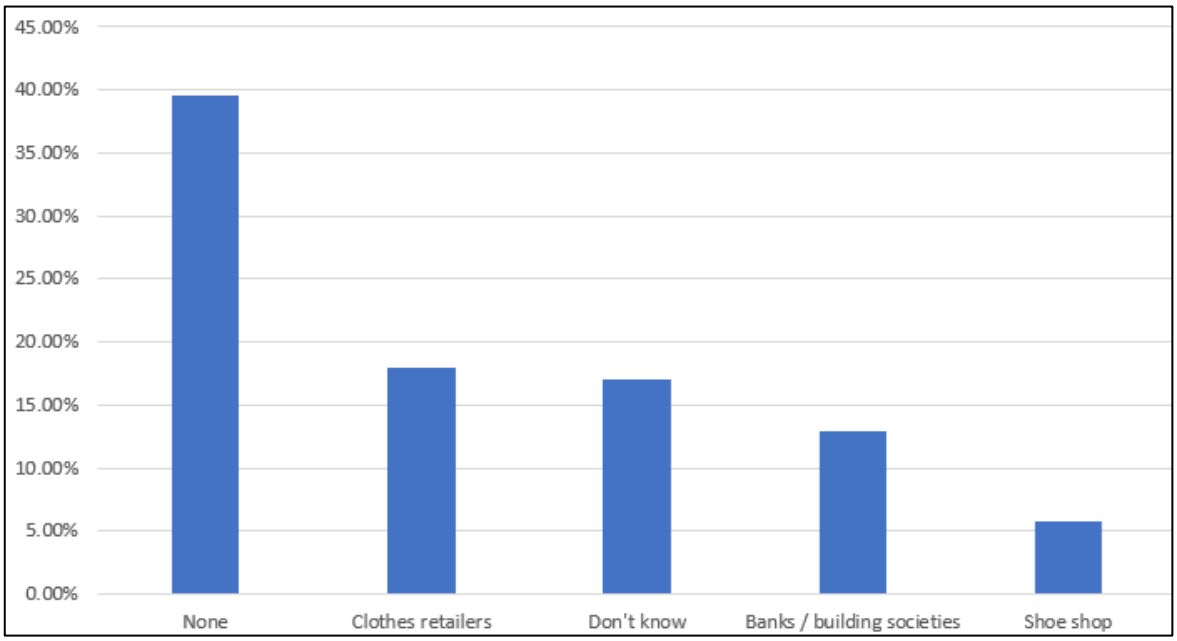


Source: NEMS Household Survey Results

168. The figure below outlines the main things that visitors feel is missing from the centre. As can be seen, just under 40% of respondents feel that there is nothing missing from the centre and 17% couldn't think of anything ('don't know'). 'Clothes retailers'

(18%), 'banks/ building societies' (13%) and 'shop shops' (6%) make up the rest of the top five responses.

Figure 51: Chipping Norton, Main Things Missing from the Centre



Source: NEMS Household Survey Results

Conclusion

169. Overall, the Strengths, Weaknesses, Opportunities, Threats (SWOT) can be summarised as follows:

Strengths

- Strong history, character and charm
- Entertainment venues as key attractions – Chipping Norton Theatre and The Living Room Cinema
- Good mix of uses which are broadly in line with the UK averages
- The offer is stable when comparing the mix of uses to the 2012 study – particularly with comparison retail, which typically has declined in recent years, but remains a strong use in Chipping Norton
- Strong presence of independent retailers
- Sainsbury's and Co-op as key convenience retail anchors for the centre
- Chipping Norton Market as a driver of footfall for the centre
- Good environmental quality overall

Weaknesses

- Vacancy rate above UK average (outlets and floorspace) – significant increase from previous study
- Footfall down -14% from 2023 to 2024 (January to August)
- Road network fragmenting the centre as well as posing challenges to pedestrians and cyclists
- Gradient of the centre creates a disconnect and further accessibility challenges

Opportunities

- Improvements to pedestrian accessibility – provision of a crossing to the north of the centre as well as upgrading the pedestrian island crossings
- Improved promotion of the market
- The creation of a public space that acts as the heart of the centre, with provision of seating and a pleasant place to spend time, socialise and dwell
- Consideration of alternative uses to address vacant space (such as residential, healthcare and education)
- Creative use of the vacant space in the form of pop-ups, community hubs and co-working spaces
- Heritage guide and better coordination between centres

Threats

- High business operating costs
- Out of centre offers that may be deemed more convenient and safer – Aldi and London Road Retail Park to the east
- Continued rise in vacancies damaging the appeal and attraction of the centre
- The growth in online shopping and its impact on brick-and-mortar retail outlets
- Further closures of high street retailers (e.g., WH Smith)

170. We therefore conclude that Chipping Norton is a vital and viable centre, that continues to serve the day-to-day needs of its immediate catchment, whilst also attracting visitors from beyond this due to its history, character, entertainment venues (theatre and cinema), independent operators and more.

171. Whilst the comparison retail offer has held strong in recent years, it is typically the use most significantly impacted by online retail, and as picked up from stakeholder engagement, may lead to a necessary evolution in the centre's offer in the coming years. This evolution may lead to less shopping and more leisure and socialising. On this point, the challenge posed by the main road that cuts through the centre must be addressed, to create a safer, more enjoyable space for people to visit and spend time.

172. The significant rise in vacant outlets and floorspace since the previous study is cause for concern and must be addressed in order to protect Chipping Norton's strong image as an attractive destination. Alternative uses may need to be considered (such as residential, healthcare and education), whilst creativity in turning these spaces into pop-up offers and community facilities in the short-term would also help.

5. Burford Town Centre Health Check

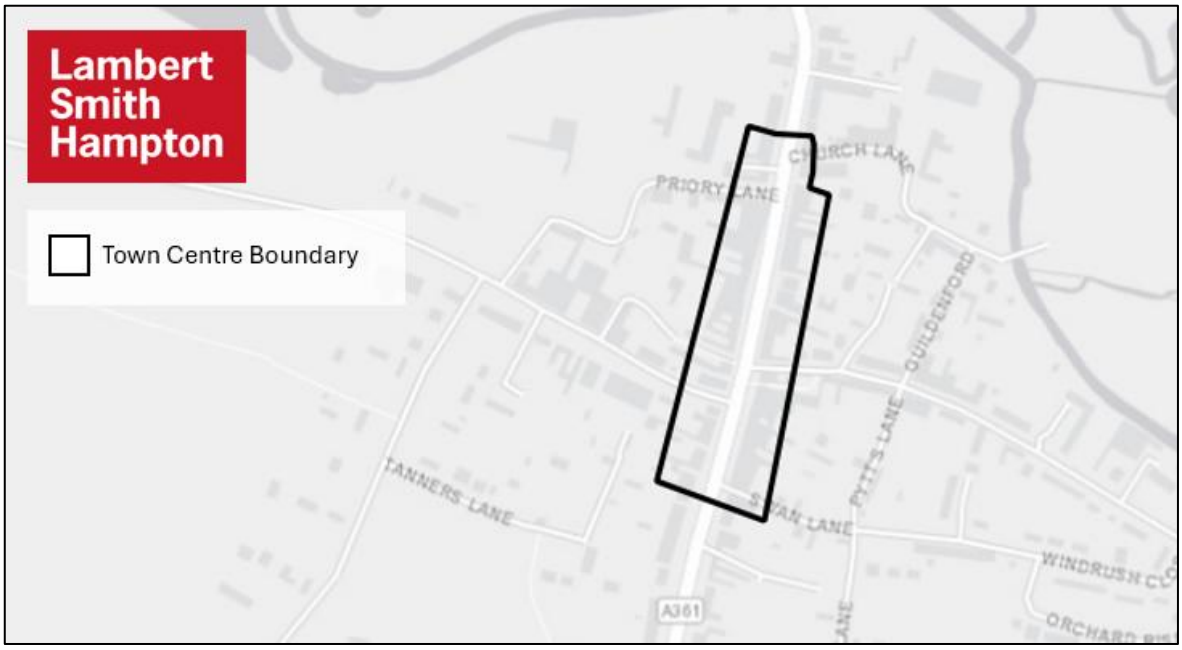
Overview

173. Burford is designated as a Town Centre with a significant tourist role in The West Oxfordshire Local Plan (2018). The centre boundary runs vertically along The Hill/ High Street – starting just north of Church Lane and ending just south of Swan Lane.

174. Witney is located approximately 10.5km east of the centre, with the A40 connecting the two areas. Carterton is around 6km south east, accessible via the B4020.

175. The town centre is renowned for its historical significance, architecture and a variety of shops, cafes, and cultural attractions. It is of linear shape, with small units lining either side of the main road.

Figure 52: Burford Town Centre Map



Diversity of Uses

176. Goad data from March 2024 has been used to assess Burford's mix of uses. The figure below shows the area covered by Goad.

Figure 53: Burford Goad Map

Source: Experian Goad

177. The table below shows that Burford has a total of 72 units and an overall quantum of 9,310 sqm in floorspace.

Figure 54: Outlets and Floorspace

	No. of Outlets	% of Total Outlets		Gross Floorspace (sqm)	% of Total Floorspace	
		Burford	UK Average		Burford	UK Average
Comparison Retail	39	54.2%	26.4%	4,690	50.4%	29.4%
Convenience Retail	7	9.7%	9.3%	920	9.9%	15.6%
Retail Services	3	4.2%	15.9%	120	1.3%	7.3%
Leisure Services	12	16.7%	25.8%	2,300	24.7%	26.7%
Financial & Business Services	2	2.8%	8.3%	260	2.8%	6.3%
Vacant	9	12.5%	14.1%	1,020	11.0%	14.2%
Total	**72**	**100.0%**	**100.0%**	**9,310**	**100.0%**	**100.0%**

Source: Experian Goad, March 2024

178. The centre is dominated by comparison retail – over half of the units and floorspace are occupied by the use (more than double the proportionate representation that would be expected when comparing to the UK average for outlets). As a result, most other uses fall below the UK average. Retail services and financial & business services both have very little representation within the centre (3 and 2 outlets respectively).

179. Comparison retail operators in the centre include antique shops (three outlets), art dealers (five outlets), crafts, gifts, china & glass shops (seven outlets) and DIY & home improvement stores (three outlets).

Figure 55: At Home With The Rudds, Homeware Store, Burford

Source: LSH Site Visit

180. Comparing the breakdown with that seen in 2012 (West Oxfordshire Retail Needs Assessment Update, November 2012 (which analysed data from the West Oxfordshire District Council Audit, July 2012)), it is apparent that:

- The total number of outlets has increased by two (from 70 to 72)
- The number of comparison retail outlets has declined by two (from 41 to 39)
- Convenience retail provision has jumped from four units to seven
- Services (retail, leisure and financial & business) combined had previously occupied 25 outlets, but now occupy 17

Figure 56: Food & Beverage Outlets and Floorspace

	No. of Outlets	% of Total Outlets		Gross Floorspace (sqm)	% of Total Floorspace	
		Burford	UK Average		Burford	UK Average
Bars & Wine Bars	1	1.4%	2.3%	90	1.0%	2.4%
Cafes	5	6.9%	5.1%	790	8.5%	2.9%
Fast Food & Take-Away	0	0.0%	6.1%	0	0.0%	3.1%
Public Houses	2	2.8%	2.6%	450	4.8%	3.4%
Restaurants	2	2.8%	5.1%	340	3.7%	4.3%
Total	**10**	**13.9%**	**21.2%**	**1,670**	**17.9%**	**16.1%**

Source: Experian Goad, March 2024

181. Whilst food and beverage operators are underrepresented in terms of outlets when compared to the UK average, they occupy a higher proportion of floorspace than average. Half of the food and beverage operators are cafes, including Huffkins, Lynwood & Co Café and Hunters Cakery.

Vacancies

182. There are a total of nine vacant outlets in Burford which represents 12.5% of the overall outlets (lower than the UK average of 14.1%). 11% of the floorspace in Burford is vacant (which compares favourably to the UK average of 14.2%).

183. The previous study identified that there were no vacant units in Burford as of June 2012.

184. The image below illustrates where vacant units are located in Burford as of March 2024. As can be seen, these vacancies can be found within the southern half of the centre.

Figure 57: Burford Vacancy Map

Source: Experian Goad, March 2024

Multiple and Independent Representation

185. Independent retailers are essential to create a unique and local feel to a centre. They help to curate a sense of place and pride within an area for those who live nearby. Burford is a strongly independent-led centre, with outlets and operators including At Home With The Rudds (homeware), The Burford Farm Shop, Manfred

Schotten (antiques), The Madhatter Bookshop, Hugo Lovage Patisserie and Bakery on the Hill.

186. Whilst the presence of national multiples is limited (including Co-op food store, The Golden Pheasant Inn (Greene King pub & accommodation), Charles Clinkard (footwear) and Sue Ryder (charity shop)), Burford's array of small-scale, independent operators creates such a charm and attraction that the need for a strong presence of national multiples is negated and undesirable. The national multiples present are in-keeping with the centre's overall character.

Figure 58: The Co-op Food Store, Burford

Source: LSH Site Visit

Retailer Requirements

187. Demand from retailers and leisure operators for representation in a centre is an important indicator of a centre's overall health and viability. The latest published market demand report is set out in the table below:

Recorded Date	Operator	Sector	Min Sqm	Max Sqm
Oct 24	Coffi Lab	Leisure Service	140	160
		Total	**140**	**160**

Source: The Requirement List

188. As of January 2025, a review of published operator requirements identified one recorded requirement from retail and leisure operators, seeking a combined maximum floorspace of up to 160 sqm.

189. It should be noted that these are not necessarily operators seeking representation within the centre itself but potentially out-of-centre locations and retail parks.

190. It is also possible that these operators are not looking for opportunities in Burford specifically, rather they are looking for opportunities in areas similar to and including Burford.

191. Independent/ smaller operators do not tend to document their desire for retail space in the same way as the larger national multiples and fast-growing organisations, and so gauging the demand for retail space from these businesses is harder.

Commercial Property Indicators

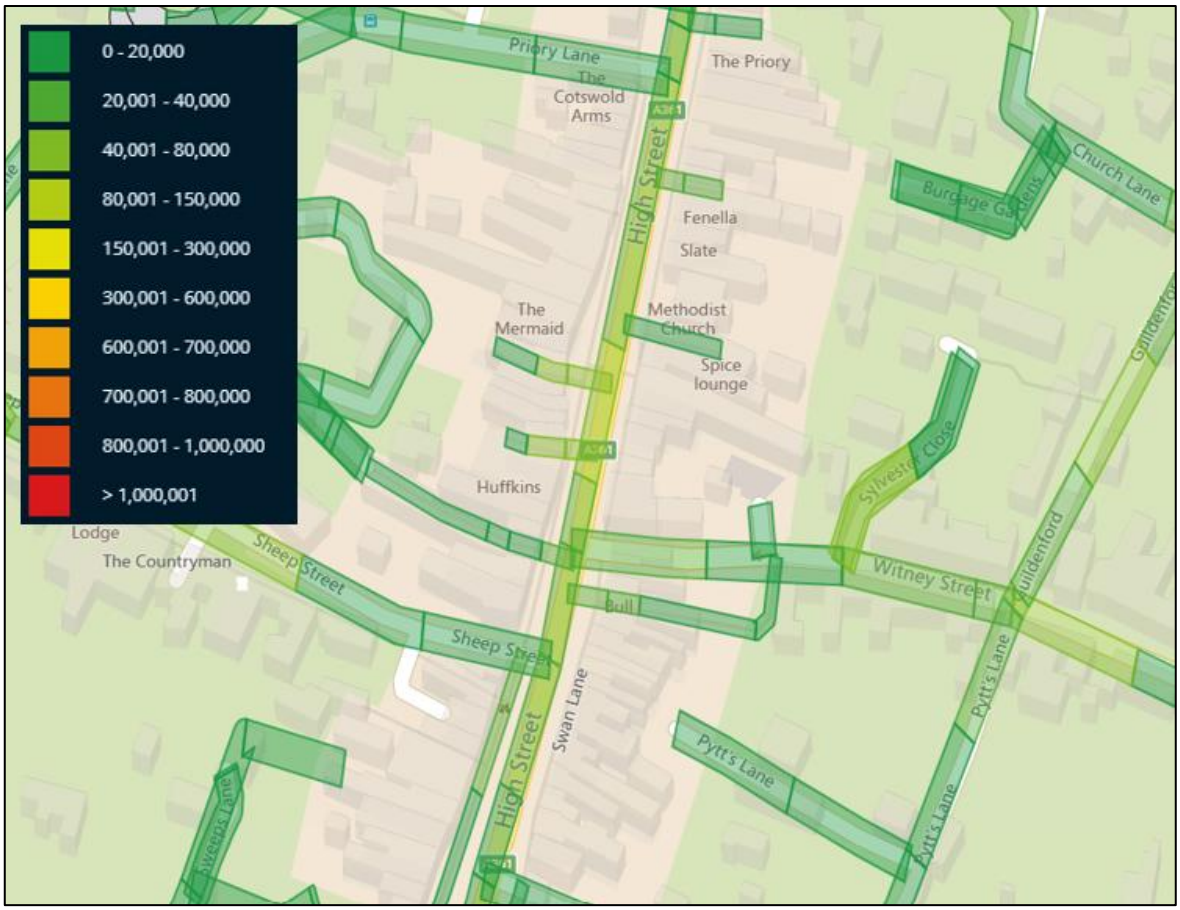
192. Information sourced from the Valuation Office Agency indicates a broad estimate prime A rental level in the region of £480/sqm (£45/sqft) - £540/sqm (£50/sqft) within Burford (High Street).

193. Given the limited availability of transactional evidence, we are unable to report on the current level of prime retail unit shop yields for Burford.

Pedestrian Flows

194. A footfall heatmap of the centre has been sourced from Datscha. The figure below illustrates total pedestrian movements for August 2024. As can be seen, footfall is generally low within the centre, although this is to be expected due to Burford's size.

Figure 59: Burford Footfall Heatmap, August 2024



Source: Datscha

195. When sampling a section of High Street (by the Co-op), Datscha indicates that footfall activity is up by +31% when comparing 2023 and 2024 (January to August).

Accessibility

196. A limited number of bus routes serve the centre and provide key connections to Carterton and Witney, whilst the S2 service that runs to the south of the centre links to Oxford and Cheltenham. The road networks in and around Burford provide linkages to nearby centres including Carterton (circa 10-minute drive), Witney (circa 15-minute drive), Cheltenham (circa 40-minute drive), Swindon (circa 40-minute drive) and Oxford (circa 45-minute drive).

197. As set out by Parkopedia, Guildenford car park is the main dedicated parking provision for the centre. This car park is beyond the centre's boundary to the east, is accessed via Church Lane and has a total of 172 parking spaces. More convenient, short stay, on street parking can be found along High Street.

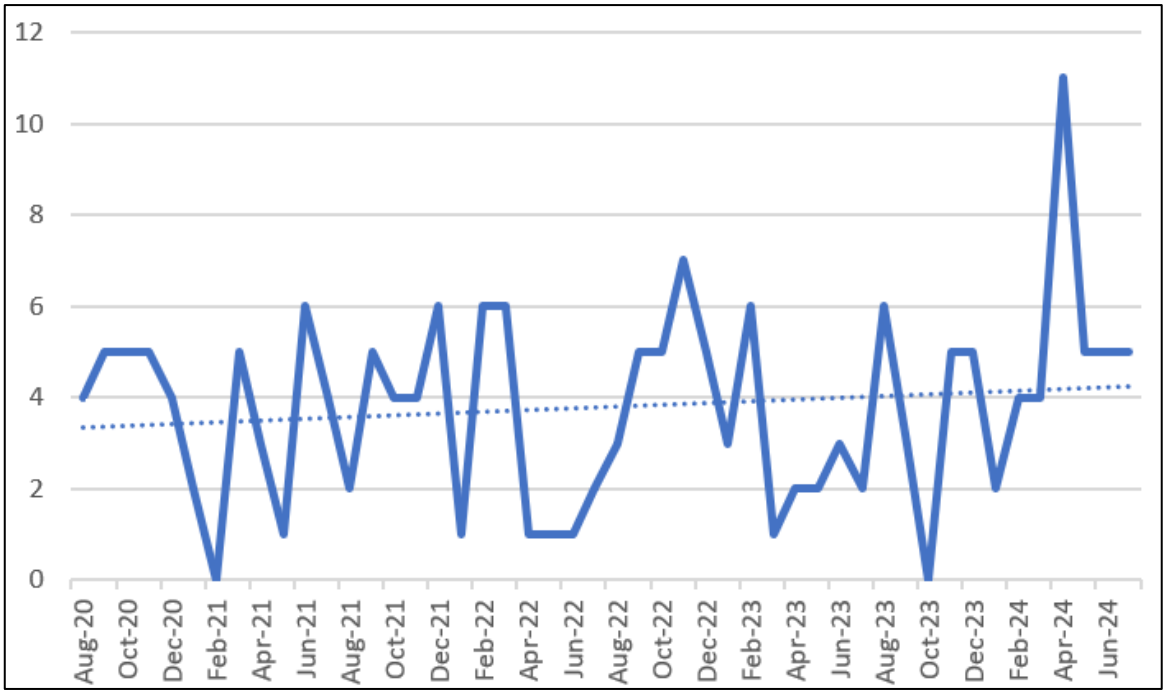
198. The busy A road that cuts through the centre poses accessibility challenges for pedestrians and cyclists alike. Whilst a traffic light crossing is present, more could be done to support those navigating the centre by foot and bike. Several benches are found within the centre, allowing people to sit and rest, however, a shortage of cycle racks is noted.

Crime and Safety

199. A central postcode within Burford was used to review total crime data within a ¼ mile radius between August 2020 and July 2024. The figure below outlines the total crime rate month by month within this period, as well as a trendline to show the overall change in criminal activity over the four years.

200. As can be seen, crime numbers are low in the area, with more than seven crimes in one month only seen in April 2024 during this period.

Figure 60: Reported Crimes, Burford, August 2020 - July 2024



Source: UKCrimeStats

201. The figure below shows a heat map representing criminal activity within the same area and for the same period outlined previously. As can be seen, criminal activity is predominately concentrated at/ by The Co-operative Food store.

202. The top three types of crimes recorded within this area during this period are vehicle crime (27 recorded incidences), other theft (24 recorded incidences) and shoplifting (21 recorded incidences).

Figure 61: Burford Crime Heat Map, August 2020 - July 2024

Source: UKCrimeStats

Environmental Quality

203. Elements identified in Burford that enhance the environmental quality include:

- Strong character and charm
- Attractive, historic buildings and well-kept shop frontages
- Examples of signage and wayfinding
- Provision of street furniture (benches, bins, street lights etc)

Figure 62: Examples of Strong Environmental Quality

Source: LSH Site Visit

204. Elements of the centre identified that detract from its environmental quality include:

- The main road cutting through creates challenges for pedestrians navigating the centre

205. Overall, the environmental quality of Burford is good, with great history, charm and character. The main road and constant flow of traffic does detract from this, however.

Evening and Night Time Economy

206. A strong evening and night time economy can often be a good indicator of a strong, vital and viable centre. A vibrant evening and night time economy is largely underpinned by a quality leisure offer within a centre, and so a sample of predominantly leisure outlets within Burford have been selected with their opening times and more importantly closing times recorded to get a sense of the provision of the evening offer.

207. As outlined below, there is a selection of pubs and restaurants relative to Burford's size. These establishments are open until late, supporting the evening economy of Burford.

Table 7: Leisure Operator Sample

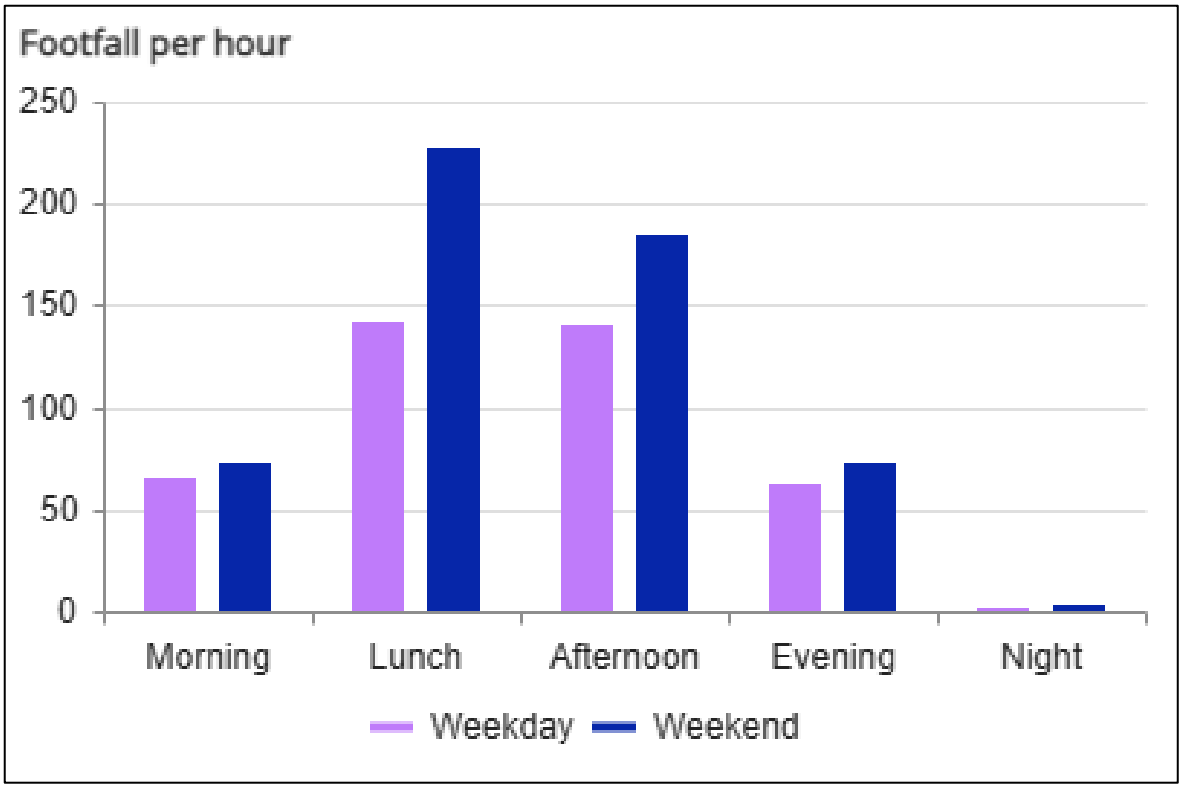
Retailer Name	Type	Open	Close
The Cotswold Arms	Pub	10am	12am
The Mermaid Inn	Pub	12pm	6pm – 11pm
The Highway Inn	Pub	Not made available	Not made available
Bull	Restaurant	12pm	9 – 10pm

Retailer Name	Type	Open	Close
Burford House	Restaurant	Not made available	Not made available
Spice Lounge	Restaurant	12pm	10pm

Source: LSH Research

208. The figure below shows how footfall levels differ across different parts of the day. As can be seen, footfall in an evening (5pm – 9pm) is relatively low, although this is not unusual for a centre of the size of Burford, particularly when it doesn't have a clear overrepresentation of evening related establishments and venues.

Figure 63: Footfall by Time-of-Day, High Street



Source: Datscha

Stakeholder Feedback

209. Stakeholder engagement has been undertaken to provide feedback on the centres from those who have a strong connection to the area and a vested interest in it. Stakeholder feedback collected on Burford can be summarised as follows:

Key strengths of Burford

- Unique shopping destination due to the town's historic nature
- Free car parking
- Strength of independent retailing offer

Key challenges/ local issues for Burford

- Limited parking provision

Key opportunities for Burford

- Improvements to the public transport network and connections (bus routes)

What is lacking in Burford for residents, businesses and visitors

- Chamber of Trade

Key competing centres/ locations

- The nearest comparable competition comes from Bourton-on-the-Water, which is approximately 12km away

How the role if Burford is likely to change over the next 5 to 10 years

- The river and pollution from sewage is becoming an increasing problem for the centre and surrounding area

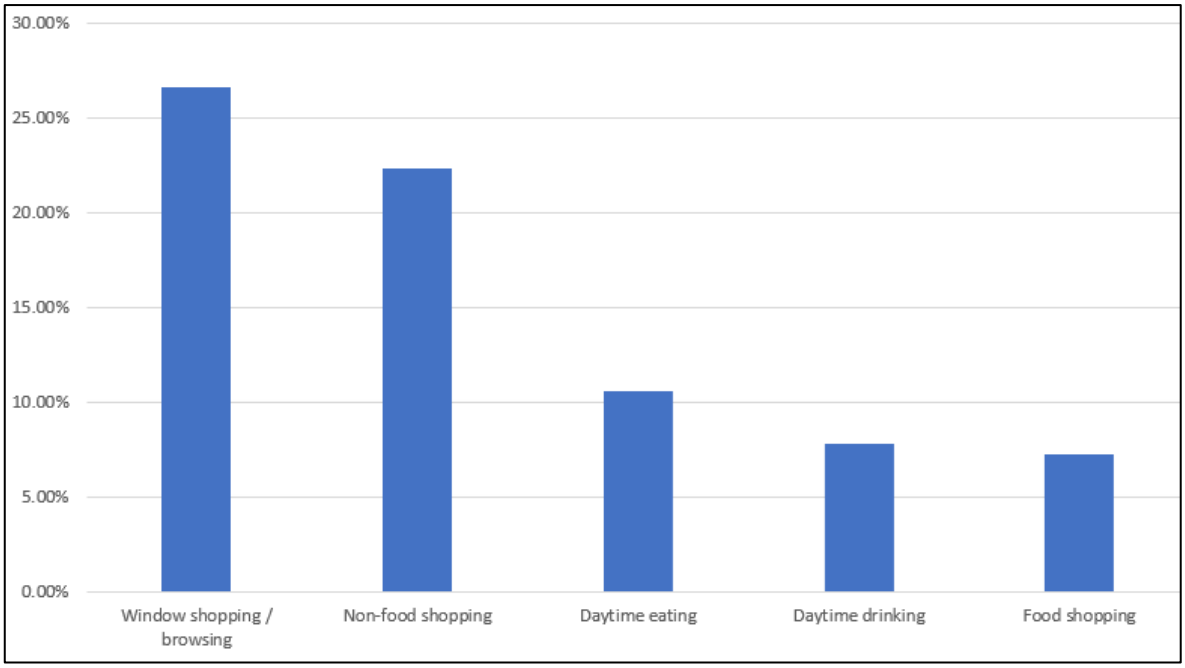
Customer Perception

210. Our assessment of customers' views and behaviours draws on the household survey conducted by NEMS Market Research (NEMS) across the 11 study zones between November and December 2024.

211. Apart from helping to identify shopping and leisure patterns across the defined catchment area and zones, the household survey also asked specific questions on their main reason for visiting each centre, what improvements (if any) could be made to make them likelier to visit more frequently and what they feel is missing from the centre.

212. The figure below sets out the main reasons for respondents visiting the centre. As can be seen, more than 1 in 4 mentioned 'window shopping/ browsing', whilst 'non-food shopping' was the second most common response (22%).

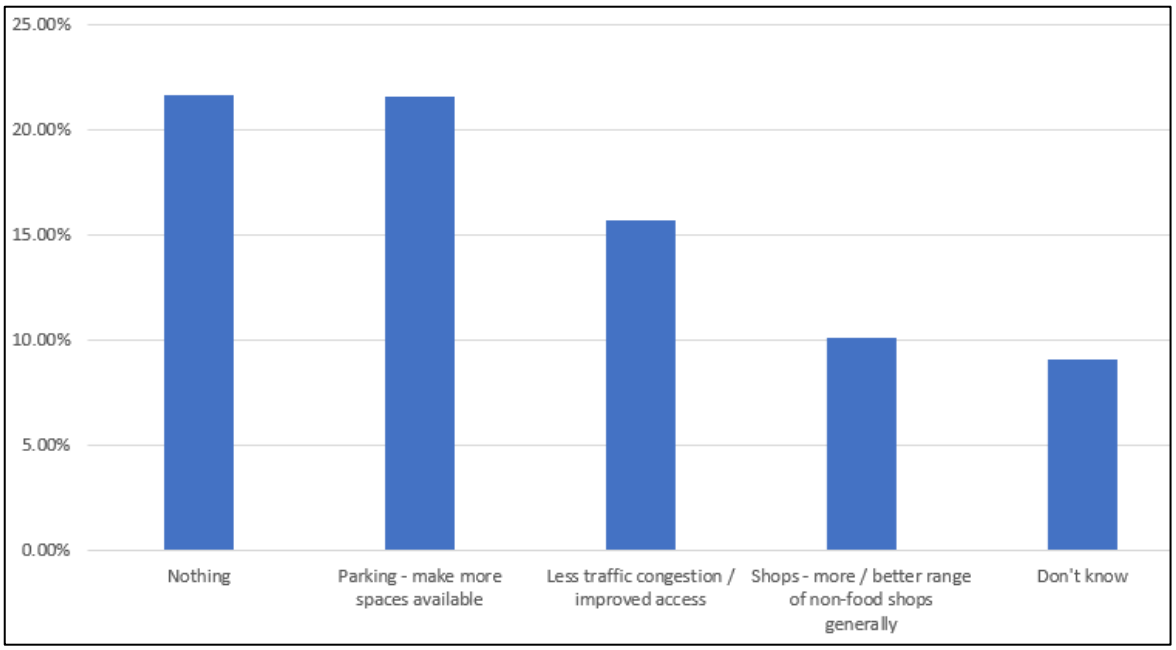
Figure 64: Burford, Main Reasons for Visiting



Source: NEMS Household Survey Results

213. The figure below sets out the main things that could be improved in the centre. Whilst 22% said 'nothing', vehicle access was a clear theme within the top responses here, with more parking spaces and less traffic the second and third most common responses respectively.

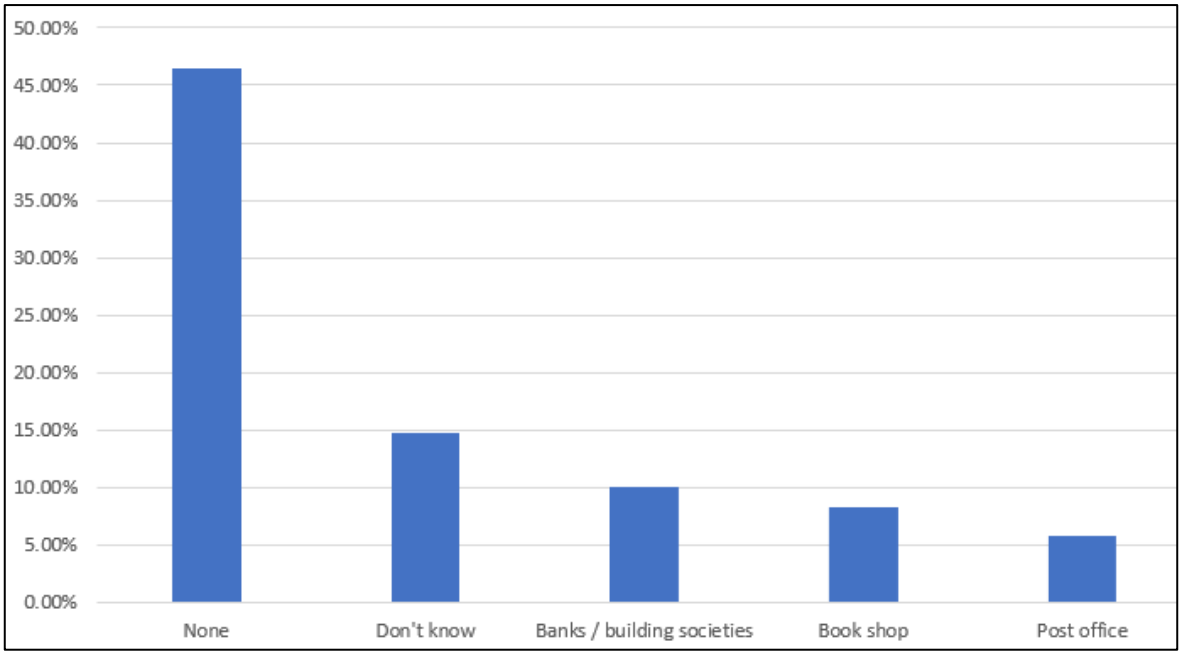
Figure 65: Burford, Main Possible Improvements



Source: NEMS Household Survey Results

214. The figure below outlines the main things that visitors feel is missing from the centre. Whilst 47% said 'none' and 15% said 'don't know', 'banks/ building societies', 'book shops' and a 'post office' featured within the top responses.

Figure 66: Burford, Main Things Missing from the Centre



Source: NEMS Household Survey Results

Conclusion

215. Overall, the Strengths, Weaknesses, Opportunities, Threats (SWOT) can be summarised as follows:

Strengths

- Strong comparison retail offer that has retained its significant presence since the previous study
- Strong mix of independent operators
- Footfall up +31% from 2023 to 2024 (January to August)
- Strong character and charm
- Attractive, historic buildings with well-kept shop frontages
- Examples of signage and wayfinding

Weaknesses

- Limited provision of retail services and financial & business services
- Rise in vacant outlets from none in the previous study, to nine
- Road network and traffic as an obstacle and barrier to cyclist and pedestrian accessibility
- Limited public transport connections
- Challenges with parking available

Opportunities

- Improved accessibility for cyclists and pedestrians – more bike racks and pedestrian crossings
- Improved public transport connectivity, which could ease the pressures on parking provision
- Heritage guide and better coordination between centres

Threats

- High business operating costs
- Continued rise in vacancies damaging the appeal and attraction of the centre

216. We therefore conclude that Burford remains a vital and viable centre, that meets the day-to-day needs of its immediate catchment, whilst also drawing visitors and tourists from beyond due to its history, charm and character as well as the strong mix of independent operators, particularly in the comparison retail sector.

217. Challenges to the centre include an increasing vacancy rate, obstacles to pedestrian and cyclist accessibility and a limited public transport offer. Whilst the centre continues to operate well, the monitoring and active management of these three factors would help to ensure a prosperous future for Burford for years to come.

6. Woodstock Town Centre Health Check

Overview

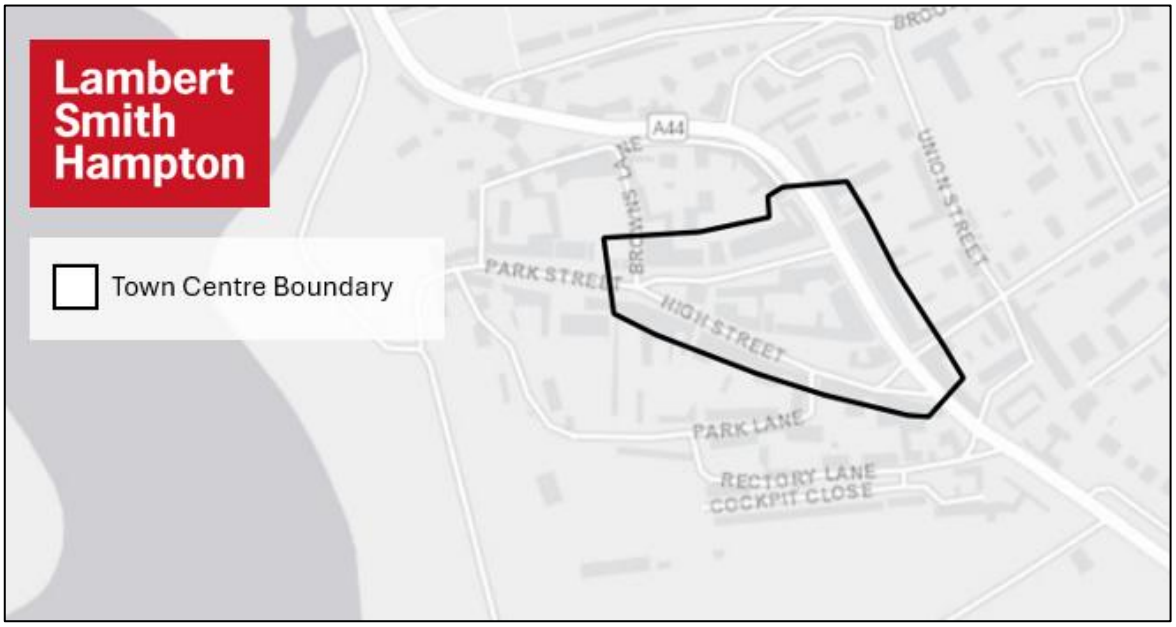
218. Woodstock is designated as a Town Centre with a significant tourist role in The West Oxfordshire Local Plan (2018). The centre boundary largely covers Oxford Street (A44), High Street and Market Place/ Street.

219. The centre is located near to the District's eastern boundary and is approximately 11.3km north east of Witney.

220. It is a historic market town known for its close connection to Blenheim Palace (a UNESCO World Heritage Site and the birthplace of Sir Winston Churchill). The town centre serves as a gateway to this grand estate, attracting visitors from around the globe. The Association of Leading Visitor Attractions reported 958,000 visitors to the palace in 2024, up +1% on the year before. This significant volume of year-round tourism contributes significantly to the town's economy and vibrancy.

221. The centre is characterised by a mix of retail, leisure and other complementary uses which are all largely housed within small-scale units. Woodstock town hall is sandwiched between the western ends of High Street and Market Place. The Oxfordshire Museum sits just beyond the western edge of the town centre, celebrating the history and culture of Oxfordshire.

Figure 67: Woodstock Town Centre Map



Diversity of Uses

222. Goad data from September 2023 has been used to assess Woodstock's mix of uses. The figure below shows the area covered by Goad.

Figure 68: Woodstock Goad Map

Source: Experian Goad

223. The table below shows that Woodstock has a total of 73 units and an overall quantum of 9,030 sqm in floorspace.

Figure 69: Outlets and Floorspace

	No. of Outlets	% of Total Outlets		Gross Floorspace (sqm)	% of Total Floorspace	
		Woodstock	UK Average		Woodstock	UK Average
Comparison Retail	28	38.4%	26.4%	2,460	27.2%	29.4%
Convenience Retail	5	6.8%	9.3%	560	6.2%	15.6%
Retail Services	9	12.3%	15.9%	630	7.0%	7.3%
Leisure Services	23	31.5%	25.8%	4,660	51.6%	26.7%
Financial & Business Services	4	5.5%	8.3%	290	3.2%	6.3%
Vacant	4	5.5%	14.1%	430	4.8%	14.2%
Total	**73**	**100.0%**	**100.0%**	**9,030**	**100.0%**	**100.0%**

Source: Experian Goad, September 2023

224. Comparison retail and leisure services are the dominant uses with the centre. Combined, they occupy almost 70% of the outlets and almost 80% of the floorspace.

225. The comparison offer consists of antique shops, art dealers, charity shops, clothing, a florist and more.

226. Whilst the leisure offer will be summarised in more detail below, hotels and guest houses are the most commonly found type, with nine outlets occupying a combined floorspace of 2,450 sqm. Several of these hotels & guest houses also have a pub/ restaurant/ bar offer but are categorised by Goad as hotels & guest houses, due to this being determined as their dominant use.

227. Comparing the breakdown with that seen in 2012 (West Oxfordshire Retail Needs Assessment Update, November 2012 (which analysed data from the West Oxfordshire District Council Audit, July 2012)), it is apparent that:

- The total number of outlets has declined from 78 to 73

- Comparison retail previously occupied 35 outlets, which is now down to 28
- There is an additional convenience retail unit (up from four to five)
- Services (retail, leisure and financial & business) combined to occupy 35 outlets in 2012, and now occupy 36

Figure 70: Food & Beverage Outlets and Floorspace

	No. of Outlets	% of Total Outlets		Gross Floorspace (sqm)	% of Total Floorspace	
		Woodstock	UK Average		Woodstock	UK Average
Bars & Wine Bars	0	0.0%	2.3%	0	0.0%	2.4%
Cafes	3	4.1%	5.1%	430	4.8%	2.9%
Fast Food & Take-Away	2	2.7%	6.1%	230	2.5%	3.1%
Public Houses	4	5.5%	2.6%	660	7.3%	3.4%
Restaurants	4	5.5%	5.1%	730	8.1%	4.3%
Total	**13**	**17.8%**	**21.2%**	**2,050**	**22.7%**	**16.1%**

Source: Experian Goad, September 2023

228. Whilst food and beverage operators are underrepresented in terms of outlets when compared to the UK average, they occupy a higher proportion of floorspace than average.

229. Pubs and restaurants are jointly the most common food and beverage outlet types within the centre, with four each. For pubs, this represents more than double the proportion that may be expected when referring to the UK average.

230. To note, there are multiple pubs and restaurants that are not captured within this analysis, including The Crown Inn and The King's Arms. This is due to the fact that the outlets dominant use has been allocated to 'hotel & guest house' by Goad.

Figure 71: The Crown Inn Hotel & Restaurant, Woodstock

Source: LSH Site Visit

Vacancies

231. There are a total of four vacant outlets in Woodstock which represents 5.5% of the overall outlets (significantly lower than the UK average of 14.1%). 4.8% of the floorspace in Woodstock is vacant (which compares favourably to the UK average of 14.2%).

232. The previous study also identified four vacant units within Woodstock. Due to the slight decline in the total number of outlets, this has caused a marginal increase in the vacancy rate, from 5.1% to 5.5%

233. The image below illustrates where vacant units are located in Woodstock as of September 2023. As can be seen, these vacancies are spread out, with no clusters/ concentrations of vacant units in the centre. The largest of these units, accounting for 67% of the vacant floorspace, is the former Barclays bank unit (14 Park Street) at the western edge of the centre, which closed in November 2017.

Figure 72: Woodstock Vacancy Map

Source: Experian Goad, September 2023

Multiple and Independent Representation

234. Independent retailers are essential to create a unique and local feel to a centre. They help to curate a sense of place and pride within an area for those who live nearby. Woodstock is a strongly independent-led centre, with outlets and operators including The Crown Inn (hotel and restaurant), Brothertons Brasserie (Italian restaurant), Hampers (deli) and Woodstock Coffee Shop.

235. Whilst the presence of national multiples is limited (including Co-op food store, Sue Ryder (charity shop) and British Red Cross (charity shop)), Woodstock's array of small-scale, independent operators creates such a charm and attraction that the need for a strong presence of national multiples is negated and undesirable. The national multiples present are in-keeping with the centre's overall character.

Markets

236. As noted in the NPPF, markets play an important role in supporting the vitality and viability of centres and local communities and there is policy support for the retention and enhancement of existing markets and creation of new ones.

237. Woodstock Farmers' Market is held on the first and third Saturday of every month between 8:30am and 1pm showcasing local produce from the area including meats, baked goods and pet products.

Retailer Requirements

238. Demand from retailers and leisure operators for representation in a centre is an important indicator of a centre's overall health and viability. The latest published market demand report is set out in the table below:

Table 8: Retailer Requirements, Woodstock

Recorded Date	Operator	Sector	Min Sqm	Max Sqm
Sep 24	Majestic Wine	Convenience Retail	230	460
Oct 23	Helen & Douglas House	Comparison Retail	110	370
		Total	**340**	**830**

Source: The Requirement List

239. As of January 2025, a review of published operator requirements identified two recorded requirements from retail and leisure operators since October 2023, seeking a combined maximum floorspace of up to 830 sqm.

240. It should be noted that these are not necessarily operators seeking representation within the centre itself but potentially out-of-centre locations and retail parks.

241. It is also possible that these operators are not looking for opportunities in Woodstock specifically, rather they are looking for opportunities in areas similar to and including Woodstock.

242. Independent/ smaller operators do not tend to document their desire for retail space in the same way as the larger national multiples and fast-growing organisations, and so gauging the demand for retail space from these businesses is harder.

Commercial Property Indicators

243. Information sourced from the Valuation Office Agency indicates a broad estimate prime A rental level in the region of £375/sqm (£35/sqft) - £430/sqm (£40/sqft) within Woodstock (High Street/ Oxford Street).

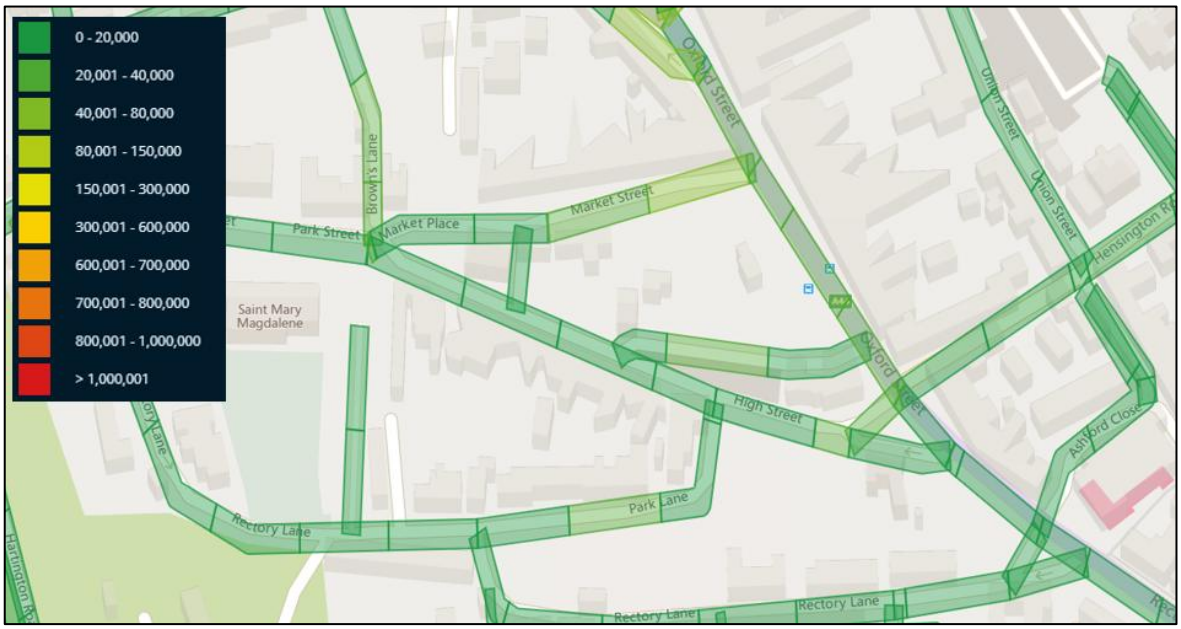
244. Given the limited availability of transactional evidence, we are unable to report on the current level of prime retail unit shop yields for Woodstock.

Pedestrian Flows

245. A footfall heatmap of the centre has been sourced from Datscha. The figure below illustrates total pedestrian movements for August 2024. As can be seen, footfall is

generally low within the centre, although this is to be expected due to Woodstock's size.

Figure 73: Woodstock Footfall Heatmap, August 2024



Source: Datscha

246. When sampling a section of Oxford Street (by The Crown Inn), Datscha indicates that footfall activity is down by -10% when comparing 2023 and 2024 (January to August).

Accessibility

247. The nearest train station to Woodstock town centre is Hanborough. The station is approximately 2.8km south west of the centre (circa 10-minute drive). Services run directly into London (Paddington) as well as to Oxford, Reading and Worcester.

248. Bus routes serve the centre and provide key connections to Chipping Norton, Witney and Oxford. The road networks in and around Woodstock provide linkages to nearby centres including Chipping Norton (circa 20-minute drive), Witney (circa 25-minute drive) and Oxford (circa 30-minute drive).

249. As set out by Parkopedia, the main dedicated car park in the area is Hensington Road car park, which has a capacity of 116 parking spaces and is accessible via Hensington Road, beyond the eastern edge of the centre's boundary. More convenient, short stay, on street parking can be found along High Street, Market Street and Park Street.

250. Cycle parking can be found at multiple points around the centre, supporting sustainable modes of travel and providing a place for secure storage for those looking to get to and from the centre by bike. Whilst the A44 cuts through the eastern side of the centre, a traffic light pedestrian crossing is present to support. High Street, Market Street and Park Street provide much safer and more pedestrian friendly spaces, with significantly lower volumes of traffic, travelling at a much slower speed.

Figure 74: Cycle Parking, Woodstock

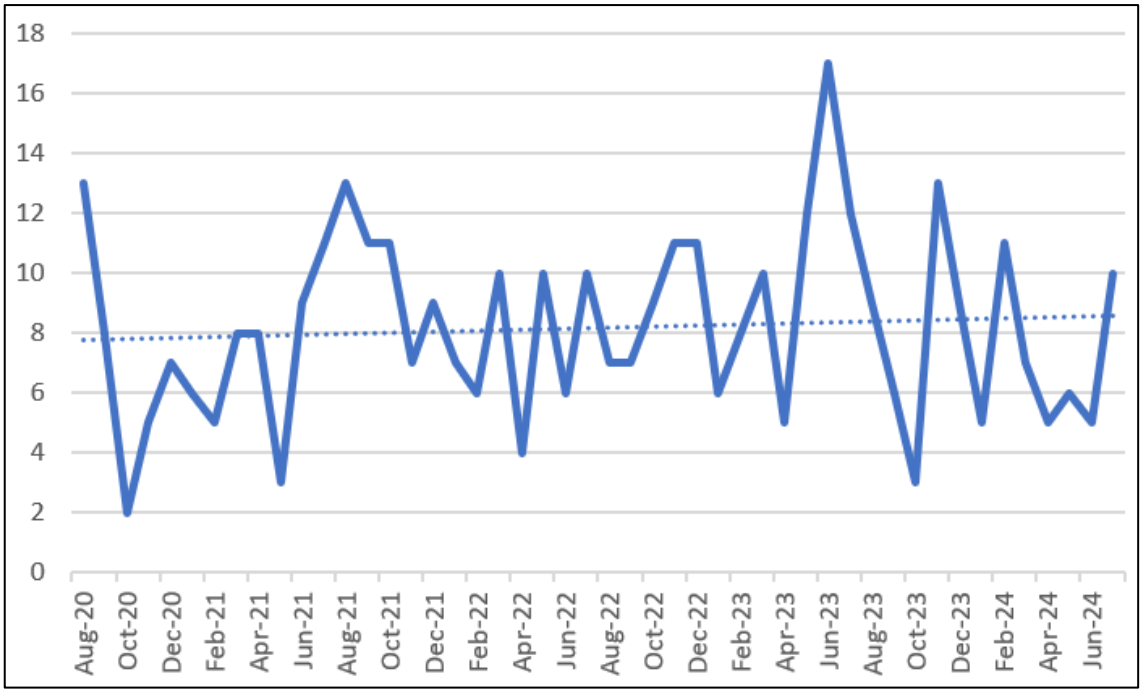
Source: LSH Site Visit

Crime and Safety

251. A central postcode within Woodstock was used to review total crime data within a ¼ mile radius between August 2020 and July 2024. The figure below outlines the total crime rate month by month within this period, as well as a trendline to show the overall change in criminal activity over the four years.

252. As can be seen, recorded crime levels have been low during this period, with the trendline showing no signs of a considerable rise in criminal activity.

Figure 75: Reported Crimes, Woodstock, August 2020 - July 2024

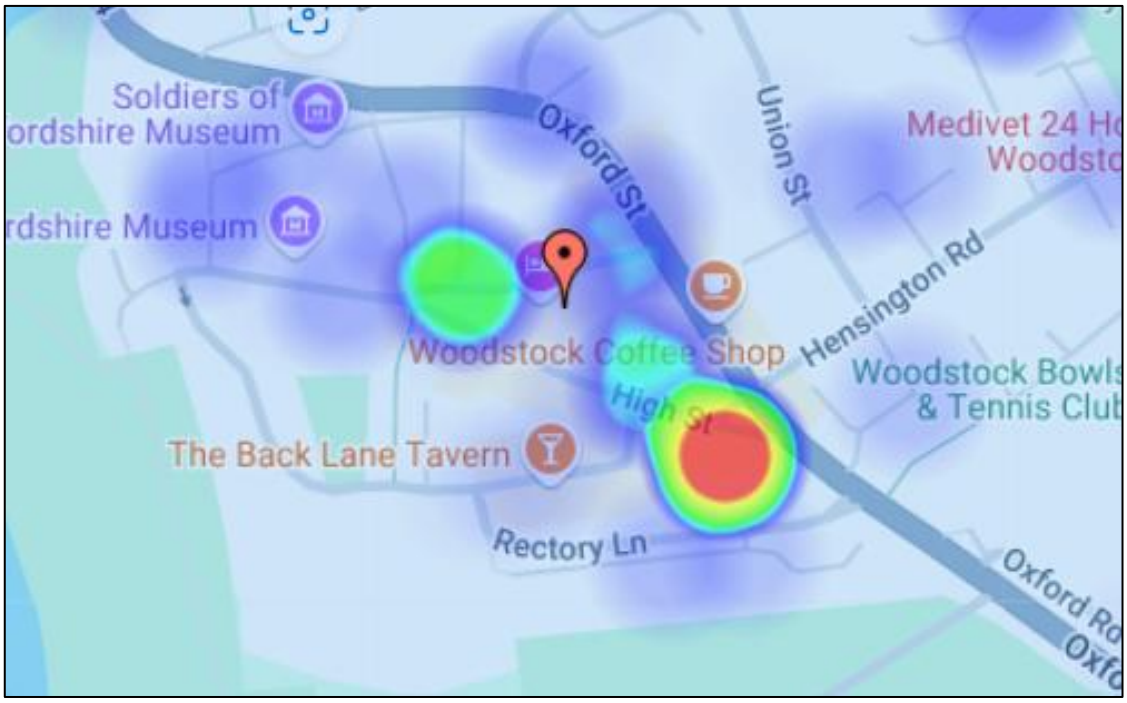


Source: UKCrimeStats

253. The figure below shows a heat map representing criminal activity within the same area and for the same period outlined previously. As can be seen, criminal activity is predominately concentrated at the eastern end of High Street, at/ by The Co-operative Food store.

254. The top three types of crimes recorded within this area during this period are anti-social behaviour (56 recorded incidences), public order offences (48 recorded incidences) and criminal damage and arson (35 recorded incidences).

Figure 76: Woodstock Crime Heat Map, August 2020 - July 2024



Source: UKCrimeStats

Environmental Quality

255. Elements identified in Woodstock that enhance the environmental quality include:

- Strong character and charm
- Impressive architecture and historic buildings
- Well-kept shop frontages
- Examples of signage and wayfinding
- Provision of street furniture (benches, bins, street lights etc.)

Figure 77: Examples of Strong Environmental Quality

Source: LSH Site Visit

256. Elements of the centre identified that detract from its environmental quality include:

- Broken bench accompanied by wheely bin

Figure 78: Example of Weak Environmental Quality

Source: LSH Site Visit

257. Overall, the environmental quality of Woodstock is good, with strong history, charm and a generally attractive environment to enjoy and spend time.

Evening and Night Time Economy

258. A strong evening and night time economy can often be a good indicator of a strong, vital and viable centre. A vibrant evening and night time economy is largely underpinned by a quality leisure offer within a centre, and so a sample of predominantly leisure outlets within Woodstock have been selected with their opening times and more importantly closing times recorded to get a sense of the provision of the evening offer.

259. As outlined below, there is a decent selection of pubs and restaurants relative to Woodstock's size. These establishments are open until late, supporting the evening economy of the centre.

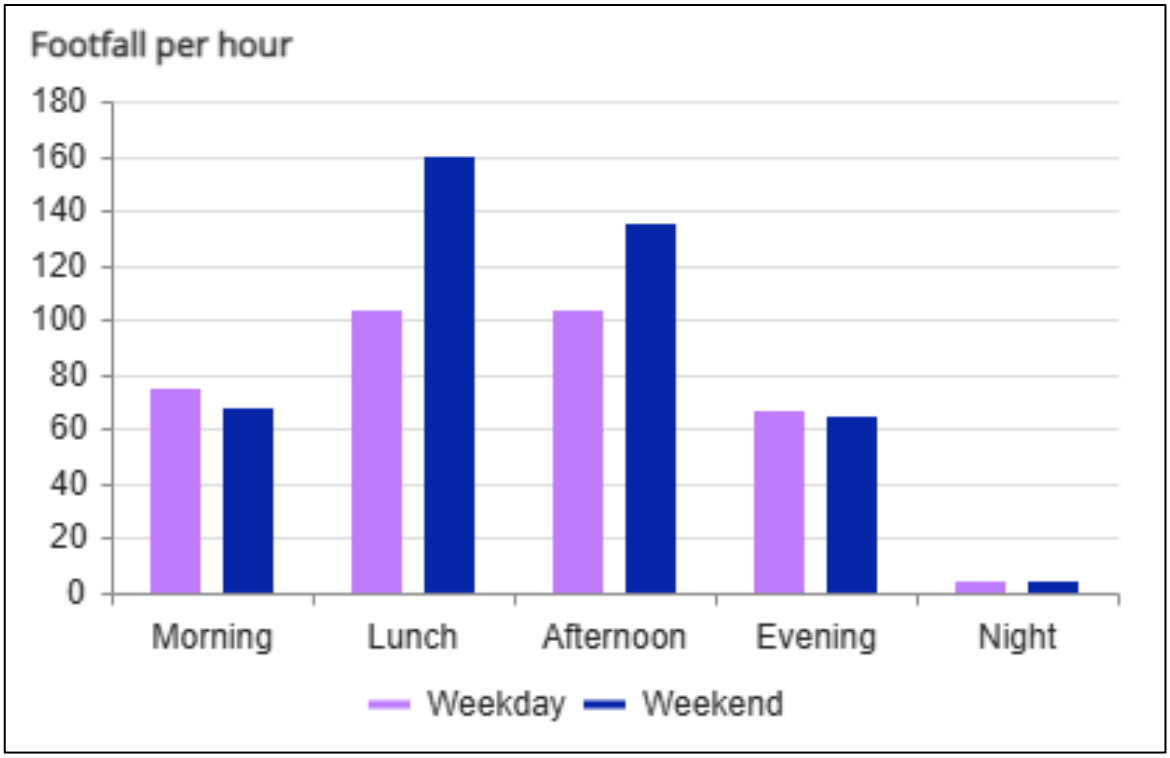
Table 9: Leisure Operator Sample

Retailer Name	Type	Open	Close
The Punchbowl	Pub	12pm	6pm – 10pm
The King's Arms	Pub	7:30 – 8am	10:30 – 11pm
The Crown Inn	Pub	Not made available	Not made available
The Woodstock Arms	Pub	9am	Late
DaBa Spice	Restaurant	5:30pm	11pm
The Chef Imperial	Restaurant	12pm	10:30pm
Brothertons Brasserie	Restaurant	12pm	9:30pm

Source: LSH Research

260. The figure below shows how footfall levels differ across different parts of the day. As can be seen, footfall in an evening (5pm – 9pm) is relatively low, although this is not unusual for a centre of the size of Woodstock, particularly when it doesn't have a clear overrepresentation of evening related establishments and venues.

Figure 79: Footfall by Time-of-Day, Oxford Street



Source: Datscha

Stakeholder Feedback

261. Stakeholder engagement has been undertaken to provide feedback on the centres from those who have a strong connection to the area and a vested interest in it. Stakeholder feedback collected on Woodstock can be summarised as follows:

Key strengths of Woodstock

- Local community
- Diverse range of businesses
- Tourism

Key challenges/ local issues for Woodstock

- Parking, although charges have alleviated some of the issues
- Traffic issues for large local events

Key opportunities for Woodstock

- For businesses and the community to continue to support each other symbiotically

What is lacking in Woodstock for residents, businesses and visitors

- Banking provision

Key competing centres/ locations

- Woodstock's unique selling point, which is its locality to Blenheim Palace, makes it challenging for nearby centres to truly compete with Woodstock's offer

How the role if Woodstock is likely to change over the next 5 to 10 years

- Business rates increasing along with employment cost increases will have an impact on all small businesses and could therefore have a significant impact on the future of the centre

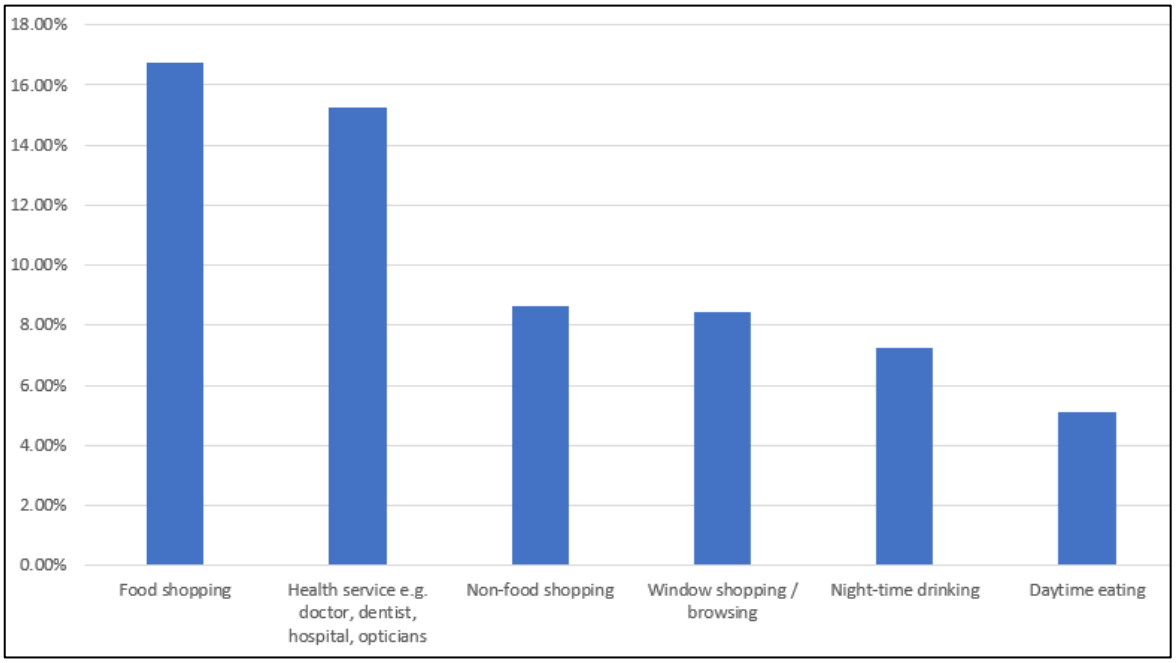
Customer Perception

262. Our assessment of customers' views and behaviours draws on the household survey conducted by NEMS Market Research (NEMS) across the 11 study zones between November and December 2024.

263. Apart from helping to identify shopping and leisure patterns across the defined catchment area and zones, the household survey also asked specific questions on their main reason for visiting each centre, what improvements (if any) could be made to make them likelier to visit more frequently and what they feel is missing from the centre.

264. The figure below sets out the main reasons for respondents visiting the centre. As can be seen, 'food shopping' (17%) and 'non-food shopping' (9%) featured highly, whilst 'health services' (15%) was the second most common response.

Figure 80: Woodstock, Main Reasons for Visiting

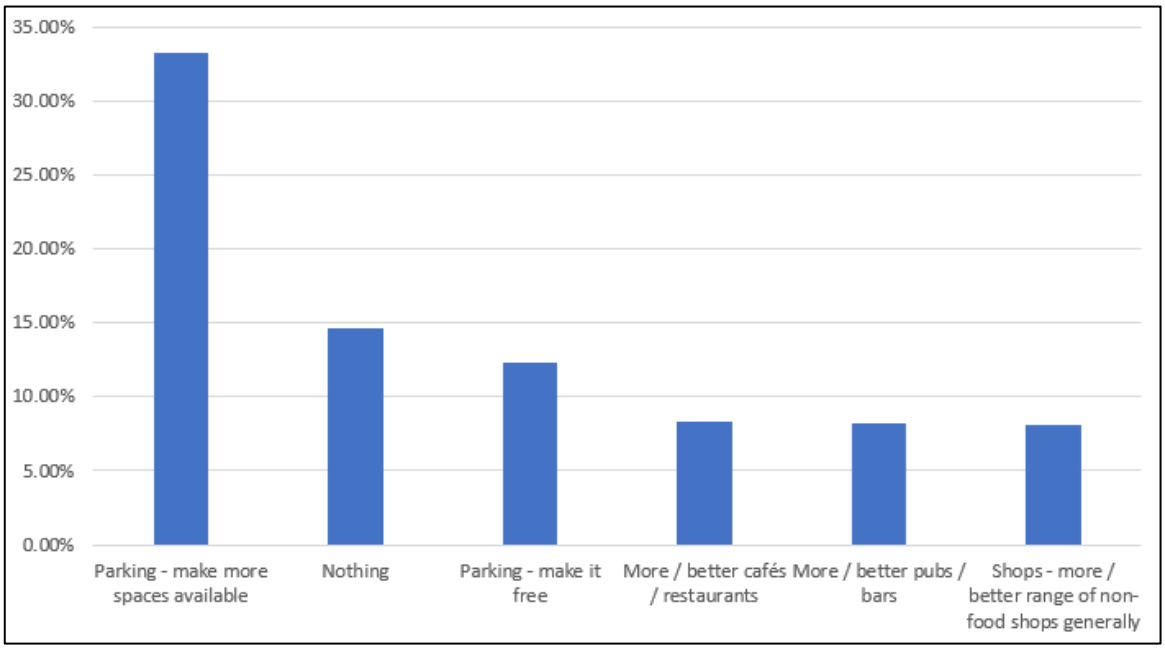


Source: NEMS Household Survey Results

265. The figure below sets out the main things that could be improved in the centre. As can be seen, making more parking spaces available was comfortably the most common response – given by 1 in 3 respondents. Free parking was also cited, with 12% giving this as a potential improvement to Woodstock. Almost 15% said

‘nothing’, whilst more/ better cafes, restaurants, pubs, bars and non-food shops also featured within the top responses.

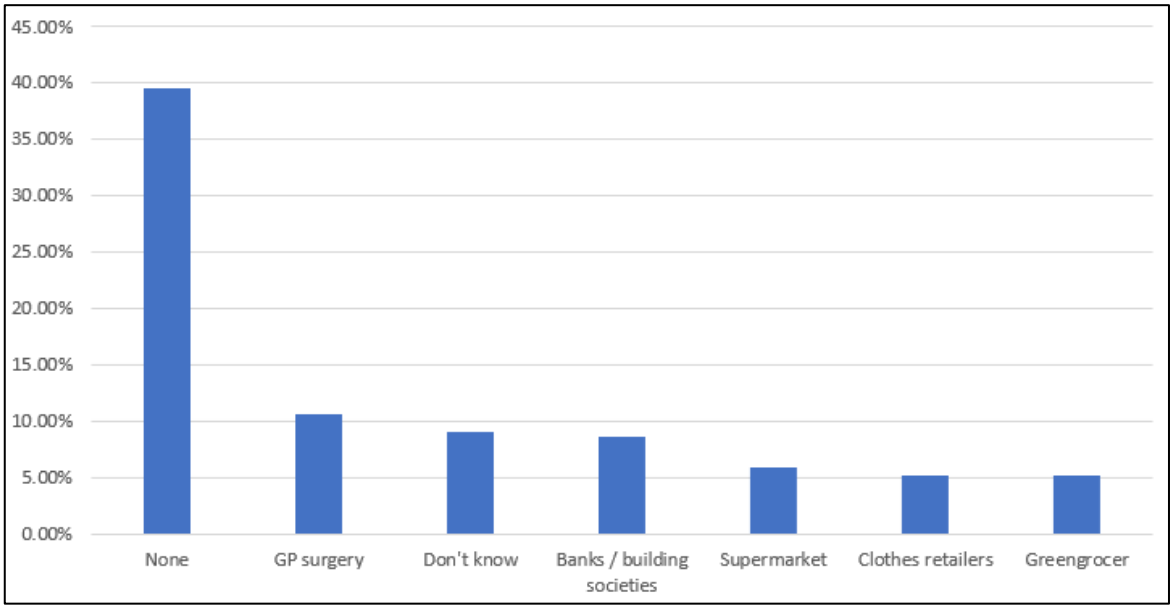
Figure 81: Woodstock, Main Possible Improvements



Source: NEMS Household Survey Results

266. The figure below outlines the main things that visitors feel is missing from the centre. As can be seen, almost 40% said ‘none’, whilst more than 1 in 10 said ‘GP surgery’. ‘Banks/ building societies’, ‘supermarket’, ‘clothes retailers’ and ‘greengrocer’ also feature within the top responses.

Figure 82: Woodstock, Main Things Missing from the Centre



Source: NEMS Household Survey Results

Conclusion

267. Overall, the Strengths, Weaknesses, Opportunities, Threats (SWOT) can be summarised as follows:

Strengths

- Nearby tourist attractions – Blenheim Palace
- Strong comparison retail offer
- Strong leisure services offer
- Low vacancy rate (both outlets and floorspace)
- Good range of pubs and restaurants
- Strong presence and mix of independent operators
- Market as a driver of footfall for the centre
- Nearby train station with connections to and from London, Oxford, Reading and Worcester
- Cycle parking provision
- Strong character and charm with impressive architecture and historic buildings
- Well-kept shop frontages

Weaknesses

- Footfall down -10% from 2023 to 2024 (January to August)
- Limited provision of financial & business services

Opportunities

- Bringing vacant units back into use, to further strengthen the centre's offer
- Heritage guide and better coordination between centres

Threats

- High business operating costs
- Further decline in footfall activity

268. We therefore conclude that Woodstock remains a vital and viable centre that serves the day-to-day needs of its immediate catchment, whilst drawing visitors and tourists in from further afield due to its history, charm, retail & leisure mix and proximity to Blenheim Palace. Its low vacancy rate indicates that Woodstock provides a prosperous environment for businesses to operate within and should hopefully allow for the remaining vacant units to come back into use in the near future.

Lambert Smith Hampton

Town Centre Strategy and Needs Assessment

Volume 4: Household Survey Results

Prepared for:

West Oxfordshire District Council

March 2025

lsh.co.uk

Volume 4: Appendices

Appendix 1 Household Survey – Methodology & Results

Appendix 1: Household Survey – Methodology & Results

NEMS market research
22 Manor Way
Belasis Hall Technology Park
Billingham
TS23 4HN
Tel 01642 37 33 55
www.nemsmr.co.uk

West Oxfordshire Household Survey
For
Lambert Smith Hampton

January 2025

Job Ref: 079A24

This market research and the design of material used to obtain this survey information have been originated by and belong to NEMS market research and may not be used or reproduced in whole or part without the company's written consent, or that of the Client.

Table of Contents

Introduction:

Research Background & Objectives 3
Research Methodology 3
Sampling 3
Weightings 6
Statistical Accuracy 7
Data Tables 8

Appendices:

Data Tabulations -
By Zone 10-171
By Zone (Weighted) 173-334
By Zone Filtered Nulls 336-497
By Zone Filtered Nulls (Weighted) 499-660
By Zone Filtered Nulls & SFT 662-822
By Zone Filtered Nulls & SFT (Weighted) 824-984
By Q29 986-990
By Q29 (Weighted) 992-996
Sample Questionnaire

Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in and around the West Oxfordshire District Council area to assess shopping habits for main food and grocery, top-up food and non-food shopping.

1.2 Research Methodology

A total of 1100 interviews were conducted between Thursday 28th November and Friday 13th December 2024. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 11 zones as follows:

Zone	Postcode Sectors	Number of Interviews
1	OX28 1, OX28 2, OX28 3, OX28 4, OX28 5, OX28 6, OX29 0, OX29 6, OX29 9	100
2	OX7 5	100
3	OX18 1, OX18 2, OX18 3	100
4	OX13 5, SN7 8	100
5	OX29 4, OX29 5, OX29 7	100
6	OX20 1, OX29 8	100
7	OX5 3, OX7 7, OX15 0, OX25 4, OX25 5, OX25 6	100
8	CV36 5, OX15 4, OX15 5	100
9	GL56 0, OX7 6	100
10	GL7 3, OX18 4	100
11	OX7 3, OX7 4	100
Total		1100

1.3.2 Telephone Numbers

The **landline** numbers are generated through a process known as Random Digit Dialling (RDD), whereby we start with known 'seed' numbers and then generate all possible number combinations around these. Known business numbers are removed and the remaining numbers are randomly sorted to give each number the same and equal chance of being selected.

The benefit of using RDD numbers (as opposed to those generated from pre-existing lists such as telephone directories and Electoral Register entries) is that ex-directory numbers are also included in the survey sample. In practice, this means that the sample provided is in no way preselected, and that consumers who had opted-out of providing their telephone contact details to directory operators had the opportunity to take part in the research, thereby removing potential bias in the sample.

Mobile numbers were also included in the survey sample to further increase the inclusivity of the survey, given the increase in the number of mobile-only households amongst certain demographic groups (especially younger people and lower income households). These numbers are generated from a variety of commercial sources, where permission has been given to use such contact information for research and marketing purposes.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next randomly selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	18.1%	99	2.0133
35-44	17.2%	56	3.3835
45-54	19.0%	81	2.5798
55-64	19.2%	109	1.9339
65+	26.5%	755	0.3860
Total		**1100**	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	35,078	100	176	1.3169
2	8,935	100	89	0.6662
3	24,445	100	119	1.3583
4	11,600	100	92	0.8366
5	12,689	100	78	1.0737
6	12,865	100	88	0.9626
7	13,957	100	114	0.8065
8	18,449	100	78	1.5568
9	13,040	100	83	1.0410
10	8,185	100	80	0.6787
11	7,117	100	103	0.4585
Total	**166,360**	**1100**	**1100**	

* Source: 2011 Census

1.5 Statistical Accuracy

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

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

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

For example, if 50% of a sample of 1100 answers "Yes" to a question, we can be 95% sure that between 47.0% and 53.0% of the population holds the same opinion (i.e. +/- 3.0%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.8%
20%	±2.4%
30%	±2.7%
40%	±2.9%
50%	±3.0%

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Zone

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q01 Where do you normally undertake your household's main food and grocery shopping?																								
Zone 1																								
Co-op, High Street, Witney, OX28 6HW	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	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	2.2%	24	9.0%	9	0.0%	0	2.0%	2	0.0%	0	3.0%	3	4.0%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.0%	4
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.8%	9	2.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	9.6%	106	27.0%	27	0.0%	0	10.0%	10	2.0%	2	25.0%	25	14.0%	14	0.0%	0	0.0%	0	8.0%	8	11.0%	11	9.0%	9
Tesco Express, Fettiplace Road, Witney, OX28 5AP	0.5%	5	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	0.0%	0	1.0%	1
Tesco Express, The Neighbourhood Centre, Cogges Hill Road, Witney, OX28 3XY	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	8.7%	96	11.0%	11	1.0%	1	9.0%	9	2.0%	2	18.0%	18	18.0%	18	1.0%	1	0.0%	0	6.0%	6	10.0%	10	20.0%	20
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	6.5%	71	0.0%	0	32.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	10.0%	10	10.0%	10	0.0%	0	14.0%	14
Co-op, High Street, Chipping Norton, OX7 5AB	4.4%	48	0.0%	0	24.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	6.0%	6	0.0%	0	14.0%	14
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	1.9%	21	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	3.0%	3	0.0%	0	6.0%	6
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.3%	14	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	3.9%	43	2.0%	2	0.0%	0	20.0%	20	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	14.0%	14	3.0%	3
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	3.3%	36	5.0%	5	2.0%	2	20.0%	20	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Kipling Court, Brize Meadows, Carterton, OX18 3PQ	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	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		Zone 9		Zone 10		Zone 11	
Co-op, Market Square, Bampton, OX18 2JJ	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	3.8%	42	3.0%	3	0.0%	0	22.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	13.0%	13	1.0%	1
Zone 4																								
Co-op, High Street, Stanford in the Vale, SN7 8LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Long Hanborough, Witney, OX29 8BD	0.4%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	2.4%	26	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.0%	7	17.0%	17	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
6JH																								
Zone 10																								
Budgens, Burford Street, Lechlade, GL7 3AP	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	0.0%	0	2.0%	2	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, High Street, Burford, OX18 4QF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 11																								
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	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	0.0%	0	0.0%	0	3.0%	3
Outside Catchment Area																								
Aldi, Botley Road, Oxford, OX2 0HA	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	2.1%	23	0.0%	0	0.0%	0	0.0%	0	18.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	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	0.0%	0	5.0%	5	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.8%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Aldi, Wootton Road, Abingdon, OX14 1FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Cherwell Valley Services, Ardley, Bicester, OX27 7RD	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Grovelands Shopping Centre, Savile Way, Grove, Wantage, OX12 0PT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Queensway Shopping Centre, Banbury, OX16 9PQ	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	0.0%	0	0.0%	0	0.0%	0
Iceland, Sterling House, High Street, Kidlington,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX5 2DH																								
Iceland, West Way, Botley, Oxford, OX2 9LJ	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	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	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	0.0%	0	0.0%	0	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.4%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	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	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.8%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thames Avenue, Swindon, SN25 1JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Banbury Road, Summertown, Oxford, OX2 7HN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	3.7%	41	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	19.0%	19	18.0%	18	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	2.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	13.0%	13	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Templars Shopping Park,	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	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		Zone 9		Zone 10		Zone 11	
Between Towns Road, Oxford, OX4 3JP																								
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Loxley Road, Wellesbourne, Warwick, CV35 9JY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon, SN3 4EW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Farringdon Road, London, EC1M 3JB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	1.8%	20	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	12.0%	12	1.0%	1	0.0%	0	1.0%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.9%	21	2.0%	2	0.0%	0	0.0%	0	16.0%	16	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Tesco Superstore, Ambassador Avenue, Oxford, OX4 6XJ	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	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	2.6%	29	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	21.0%	21	0.0%	0	1.0%	1
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	1.0%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	2.0%	22	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0
Waitrose (Little), London Road, Headington, Oxford, OX3 7RD	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.6%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.3%	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	0.0%	0	0.0%	0	1.0%	1
Waitrose, Henry Blake Way, Faringdon Retail Park,	1.0%	11	0.0%	0	0.0%	0	1.0%	1	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Faringdon, SN7 7GQ																								
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Old High Street, Headington, Oxford, OX3 9JT	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	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	0.0%	0	3.0%	3	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.5%	6	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.0%	3	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Internet - delivered	16.3%	179	22.0%	22	8.0%	8	10.0%	10	14.0%	14	24.0%	24	28.0%	28	17.0%	17	15.0%	15	12.0%	12	11.0%	11	18.0%	18
Internet - collection (Click & collect)	0.5%	5	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telephone / delivery order from a local independent business	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q02 When you visit STORE MENTIONED AT Q01 for your main food shopping, do you usually combine your shopping with other activities (for example non-food shopping, leisure, entertainment, services or visiting restaurants, bars, banks, etc.)? [MR]

Not those that do their main food shopping via the internet or delivery at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Yes – NON-FOOD shopping	20.5%	187	27.0%	20	11.0%	10	20.2%	18	19.8%	17	32.9%	25	31.0%	22	18.3%	15	20.0%	17	10.2%	9	12.4%	11	28.0%	23
Yes – other FOOD shopping	16.4%	150	17.6%	13	11.0%	10	19.1%	17	8.1%	7	19.7%	15	23.9%	17	15.9%	13	28.2%	24	10.2%	9	15.7%	14	13.4%	11
Yes – visiting café / pub / restaurant	7.4%	68	5.4%	4	6.6%	6	11.2%	10	9.3%	8	7.9%	6	8.5%	6	8.5%	7	4.7%	4	5.7%	5	4.5%	4	9.8%	8
Yes – visiting banks and other financial services (including cashpoints)	5.3%	48	2.7%	2	2.2%	2	4.5%	4	4.7%	4	7.9%	6	8.5%	6	2.4%	2	7.1%	6	4.5%	4	5.6%	5	8.5%	7
Yes – visiting family / friends	3.3%	30	8.1%	6	0.0%	0	7.9%	7	3.5%	3	0.0%	0	1.4%	1	0.0%	0	3.5%	3	3.4%	3	4.5%	4	3.7%	3
Yes – getting petrol	3.1%	28	4.1%	3	2.2%	2	1.1%	1	4.7%	4	2.6%	2	1.4%	1	6.1%	5	4.7%	4	3.4%	3	3.4%	3	0.0%	0
Yes – visiting chemist / pharmacy	3.0%	27	10.8%	8	4.4%	4	6.7%	6	2.3%	2	1.3%	1	2.8%	2	0.0%	0	3.5%	3	0.0%	0	0.0%	0	1.2%	1
Yes – leisure activity (e.g. gym, leisure centre, cinema, etc.)	3.0%	27	0.0%	0	1.1%	1	3.4%	3	2.3%	2	5.3%	4	0.0%	0	6.1%	5	4.7%	4	0.0%	0	6.7%	6	2.4%	2
Yes – visiting health service such as doctor, dentist, hospital, opticians	2.4%	22	1.4%	1	3.3%	3	2.2%	2	7.0%	6	1.3%	1	0.0%	0	0.0%	0	1.2%	1	2.3%	2	2.2%	2	4.9%	4
Yes – visiting other services such as hairdressers, barbers, salons, laundrette, recycling, vets, etc.	2.4%	22	0.0%	0	2.2%	2	4.5%	4	1.2%	1	0.0%	0	2.8%	2	3.7%	3	1.2%	1	1.1%	1	5.6%	5	3.7%	3
Yes – travelling to / from work	2.1%	19	4.1%	3	0.0%	0	5.6%	5	2.3%	2	2.6%	2	1.4%	1	4.9%	4	0.0%	0	1.1%	1	0.0%	0	1.2%	1
Yes – window shopping / browsing	2.1%	19	4.1%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	5.6%	4	1.2%	1	0.0%	0	2.3%	2	1.1%	1	6.1%	5
Yes – visiting market	1.5%	14	8.1%	6	1.1%	1	3.4%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Yes – visiting library	1.2%	11	1.4%	1	1.1%	1	1.1%	1	3.5%	3	0.0%	0	1.4%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Yes – travelling to / from school / college / university (includes school run)	0.7%	6	0.0%	0	2.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.2%	1
Yes – walking the dog / go for a walk	0.5%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.2%	1	0.0%	0	0.0%	0	1.2%	1
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	0.0%	0	0.0%	0	0.0%	0
Yes – visiting place of worship	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 activity)	50.3%	459	45.9%	34	65.9%	60	51.7%	46	57.0%	49	43.4%	33	38.0%	27	48.8%	40	48.2%	41	61.4%	54	49.4%	44	37.8%	31
(Don't know)	1.2%	11	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	2.4%	2	0.0%	0	1.1%	1	3.4%	3	1.2%	1
Base:		913		74		91		89		86		76		71		82		85		88		89		82

Q03 When you combine your trip with other activities, where do you normally go?
Not those that said 'No activity' or 'Don't know' at Q02

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Lidl, New Close Lane, Witney, OX28 4TT	0.5%	2	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	0.0%	0	2.0%	1
Long Hanborough Village Centre, OX29 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.6%	7	2.6%	1	0.0%	0	2.3%	1	0.0%	0	4.8%	2	4.7%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.5%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.1%	5	5.3%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.9%	4	2.6%	1	0.0%	0	7.0%	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
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	26.2%	116	39.5%	15	0.0%	0	20.9%	9	8.1%	3	59.5%	25	55.8%	24	2.5%	1	0.0%	0	18.2%	6	28.6%	12	42.0%	21
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	10.6%	47	0.0%	0	48.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	9.1%	4	27.3%	9	0.0%	0	34.0%	17
Co-op, High Street, Chipping Norton, OX7 5AB	1.8%	8	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	6.1%	2	0.0%	0	2.0%	1
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	1.4%	6	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.0%	1	0.0%	0	6.0%	3
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Topside Pharmacy, High Street, Chipping Norton, OX7 5AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	0.9%	4	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	1.6%	7	0.0%	0	0.0%	0	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Bampton Local Centre, OX18 2	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Carterton Post Office, Black Bourton Road, Carterton OX18 3HQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Carterton Town Centre	5.0%	22	0.0%	0	0.0%	0	25.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	21.4%	9	2.0%	1
Morrisons, Black Bourton Road, Carterton, OX18 3HA	1.8%	8	2.6%	1	0.0%	0	7.0%	3	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	2	2.0%	1
Zone 4																								
Buckland Village Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Zone 5																								
Eynsham Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Deddington Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.7%	3	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	15.2%	5	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.5%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	2.0%	9	0.0%	0	0.0%	0	0.0%	0	21.6%	8	2.4%	1	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		Zone 9		Zone 10		Zone 11	
Aldi, Botley Road, Oxford, OX2 0HA	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda Living, Templar Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.9%	4	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.5%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Banbury Town Centre	6.5%	29	7.9%	3	9.7%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	10.0%	4	36.4%	16	3.0%	1	0.0%	0	2.0%	1
Bicester Town Centre	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	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	3.0%	1	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.7%	3	2.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Chessington Local Centre, KT9 2	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Co-op, Loxley Close, Wellesbourne, Warwick, CV35 9RU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.2%	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	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		Zone 9		Zone 10		Zone 11	
Esso, Ermont Way, Banbury, OX16 8SZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	1.8%	8	0.0%	0	0.0%	0	0.0%	0	18.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Great Western Way, Swindon, SN2 1US	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Kidlington Village Centre	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Roman Road, Station Road, Stow-on-the-Wold, Cheltenham, GL54 3AJ	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	3.0%	1	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	1.1%	5	2.6%	1	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.6%	7	0.0%	0	0.0%	0	7.0%	3	2.7%	1	2.4%	1	2.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	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		Zone 9		Zone 10		Zone 11	
OX5 2PE																								
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	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	9.1%	3	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.7%	3	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.9%	4	0.0%	0	0.0%	0	0.0%	0	8.1%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	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	3.0%	1	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.5%	2	0.0%	0	3.2%	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	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Cherwell Street, Banbury, OX16 2BB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The White Horse Medical Centre, Volunteer Way, Faringdon, SN7 7YU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.5%	2	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon,	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	3.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
CV37 8LU																								
Wantage Town Centre, OX12 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
(Don't know / varies)	5.0%	22	10.5%	4	3.2%	1	4.7%	2	2.7%	1	2.4%	1	4.7%	2	17.5%	7	4.5%	2	0.0%	0	0.0%	0	4.0%	2
Base:		443		38		31		43		37		42		43		40		44		33		42		50

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q04 Where else do you undertake your household's main food shopping (in addition to STORE MENTIONED AT Q01)?																								
Zone 1																								
Co-op, High Street, Witney, OX28 6HW	0.5%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	2.3%	25	9.0%	9	0.0%	0	2.0%	2	0.0%	0	4.0%	4	6.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Local shops, Witney Town Centre, OX28 6	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	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.2%	13	2.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	5.2%	57	10.0%	10	0.0%	0	5.0%	5	2.0%	2	16.0%	16	7.0%	7	2.0%	2	0.0%	0	2.0%	2	2.0%	2	11.0%	11
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Valence Crescent, Edington Road, Witney, OX28 5YP	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	5.5%	60	11.0%	11	0.0%	0	4.0%	4	1.0%	1	15.0%	15	10.0%	10	2.0%	2	1.0%	1	2.0%	2	5.0%	5	9.0%	9
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	2.5%	27	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	4.0%	4	6.0%	6	0.0%	0	5.0%	5
Co-op, High Street, Chipping Norton, OX7 5AB	2.3%	25	2.0%	2	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	6.0%	6	0.0%	0	5.0%	5
Local shops, Chipping Norton Town Centre OX7 5	0.3%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	2.3%	25	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	4.0%	4	4.0%	4	0.0%	0	6.0%	6
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	2.0%	22	0.0%	0	19.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	2.0%	22	3.0%	3	0.0%	0	8.0%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	8.0%	8	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	2.4%	26	4.0%	4	1.0%	1	12.0%	12	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	4	3.0%	3
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	3.4%	37	3.0%	3	0.0%	0	17.0%	17	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	5	10.0%	10	1.0%	1
Zone 4																								
Co-op, High Street, Stanford in the Vale, SN7 8LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	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	0.0%	0	0.0%	0	0.0%	0
The Market Garden (Farm Shop), Mill Street, Eynsham, Witney, OX29 4JS	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	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	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	8.0%	8	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Daylesford Organic (Farm	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Shop), Daylesford, Moreton-in-Marsh, GL56 0YG																								
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Zone 10																								
Co-op, High Street, Burford, OX18 4QF	0.4%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 11																								
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	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	1.0%	1	0.0%	0	1.0%	1
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Outside Catchment Area																								
Aldi, Botley Road, Oxford, OX2 0HA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cricklade Road, Cirencester, GL7 1NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.9%	10	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	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	0.0%	0	5.0%	5	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Wootton Road, Abingdon, OX14 1FE	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	0.0%	0	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Cherwell Valley Services, Ardley, Bicester, OX27 7RD	0.4%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
B&M, Worcester Road, Worcestershire, WR11 4XF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Coln Community Stores, Main Street, Coln St Aldwyns, Cirencester, GL7 5AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Banbury Road, Kidlington, OX5 1AL	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	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		Zone 9		Zone 10		Zone 11	
Co-op, High Street, Shipston-on-Stour, CV36 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bourton-on-the-Water, Cheltenham, GL54 2BQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, Walton Street, Oxford, OX2 6AH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Lockheed Close, Banbury, OX16 1LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland (Food Warehouse), Banbury Cross Retail Park, Banbury ,OX16 1LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Love Lane, Cirencester, GL7 1YG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Maybird Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
M&S, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Morrisons, Swan Close Road, Banbury, OX16 5AQ	2.2%	24	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5	11.0%	11	0.0%	0	0.0%	0	4.0%	4
Sainsbury's Local, Park End Street, Oxford, OX1 1HR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	1.9%	21	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	10.0%	10	0.0%	0	0.0%	0	2.0%	2
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	1.1%	12	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	4.0%	4	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Loxley Road, Wellesbourne, Warwick, CV35 9JY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon, SN3 4EW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	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	0.0%	0	2.0%	2	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	1.6%	18	1.0%	1	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	2.0%	2	3.0%	3	1.0%	1	0.0%	0	5.0%	5
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.1%	12	1.0%	1	0.0%	0	1.0%	1	6.0%	6	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	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	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	1.3%	14	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	10.0%	10	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.5%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	5.0%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
1DE																								
Tesco Superstore, Park Road, Faringdon, SN7 7BP	2.0%	22	0.0%	0	0.0%	0	3.0%	3	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	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	0.0%	0	3.0%	3	0.0%	0
Waitrose, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	1.0%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	7.0%	7	0.0%	0	0.0%	0	1.0%	1
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wykham Park Farm, Wykham Lane, Banbury, OX16 9UP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Others																								
Internet - delivered	2.7%	30	4.0%	4	2.0%	2	4.0%	4	2.0%	2	2.0%	2	3.0%	3	5.0%	5	0.0%	0	1.0%	1	5.0%	5	2.0%	2
Internet - collection (Click & collect)	0.7%	8	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Telephone / delivery order from a local independent business	0.3%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	14	2.0%	2	1.0%	1	1.0%	1	0.0%	0	2.0%	2	3.0%	3	0.0%	0	2.0%	2	0.0%	0	3.0%	3	0.0%	0
(Nowhere else)	37.3%	410	31.0%	31	36.0%	36	33.0%	33	44.0%	44	42.0%	42	48.0%	48	44.0%	44	37.0%	37	32.0%	32	31.0%	31	32.0%	32
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q05 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?																								
Zone 1																								
Bakers Butchers, Market Square, Witney, OX28 6AA	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	0.0%	0	0.0%	0	0.0%	0
Bp, Hailey Road, Witney, OX28 1HQ	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	0.0%	0	0.0%	0	0.0%	0
Budgens, (BP Garage), Cannon Pool Service Station, Hailey Road, Witney, OX28 1HQ	0.4%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, High Street, Witney, OX28 6HW	0.5%	6	4.0%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Northfield Farm Lane, Witney, OX28 1FH	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	1.5%	17	3.0%	3	0.0%	0	0.0%	0	0.0%	0	10.0%	10	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Local shops, Witney Town Centre, OX28 6	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.5%	17	3.0%	3	0.0%	0	2.0%	2	0.0%	0	4.0%	4	5.0%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
North Leigh Convenience Store, War Memorial Hall Park Lane, Witney, OX29 6SA	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	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Witney, OX28 6HH	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.8%	20	6.0%	6	0.0%	0	2.0%	2	0.0%	0	3.0%	3	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	4.0%	4
Spar, Brize Norton Road, Minster Lovell, Witney, OX29 0SE	0.3%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	0.7%	8	5.0%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fettiplace Road, Witney, OX28 5AP	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Neighbourhood Centre, Cogges Hill Road, Witney, OX28 3XY	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Valence Crescent, Edington Road,	1.0%	11	8.0%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Witney, OX28 5YP																								
Waitrose (Little), Shell Garage, Ducklington, Witney, OX28 4TT	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	2.5%	28	9.0%	9	0.0%	0	4.0%	4	0.0%	0	7.0%	7	4.0%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	1.2%	13	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	4.0%	4
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	4.4%	48	0.0%	0	28.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	5.0%	5	0.0%	0	9.0%	9
Local shops, Chipping Norton Town Centre OX7 5	0.3%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	1.5%	17	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	3.0%	3	0.0%	0	2.0%	2
QD, High Street, Chipping Norton, OX7 5AB	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.6%	18	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	1.5%	17	2.0%	2	0.0%	0	9.0%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	1.8%	20	0.0%	0	0.0%	0	15.0%	15	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aston Community Shop, The Square, Aston, Bampton, OX18 2DL	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bampton Community Shop, Rosemary Lane, Bampton,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX18 2NF																								
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Kipling Court, Brize Meadows, Carterton, OX18 3PQ	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Market Square, Bampton, OX18 2JJ	1.0%	11	3.0%	3	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bampton Local Centre, OX18 2	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	1.3%	14	1.0%	1	0.0%	0	9.0%	9	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Zone 4																								
Appleton Community Shop, Eaton Road, Appleton, Abingdon, OX13 5JH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanford in the Vale, SN7 8LH	1.3%	14	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	0.9%	10	0.0%	0	0.0%	0	0.0%	0	9.0%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	0.9%	10	0.0%	0	0.0%	0	0.0%	0	8.0%	8	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cherrytree Close, Southmoor, Abingdon, OX13 5BB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	2.9%	32	1.0%	1	0.0%	0	0.0%	0	0.0%	0	31.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Eynsham Village Centre, OX29 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Spar, Spareacre Lane, Eynsham, Witney, OX29 4NL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	0.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Main Road, Long	3.1%	34	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Hanborough, Witney, OX29 8BD																								
Hampers Food & Wine, Oxford Street, Woodstock, OX20 1TH	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Stonesfield Village Centre, OX29 8	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodstock Town Centre, OX20 1	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	0.0%	0	0.0%	0	0.0%	0
Suriya Express, Pendle Court, Pond Hill, Stonesfield, Witney, OX29 8PZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harris Stores, South Side, Bicester, OX25 4SQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Steeple Aston Village Centre, OX25 4	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Tackley Village Centre, OX5 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Steeple Aston, Bicester, OX25 5QQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Stores, Worton Road, Middle Barton, Chipping Norton, OX7 7EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Post Office, South Side, Steeple Aston, Bicester, OX25 4SQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tackley Village Shop, Medcroft Road, Tackley, Kidlington, OX5 3AH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Asda Express Petrol (Esso),	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford Road, Bodicote, Banbury, OX15 4AB																								
Budgens, High Street, Hook Norton, OX15 5NQ	0.6%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	1.0%	1
Co-op, High Street, Bloxham, OX15 4LU	1.1%	12	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	3.0%	3	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Hook Norton Butchers, Queen Street, Hook Norton, Banbury, OX15 5EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Bodicote Village Centre, OX15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Hook Norton Village Centre, OX15 5	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Londis, Molyneux Drive, Bodicote, Banbury, OX15 4AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
North Cotswolds Dairy Co, Butlers Road, Long Compton, Chipping Norton, CV36 5LQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Paddock Farm Butchery, Feldon Centre, High St, OX15 5HN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sibford Ferris Post Office, Main Street, Banbury, OX15 5RG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
The Village Shop & Post Office, High Street, Hook Norton, Banbury, OX15 5NQ	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Stores, Long Compton, Shipston-on-Stour, CV36 5JJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	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	8.0%	8	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bledington Community Shop and Cafe, Church Street, Bledington, OX7 6XB	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	4.0%	4	0.0%	0	0.0%	0
Co-op, High Street,	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	12.0%	12	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Moreton-in-Marsh, GL56 0AH																								
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	17	2.0%	2	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingham Village Centre, OX7 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Shipton Under Wychwood Post Office, Milton Road, Shipton-under-Wychwood , Chipping Norton, OX7 6BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Station Road Garage, Station Road, Shipton-under-Wychwood , Chipping Norton, OX7 6BQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Zone 10																								
Bakery on the Hill, High Street, Burford, OX18 4QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Budgens, Burford Street, Lechlade, GL7 3AP	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	0.0%	0	10.0%	10	0.0%	0
Burford Post Office, Lower High Street, Burford, OX18 4RN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	1.4%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%	0
Co-op, High Street, Burford, OX18 4QF	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0
Cutler & Cashin, Oak Street, Lechlade, GL7 3AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Burford Town Centre, OX18 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Lechlade-on-Thames Town Centre GL7 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	0.0%	0	0.0%	0	3.0%	3	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 11																								
Adams of Enstone, The Green, Enstone, Chipping Norton, OX7 4NX	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	0.0%	0	0.0%	0	3.0%	3
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	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	0.0%	0	0.0%	0	3.0%	3
Charlbury Deli & Café, Market Street, Charlbury, Chipping Norton, OX7 3PL	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	0.0%	0	0.0%	0	2.0%	2
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	3.4%	37	0.0%	0	2.0%	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	33.0%	33
Local shops, Chadlington Village Centre OX7 3	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	0.0%	0	0.0%	0	2.0%	2
Local shops, Charlbury Town Centre OX7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Enstone Village Centre, OX7 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Londis, Sturt Road, Charlbury, Chipping Norton, OX7 3SX	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Slatters Butchers, West End, Chipping Norton, OX7 3NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Outside Catchment Area																								
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wootton Road, Abingdon, OX14 1FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartlett's Butchers, High Street, Kidlington, OX5 2DH	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	0.0%	0	0.0%	0	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coln Community Stores, Main Street, Coln St Aldwyns, Cirencester, GL7 5AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Banbury Road, Kidlington, OX5 1AL	0.2%	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	0.0%	0	0.0%	0	1.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Besselsleigh Road, Wootton, Boars Hill, Abingdon, OX13 6DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Chatsworth Drive, Cherwell Heights, Banbury, OX16 9YJ	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grovelands Shopping Centre, Savile Way, Grove, Wantage, OX12 0PT	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	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Market Place, Fairford, GL7 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, Rose Hill, Iffley, Oxford, OX4 4JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Milton Post Office & Stores, Great Milton, Oxford, OX44 7NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Maybrook Retail Park, Maybrook Road, Stratford-upon-Avon, CV37 0BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Fairford Town Centre, GL7 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Sidford Village Centre, EX10 9	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	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	1.0%	1	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walker	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	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		Zone 9		Zone 10		Zone 11	
Road, Banbury, OX16 1HE																								
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	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	0.0%	0	0.0%	0	0.0%	0
Steve Betts Butchers, Church Lane, Banbury, OX16 5LR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Magdalen Street, Oxford, OX1 3AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.5%	6	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	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	7.0%	7	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.0%	11	0.0%	0	0.0%	0	3.0%	3	6.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.5%	6	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	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		Zone 9		Zone 10		Zone 11	
Wantage, OX12 8BD																								
Wootton Village Convenience Store, Bedford Road, Wootton, Bedford, MK43 9JT	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Internet - delivered	3.5%	38	12.0%	12	1.0%	1	6.0%	6	3.0%	3	1.0%	1	2.0%	2	5.0%	5	1.0%	1	3.0%	3	2.0%	2	2.0%	2
Internet - collection (Click & collect)	0.5%	6	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telephone / delivery order from a local independent business	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	15	2.0%	2	0.0%	0	3.0%	3	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1
(Don't do this type of shopping)	22.5%	247	9.0%	9	29.0%	29	24.0%	24	30.0%	30	20.0%	20	12.0%	12	29.0%	29	30.0%	30	22.0%	22	23.0%	23	19.0%	19
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	

Q06 In addition to STORE MENTIONED AT Q05, where else do you regularly use for your household's small scale top-up food shopping?
Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q05

Zone 1

Bakers Butchers, Market Square, Witney, OX28 6AA	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	0.0%	0	0.0%	0	0.0%	0
Bp, Hailey Road, Witney, OX28 1HQ	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, (BP Garage), Cannon Pool Service Station, Hailey Road, Witney, OX28 1HQ	0.4%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op, High Street, Witney, OX28 6HW	0.7%	6	1.1%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Northfield Farm Lane, Witney, OX28 1FH	0.4%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grape Tree, High Street, Witney, OX28 6HB	0.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	1.4%	12	1.1%	1	0.0%	0	2.7%	2	1.5%	1	5.1%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Local shops, Witney Town Centre, OX28 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Hailey Road, Witney, OX28 1HJ	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.7%	14	6.7%	6	0.0%	0	1.4%	1	0.0%	0	3.8%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Majestic Wine, High Street, Witney, OX28 6HS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
North Leigh Convenience Store, War Memorial Hall Park Lane, Witney, OX29 6SA	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.9%	16	1.1%	1	0.0%	0	1.4%	1	1.5%	1	6.3%	5	3.4%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	2	3.8%	3
Spar, Brize Norton Road, Minster Lovell, Witney, OX29 0SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fettiplace Road, Witney, OX28 5AP	0.4%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Shell Garage, Ducklington,	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Witney, OX28 4TT																								
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	2.0%	17	6.7%	6	0.0%	0	1.4%	1	0.0%	0	5.1%	4	2.3%	2	0.0%	0	0.0%	0	2.6%	2	1.3%	1	1.3%	1
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	1.6%	13	0.0%	0	11.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	3.8%	3
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.5%	4	0.0%	0	4.2%	3	0.0%	0	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, High Street, Chipping Norton, OX7 5AB	2.0%	17	0.0%	0	9.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	3.9%	3	0.0%	0	3.8%	3
Local shops, Chipping Norton Town Centre OX7 5	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	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	1.3%	11	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	5.0%	4
Oats, High Street, Chipping Norton, OX7 5AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Roger's, New Street, Chipping Norton, OX7 5LJ	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.3%	11	0.0%	0	9.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	2.5%	2
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	0.7%	6	0.0%	0	0.0%	0	8.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	1.9%	16	2.2%	2	0.0%	0	12.3%	9	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0
Bread Bin Bakery and Café, Giles Centre, Alvescot Road, Carterton, OX18 3DH	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kipling Court, Brize	0.7%	6	0.0%	0	1.4%	1	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meadows, Carterton, OX18 3PQ																								
Co-op, Market Square, Bampton, OX18 2JJ	0.8%	7	0.0%	0	0.0%	0	6.8%	5	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bampton Local Centre, OX18 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	1.6%	13	0.0%	0	0.0%	0	9.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.0%	0
Patrick Strainge, Bridge Street, Witney, Bampton, OX18 2HA	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Co-op, Southmoor, Abingdon, OX13 5HE	0.7%	6	0.0%	0	0.0%	0	0.0%	0	7.4%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	0.5%	4	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cherrytree Close, Southmoor, Abingdon, OX13 5BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Spareacre Lane, Eynsham, Witney, OX29 4NL	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	1.1%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
The Market Garden (Farm Shop), Mill Street, Eynsham, Witney, OX29 4JS	0.2%	2	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
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Long Hanborough, Witney, OX29 8BD	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	8.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stonesfield Village Centre, OX29 8	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodstock Town Centre, OX20 1	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	0.0%	0	0.0%	0	0.0%	0
Suriya Express, Pendle Court, Pond Hill, Stonesfield, Witney, OX29	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	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		Zone 9		Zone 10		Zone 11	
8PZ																								
Woodstock Butchers, Market Street, Woodstock, OX20 1UY	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	0.0%	0	0.0%	0	0.0%	0
Woodstock Grocers, Market Street, Woodstock, OX20 1SX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Steeple Aston Village Centre, OX25 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Post Office, South Side, Steeple Aston, Bicester, OX25 4SQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Baldwin News, Feldon Centre, Lower Brailes, Banbury, OX15 5AP	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	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Hook Norton, OX15 5NQ	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	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Bloxham, OX15 4LU	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	0.0%	0	0.0%	0	0.0%	0
Hook Norton Butchers, Queen Street, Hook Norton, Banbury, OX15 5EG	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Stores, Long Compton, Shipston-on-Stour, CV36 5JJ	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	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Co-op, High Street,	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	6.5%	5	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Moreton-in-Marsh, GL56 0AH																								
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.6%	5	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Daylesford Organic (Farm Shop), Daylesford, Moreton-in-Marsh, GL56 0YG	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	7.8%	6	0.0%	0	0.0%	0
Zone 10																								
Budgens, Burford Street, Lechlade, GL7 3AP	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	0.0%	0	8.0%	6	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	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	0.0%	0	8.0%	6	0.0%	0
Co-op, High Street, Burford, OX18 4QF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Cutler & Cashin, Oak Street, Lechlade, GL7 3AX	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	0.0%	0	5.3%	4	0.0%	0
Local shops, Lechlade-on-Thames Town Centre GL7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lynwood & Co Burford, High Street, Burford, OX18 4QU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Zone 11																								
Adams of Enstone, The Green, Enstone, Chipping Norton, OX7 4NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Charlbury Deli & Café, Market Street, Charlbury, Chipping Norton, OX7 3PL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Clarkson's Farm Shop, Chipping Norton Road, Chadlington, Chipping Norton, OX7 3PE	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spendlove Centre,	1.3%	11	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.4%	1	0.0%	0	1.3%	1	0.0%	0	7.5%	6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Charlbury, Chipping Norton, OX7 3QR																								
Glebe Farm Shop, Spelsbury, Chipping Norton, OX7 3JR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local shops, Chadlington Village Centre OX7 3	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	0.0%	0	0.0%	0	2.5%	2
Local shops, Charlbury Town Centre OX7 3	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	0.0%	0	0.0%	0	2.5%	2
Outside Catchment Area																								
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.2%	2	1.1%	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	0.0%	0	0.0%	0
Asda Supermarket, Chesterton Drive, Sydenham, Leamington Spa, CV31 1YD	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	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, North Swindon District Centre, Swindon, SN25 4BG	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	0.0%	0	0.0%	0	0.0%	0
Budgens, (Shell Garage), Frilford Service Station, Marcham Road, Frilford, OX13 6QL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, London Road, Fairford, GL7 4AH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op, Brewery Street, Highworth, Swindon, SN6 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Co-op, High Street, Kidlington, OX5 2DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Queensway Shopping	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	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		Zone 9		Zone 10		Zone 11	
Centre, Banbury, OX16 9PQ																								
Co-op, The Square, Stow-on-the-Wold, Cheltenham GL54 1AF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Farmfoods, Calthorpe Street, Banbury, OX16 5EX	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fairford Town Centre, GL7 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local shops, Kidlington Village Centre, OX5 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oxford City Centre, OX1 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shipston-on-Stour Town Centre, CV36 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0
Local shops, Sidford Village Centre, EX10 9	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanton Village Centre, WR12 7	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	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	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	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Worcester Road, Evesham, WR11 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morrisons, Caernarvon Road, Cheltenham, GL51 3BW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	1.3%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford Road, Banbury, OX16 9XA																								
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Church Street, Shipston-on-Stour, CV36 4AT	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Banbury, OX16 5EG	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	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.2%	2	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	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	3.9%	3	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.5%	4	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todenham Manor Farm, Moreton-in-Marsh, GL56 9PQ	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	0.0%	0	0.0%	0	0.0%	0
Turners, Market Place, Shipston-on-Stour, CV36 4AG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Weston Pantry Shop, Blacksmiths Close, Weston-on-the-Green, Bicester, OX25 3FL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Convenience Store, Bedford Road, Wootton, Bedford, MK43 9JT	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	0.0%	0	0.0%	0	0.0%	0
Wykham Park Farm,	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	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		Zone 9		Zone 10		Zone 11	
Wykham Lane, Banbury, OX16 9UP																								
Others																								
Internet - delivered	1.4%	12	9.0%	8	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Internet - collection (Click & collect)	0.6%	5	2.2%	2	1.4%	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	1.3%	1
Telephone / delivery order from a local independent business	0.2%	2	1.1%	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	0.0%	0	0.0%	0
(Don't know / varies)	1.8%	15	1.1%	1	0.0%	0	4.1%	3	5.9%	4	1.3%	1	2.3%	2	1.4%	1	1.4%	1	0.0%	0	0.0%	0	2.5%	2
(Nowhere else)	47.1%	395	53.9%	48	40.8%	29	35.6%	26	54.4%	37	44.3%	35	46.0%	40	47.1%	33	53.6%	37	50.6%	39	48.0%	36	43.8%	35
Base:		838		89		71		73		68		79		87		70		69		77		75		80

Meanscore: [%]

Q07 Of all the money you spend on your main and top-up food shopping, what % share goes to your main food shopping?
Not those that said 'Don't do this type of shopping' at Q05

1 - 10%	0.8%	7	2.2%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1
11 - 20%	4.8%	40	19.1%	17	4.2%	3	13.7%	10	0.0%	0	0.0%	0	2.3%	2	1.4%	1	1.4%	1	1.3%	1	1.3%	1	5.0%	4
21 - 30%	1.2%	10	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	2.7%	2	0.0%	0
31 - 40%	1.0%	8	1.1%	1	0.0%	0	1.4%	1	1.5%	1	1.3%	1	1.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	2
41 - 50%	6.0%	50	4.5%	4	4.2%	3	2.7%	2	4.4%	3	11.4%	9	10.3%	9	5.7%	4	2.9%	2	5.2%	4	10.7%	8	2.5%	2
51 - 60%	8.0%	67	7.9%	7	12.7%	9	8.2%	6	8.8%	6	7.6%	6	2.3%	2	8.6%	6	10.1%	7	7.8%	6	9.3%	7	6.3%	5
61 - 70%	11.5%	96	5.6%	5	12.7%	9	20.5%	15	14.7%	10	7.6%	6	8.0%	7	8.6%	6	14.5%	10	10.4%	8	14.7%	11	11.3%	9
71 - 80%	28.0%	235	19.1%	17	29.6%	21	26.0%	19	25.0%	17	30.4%	24	26.4%	23	28.6%	20	37.7%	26	26.0%	20	26.7%	20	35.0%	28
81 - 90%	21.6%	181	18.0%	16	15.5%	11	11.0%	8	25.0%	17	20.3%	16	35.6%	31	25.7%	18	14.5%	10	28.6%	22	22.7%	17	18.8%	15
91 - 99%	5.7%	48	5.6%	5	7.0%	5	2.7%	2	7.4%	5	11.4%	9	6.9%	6	4.3%	3	1.4%	1	9.1%	7	4.0%	3	2.5%	2
100% (Don't do top-up 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	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	10.0%	84	5.6%	5	9.9%	7	13.7%	10	13.2%	9	8.9%	7	4.6%	4	17.1%	12	10.1%	7	9.1%	7	6.7%	5	13.8%	11
(Refused)	1.4%	12	4.5%	4	1.4%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	2.9%	2	1.3%	1	1.3%	1	1.3%	1
Mean:		*72.53*		*59.28*		*70.97*		*65.11*		*77.49*		*76.65*		*77.23*		*77.28*		*72.83*		*77.72*		*73.26*		*71.85*
Base:		838		89		71		73		68		79		87		70		69		77		75		80

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q08 Where do you do most of your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?																								
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Witney, OX28 6HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet Options, Avenue Four, Station Lane, Witney, OX28 4BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just for Pets, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leafield Village Centre, OX29 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Hanborough Village Centre, OX29 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	4.1%	45	9.0%	9	0.0%	0	6.0%	6	3.0%	3	11.0%	11	4.0%	4	0.0%	0	1.0%	1	3.0%	3	4.0%	4	4.0%	4
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.5%	5	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Next, Witan Way, Market Square, Witney, OX28 6AP	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	0.0%	0	0.0%	0	0.0%	0
North Leigh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Relics of Witney, The Old Works, Corn Street, Witney, OX28 6BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Dyas, Market Square, Witney, OX28 6AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Witan Way, Witney, OX28 4FF	1.5%	16	2.0%	2	0.0%	0	1.0%	1	0.0%	0	7.0%	7	2.0%	2	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1
Screwfix, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sobell House, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Entertainer, Welch Way, Witney, OX28 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Woolgate Centre, Market Square, Witney,	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	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		Zone 9		Zone 10		Zone 11	
OX28 6AP																								
Toolstation, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Witan Way, Woolgate, Witney, OX28 6AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WFS Country Shop Ltd, Burford Road, Witney, OX29 0RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Woolgate Shopping Centre, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	12.3%	135	17.0%	17	6.0%	6	19.0%	19	13.0%	13	22.0%	22	21.0%	21	2.0%	2	0.0%	0	7.0%	7	8.0%	8	20.0%	20
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Applegarth Nurseries, Banbury Road, Chipping Norton, OX7 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	0.9%	10	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Carpets, Worcester Road Industrial Estate, Chipping Norton, OX7 5XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain Warehouse, London Road, Chipping Norton, OX7 5EJ	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Windmill Square, London Road, Chipping Norton, OX7 5EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QD, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Market Street, Chipping Norton, OX7 5NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Topside Pharmacy, High Street, Chipping Norton, OX7 5AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Station Road, Chipping Norton, OX7 5HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
A K Timms, Station Road, Brize Norton, Carterton, OX18 3QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Alvescot Road, Carterton, OX18 3JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aston Village Centre, OX18 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bampton Local Centre, OX18 2	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	0.0%	0	0.0%	0	0.0%	0
Brize Norton Village Centre, OX18 3	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	0.0%	0	0.0%	0	0.0%	0
Carterton Post Office, Black Bourton Road, Carterton OX18 3HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Bampton, OX18 2JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Black Bourton Road, Carterton, OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Ventura Business Park, Carterton OX18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Buckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX13 5																								
Stanford in the Vale Village Centre, SN7 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Cassington Nurseries, Yarnton Road, Cassington, Witney, OX29 4DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curbridge Village Centre, OX29 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eynsham, Witney, OX29 4EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Co-op, High Street, Woodstock, OX20 1TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeland Nurseries, Wroslyn Road, Freeland, Witney, OX29 8AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Bunkers Hill Garden Shop, Bunkers Hill, Kidlington, OX5 3BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicholsons, The Park, Bicester, OX25 6HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rousham Village Centre, OX25 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Bloxham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bodicote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre, OX15 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Cotefield Nurseries, Oxford Road, Bodicote, Banbury, OX15 4AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2
Sophie Oliver Jewellery, High Street, Moreton-in-Marsh, GL56 0AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
StowAg, Moreton Road, Longborough, Moreton-in-Marsh, GL56 0QJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Cotswold Business Park, London Road, Moreton-in-Marsh, GL56 0JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Burford Town Centre, OX18 4	0.5%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Co-op, Station Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Lechlade, GL7 3ER																								
Filkins Village Centre, GL7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Pavers, Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.2%	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	0.0%	0	1.0%	1	0.0%	0
Zone 11																								
Chadlington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Horspath Driftway Retail Park, Headington, Oxford, OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Ruscote Avenue, Banbury, OX16 2GU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wootton Road, Abingdon, OX14 1FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple, Midsummer Place Shopping Centre, Midsummer Boulevard, Milton Keynes, MK9 3GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, The Maybird Centre, Stratford-upon-Avon,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
CV37 0HZ																								
Asda Living, Maybird Retail Park, Stratford-upon-Avon, CV37 0HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda Living, Templar Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, North Swindon District Centre, Swindon, SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Westlea, Swindon, SN5 7DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aspen Carpets & Flooring, Maldon Road, Danbury, Chelmsford, CM3 4QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre, HP20 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Southam Road, Banbury, OX16 2AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Worcester Road, Worcestershire, WR11 4XF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Four Pools Retail Park, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Great Western Way, Wiltshire, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Nuffield Way, Abingdon, OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Seacourt Tower, Retail Park, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, The Maybird Centre, Stratford-upon-Avon, CV37 0HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Banbury Express, Warwick Road, Banbury, OX16 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	5.7%	63	1.0%	1	15.0%	15	1.0%	1	0.0%	0	0.0%	0	0.0%	0	21.0%	21	15.0%	15	3.0%	3	0.0%	0	7.0%	7
Banbury Town Centre	3.3%	36	2.0%	2	7.0%	7	1.0%	1	0.0%	0	0.0%	0	1.0%	1	6.0%	6	11.0%	11	6.0%	6	0.0%	0	2.0%	2
Batsford Arboretum and Garden Centre, Batsford, Moreton-in-Marsh, GL56 9AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bennetts Family Furnishing, Warwick Road, Banbury, OX16 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bicester Town Centre	0.2%	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	0.0%	0	0.0%	0	1.0%	1
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwell's Bookshop, Broad Street, Oxford, OX1 3BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Cornmarket Street, Oxford, OX1 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Market Place, Fairford, GL7 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Village Centre, OX2 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers Decorator Centres, Penhill Industrial Park, Beaumont Road, Banbury, OX16 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Swindon, SN5 7YF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Red Cross,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Wallingford Street, Wantage, OX12 8AU																								
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetland, Parson's Street, Banbury, OX16 5NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / West End	1.1%	12	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	3.0%	3	3.0%	3	2.0%	2
Centre:mk, Silbury Boulevard, Milton Keynes, MK9 3ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlecote Garden Centre, Charlecote, Warwick, CV35 9ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	1.8%	20	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	5.0%	5	0.0%	0
Chessington Local Centre, KT9 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Childrey Village Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	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	0.0%	0	6.0%	6	0.0%	0
Clarendon Centre, Cornmarket Street, Oxford, OX1 3JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Loxley Close, Wellesbourne, Warwick, CV35 9RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cotswold Outdoor, Bicester,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX25 2NY																								
Cotswold Outdoor, Spine Road East, Cirencester, GL7 5TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Local Centre, OX4 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol, BS34 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croft Pet Foods, Broad Street, Banbury, OX16 5BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cumnor Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Currys, Botley Road, Oxford, OX2 0HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Springfield Drive, Evesham, WR11 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Place Retail Park, Elder Gate, Milton Keynes, MK9 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Decathlon, Kensington High Street, London, W8 7RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 City Centre, DE1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.8%	9	0.0%	0	0.0%	0	3.0%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
DFS, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Village Centre, OX14 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulux Decorator Centre, The Broadway, Kidlington, OX5 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Meadowside Retail Park, Lamarsh Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford, OX2 0FE																								
Dunelm, Southam Road, Banbury, OX16 2RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Challow Village Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ella's Toy Shop, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esso, Ermont Way, Banbury, OX16 8SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Garden Centre, The Valley, Evesham, WR11 4DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Shopping Park, Evesham, WR11 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finmere Local Centre, MK18 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Pools Retail Park, Four Pools Lane, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Tewkesbury Road, Cheltenham, GL51 9RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Quays, St Ann Way, Gloucester, GL1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
5SH																								
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Halfords, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammonds Furniture, Fairacres Retail Park, Nuffield Way, Abingdon, OX14 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Poyle Village Centre, OX5 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre, SA61 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haynes Of Challow, Faringdon Road, Wantage, OX12 9TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hewetts Electrical, Cricklade Street, Cirencester, GL7 1JF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Golden Valley Retail Park, Hatherley Lane, Cheltenham, GL51 6PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Great Western Way, Swindon, SN2 1US	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Horspath Driftway, Oxford, OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Homesense, Bath Road, Taplow, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Kingsditch Lane, Cheltenham, GL51 9PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Labels Shopping, Netherton Road, Ross-on-Wye, HR9 7QJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Regis Town Centre, DT7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M1 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Furniture, Cheney Manor Road, Swindon, SN2 2QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Marlborough Road, Swindon, SN3 6AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks and Spencer (M&S) Simply Food, Roman Road, Station Road, Stow-on-the-Wold, Cheltenham, GL54 3AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Bridge Street, Stratford-upon-Avon, CV37 6AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks and Spencer (M&S), Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Park Avenue, Aberystwyth, SY23 1PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Greenbridge Retail Park, Stratton Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Swindon, SN3 3SG																								
Matlock Town Centre, DE4 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham Town Centre, SN12 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
MKM Building Supplies, Station Approach, Kidlington, OX5 1JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine Road East, Cirencester, GL7 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Swan Close Road, Banbury, OX16 5AQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre, CW5 5	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	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre, DL7 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Garden Centre, Tewkesbury Road, Twigworth, Gloucester, GL2 9PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Oxford City Centre	7.4%	81	5.0%	5	5.0%	5	3.0%	3	15.0%	15	16.0%	16	13.0%	13	9.0%	9	2.0%	2	5.0%	5	0.0%	0	8.0%	8
Oxford Garden Centre, Southern By-Pass Road, Oxford, OX1 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park, Ambassador Avenue,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Oxford, OX4 6XJ																								
Pavers, Avenue Garden Centre, Oxford Road, Bicester, OX25 2NY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavers, The Valley, Evesham, WR11 4DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Pavers, Yarnton Nurseries & Shopping Village, Sandy Lane, Kidlington, OX5 1PA	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	0.0%	0	0.0%	0	0.0%	0
Peachcroft Shopping Centre, Peachcroft Road, Abingdon, OX14 2RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Four Pools Lane, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Yarnton Home & Gardens, Sandy Lane, Yarnton, Oxford, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitlochry Town Centre, PH16 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, Elder Gate, Milton Keynes, MK9 1LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, West Way, Botley Road, Oxford, OX2 0JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale Town Centre, OL11 1	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rohan, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Rosebird Community Hall,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Shipston Road, Alderminster, Stratford-upon-Avon, CV37 8LU																								
Royal Leamington Spa Town Centre, CV31 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Royal Wootton Bassett Town Centre, SN4 7AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Oxford Road, Banbury, OX16 9XA	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Paddington Drive, Swindon, SN5 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Pioneer Square, Bicester, OX26 6FA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Tewkesbury Road, Cheltenham, GL51 9RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Westgate, Oxford, OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Beech Court, Bourton-on-the-Water,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Cheltenham, GL54 2SB																								
Screwfix, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Horspath Industrial Estate, Pony Road, Oxford, OX4 2SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Mercian Close, Cirencester, GL7 1LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Station Field Industrial Estate, Kidlington, OX5 1JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Road, Bicester, OX26 4AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Wildmere Road Industrial Estate, Banbury, OX16 3JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt, Bourton-on-the-Water, Cheltenham, GL54 3WN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Eastern Avenue Retail Park, Southbrook Road, Eastern Avenue, Gloucester, GL4 3BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Patriot Drive, Milton Keynes, MK13 8PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofas & Stuff, Tripp Hill, Pulborough, RH20 1ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre, B91 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Tower Retail Park, West Way, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Retail Park, Oxford Road, Swindon,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
SN3 4ES																								
Stalls Lifestyle, Preston Lane, Stratford-upon-Avon, CV37 8DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonor Village Centre, RG9 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Garden Centre, Campden Road, Clifford Chambers, Stratford-upon-Avon, CV37 8LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	3.0%	3	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug, Westgate Shopping Centre, Queen Street, Oxford, OX1 1PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.9%	10	0.0%	0	0.0%	0	4.0%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Symondsbury Village Centre, DT6 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tapi Carpets & Floors, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Square, Pound Way, Oxford, OX4 3XH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Lockheed Close, Banbury, OX16 1LX	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	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	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
GL54 1BX																								
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.4%	4	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Kidlington Centre, High Street, Kidlington, OX5 2DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cherwell Street, Banbury, OX16 2BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Valley, Evesham, WR11 4DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
The White Horse Medical Centre, Volunteer Way, Faringdon, SN7 7YU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge, CB1 3ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Pioneer Road, Faringdon, SN7 7BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Liskeard, Trago Mills, Two Waters Foot, Liskeard, PL14 6HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Maybrook Industrial Estate, Maybrook Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tysoe Village Stores, Main Street, Warwick, CV35 0SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Botley Road, Oxford,OX2 0HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Church Hill Junction 8A, M40, Oxford, OX33 1LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Meadow Row, Buckingham, MK18 1RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Manor Road, Brackley, NN13 6BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Old High Street, Headington, Oxford, OX3 9JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Southam Road, Banbury, OX16 2FN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Western By-Pass Road, Peartree Interchange, A34/A40/A44, Oxford, OX2 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-le-Dale Village Centre, PR5 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	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	0.0%	0	0.0%	0	0.0%	0
Waterperry Gardens (Garden Centre), Waterperry, Oxford, OX33 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre, NN8 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield, Ariel Way, London, W12 7GF	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	1.3%	14	2.0%	2	0.0%	0	1.0%	1	3.0%	3	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3
Weston-on-the-Green Village Centre, OX25 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Cromer Road West, Hounslow, TW6 1QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Kings Walk Shopping Centre, Kings Park, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Wickes, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Gipsy Lane, Swindon, SN2 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Metric Trade Park, Love Lane, Cirencester, GL7 1YQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Southam Road, Banbury, OX16 2RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham, GL51 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre, GU46 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO1 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	4	1.0%	1	2.0%	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	0.0%	0
Internet	36.4%	400	45.0%	45	31.0%	31	42.0%	42	32.0%	32	36.0%	36	35.0%	35	37.0%	37	35.0%	35	32.0%	32	40.0%	40	35.0%	35
Mail order / catalogue	5.0%	55	3.0%	3	13.0%	13	2.0%	2	9.0%	9	1.0%	1	8.0%	8	2.0%	2	5.0%	5	3.0%	3	4.0%	4	5.0%	5
TV shopping	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	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	17	5.0%	5	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2	2.0%	2	1.0%	1	2.0%	2	0.0%	0	2.0%	2
(Don't do this type of shopping)	3.2%	35	2.0%	2	2.0%	2	4.0%	4	7.0%	7	0.0%	0	0.0%	0	6.0%	6	4.0%	4	3.0%	3	4.0%	4	3.0%	3
(Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q09 Which internet / home delivery retailer do you use most often for your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?

Those that do their clothing and footwear shopping via the internet or delivery at Q08

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Amazon	18.0%	82	36.7%	18	15.9%	7	29.5%	13	12.2%	5	13.5%	5	11.6%	5	17.9%	7	12.5%	5	17.1%	6	20.5%	9	5.0%	2
Asda (George)	0.9%	4	4.1%	2	0.0%	0	2.3%	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
ASOS	0.9%	4	6.1%	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	0.0%	0	0.0%	0
Bonmarche	0.4%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	3.7%	17	0.0%	0	9.1%	4	0.0%	0	4.9%	2	2.7%	1	4.7%	2	0.0%	0	12.5%	5	2.9%	1	4.5%	2	0.0%	0
Debenhams	0.4%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Dorothy Perkins	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Ebay	1.8%	8	2.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	5.1%	2	2.5%	1	0.0%	0	2.3%	1	5.0%	2
House of Fraser	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	0.0%	0	0.0%	0	0.0%	0
Jacamo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
John Lewis	3.7%	17	0.0%	0	2.3%	1	6.8%	3	4.9%	2	2.7%	1	2.3%	1	10.3%	4	0.0%	0	5.7%	2	2.3%	1	5.0%	2
Littlewoods	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	12.1%	55	6.1%	3	18.2%	8	9.1%	4	14.6%	6	10.8%	4	14.0%	6	5.1%	2	12.5%	5	20.0%	7	13.6%	6	10.0%	4
Morrisons (Nutmeg)	0.4%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.7%	3	4.1%	2	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	0.0%	0
Next	5.3%	24	12.2%	6	0.0%	0	9.1%	4	2.4%	1	5.4%	2	4.7%	2	2.6%	1	5.0%	2	2.9%	1	4.5%	2	7.5%	3
Nike	0.9%	4	0.0%	0	0.0%	0	4.5%	2	2.4%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks	0.4%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Pretty Green	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (Tu Clothing)	1.1%	5	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	2.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Zara	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Atlas for Men	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Bass Pro	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	2.9%	1	0.0%	0	0.0%	0
Big Dude Clothing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boden	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.6%	1	0.0%	0	2.9%	1	4.5%	2	0.0%	0
Charles Clinkard	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.5%	1
Charles Tyrwhitt	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Chums	0.7%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Converse	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Cosyfeet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Crew Clothing	0.9%	4	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.3%	1	0.0%	0
Damart	3.1%	14	2.0%	1	6.8%	3	0.0%	0	4.9%	2	2.7%	1	7.0%	3	2.6%	1	0.0%	0	2.9%	1	2.3%	1	2.5%	1
David Nieper	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Fatface	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotter Shoes	0.9%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.9%	1	2.3%	1	0.0%	0
JD Williams	0.9%	4	0.0%	0	2.3%	1	0.0%	0	2.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
James Meade	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jeanstore	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Jigsaw	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Joe Browns	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	2.9%	1	0.0%	0	0.0%	0
John Norris	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	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		Zone 9		Zone 10		Zone 11	
Jolliman Essentials	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Lacoste	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Lands' End	1.8%	8	0.0%	0	0.0%	0	2.3%	1	2.4%	1	5.4%	2	4.7%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.5%	1
MandM	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moshulu	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Mountain Warehouse	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Patra Selections	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Pavers	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Peter Christian	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	2.9%	1	0.0%	0	0.0%	0
Plumo	0.4%	2	0.0%	0	0.0%	0	2.3%	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
Poetry	0.2%	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	0.0%	0	0.0%	0	0.0%	0
QVC	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0
Roman	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Seasalt Cornwall	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Shein	1.1%	5	2.0%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Skechers	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temu	1.3%	6	2.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	2.9%	1	2.3%	1	0.0%	0
The House of Bruar	0.7%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
The White Company	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Urban Menswear	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Vinted	1.5%	7	0.0%	0	2.3%	1	0.0%	0	2.4%	1	2.7%	1	2.3%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	5.0%	2
Weird Fish	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
White Stuff	1.5%	7	0.0%	0	2.3%	1	0.0%	0	2.4%	1	5.4%	2	0.0%	0	5.1%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0
WoolOvers	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Yours Clothing	0.4%	2	2.0%	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	0.0%	0	0.0%	0
(Don't know / varies)	16.0%	73	8.2%	4	9.1%	4	13.6%	6	22.0%	9	18.9%	7	25.6%	11	7.7%	3	20.0%	8	14.3%	5	22.7%	10	15.0%	6
(Do a Google search for the product each time)	6.6%	30	6.1%	3	2.3%	1	9.1%	4	2.4%	1	8.1%	3	4.7%	2	2.6%	1	2.5%	1	11.4%	4	6.8%	3	17.5%	7
Base:		456		49		44		44		41		37		43		39		40		35		44		40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q10 In addition to LOCATION MENTIONED AT Q08, where else do you regularly shop for your household's men's, women's, children's and baby clothing and footwear purchases? *Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q08*																								
Zone 1																								
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	2.3%	24	4.3%	4	0.0%	0	2.1%	2	2.2%	2	4.0%	4	6.1%	6	0.0%	0	0.0%	0	1.1%	1	2.1%	2	3.2%	3
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.9%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.2%	4
Next, Witan Way, Market Square, Witney, OX28 6AP	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.5%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.1%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.6%	6	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1
Witney Town Centre	7.6%	80	5.4%	5	5.2%	5	9.5%	9	6.5%	6	12.0%	12	11.2%	11	1.1%	1	1.1%	1	9.5%	9	12.5%	12	9.5%	9
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	0.5%	5	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.4%	4	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 4																								
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	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	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Woodstock Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Zone 7																								
Rousham Village Centre, OX25 4	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	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Zone 10																								
Burford Town Centre, OX18 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	1.1%	1	1.0%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade,	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	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
GL7 3DP																								
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.4%	4	1.1%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	0.2%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	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	0.0%	0	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	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	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.3%	3	0.0%	0	2.1%	2	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
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	3.6%	38	2.2%	2	9.3%	9	0.0%	0	1.1%	1	0.0%	0	4.1%	4	9.8%	9	6.3%	6	5.3%	5	0.0%	0	2.1%	2
Banbury Town Centre	2.7%	28	0.0%	0	10.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	7.4%	7	5.3%	5	0.0%	0	5.3%	5
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	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	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Birmingham City Centre, B2 4	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.3%	14	0.0%	0	1.0%	1	0.0%	0	1.1%	1	1.0%	1	1.0%	1	1.1%	1	1.1%	1	2.1%	2	3.1%	3	3.2%	3
Centre:mk, Silbury Boulevard, Milton Keynes, MK9 3ES	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	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	1.1%	11	2.2%	2	3.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	4	1.0%	1	0.0%	0
Cirencester Town Centre	0.8%	8	1.1%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	2.1%	2	1.1%	1
Clarendon Centre, Cornmarket Street, Oxford, OX1 3JE	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	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		Zone 9		Zone 10		Zone 11	
Costco, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cowley Local Centre, OX4 2	0.1%	1	0.0%	0	0.0%	0	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
Decathlon, Kensington High Street, London, W8 7RL	0.1%	1	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
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	1.4%	15	1.1%	1	0.0%	0	6.3%	6	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.1%	1
Didcot 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	0.0%	0	0.0%	0	2.1%	2
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.1%	1	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
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	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	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Gloucester Quays, St Ann Way, Gloucester, GL1 5SH	0.1%	1	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
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.2%	2	0.0%	0	0.0%	0	1.1%	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
Haverfordwest Town Centre, SA61 2	0.1%	1	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
Henley-on-Thames Town Centre, RG9 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	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	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	0.1%	1	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
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AY	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S),	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG																								
Matalan, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	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	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine Road East, Cirencester, GL7 5QA	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	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	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	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre, DL7 8	0.1%	1	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
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.3%	3	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	2.1%	2	0.0%	0
Oxford City Centre	8.9%	93	10.8%	10	4.1%	4	8.4%	8	8.7%	8	23.0%	23	12.2%	12	9.8%	9	3.2%	3	3.2%	3	3.1%	3	10.5%	10
Pavers, Avenue Garden Centre, Oxford Road, Bicester, OX25 2NY	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre, CV31 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.1%	1	1.1%	1	0.0%	0	1.1%	1
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Tewkesbury Road, Cheltenham, GL51 9RR	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	0.0%	0	0.0%	0	0.0%	0
Seasalt, Bourton-on-the-Water, Cheltenham, GL54 3WN	0.1%	1	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
Shipston-on-Stour Town Centre, CV36 4	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	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	4.2%	4	0.0%	0	0.0%	0
Swindon Town Centre	0.7%	7	1.1%	1	1.0%	1	2.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Templars Square, Pound	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	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		Zone 9		Zone 10		Zone 11	
Way, Oxford, OX4 3XH																								
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-le-Dale Village Centre, PR5 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wantage Town Centre, OX12 9	0.2%	2	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield, Ariel Way, London, W12 7GF	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	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre, GU46 7	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.4%	4	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	15.1%	158	29.0%	27	14.4%	14	23.2%	22	9.8%	9	11.0%	11	12.2%	12	17.4%	16	13.7%	13	13.7%	13	9.4%	9	12.6%	12
Mail order / catalogue	1.8%	19	2.2%	2	3.1%	3	1.1%	1	1.1%	1	3.0%	3	3.1%	3	2.2%	2	1.1%	1	2.1%	2	1.0%	1	0.0%	0
TV shopping	0.6%	6	4.3%	4	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.7%	18	3.2%	3	0.0%	0	2.1%	2	2.2%	2	3.0%	3	1.0%	1	4.3%	4	1.1%	1	1.1%	1	1.0%	1	0.0%	0
(Nowhere else)	36.1%	378	22.6%	21	40.2%	39	33.7%	32	44.6%	41	33.0%	33	26.5%	26	35.9%	33	43.2%	41	32.6%	31	50.0%	48	34.7%	33
Base:		1048		93		97		95		92		100		98		92		95		95		96		95

Q11 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	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	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	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	0.0%	0	0.0%	0	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	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	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Witney Town Centre	5.1%	56	10.0%	10	1.0%	1	9.0%	9	1.0%	1	9.0%	9	8.0%	8	1.0%	1	1.0%	1	0.0%	0	9.0%	9	7.0%	7
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Chipping Norton Town Centre	0.5%	5	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	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	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Zone 5																								
Zone 6																								
Woodstock Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Zone 10																								
Burford Town Centre, OX18 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.6%	18	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	6.0%	6	2.0%	2	0.0%	0	1.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Bicester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Cirencester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Evesham Town Centre, WR11 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kidlington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.3%	14	1.0%	1	1.0%	1	0.0%	0	1.0%	1	3.0%	3	3.0%	3	3.0%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Swindon 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	0.0%	0	2.0%	2	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	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	0.0%	0	0.0%	0	0.0%	0
Others																								
Internet	22.5%	247	30.0%	30	23.0%	23	21.0%	21	25.0%	25	10.0%	10	29.0%	29	17.0%	17	30.0%	30	27.0%	27	14.0%	14	21.0%	21
Mail order / catalogue	0.7%	8	2.0%	2	2.0%	2	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	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	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	21	5.0%	5	2.0%	2	0.0%	0	3.0%	3	0.0%	0	3.0%	3	0.0%	0	4.0%	4	1.0%	1	1.0%	1	2.0%	2
(Don't do this type of shopping)	62.8%	691	42.0%	42	65.0%	65	66.0%	66	68.0%	68	74.0%	74	50.0%	50	71.0%	71	57.0%	57	63.0%	63	70.0%	70	65.0%	65
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q12 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, iPad, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?																								
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Robert Dyas, Market Square, Witney, OX28 6AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	2.4%	26	6.0%	6	1.0%	1	3.0%	3	1.0%	1	6.0%	6	3.0%	3	0.0%	0	0.0%	0	2.0%	2	2.0%	2	2.0%	2
The Woolgate Centre, Market Square, Witney, OX28 6AP	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	0.0%	0	0.0%	0	2.0%	2
Witney Town Centre	7.1%	78	17.0%	17	1.0%	1	13.0%	13	3.0%	3	11.0%	11	12.0%	12	0.0%	0	0.0%	0	2.0%	2	13.0%	13	6.0%	6
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	5.8%	64	0.0%	0	33.0%	33	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.0%	6	15.0%	15	0.0%	0	8.0%	8
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	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	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Zone 5																								
Eynsham Village Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Moreton-in-Marsh Town Centre, GL56 0	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Shipton-under-Wychwood Village 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	2.0%	2	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18	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	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		Zone 9		Zone 10		Zone 11	
4																								
Zone 11																								
Chadlington Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple, Midsummer Place Shopping Centre, Midsummer Boulevard, Milton Keynes, MK9 3GA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Living, Maybird Retail Park, Stratford-upon-Avon, CV37 0HZ	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
B&M, Worcester Road, Worcestershire, WR11 4XF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	6.7%	74	2.0%	2	15.0%	15	1.0%	1	3.0%	3	0.0%	0	0.0%	0	18.0%	18	23.0%	23	2.0%	2	0.0%	0	10.0%	10
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.3%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Banbury Town Centre	2.5%	27	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.0%	6	13.0%	13	3.0%	3	0.0%	0	0.0%	0
Bicester Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	6.5%	71	5.0%	5	0.0%	0	10.0%	10	10.0%	10	20.0%	20	13.0%	13	6.0%	6	0.0%	0	0.0%	0	2.0%	2	5.0%	5
Central London / West End	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	0.0%	0	2.0%	2	0.0%	0
Cheltenham Town Centre	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	3.0%	3	0.0%	0	0.0%	0
Cirencester 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	0.0%	0	2.0%	2	0.0%	0
Costco, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Currys, Botley Road, Oxford, OX2 0HY	2.3%	25	3.0%	3	1.0%	1	3.0%	3	2.0%	2	2.0%	2	11.0%	11	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Currys, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	0.9%	10	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
Currys, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon,	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
CV37 0BT																								
Currys, Springfield Drive, Evesham, WR11 1DX	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0
Currys, The Place Retail Park, Elder Gate, Milton Keynes, MK9 1EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Shopping Park, Evesham, WR11 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	2.1%	23	0.0%	0	0.0%	0	4.0%	4	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0
Hewetts Electrical, Cricklade Street, Cirencester, GL7 1JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
High Wycombe Town Centre, HP11 2	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	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	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.9%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M1 5	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	2.8%	31	3.0%	3	1.0%	1	3.0%	3	7.0%	7	3.0%	3	6.0%	6	2.0%	2	1.0%	1	1.0%	1	0.0%	0	4.0%	4
Oxford Retail Park, Ambassador Avenue,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford, OX4 6XJ																								
Richer Sounds, Elder Gate, Milton Keynes, MK9 1LR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, West Way, Botley Road, Oxford, OX2 0JB	0.4%	4	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	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	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0
Swindon Town Centre	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	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	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	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	1.0%	1	0.0%	0	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	1.1%	12	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	37.3%	410	42.0%	42	33.0%	33	43.0%	43	32.0%	32	34.0%	34	37.0%	37	38.0%	38	29.0%	29	38.0%	38	41.0%	41	43.0%	43
Mail order / catalogue	1.2%	13	4.0%	4	0.0%	0	2.0%	2	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2
TV shopping	0.4%	4	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.5%	28	3.0%	3	3.0%	3	2.0%	2	1.0%	1	1.0%	1	3.0%	3	5.0%	5	1.0%	1	3.0%	3	4.0%	4	2.0%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(Don't do this type of shopping)	6.5%	72	7.0%	7	2.0%	2	6.0%	6	8.0%	8	2.0%	2	4.0%	4	10.0%	10	7.0%	7	10.0%	10	6.0%	6	10.0%	10
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q13 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	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	0.0%	0	3.0%	3	1.0%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.8%	9	2.0%	2	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
The Woolgate Centre, Market Square, Witney, OX28 6AP	1.9%	21	1.0%	1	0.0%	0	1.0%	1	1.0%	1	7.0%	7	3.0%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	5.0%	5
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Woolgate Shopping Centre, Market Square, Witney, OX28 6AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Witney Town Centre	17.5%	192	36.0%	36	0.0%	0	32.0%	32	5.0%	5	33.0%	33	34.0%	34	2.0%	2	0.0%	0	13.0%	13	20.0%	20	17.0%	17
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Chipping Norton Town Centre	9.5%	105	0.0%	0	46.0%	46	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	16.0%	16	17.0%	17	0.0%	0	21.0%	21
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.4%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aston Village Centre, OX18 2	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	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.8%	9	1.0%	1	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	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	0.0%	0	2.0%	2	0.0%	0
Zone 4																								
Southmoor Village Centre, OX13 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Woodstock Town Centre	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bodicote Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	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	3.0%	3	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4	0.0%	0
Co-op, Station Road, Lechlade, GL7 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	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	0.0%	0	0.0%	0	0.0%	0
Charlbury Town Centre	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	0.0%	0	0.0%	0	3.0%	3
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Outside Catchment Area																								
Abingdon Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	7.0%	7	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	3.4%	37	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	12.0%	12	19.0%	19	0.0%	0	0.0%	0	2.0%	2
Bicester Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwell's Bookshop, Broad Street, Oxford, OX1 3BQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	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	0.0%	0	0.0%	0	0.0%	0
British Red Cross, Wallingford Street, Wantage, OX12 8AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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		Zone 9		Zone 10		Zone 11	
Bury Street, Abingdon, OX14 3QY																								
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Central London / West End	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Cheltenham Town Centre	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	3.0%	3	0.0%	0	0.0%	0
Cirencester Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0
Cumnor Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	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	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	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	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lyme Regis Town Centre, DT7 3	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	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	3.3%	36	1.0%	1	3.0%	3	0.0%	0	13.0%	13	7.0%	7	2.0%	2	6.0%	6	0.0%	0	0.0%	0	1.0%	1	3.0%	3
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, GL54 1																								
Stratford-upon-Avon Town Centre	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	4.0%	4	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	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	0.0%	0	0.0%	0	0.0%	0
Swindon 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	0.0%	0	2.0%	2	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.4%	4	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	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	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.5%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
WHSmith, Cromer Road West, Hounslow, TW6 1QG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
WHSmith, Kings Walk Shopping Centre, Kings Park, Wantage, OX12 9AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO1 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Others																								
Internet	32.8%	361	37.0%	37	23.0%	23	37.0%	37	34.0%	34	27.0%	27	34.0%	34	30.0%	30	36.0%	36	41.0%	41	32.0%	32	30.0%	30
Mail order / catalogue	0.9%	10	2.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
TV shopping	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	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	15	1.0%	1	1.0%	1	2.0%	2	2.0%	2	2.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0	3.0%	3	1.0%	1
(Don't do this type of shopping)	12.3%	135	12.0%	12	18.0%	18	14.0%	14	18.0%	18	8.0%	8	4.0%	4	19.0%	19	10.0%	10	11.0%	11	13.0%	13	8.0%	8
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q14 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																								
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	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	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	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	0.0%	0	0.0%	0	0.0%	0
Just for Pets, Market Square, Witney, OX28 6AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, New Close Lane, Witney, OX28 4TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.9%	10	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4
The Entertainer, Welch Way, Witney, OX28 6JH	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	0.0%	0	0.0%	0	0.0%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.5%	6	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
WFS Country Shop Ltd, Burford Road, Witney, OX29 0RB	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Witney Town Centre	7.2%	79	18.0%	18	0.0%	0	16.0%	16	4.0%	4	11.0%	11	13.0%	13	1.0%	1	0.0%	0	3.0%	3	5.0%	5	8.0%	8
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	1.9%	21	0.0%	0	16.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	3.0%	3
Co-op, High Street, Chipping Norton, OX7 5AB	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Windmill Square, London Road, Chipping Norton, OX7 5EJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Aldi, Alvescot Road, Carterton, OX18 3JH	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	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.5%	5	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Standlake Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 11																								
Charlbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Outside Catchment Area																								
Abingdon Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Argos, The Maybird Centre, Stratford-upon-Avon, CV37 0HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury,	0.6%	7	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX16 1LX																								
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Banbury Town Centre	2.7%	30	1.0%	1	8.0%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.0%	7	8.0%	8	2.0%	2	0.0%	0	3.0%	3
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	1.2%	13	1.0%	1	0.0%	0	0.0%	0	1.0%	1	8.0%	8	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	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	2.0%	2	0.0%	0	1.0%	1
Childrey Village Centre, OX12 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester 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	0.0%	0	2.0%	2	0.0%	0
Co-op, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Spine Road East, Cirencester, GL7 5TL	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	0.0%	0	0.0%	0	0.0%	0
Croft Pet Foods, Broad Street, Banbury, OX16 5BX	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Decathlon, Kensington High Street, London, W8 7RL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.2%	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	0.0%	0	1.0%	1	0.0%	0
Drayton Village Centre, OX14 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ella's Toy Shop, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	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	0.0%	0	2.0%	2	0.0%	0
Faringdon Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Four Pools Retail Park, Four Pools Lane, Evesham,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
WR11 1DJ																								
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Halfords, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	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	0.0%	0	0.0%	0	0.0%	0
Hampton Poyle Village Centre, OX5 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	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	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.3%	14	3.0%	3	2.0%	2	0.0%	0	2.0%	2	3.0%	3	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Pets at Home, Botley Road, Lamarsh Road, Oxford, OX2 0HA	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	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pets at Home, Four Pools Lane, Evesham, WR11 1DJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Pets at Home, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Oxford Road, Swindon, SN3 4ES	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Yarnton Home	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	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		Zone 9		Zone 10		Zone 11	
& Gardens, Sandy Lane, Yarnton, Oxford, OX5 1PA																								
Rosebird Community Hall, Shipston Road, Alderminster, Stratford-upon-Avon, CV37 8LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Eastern Avenue Retail Park, Southbrook Road, Eastern Avenue, Gloucester, GL4 3BU	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	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Patriot Drive, Milton Keynes, MK13 8PU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Ambassador Avenue, Oxford, OX4 6XJ	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Tower Retail Park, West Way, Oxford, OX2 0JJ	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	0.0%	0	0.0%	0	0.0%	0
St Margaret's Retail Park, Oxford Road, Swindon, SN3 4ES	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0
Swindon Town Centre	0.4%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	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		Zone 9		Zone 10		Zone 11	
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	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	0.0%	0	2.0%	2	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Liskeard, Trago Mills, Two Waters Foot, Liskeard, PL14 6HY	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Western By-Pass Road, Peartree Interchange, A34/A40/A44, Oxford, OX2 8JZ	0.3%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre, NN8 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Weston-on-the-Green Village Centre, OX25 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.3%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	32.6%	359	34.0%	34	24.0%	24	42.0%	42	18.0%	18	30.0%	30	41.0%	41	33.0%	33	37.0%	37	38.0%	38	25.0%	25	37.0%	37
Mail order / catalogue	0.5%	5	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.2%	2	1.0%	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	0.0%	0	0.0%	0
(Don't know / varies)	2.2%	24	5.0%	5	1.0%	1	0.0%	0	8.0%	8	3.0%	3	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2
(Don't do this type of shopping)	32.5%	358	20.0%	20	39.0%	39	26.0%	26	39.0%	39	29.0%	29	26.0%	26	35.0%	35	30.0%	30	35.0%	35	44.0%	44	35.0%	35
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q15 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?																								
Zone 1																								
Carpet Options, Avenue Four, Station Lane, Witney, OX28 4BN	1.5%	16	2.0%	2	0.0%	0	3.0%	3	0.0%	0	1.0%	1	4.0%	4	0.0%	0	1.0%	1	1.0%	1	1.0%	1	3.0%	3
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	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	0.0%	0	0.0%	0	0.0%	0
Screwfix, Avenue One, Witney, OX28 4XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	8.1%	89	16.0%	16	1.0%	1	15.0%	15	3.0%	3	19.0%	19	13.0%	13	0.0%	0	0.0%	0	4.0%	4	6.0%	6	12.0%	12
Zone 2																								
Chipping Norton Town Centre	1.3%	14	0.0%	0	6.0%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	2.0%	2	0.0%	0	2.0%	2
Cotswold Carpets, Worcester Road Industrial Estate, Chipping Norton, OX7 5XW	0.9%	10	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0
Zone 3																								
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Woodstock Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Zone 7																								
Zone 8																								
Broughton Village Centre, OX15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Zone 10																								
Zone 11																								
Charlbury Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Outside Catchment Area																								
Abingdon Town Centre	1.2%	13	1.0%	1	0.0%	0	1.0%	1	6.0%	6	3.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aspen Carpets & Flooring, Maldon Road, Danbury, Chelmsford, CM3 4QH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aylesbury Town Centre, HP20 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	1.9%	21	1.0%	1	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	4.0%	4	2.0%	2	0.0%	0	4.0%	4
Banbury Express, Warwick Road, Banbury, OX16 1AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	3.2%	35	1.0%	1	10.0%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.0%	7	11.0%	11	4.0%	4	1.0%	1	0.0%	0
Bennetts Family Furnishing, Warwick Road, Banbury, OX16 2AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	3.1%	34	3.0%	3	0.0%	0	4.0%	4	2.0%	2	11.0%	11	9.0%	9	1.0%	1	0.0%	0	0.0%	0	2.0%	2	2.0%	2
Botley Village Centre, OX2 9	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	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Swindon, SN5 7YF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Carpetland, Parson's Street, Banbury, OX16 5NB	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Central London / West End	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Cheltenham Town Centre	0.6%	7	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Cirencester Town Centre	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	1.0%	1	3.0%	3	0.0%	0
Clarendon Centre, Cornmarket Street,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford, OX1 3JE																								
Cribbs Causeway, Bristol, BS34 5DG	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	0.0%	0	2.0%	2	0.0%	0
Derby City Centre, DE1 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
DFS, Lockheed Close, Banbury, OX16 1LX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Didcot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Southam Road, Banbury, OX16 2RX	1.1%	12	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.0%	3	1.0%	1	0.0%	0	3.0%	3
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	1.2%	13	0.0%	0	0.0%	0	6.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	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	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	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	1.0%	1	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	2.3%	25	1.0%	1	0.0%	0	5.0%	5	9.0%	9	6.0%	6	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Faringdon Town Centre	0.5%	6	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Furniture Village, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Gallagher Retail Park, Tewkesbury Road, Cheltenham, GL51 9RR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammonds Furniture, Fairacres Retail Park, Nuffield Way, Abingdon, OX14 1BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Horspath	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Driftway, Oxford, OX3 7JN																								
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	0.2%	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	0.0%	0	1.0%	1	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	1.1%	12	4.0%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	3.0%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Ikea, Park Lane, Wednesbury, WS10 9SF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	0.5%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.8%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.2%	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	0.0%	0	0.0%	0	1.0%	1
Kidlington Village Centre	0.2%	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	0.0%	0	0.0%	0	1.0%	1
Kingsditch Retail Park, Kingsditch Lane, Cheltenham, GL51 9PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Furniture, Cheney Manor Road, Swindon, SN2 2QE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks and Spencer (M&S), Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	1.2%	13	2.0%	2	0.0%	0	2.0%	2	0.0%	0	1.0%	1	5.0%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Melksham Town Centre,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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		Zone 9		Zone 10		Zone 11	
SN12 6																								
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	3.2%	35	6.0%	6	3.0%	3	4.0%	4	3.0%	3	5.0%	5	6.0%	6	2.0%	2	0.0%	0	2.0%	2	0.0%	0	4.0%	4
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.4%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sofas & Stuff, Tripp Hill, Pulborough, RH20 1ER	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	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre, B91 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stalls Lifestyle, Preston Lane, Stratford-upon-Avon, CV37 8DZ	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	1.0%	1	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	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	0.0%	0	1.0%	1	0.0%	0
Stratford-upon-Avon Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Swindon Town Centre	0.5%	5	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tapi Carpets & Floors, Botley Road, Lamarsh Road, Oxford, OX2 0HA	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	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tysoe Village Stores, Main Street, Warwick, CV35 0SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Others																								
Abroad	0.4%	4	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Internet	16.2%	178	29.0%	29	14.0%	14	22.0%	22	13.0%	13	12.0%	12	12.0%	12	14.0%	14	13.0%	13	17.0%	17	17.0%	17	15.0%	15
Mail order / catalogue	1.7%	19	2.0%	2	0.0%	0	0.0%	0	1.0%	1	3.0%	3	3.0%	3	2.0%	2	2.0%	2	2.0%	2	3.0%	3	1.0%	1
TV shopping	0.3%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	8.4%	92	8.0%	8	6.0%	6	9.0%	9	10.0%	10	10.0%	10	8.0%	8	5.0%	5	8.0%	8	8.0%	8	12.0%	12	8.0%	8
(Don't do this type of shopping)	28.0%	308	11.0%	11	37.0%	37	20.0%	20	32.0%	32	21.0%	21	22.0%	22	39.0%	39	33.0%	33	31.0%	31	32.0%	32	30.0%	30
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q16 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	18.1%	199	40.0%	40	2.0%	2	33.0%	33	1.0%	1	29.0%	29	26.0%	26	0.0%	0	0.0%	0	17.0%	17	20.0%	20	31.0%	31
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Relics of Witney, The Old Works, Corn Street, Witney, OX28 6BZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Screwfix, Avenue One, Witney, OX28 4XZ	1.0%	11	2.0%	2	0.0%	0	2.0%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	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	0.0%	0	0.0%	0	0.0%	0
Toolstation, Avenue One, Witney, OX28 4XZ	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	4.8%	53	7.0%	7	0.0%	0	7.0%	7	3.0%	3	8.0%	8	8.0%	8	0.0%	0	0.0%	0	0.0%	0	9.0%	9	11.0%	11
Zone 2																								
Applegarth Nurseries, Banbury Road, Chipping Norton, OX7 5SY	1.0%	11	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0	3.0%	3
Chipping Norton Town Centre	4.9%	54	0.0%	0	27.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	10.0%	10	7.0%	7	0.0%	0	8.0%	8
Travis Perkins, Station Road, Chipping Norton, OX7 5HX	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Zone 3																								
A K Timms, Station Road, Brize Norton, Carterton, OX18 3QB	0.4%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.8%	9	0.0%	0	0.0%	0	3.0%	3	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bampton Local Centre, OX18 2	0.4%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Brize Norton Village Centre, OX18 3	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Carterton Town Centre	0.5%	6	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Screwfix, Ventura Business	0.6%	7	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Park, Carterton OX18 1AD																								
Zone 4																								
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	1.5%	17	1.0%	1	0.0%	0	2.0%	2	11.0%	11	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Cassington Nurseries, Yarnton Road, Cassington, Witney, OX29 4DY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curbridge Village Centre, OX29 7	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	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	2.3%	25	0.0%	0	0.0%	0	0.0%	0	1.0%	1	23.0%	23	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Freeland Nurseries, Wroslyn Road, Freeland, Witney, OX29 8AQ	1.0%	11	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Woodstock Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Bunkers Hill Garden Shop, Bunkers Hill, Kidlington, OX5 3BA	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	0.0%	0	0.0%	0	0.0%	0
Nicholsons, The Park, Bicester, OX25 6HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Broughton Village Centre, OX15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cotefield Nurseries, Oxford Road, Bodicote, Banbury, OX15 4AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	1.5%	16	0.0%	0	4.0%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	4	7.0%	7	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	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	5.0%	5	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
StowAg, Moreton Road, Longborough,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Moreton-in-Marsh, GL56 0QJ																								
Travis Perkins, Cotswold Business Park, London Road, Moreton-in-Marsh, GL56 0JQ	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	3.0%	3	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	1.1%	12	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2
Burford Town Centre, OX18 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	2.5%	28	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	4.0%	4	3.0%	3	0.0%	0	17.0%	17	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	1.8%	20	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	3.0%	3	1.0%	1	11.0%	11
Outside Catchment Area																								
Abingdon Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Southam Road, Banbury, OX16 2AD	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
B&Q, Four Pools Retail Park, Evesham, WR11 1DJ	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	8.0%	8	0.0%	0	0.0%	0
B&Q, Great Western Way, Wiltshire, Swindon SN2 2DJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	6.5%	71	0.0%	0	25.0%	25	1.0%	1	0.0%	0	0.0%	0	1.0%	1	15.0%	15	24.0%	24	4.0%	4	0.0%	0	1.0%	1
B&Q, Nuffield Way, Abingdon, OX14 1RL	0.9%	10	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Seacourt Tower, Retail Park, Oxford, OX2 0JJ	1.5%	16	1.0%	1	1.0%	1	0.0%	0	5.0%	5	2.0%	2	3.0%	3	3.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&Q, The Maybird Centre, 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	2.0%	2	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		Zone 9		Zone 10		Zone 11	
CV37 0HZ																								
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	1.0%	11	4.0%	4	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Banbury Town Centre	1.5%	17	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	9.0%	9	1.0%	1	0.0%	0	1.0%	1
Batsford Arboretum and Garden Centre, Batsford, Moreton-in-Marsh, GL56 9AT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	1.4%	15	2.0%	2	0.0%	0	0.0%	0	3.0%	3	4.0%	4	4.0%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers Decorator Centres, Penhill Industrial Park, Beaumont Road, Banbury, OX16 1RW	0.2%	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	0.0%	0	0.0%	0	1.0%	1
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlecote Garden Centre, Charlecote, Warwick, CV35 9ER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cirencester Town Centre	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	0.0%	0	4.0%	4	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	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	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	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	0.0%	0	0.0%	0	0.0%	0
Dulux Decorator Centre, The Broadway, Kidlington, OX5 1EF	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	0.0%	0	0.0%	0	0.0%	0
East Challow Village Centre, OX12 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Garden Centre, The	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Valley, Evesham, WR11 4DS																								
Evesham Shopping Park, Evesham, WR11 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	1.0%	11	0.0%	0	0.0%	0	3.0%	3	6.0%	6	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Haynes Of Challow, Faringdon Road, Wantage, OX12 9TB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Homebase, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Homebase, Horspath Driftway, Oxford, OX3 7JN	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	0.0%	0	0.0%	0	0.0%	0
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	0.3%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
MKM Building Supplies, Station Approach, Kidlington, OX5 1JD	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	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine Road East, Cirencester,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
GL7 5QA																								
Norton Garden Centre, Tewkesbury Road, Twigworth, Gloucester, GL2 9PU	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Oxford Garden Centre, Southern By-Pass Road, Oxford, OX1 5AR	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	0.0%	0	0.0%	0	0.0%	0
Screwfix, Beech Court, Bourton-on-the-Water, Cheltenham, GL54 2SB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Screwfix, Botley Road, Lamarsh Road, Oxford, OX2 0HA	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	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Mercian Close, Cirencester, GL7 1LT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	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	0.0%	0	3.0%	3	0.0%	0
Screwfix, Station Field Industrial Estate, Kidlington, OX5 1JD	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Road, Bicester, OX26 4AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Wildmere Road Industrial Estate, Banbury, OX16 3JU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford, OX2 0JJ	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	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0
Stratford Garden Centre, Campden Road, Clifford Chambers, Stratford-upon-Avon, CV37 8LW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Toolstation, Pioneer Road, Faringdon, SN7 7BU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Travis Perkins, Maybrook Industrial Estate, Maybrook Road, Stratford-upon-Avon,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
CV37 0BT																								
Wantage Town Centre, OX12 9	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Botley Road, Oxford, OX2 0HA	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wickes, Gipsy Lane, Swindon, SN2 8DH	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	0.0%	0	2.0%	2	0.0%	0
Wickes, Launton Road, Bicester, OX26 6PZ	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Metric Trade Park, Love Lane, Cirencester, GL7 1YQ	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	0.0%	0	2.0%	2	0.0%	0
Wickes, Southam Road, Banbury, OX16 2RR	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham, GL51 9AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	1.5%	17	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.0%	5	5.0%	5	3.0%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Others																								
Internet	8.5%	93	18.0%	18	7.0%	7	10.0%	10	8.0%	8	6.0%	6	6.0%	6	7.0%	7	7.0%	7	9.0%	9	8.0%	8	7.0%	7
Mail order / catalogue	0.3%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.4%	26	6.0%	6	3.0%	3	1.0%	1	4.0%	4	1.0%	1	2.0%	2	2.0%	2	2.0%	2	2.0%	2	0.0%	0	3.0%	3
(Don't do this type of shopping)	12.5%	137	8.0%	8	17.0%	17	11.0%	11	19.0%	19	7.0%	7	12.0%	12	16.0%	16	11.0%	11	17.0%	17	12.0%	12	7.0%	7
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q17 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?																								
Zone 1																								
Boots, High Street, Witney, OX28 6HA	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	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	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	0.7%	8	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Long Hanborough Village Centre, OX29 6	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	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	4.2%	46	9.0%	9	0.0%	0	4.0%	4	1.0%	1	10.0%	10	7.0%	7	1.0%	1	0.0%	0	4.0%	4	3.0%	3	7.0%	7
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.4%	4	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	2.4%	26	2.0%	2	0.0%	0	3.0%	3	0.0%	0	3.0%	3	5.0%	5	0.0%	0	0.0%	0	3.0%	3	1.0%	1	9.0%	9
Witney Town Centre	15.9%	175	30.0%	30	0.0%	0	18.0%	18	3.0%	3	49.0%	49	31.0%	31	1.0%	1	0.0%	0	6.0%	6	20.0%	20	17.0%	17
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.9%	10	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	2.0%	2
Chipping Norton Town Centre	11.2%	123	0.0%	0	64.0%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	14.0%	14	20.0%	20	0.0%	0	22.0%	22
Co-op, High Street, Chipping Norton, OX7 5AB	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1
QD, High Street, Chipping Norton, OX7 5AB	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	0.9%	10	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	1.5%	17	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Bampton Local Centre, OX18 2	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	1.4%	15	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Market Square, Bampton, OX18 2JJ	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	1.8%	20	2.0%	2	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	5.0%	5	0.0%	0
Zone 4																								
Zone 5																								
Eynsham Village Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eynsham, Witney, OX29 4EF	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	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	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	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village 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	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	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	7.0%	7	0.0%	0	0.0%	0
Shipton-under-Wychwood Village 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	2.0%	2	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	10.0%	10	0.0%	0
Co-op, Station Road, Lechlade, GL7 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0
Zone 11																								
Charlbury Town Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11
Outside Catchment Area																								
Abingdon Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford,	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	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		Zone 9		Zone 10		Zone 11	
OX2 0HA																								
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.5%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	3.1%	34	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	16.0%	16	3.0%	3	0.0%	0	1.0%	1
Bicester Shopping Park, Bicester, OX26 1BT	0.6%	7	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Cornmarket Street, Oxford, OX1 3HL	0.5%	5	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Boots, Market Place, Fairford, GL7 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	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	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	0.4%	4	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	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	1.0%	1	0.0%	0	1.0%	1
Cheltenham Town Centre	0.6%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Cirencester Town Centre	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	1.0%	1	5.0%	5	0.0%	0
Co-op, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	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	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	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	0.0%	0	2.0%	2	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon,	0.7%	8	0.0%	0	0.0%	0	2.0%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
SN7 7GQ																								
Faringdon Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Golden Valley Retail Park, Hatherley Lane, Cheltenham, GL51 6PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	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	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kidlington Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Oxford City Centre	1.6%	18	3.0%	3	1.0%	1	0.0%	0	2.0%	2	2.0%	2	2.0%	2	4.0%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Royal Wootton Bassett Town Centre, SN4 7AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	2.1%	23	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	10.0%	10	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	1.5%	17	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	8.0%	8	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Paddington Drive, Swindon, SN5 7AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pioneer Square, Bicester, OX26 6FA																								
Sainsbury's Superstore, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Superdrug, Westgate Shopping Centre, Queen Street, Oxford, OX1 1PE	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	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Templars Square, Pound Way, Oxford, OX4 3XH	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	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	1.3%	14	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	6.0%	6	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.3%	14	0.0%	0	0.0%	0	0.0%	0	12.0%	12	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	2.0%	2	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	1.2%	13	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	11.0%	11	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.2%	13	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Waitrose, Abbey Close,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Abingdon, OX14 3HL																								
Waitrose, Botley Road, Oxford,OX2 0HH	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	1.0%	11	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.3%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	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	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Internet	16.3%	179	25.0%	25	10.0%	10	24.0%	24	14.0%	14	9.0%	9	25.0%	25	18.0%	18	10.0%	10	18.0%	18	11.0%	11	15.0%	15
Mail order / catalogue	0.6%	7	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
TV shopping	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	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	16	5.0%	5	2.0%	2	0.0%	0	3.0%	3	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1
(Don't do this type of shopping)	1.1%	12	2.0%	2	2.0%	2	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q18 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Leafield Village Centre, OX29 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.0%	11	3.0%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3
Sobell House, Avenue One, Witney, OX28 4XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.5%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Witney Town Centre	8.1%	89	14.0%	14	0.0%	0	11.0%	11	6.0%	6	17.0%	17	15.0%	15	1.0%	1	0.0%	0	5.0%	5	9.0%	9	11.0%	11
Zone 2																								
Chipping Norton Town Centre	2.0%	22	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	5.0%	5	0.0%	0	4.0%	4
Co-op, High Street, Chipping Norton, OX7 5AB	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aston Village Centre, OX18 2	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	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Zone 5																								
Eynsham Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Moreton-in-Marsh Town Centre, GL56 0	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Sophie Oliver Jewellery, High Street, Moreton-in-Marsh, GL56 0AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Banbury Town Centre	2.2%	24	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.0%	9	7.0%	7	2.0%	2	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	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	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.4%	4	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.5%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	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	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Cheltenham Town Centre	0.7%	8	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0
Cirencester Town Centre	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	1.0%	1	3.0%	3	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Southam Road, Banbury, OX16 2RX	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail and	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	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		Zone 9		Zone 10		Zone 11	
Leisure Park, Drakes Way, Swindon, SN3 3SG																								
High Wycombe Town Centre, HP11 2	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homesense, Bath Road, Taplow, Maidenhead, SL6 0NY	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	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	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	0.2%	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	0.0%	0	0.0%	0	1.0%	1
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.2%	2	1.0%	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	0.0%	0	0.0%	0
Kidlington Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matlock Town Centre, DE4 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.4%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	3.9%	43	4.0%	4	4.0%	4	1.0%	1	5.0%	5	7.0%	7	10.0%	10	7.0%	7	1.0%	1	1.0%	1	1.0%	1	2.0%	2
Royal Wootton Bassett Town Centre, SN4 7AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Stonor Village Centre, RG9 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stow-on-the-Wold Town Centre, GL54 1	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Stratford-upon-Avon Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Swindon Town Centre	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Symondsbury Village Centre, DT6 6	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	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	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	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	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	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	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	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge, CB1 3ET	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.6%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	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	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.4%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet	21.0%	231	33.0%	33	17.0%	17	28.0%	28	16.0%	16	17.0%	17	16.0%	16	20.0%	20	17.0%	17	24.0%	24	18.0%	18	25.0%	25
Mail order / catalogue	0.6%	7	2.0%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
TV shopping	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.9%	65	6.0%	6	0.0%	0	7.0%	7	12.0%	12	2.0%	2	6.0%	6	5.0%	5	5.0%	5	4.0%	4	8.0%	8	10.0%	10
(Don't do this type of shopping)	41.8%	460	27.0%	27	51.0%	51	38.0%	38	44.0%	44	43.0%	43	39.0%	39	43.0%	43	49.0%	49	42.0%	42	48.0%	48	36.0%	36
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [Number of times per month]																								
Q19 How often do you or your household visit Witney Town Centre for shopping, services, leisure, work or other town centre uses? [PR]																								
7 times a week	0.6%	7	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.8%	9	3.0%	3	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
4 times a week	2.0%	22	14.0%	14	1.0%	1	1.0%	1	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
3 times a week	4.3%	47	16.0%	16	1.0%	1	2.0%	2	0.0%	0	13.0%	13	5.0%	5	2.0%	2	0.0%	0	1.0%	1	1.0%	1	6.0%	6
Twice a week	8.3%	91	19.0%	19	0.0%	0	13.0%	13	1.0%	1	21.0%	21	14.0%	14	0.0%	0	1.0%	1	1.0%	1	9.0%	9	12.0%	12
Once a week	16.3%	179	20.0%	20	0.0%	0	21.0%	21	6.0%	6	31.0%	31	33.0%	33	6.0%	6	0.0%	0	16.0%	16	17.0%	17	29.0%	29
Once every 2 weeks	8.5%	93	3.0%	3	5.0%	5	19.0%	19	9.0%	9	11.0%	11	9.0%	9	4.0%	4	1.0%	1	6.0%	6	11.0%	11	15.0%	15
Once a month	9.9%	109	4.0%	4	17.0%	17	15.0%	15	10.0%	10	8.0%	8	14.0%	14	5.0%	5	3.0%	3	8.0%	8	12.0%	12	13.0%	13
Once every 2 months	5.8%	64	8.0%	8	6.0%	6	9.0%	9	11.0%	11	1.0%	1	6.0%	6	5.0%	5	2.0%	2	6.0%	6	7.0%	7	3.0%	3
Once every 3 months	5.5%	60	4.0%	4	9.0%	9	6.0%	6	12.0%	12	2.0%	2	4.0%	4	4.0%	4	4.0%	4	6.0%	6	5.0%	5	4.0%	4
Less often than once every 3 months	15.1%	166	1.0%	1	33.0%	33	5.0%	5	29.0%	29	2.0%	2	9.0%	9	23.0%	23	22.0%	22	14.0%	14	22.0%	22	6.0%	6
(Don't know)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2
(Never)	22.5%	248	3.0%	3	28.0%	28	8.0%	8	20.0%	20	4.0%	4	3.0%	3	51.0%	51	67.0%	67	40.0%	40	15.0%	15	9.0%	9
Mean:		*0.92*		*2.24*		*0.22*		*0.85*		*0.29*		*1.58*		*1.08*		*0.33*		*0.12*		*0.48*		*0.62*		*1.00*
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q20 What is the MAIN activity you visit Witney Town Centre for?
Those that visit Witney Town Centre at least once a month at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
FOOD shopping	40.6%	226	44.0%	37	20.8%	5	25.0%	18	22.2%	6	47.3%	43	53.8%	42	23.5%	4	20.0%	1	31.3%	10	45.1%	23	48.7%	37
NON-FOOD shopping	19.4%	108	16.7%	14	20.8%	5	30.6%	22	40.7%	11	24.2%	22	10.3%	8	0.0%	0	40.0%	2	21.9%	7	15.7%	8	11.8%	9
Financial service e.g. bank, building society, cash machine	8.3%	46	3.6%	3	16.7%	4	11.1%	8	11.1%	3	5.5%	5	9.0%	7	5.9%	1	20.0%	1	9.4%	3	3.9%	2	11.8%	9
Window shopping / browsing	8.1%	45	9.5%	8	20.8%	5	13.9%	10	3.7%	1	4.4%	4	7.7%	6	11.8%	2	0.0%	0	6.3%	2	9.8%	5	2.6%	2
Health service e.g. doctor, dentist, hospital, opticians	3.8%	21	2.4%	2	0.0%	0	2.8%	2	0.0%	0	5.5%	5	6.4%	5	5.9%	1	20.0%	1	9.4%	3	2.0%	1	1.3%	1
Visiting cafes / coffee shops	3.1%	17	4.8%	4	8.3%	2	0.0%	0	0.0%	0	3.3%	3	3.8%	3	11.8%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Daytime eating	2.2%	12	2.4%	2	0.0%	0	4.2%	3	3.7%	1	1.1%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.3%	1
Visiting family / friends who live there	1.8%	10	1.2%	1	4.2%	1	1.4%	1	3.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	3.9%	3
Visiting gym / leisure centre / swimming pool	1.8%	10	2.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	3	2.6%	2
Other service e.g. laundrette, hairdresser, salon, vets, recycling	1.8%	10	0.0%	0	8.3%	2	0.0%	0	7.4%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	2.6%	2
Meeting family / friends to socialise	1.4%	8	3.6%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	5.9%	1	0.0%	0	6.3%	2	0.0%	0	0.0%	0
Night-time drinking	1.3%	7	4.8%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work there	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	3.1%	1	2.0%	1	2.6%	2
Walk / walk the dog	0.9%	5	1.2%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Visiting cinema	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Daytime drinking	0.7%	4	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Night-time eating	0.5%	3	0.0%	0	0.0%	0	1.4%	1	3.7%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessing transport (e.g. using bus / tube / train station)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit markets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Nightclubbing	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Study there	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Business meetings	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the area often	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit daytime theatres / shows	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Visiting library	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Free parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Visiting place of worship	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 night-time theatres / shows	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 museums / galleries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeaways / fast food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Using Post Office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 parks / green spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting live music venues / gigs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	0.5%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Base:		557		84		24		72		27		91		78		17		5		32		51		76

Q21 What do you like about Witney Town Centre? [MR]

Those that visit Witney Town Centre at least once a month at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Parking - it's free	32.1%	179	14.3%	12	16.7%	4	31.9%	23	25.9%	7	37.4%	34	50.0%	39	23.5%	4	60.0%	3	25.0%	8	31.4%	16	38.2%	29
Parking - it's easy to find a space	15.3%	85	3.6%	3	12.5%	3	4.2%	3	33.3%	9	25.3%	23	24.4%	19	11.8%	2	0.0%	0	12.5%	4	15.7%	8	14.5%	11
Shops - good range of non-food shops generally	12.2%	68	7.1%	6	4.2%	1	15.3%	11	7.4%	2	14.3%	13	10.3%	8	5.9%	1	20.0%	1	12.5%	4	19.6%	10	14.5%	11
Attractive environment / nice place	12.2%	68	10.7%	9	20.8%	5	8.3%	6	22.2%	6	12.1%	11	12.8%	10	17.6%	3	20.0%	1	15.6%	5	9.8%	5	9.2%	7
Close to home	11.8%	66	8.3%	7	0.0%	0	9.7%	7	0.0%	0	17.6%	16	15.4%	12	5.9%	1	0.0%	0	9.4%	3	3.9%	2	23.7%	18
Good layout / shops close together	11.3%	63	6.0%	5	8.3%	2	9.7%	7	14.8%	4	5.5%	5	20.5%	16	11.8%	2	20.0%	1	18.8%	6	11.8%	6	11.8%	9
Good cafés / restaurants	10.1%	56	26.2%	22	12.5%	3	9.7%	7	0.0%	0	8.8%	8	5.1%	4	11.8%	2	0.0%	0	6.3%	2	2.0%	1	9.2%	7
You can get everything you need there	9.7%	54	11.9%	10	8.3%	2	6.9%	5	0.0%	0	17.6%	16	11.5%	9	0.0%	0	0.0%	0	12.5%	4	5.9%	3	6.6%	5
Shops - good range of independent shops	9.2%	51	3.6%	3	12.5%	3	12.5%	9	14.8%	4	3.3%	3	14.1%	11	17.6%	3	40.0%	2	12.5%	4	3.9%	2	9.2%	7
Nice atmosphere / friendly people	8.3%	46	7.1%	6	4.2%	1	5.6%	4	14.8%	4	16.5%	15	3.8%	3	5.9%	1	0.0%	0	9.4%	3	3.9%	2	9.2%	7
Shops - good range of supermarkets	5.6%	31	2.4%	2	8.3%	2	2.8%	2	3.7%	1	6.6%	6	1.3%	1	11.8%	2	0.0%	0	9.4%	3	7.8%	4	10.5%	8
Shops - good range of 'high street' retailers	5.4%	30	4.8%	4	0.0%	0	8.3%	6	11.1%	3	3.3%	3	6.4%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	10.5%	8
Familiar / know where everything is	4.7%	26	10.7%	9	0.0%	0	0.0%	0	0.0%	0	5.5%	5	2.6%	2	0.0%	0	0.0%	0	9.4%	3	2.0%	1	7.9%	6
Quiet / not too busy	3.4%	19	3.6%	3	0.0%	0	0.0%	0	7.4%	2	3.3%	3	1.3%	1	17.6%	3	0.0%	0	6.3%	2	3.9%	2	3.9%	3
Good pubs / bars	2.9%	16	9.5%	8	0.0%	0	5.6%	4	0.0%	0	2.2%	2	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Shops - good range of affordable shops	2.5%	14	11.9%	10	0.0%	0	1.4%	1	7.4%	2	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get there by car	2.3%	13	4.8%	4	0.0%	0	2.8%	2	3.7%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	6.3%	2	2.0%	1	1.3%	1
Good market	2.3%	13	3.6%	3	0.0%	0	2.8%	2	0.0%	0	3.3%	3	1.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.0%	11	2.4%	2	4.2%	1	2.8%	2	3.7%	1	0.0%	0	2.6%	2	5.9%	1	20.0%	1	0.0%	0	0.0%	0	1.3%	1
Good range of other services (e.g. library, hairdresser, vets etc.)	2.0%	11	3.6%	3	8.3%	2	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	12.5%	4	0.0%	0	0.0%	0
Good for financial services (e.g. banks / building societies)	2.0%	11	1.2%	1	4.2%	1	5.6%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	6.3%	2	0.0%	0	2.6%	2
Good bus service	1.8%	10	0.0%	0	4.2%	1	1.4%	1	0.0%	0	4.4%	4	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.3%	1
Pedestrianised areas	1.8%	10	2.4%	2	4.2%	1	1.4%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	1.3%	1
Shops - good range of charity shops	1.4%	8	2.4%	2	8.3%	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	3.9%	3
Shops - good range of bakers	1.4%	8	3.6%	3	4.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	2.0%	1	1.3%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
/ butchers / greengrocers																								
Traditional / quaint	1.4%	8	1.2%	1	8.3%	2	1.4%	1	0.0%	0	1.1%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.0%	1	1.3%	1
Clean streets / well maintained	1.3%	7	1.2%	1	4.2%	1	0.0%	0	0.0%	0	2.2%	2	2.6%	2	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of clothes shops	1.3%	7	4.8%	4	0.0%	0	1.4%	1	3.7%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	1.1%	6	4.8%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of quality shops	1.1%	6	2.4%	2	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	5.9%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.9%	5	1.2%	1	0.0%	0	0.0%	0	3.7%	1	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Close to friends / relatives	0.9%	5	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.3%	1
Like to support local businesses	0.7%	4	3.6%	3	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of health services (e.g. doctors, dentists, opticians etc.)	0.7%	4	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Good for a day out	0.7%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	11.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open / green spaces / parks	0.5%	3	0.0%	0	0.0%	0	1.4%	1	3.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get there on foot	0.5%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	1.3%	1
Parking - it's cheap	0.5%	3	0.0%	0	0.0%	0	1.4%	1	3.7%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diverse / multi-cultural	0.4%	2	1.2%	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	0.0%	0	0.0%	0
Good toilet facilities	0.4%	2	0.0%	0	4.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Specific store - M&S	0.4%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Specific store - Primark	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has undercover shopping	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Costa	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - good car park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Specific store - Waitrose	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	3.1%	1	0.0%	0	0.0%	0
Dog friendly shops	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good train service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	9.2%	51	7.1%	6	12.5%	3	18.1%	13	3.7%	1	6.6%	6	5.1%	4	5.9%	1	20.0%	1	9.4%	3	19.6%	10	3.9%	3
(Don't know)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.3%	1
Base:		557		84		24		72		27		91		78		17		5		32		51		76

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q22 What do you dislike about Witney Town Centre? [MR]																								
Those that visit Witney Town Centre at least once a month at Q19																								
Too many empty shops	8.4%	47	16.7%	14	0.0%	0	8.3%	6	0.0%	0	7.7%	7	7.7%	6	5.9%	1	20.0%	1	6.3%	2	3.9%	2	10.5%	8
Hard to get to by car	4.5%	25	2.4%	2	4.2%	1	6.9%	5	0.0%	0	7.7%	7	6.4%	5	0.0%	0	0.0%	0	3.1%	1	3.9%	2	2.6%	2
Traffic congestion	4.5%	25	6.0%	5	0.0%	0	4.2%	3	0.0%	0	1.1%	1	6.4%	5	0.0%	0	0.0%	0	3.1%	1	11.8%	6	5.3%	4
Shops - need more independent shops	3.2%	18	2.4%	2	4.2%	1	4.2%	3	0.0%	0	3.3%	3	5.1%	4	5.9%	1	0.0%	0	3.1%	1	3.9%	2	1.3%	1
Too many charity shops	2.9%	16	6.0%	5	0.0%	0	1.4%	1	0.0%	0	3.3%	3	0.0%	0	11.8%	2	0.0%	0	3.1%	1	2.0%	1	3.9%	3
Shops - need more 'high street' retailers	2.7%	15	3.6%	3	4.2%	1	2.8%	2	0.0%	0	2.2%	2	3.8%	3	5.9%	1	0.0%	0	3.1%	1	2.0%	1	1.3%	1
Shops - need more / better clothes shops	2.7%	15	7.1%	6	0.0%	0	5.6%	4	0.0%	0	1.1%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	2.0%	1	1.3%	1
Shops - need more / better range of non-food shops generally	2.7%	15	2.4%	2	0.0%	0	4.2%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	2	9.2%	7
Dirty streets / poorly maintained	2.7%	15	6.0%	5	4.2%	1	1.4%	1	0.0%	0	3.3%	3	2.6%	2	0.0%	0	20.0%	1	0.0%	0	2.0%	1	1.3%	1
Parking - not enough spaces available	2.5%	14	2.4%	2	0.0%	0	2.8%	2	3.7%	1	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	2	6.6%	5
Not enough / poor quality cafés / restaurants	2.5%	14	10.7%	9	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	1.3%	1
Poor nightlife	2.2%	12	6.0%	5	4.2%	1	2.8%	2	3.7%	1	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Lack of pedestrianised areas	2.2%	12	7.1%	6	4.2%	1	1.4%	1	0.0%	0	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.3%	1
Shops - need longer opening hours / more open on Sundays	2.2%	12	3.6%	3	0.0%	0	1.4%	1	14.8%	4	0.0%	0	0.0%	0	5.9%	1	20.0%	1	0.0%	0	0.0%	0	2.6%	2
Too many betting shops	1.6%	9	6.0%	5	8.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Needs an update / revamp	1.6%	9	8.3%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.6%	9	7.1%	6	4.2%	1	1.4%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many coffee shops	1.6%	9	1.2%	1	0.0%	0	1.4%	1	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Shops - need more quality shops	1.4%	8	1.2%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	3.1%	1	0.0%	0	3.9%	3
Too busy / crowded	1.3%	7	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.2%	2	1.3%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	2.6%	2
Poor layout / shops too far apart	1.1%	6	4.8%	4	0.0%	0	2.8%	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
Not enough / poor quality public toilets	0.9%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Shops - need more bakers / butchers / greengrocers	0.9%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	2.6%	2
Lack of undercover shopping	0.9%	5	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Parking - not enough on-street parking	0.9%	5	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.6%	2
Not enough health facilities	0.7%	4	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	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		Zone 9		Zone 10		Zone 11	
(e.g. doctors, dentists, opticians, etc)																								
Poor atmosphere / unfriendly people	0.7%	4	1.2%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Parking - longer parking times	0.7%	4	1.2%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Too many hairdressers	0.7%	4	1.2%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Not enough / poor quality pubs / bars	0.7%	4	2.4%	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	0.0%	0	1.3%	1
Not enough other services (e.g. library, hairdresser, vets etc.)	0.7%	4	2.4%	2	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	0.7%	4	2.4%	2	0.0%	0	0.0%	0	3.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of security / don't feel safe	0.7%	4	2.4%	2	0.0%	0	1.4%	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
Not attractive / poor environment	0.5%	3	1.2%	1	4.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more / better range of supermarkets	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	2.0%	1	0.0%	0
Parking - not enough disabled parking	0.5%	3	1.2%	1	4.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more affordable shops	0.5%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - no free parking	0.5%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Not enough financial services (e.g. banks / building societies)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many takeaways	0.4%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Too far away from home	0.4%	2	0.0%	0	4.2%	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	0.0%	0
No updates on town improvements	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unclear closure times	0.4%	2	1.2%	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	0.0%	0	0.0%	0
Parking - more parent and child parking spaces	0.4%	2	0.0%	0	0.0%	0	1.4%	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
Hard to get to by train	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Hard to get to by bus	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hard to get to on foot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Too much homelessness	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	3.1%	1	0.0%	0	0.0%	0
Not enough / poor quality seating areas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many estate agents	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - need bigger spaces	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Lack of bins	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S is too small	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Nothing unique about the town	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - expensive parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	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		Zone 9		Zone 10		Zone 11	
High rent	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too much pedestrianisation	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many beggars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - cashless payment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	57.1%	318	27.4%	23	54.2%	13	55.6%	40	81.5%	22	64.8%	59	67.9%	53	58.8%	10	40.0%	2	71.9%	23	56.9%	29	57.9%	44
(Don't know)	1.4%	8	2.4%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.1%	1	2.0%	1	1.3%	1
Base:		557		84		24		72		27		91		78		17		5		32		51		76

Q23 What could be improved about Witney Town Centre that would make you visit more often? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Less empty shops	5.4%	59	11.0%	11	4.0%	4	12.0%	12	3.0%	3	7.0%	7	6.0%	6	3.0%	3	4.0%	4	3.0%	3	3.0%	3	3.0%	3
Shops - more / better range of non-food shops generally	4.0%	44	9.0%	9	2.0%	2	9.0%	9	0.0%	0	3.0%	3	7.0%	7	1.0%	1	2.0%	2	3.0%	3	5.0%	5	3.0%	3
Better market	3.8%	42	20.0%	20	2.0%	2	9.0%	9	2.0%	2	0.0%	0	2.0%	2	3.0%	3	1.0%	1	0.0%	0	0.0%	0	3.0%	3
Shops - more 'high street' retailers	3.6%	40	4.0%	4	6.0%	6	11.0%	11	2.0%	2	3.0%	3	5.0%	5	1.0%	1	0.0%	0	3.0%	3	2.0%	2	3.0%	3
Easier to get to by car	3.5%	38	4.0%	4	6.0%	6	0.0%	0	3.0%	3	1.0%	1	1.0%	1	3.0%	3	4.0%	4	9.0%	9	5.0%	5	2.0%	2
Parking - make more spaces available	3.1%	34	3.0%	3	2.0%	2	5.0%	5	4.0%	4	1.0%	1	2.0%	2	2.0%	2	2.0%	2	4.0%	4	4.0%	4	5.0%	5
Shops - more / better clothes shops	3.1%	34	6.0%	6	3.0%	3	6.0%	6	2.0%	2	4.0%	4	3.0%	3	2.0%	2	1.0%	1	1.0%	1	3.0%	3	3.0%	3
Shops - more independent shops	2.9%	32	7.0%	7	1.0%	1	7.0%	7	2.0%	2	2.0%	2	1.0%	1	2.0%	2	2.0%	2	4.0%	4	1.0%	1	3.0%	3
Less traffic congestion / improved access	2.7%	30	6.0%	6	3.0%	3	5.0%	5	2.0%	2	4.0%	4	2.0%	2	1.0%	1	3.0%	3	1.0%	1	1.0%	1	2.0%	2
More / better cafés / restaurants	2.3%	25	9.0%	9	0.0%	0	3.0%	3	5.0%	5	3.0%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Easier to get to by bus	2.0%	22	0.0%	0	3.0%	3	5.0%	5	5.0%	5	1.0%	1	3.0%	3	2.0%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Improve the nightlife	1.6%	18	6.0%	6	1.0%	1	2.0%	2	2.0%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2
More pedestrianised areas	1.5%	17	6.0%	6	0.0%	0	2.0%	2	0.0%	0	4.0%	4	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Less charity shops	1.5%	17	4.0%	4	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	3.0%	3
More / better financial services (e.g. banks / building societies)	1.4%	15	6.0%	6	0.0%	0	3.0%	3	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shops - more high quality shops	1.4%	15	4.0%	4	0.0%	0	3.0%	3	2.0%	2	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shops - more / better range of supermarkets	1.3%	14	5.0%	5	1.0%	1	2.0%	2	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.2%	13	3.0%	3	0.0%	0	6.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Cleaner streets / better maintained	1.1%	12	3.0%	3	1.0%	1	1.0%	1	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Shops - more affordable shops	0.9%	10	4.0%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Less betting shops	0.9%	10	2.0%	2	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Parking - make more disabled spaces available	0.9%	10	2.0%	2	1.0%	1	4.0%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Shops - longer opening hours / more open on Sundays	0.8%	9	2.0%	2	0.0%	0	1.0%	1	3.0%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.8%	9	7.0%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs / bars	0.8%	9	2.0%	2	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
More / better range of other	0.8%	9	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
services (e.g. library, hairdresser, vets etc.)																								
Less cheap shops	0.7%	8	4.0%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Better lighting	0.7%	8	3.0%	3	2.0%	2	2.0%	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
Shops - more bakers / butchers / greengrocers	0.6%	7	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / nicer environment	0.6%	7	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Parking - make it free	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Better layout / shops closer together	0.6%	7	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better security / safety	0.5%	6	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less coffee shops	0.5%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
More / better public toilets	0.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by train	0.5%	5	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better seating areas	0.5%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	0.5%	5	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Update / refurbish the shopping area	0.4%	4	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quieter / less busy	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Less barbers	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
More rubbish bins	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
More social events	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - longer parking times	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More road crossings	0.2%	2	1.0%	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	0.0%	0	0.0%	0
Specific store - KFC	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Less pedestrianised areas	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Primark	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Less takeaways	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Specific store - M&S	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Iceland	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	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	0.0%	0	0.0%	0	0.0%	0
Specific store - Waitrose	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Parking - more mother and child parking	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	0.0%	0	0.0%	0	0.0%	0
More / better cultural facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cheaper rent	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	0.0%	0	0.0%	0	0.0%	0
Flooding	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More charity shops	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	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		Zone 9		Zone 10		Zone 11	
Better advertising	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to on foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more payment methods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	54.4%	598	18.0%	18	61.0%	61	33.0%	33	65.0%	65	54.0%	54	60.0%	60	70.0%	70	55.0%	55	61.0%	61	67.0%	67	54.0%	54
(Don't know)	8.4%	92	4.0%	4	8.0%	8	6.0%	6	6.0%	6	4.0%	4	8.0%	8	7.0%	7	24.0%	24	12.0%	12	4.0%	4	9.0%	9
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q24 Do you visit Witney Town Centre once a month or more during the evening, either during the week or at weekends?

Yes	13.5%	148	46.0%	46	6.0%	6	23.0%	23	9.0%	9	16.0%	16	14.0%	14	8.0%	8	3.0%	3	3.0%	3	5.0%	5	15.0%	15
No	86.5%	952	54.0%	54	94.0%	94	77.0%	77	91.0%	91	84.0%	84	86.0%	86	92.0%	92	97.0%	97	97.0%	97	95.0%	95	85.0%	85
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q25 When do you tend to visit Witney Town Centre during the evening? [MR/PR]
Those that visit Witney Town Centre once a month or more during the evening at Q24

Friday evenings	53.4%	79	52.2%	24	50.0%	3	43.5%	10	55.6%	5	75.0%	12	50.0%	7	62.5%	5	0.0%	0	100.0%	3	60.0%	3	46.7%	7
Saturday evenings	51.4%	76	63.0%	29	50.0%	3	47.8%	11	44.4%	4	75.0%	12	50.0%	7	37.5%	3	0.0%	0	33.3%	1	60.0%	3	20.0%	3
Sunday to Thursday evenings	54.1%	80	50.0%	23	33.3%	2	56.5%	13	77.8%	7	43.8%	7	71.4%	10	37.5%	3	100.0%	3	33.3%	1	40.0%	2	60.0%	9
Base:		148		46		6		23		9		16		14		8		3		3		5		15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [Number of times per month]																								
Q26 How often do visit Witney Town Centre during the evening? *Those that visit Witney Town Centre once a month or more during the evening at Q24*																								
7 times a week	0.7%	1	0.0%	0	0.0%	0	4.3%	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
5 - 6 times a week	0.7%	1	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%	0	0.0%	0	0.0%	0
4 times a week	4.7%	7	8.7%	4	0.0%	0	0.0%	0	11.1%	1	6.3%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 times a week	2.7%	4	4.3%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	16.9%	25	28.3%	13	16.7%	1	4.3%	1	0.0%	0	6.3%	1	7.1%	1	25.0%	2	33.3%	1	0.0%	0	20.0%	1	26.7%	4
Once a week	16.2%	24	15.2%	7	16.7%	1	13.0%	3	33.3%	3	18.8%	3	21.4%	3	25.0%	2	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Once every 2 weeks	18.9%	28	21.7%	10	16.7%	1	21.7%	5	11.1%	1	25.0%	4	0.0%	0	0.0%	0	0.0%	0	66.7%	2	40.0%	2	20.0%	3
Once a month	16.2%	24	8.7%	4	33.3%	2	13.0%	3	0.0%	0	31.3%	5	35.7%	5	0.0%	0	0.0%	0	0.0%	0	40.0%	2	20.0%	3
Once every 2 months	8.1%	12	6.5%	3	16.7%	1	8.7%	2	33.3%	3	0.0%	0	7.1%	1	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every 3 months	6.1%	9	2.2%	1	0.0%	0	17.4%	4	0.0%	0	0.0%	0	14.3%	2	12.5%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Less often than once every 3 months	7.4%	11	0.0%	0	0.0%	0	8.7%	2	11.1%	1	12.5%	2	7.1%	1	0.0%	0	33.3%	1	33.3%	1	0.0%	0	20.0%	3
(Don't know / varies)	1.4%	2	2.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*1.03*		*1.49*		*0.70*		*0.86*		*0.87*		*0.78*		*0.77*		*1.16*		*0.70*		*0.33*		*0.72*		*0.83*
Base:		148		46		6		23		9		16		14		8		3		3		5		15
Q27 What activities do you do in Witney Town Centre during the evenings? [MR] *Those that visit Witney Town Centre once a month or more during the evening at Q24*																								
Visiting pubs / bars	40.5%	60	52.2%	24	16.7%	1	52.2%	12	44.4%	4	31.3%	5	21.4%	3	37.5%	3	33.3%	1	0.0%	0	40.0%	2	33.3%	5
Visiting cafes	7.4%	11	10.9%	5	16.7%	1	4.3%	1	11.1%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Eating out	48.0%	71	39.1%	18	16.7%	1	69.6%	16	44.4%	4	56.3%	9	64.3%	9	87.5%	7	33.3%	1	0.0%	0	20.0%	1	33.3%	5
Visiting the cinema	33.1%	49	17.4%	8	33.3%	2	26.1%	6	44.4%	4	31.3%	5	50.0%	7	50.0%	4	100.0%	3	100.0%	3	60.0%	3	26.7%	4
Visiting the theatre	4.1%	6	10.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Visiting live music venues	4.7%	7	4.3%	2	16.7%	1	0.0%	0	11.1%	1	6.3%	1	14.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting nightclubs	6.1%	9	13.0%	6	0.0%	0	4.3%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Visiting arts/cultural venues / museums	8.1%	12	10.9%	5	0.0%	0	4.3%	1	11.1%	1	6.3%	1	7.1%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Visiting health and fitness	2.7%	4	2.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Visiting places of worship	2.0%	3	4.3%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting family entertainment venues	1.4%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Visiting LGBTQ pubs / bars / venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Going to work	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
(Don't know)	0.7%	1	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%	0	0.0%	0	0.0%	0
Base:		148		46		6		23		9		16		14		8		3		3		5		15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q28 Do you visit any of these OTHER town centres in the West Oxfordshire local authority area? [MR/PR]																								
Carterton	24.1%	265	31.0%	31	10.0%	10	71.0%	71	9.0%	9	19.0%	19	13.0%	13	7.0%	7	2.0%	2	20.0%	20	62.0%	62	21.0%	21
Chipping Norton	43.6%	480	20.0%	20	92.0%	92	15.0%	15	5.0%	5	7.0%	7	32.0%	32	55.0%	55	77.0%	77	85.0%	85	17.0%	17	75.0%	75
Burford	33.1%	364	33.0%	33	29.0%	29	34.0%	34	24.0%	24	22.0%	22	24.0%	24	23.0%	23	42.0%	42	38.0%	38	58.0%	58	37.0%	37
Woodstock	27.0%	297	21.0%	21	23.0%	23	6.0%	6	12.0%	12	21.0%	21	71.0%	71	51.0%	51	31.0%	31	12.0%	12	7.0%	7	42.0%	42
(None of the above)	26.0%	286	43.0%	43	7.0%	7	19.0%	19	62.0%	62	53.0%	53	18.0%	18	22.0%	22	20.0%	20	10.0%	10	20.0%	20	12.0%	12
Base:		1100		100		100		100		100		100		100		100		100		100		100		100
Q29 Which of those centres do you visit the most? [PR] *Those that visit a centre at Q28*																								
Carterton	24.2%	197	43.9%	25	2.2%	2	86.4%	70	23.7%	9	34.0%	16	9.8%	8	5.1%	4	0.0%	0	7.8%	7	57.5%	46	11.4%	10
Chipping Norton	43.7%	356	12.3%	7	94.6%	88	1.2%	1	5.3%	2	6.4%	3	11.0%	9	46.2%	36	91.3%	73	85.6%	77	1.3%	1	67.0%	59
Burford	14.4%	117	29.8%	17	2.2%	2	11.1%	9	55.3%	21	31.9%	15	3.7%	3	2.6%	2	5.0%	4	5.6%	5	41.3%	33	6.8%	6
Woodstock	17.7%	144	14.0%	8	1.1%	1	1.2%	1	15.8%	6	27.7%	13	75.6%	62	46.2%	36	3.8%	3	1.1%	1	0.0%	0	14.8%	13
Base:		814		57		93		81		38		47		82		78		80		90		80		88
Meanscore: [Number of times per month]																								
Q30 How often do you shop in CENTRE MENTIONED AT Q29? *Those that visit a centre at Q28*																								
7 times a week	2.8%	23	0.0%	0	10.8%	10	8.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	6.3%	5	0.0%	0
5 - 6 times a week	2.0%	16	1.8%	1	2.2%	2	7.4%	6	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	2.2%	2	2.5%	2	1.1%	1
4 times a week	2.3%	19	1.8%	1	5.4%	5	7.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.1%	1	2.5%	2	1.1%	1
3 times a week	5.8%	47	5.3%	3	12.9%	12	14.8%	12	2.6%	1	0.0%	0	3.7%	3	1.3%	1	3.8%	3	0.0%	0	7.5%	6	6.8%	6
Twice a week	9.2%	75	7.0%	4	33.3%	31	11.1%	9	2.6%	1	2.1%	1	9.8%	8	2.6%	2	3.8%	3	3.3%	3	7.5%	6	8.0%	7
Once a week	20.3%	165	22.8%	13	24.7%	23	14.8%	12	2.6%	1	2.1%	1	19.5%	16	10.3%	8	25.0%	20	33.3%	30	23.8%	19	25.0%	22
Once every 2 weeks	11.4%	93	7.0%	4	4.3%	4	8.6%	7	5.3%	2	8.5%	4	4.9%	4	14.1%	11	15.0%	12	18.9%	17	12.5%	10	20.5%	18
Once a month	14.0%	114	15.8%	9	3.2%	3	6.2%	5	15.8%	6	23.4%	11	19.5%	16	19.2%	15	11.3%	9	16.7%	15	15.0%	12	14.8%	13
Once every 2 months	5.2%	42	3.5%	2	1.1%	1	1.2%	1	5.3%	2	12.8%	6	8.5%	7	7.7%	6	6.3%	5	4.4%	4	3.8%	3	5.7%	5
Once every 3 months	4.7%	38	3.5%	2	0.0%	0	3.7%	3	5.3%	2	8.5%	4	7.3%	6	10.3%	8	7.5%	6	2.2%	2	5.0%	4	1.1%	1
Less often than once every 3 months	13.5%	110	21.1%	12	0.0%	0	8.6%	7	44.7%	17	36.2%	17	8.5%	7	11.5%	9	13.8%	11	12.2%	11	10.0%	8	12.5%	11
(Don't know / varies)	1.4%	11	3.5%	2	0.0%	0	1.2%	1	5.3%	2	0.0%	0	2.4%	2	1.3%	1	1.3%	1	1.1%	1	0.0%	0	1.1%	1
(Never shop there)	7.5%	61	7.0%	4	2.2%	2	6.2%	5	10.5%	4	6.4%	3	13.4%	11	21.8%	17	7.5%	6	4.4%	4	3.8%	3	2.3%	2
Mean:		*1.17*		*0.87*		*2.47*		*2.37*		*0.29*		*0.21*		*0.87*		*0.44*		*0.87*		*0.76*		*1.46*		*0.91*
Base:		814		57		93		81		38		47		82		78		80		90		80		88

Q31 What is usually the main purpose of your trip to CENTRE MENTIONED AT Q29?
Those that visit a centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
FOOD shopping	41.4%	337	28.1%	16	63.4%	59	58.0%	47	7.9%	3	23.4%	11	25.6%	21	19.2%	15	47.5%	38	47.8%	43	50.0%	40	50.0%	44
NON-FOOD shopping	14.0%	114	10.5%	6	15.1%	14	7.4%	6	21.1%	8	25.5%	12	9.8%	8	11.5%	9	17.5%	14	14.4%	13	11.3%	9	17.0%	15
Window shopping / browsing	8.7%	71	15.8%	9	1.1%	1	4.9%	4	18.4%	7	21.3%	10	8.5%	7	9.0%	7	10.0%	8	4.4%	4	11.3%	9	5.7%	5
Health service e.g. doctor, dentist, hospital, opticians	6.5%	53	0.0%	0	1.1%	1	1.2%	1	5.3%	2	2.1%	1	15.9%	13	17.9%	14	3.8%	3	8.9%	8	5.0%	4	6.8%	6
Visiting family / friends who live there	3.7%	30	7.0%	4	3.2%	3	0.0%	0	2.6%	1	6.4%	3	2.4%	2	3.8%	3	3.8%	3	5.6%	5	3.8%	3	3.4%	3
Daytime eating	3.3%	27	1.8%	1	1.1%	1	2.5%	2	13.2%	5	6.4%	3	2.4%	2	5.1%	4	3.8%	3	3.3%	3	2.5%	2	1.1%	1
Visiting cafes / coffee shops	2.9%	24	1.8%	1	2.2%	2	2.5%	2	0.0%	0	0.0%	0	4.9%	4	9.0%	7	1.3%	1	4.4%	4	1.3%	1	2.3%	2
Meeting family / friends to socialise	2.8%	23	5.3%	3	2.2%	2	3.7%	3	5.3%	2	0.0%	0	3.7%	3	5.1%	4	1.3%	1	1.1%	1	1.3%	1	3.4%	3
Other service e.g. laundrette, hairdresser, salon, vets, recycling	2.2%	18	1.8%	1	2.2%	2	1.2%	1	0.0%	0	0.0%	0	3.7%	3	3.8%	3	1.3%	1	4.4%	4	3.8%	3	0.0%	0
Daytime drinking	2.1%	17	7.0%	4	0.0%	0	0.0%	0	7.9%	3	6.4%	3	4.9%	4	0.0%	0	2.5%	2	0.0%	0	1.3%	1	0.0%	0
Night-time eating	1.2%	10	1.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	4	3.8%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Work there	1.1%	9	1.8%	1	0.0%	0	3.7%	3	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	2.5%	2	1.1%	1
Walk / walk the dog	1.1%	9	3.5%	2	1.1%	1	1.2%	1	2.6%	1	0.0%	0	2.4%	2	1.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Night-time drinking	1.0%	8	1.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	2.6%	2	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Visiting gym / leisure centre / swimming pool	0.9%	7	3.5%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Visit museums / galleries	0.7%	6	3.5%	2	0.0%	0	0.0%	0	2.6%	1	2.1%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	1.2%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Using Post Office	0.6%	5	0.0%	0	0.0%	0	2.5%	2	2.6%	1	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business meetings	0.6%	5	3.5%	2	1.1%	1	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
Buying fuel	0.6%	5	0.0%	0	0.0%	0	2.5%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0
Visiting place of worship	0.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Visit night-time theatres / shows	0.5%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Takeaways / fast food	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1
Visit daytime theatres / shows	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Visit parks / green spaces	0.4%	3	0.0%	0	1.1%	1	1.2%	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
Financial service e.g. bank, building society, cash machine	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Study there	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	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		Zone 9		Zone 10		Zone 11	
Visiting live music venues / gigs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubbing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessing transport (e.g. using bus / tube / train station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	6	0.0%	0	1.1%	1	2.5%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Base:		814		57		93		81		38		47		82		78		80		90		80		88

Q32 How do you think CENTRE MENTIONED AT Q29 could be improved? [MR]
Those that visit a centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Parking - make more spaces available	21.3%	173	7.0%	4	19.4%	18	2.5%	2	26.3%	10	19.1%	9	41.5%	34	25.6%	20	23.8%	19	25.6%	23	17.5%	14	22.7%	20
Less traffic congestion / improved access	8.6%	70	7.0%	4	14.0%	13	2.5%	2	7.9%	3	14.9%	7	4.9%	4	6.4%	5	11.3%	9	12.2%	11	6.3%	5	8.0%	7
Shops - more / better range of non-food shops generally	6.0%	49	8.8%	5	9.7%	9	12.3%	10	2.6%	1	2.1%	1	8.5%	7	1.3%	1	3.8%	3	0.0%	0	12.5%	10	2.3%	2
Better market	4.2%	34	15.8%	9	4.3%	4	12.3%	10	5.3%	2	0.0%	0	1.2%	1	1.3%	1	1.3%	1	1.1%	1	1.3%	1	4.5%	4
Shops - more / better clothes shops	4.1%	33	3.5%	2	12.9%	12	6.2%	5	2.6%	1	0.0%	0	0.0%	0	3.8%	3	3.8%	3	3.3%	3	5.0%	4	0.0%	0
Shops - more independent shops	3.9%	32	7.0%	4	4.3%	4	11.1%	9	5.3%	2	0.0%	0	3.7%	3	5.1%	4	2.5%	2	1.1%	1	0.0%	0	3.4%	3
Parking - make it free	3.6%	29	0.0%	0	2.2%	2	1.2%	1	2.6%	1	0.0%	0	14.6%	12	7.7%	6	2.5%	2	1.1%	1	0.0%	0	4.5%	4
Less empty shops	3.1%	25	3.5%	2	8.6%	8	6.2%	5	2.6%	1	0.0%	0	2.4%	2	0.0%	0	1.3%	1	1.1%	1	2.5%	2	3.4%	3
More / better cafés / restaurants	2.7%	22	7.0%	4	2.2%	2	8.6%	7	5.3%	2	0.0%	0	3.7%	3	1.3%	1	0.0%	0	0.0%	0	1.3%	1	2.3%	2
Shops - more 'high street' retailers	2.3%	19	1.8%	1	3.2%	3	7.4%	6	2.6%	1	0.0%	0	0.0%	0	2.6%	2	3.8%	3	2.2%	2	0.0%	0	1.1%	1
More / better health facilities (e.g. doctors, dentists, opticians, etc)	2.1%	17	1.8%	1	0.0%	0	3.7%	3	2.6%	1	0.0%	0	8.5%	7	3.8%	3	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Shops - more / better range of supermarkets	2.0%	16	0.0%	0	0.0%	0	3.7%	3	7.9%	3	0.0%	0	3.7%	3	2.6%	2	1.3%	1	0.0%	0	3.8%	3	1.1%	1
Easier to get to by car	2.0%	16	0.0%	0	4.3%	4	4.9%	4	2.6%	1	0.0%	0	2.4%	2	2.6%	2	0.0%	0	1.1%	1	1.3%	1	1.1%	1
More / better financial services (e.g. banks / building societies)	1.8%	15	0.0%	0	3.2%	3	1.2%	1	2.6%	1	0.0%	0	1.2%	1	1.3%	1	1.3%	1	0.0%	0	5.0%	4	3.4%	3
More pedestrianised areas	1.8%	15	3.5%	2	1.1%	1	0.0%	0	2.6%	1	4.3%	2	1.2%	1	1.3%	1	0.0%	0	3.3%	3	2.5%	2	2.3%	2
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.6%	13	0.0%	0	1.1%	1	9.9%	8	2.6%	1	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Shops - more high quality shops	1.6%	13	3.5%	2	2.2%	2	3.7%	3	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.3%	1	1.1%	1	2.5%	2	0.0%	0
Update / refurbish the shopping area	1.6%	13	1.8%	1	4.3%	4	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	2	1.1%	1
Make it more attractive / nicer environment	1.6%	13	1.8%	1	6.5%	6	4.9%	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
Less cafes / restaurants	1.4%	11	0.0%	0	2.2%	2	3.7%	3	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	1.1%	1	1.3%	1	2.3%	2
Parking - make more disabled spaces available	1.4%	11	1.8%	1	1.1%	1	2.5%	2	0.0%	0	0.0%	0	1.2%	1	3.8%	3	1.3%	1	0.0%	0	1.3%	1	1.1%	1
Shops - more affordable shops	1.4%	11	1.8%	1	1.1%	1	2.5%	2	2.6%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.1%	1	1.3%	1	2.3%	2
Shops - more bakers /	1.2%	10	3.5%	2	2.2%	2	0.0%	0	2.6%	1	2.1%	1	1.2%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.1%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
butchers / greengrocers																								
More / better pubs / bars	1.2%	10	7.0%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.7%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Cleaner streets / better maintained	1.2%	10	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.3%	1	2.2%	2	0.0%	0	0.0%	0
Shops - longer opening hours / more open on Sundays	1.1%	9	8.8%	5	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Less cheap shops	1.1%	9	3.5%	2	1.1%	1	2.5%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	1.1%	1
Less charity shops	1.0%	8	0.0%	0	1.1%	1	1.2%	1	2.6%	1	0.0%	0	1.2%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Parking - make it cheaper	0.9%	7	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.1%	1	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.7%	6	3.5%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Better disabled access	0.7%	6	3.5%	2	1.1%	1	1.2%	1	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.7%	6	5.3%	3	1.1%	1	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
Stop HGVs entering	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.3%	2
Less takeaways	0.6%	5	1.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	1.1%	1
Better lighting	0.6%	5	5.3%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Easier to get to by bus	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Improve the nightlife	0.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Parking - more payment methods	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Make it less busy	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Quieter / less busy	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0
Nicer atmosphere / friendlier people	0.5%	4	1.8%	1	1.1%	1	1.2%	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
More road crossings	0.5%	4	1.8%	1	1.1%	1	1.2%	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
Parking - longer parking times	0.5%	4	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1
No more new housing	0.4%	3	0.0%	0	1.1%	1	1.2%	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 beauty salons	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1
More / better public toilets	0.2%	2	0.0%	0	1.1%	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	0.0%	0
Easier to get to on foot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.2%	2	1.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shoe shops	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - M&S	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Better security / safety	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More rubbish bins	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating areas	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	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	0.0%	0	0.0%	0	0.0%	0
Specific store - Waitrose	0.1%	1	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
More social events	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	0.0%	0	0.0%	0	0.0%	0
Shops - less independent 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	0.0%	0	1.3%	1	0.0%	0
Easier to get to by train	0.1%	1	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
Parking - larger spaces	0.1%	1	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
Stop pharmacy closures	0.1%	1	0.0%	0	0.0%	0	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stronger decision making about the town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	29.9%	243	19.3%	11	21.5%	20	18.5%	15	26.3%	10	31.9%	15	14.6%	12	35.9%	28	45.0%	36	43.3%	39	35.0%	28	33.0%	29
(Don't know)	8.6%	70	15.8%	9	5.4%	5	7.4%	6	10.5%	4	27.7%	13	8.5%	7	5.1%	4	1.3%	1	4.4%	4	10.0%	8	10.2%	9
Base:		814		57		93		81		38		47		82		78		80		90		80		88

Q33 Are there any types of shops or local services which you consider to be missing from CENTRE MENTIONED AT Q29? [MR]

Those that visit a centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Clothes retailers	15.7%	128	5.3%	3	34.4%	32	24.7%	20	0.0%	0	6.4%	3	7.3%	6	7.7%	6	15.0%	12	15.6%	14	17.5%	14	20.5%	18
Banks / building societies	12.3%	100	10.5%	6	21.5%	20	11.1%	9	5.3%	2	2.1%	1	13.4%	11	11.5%	9	11.3%	9	13.3%	12	15.0%	12	10.2%	9
Shoe shop	5.7%	46	0.0%	0	23.7%	22	4.9%	4	0.0%	0	0.0%	0	2.4%	2	2.6%	2	5.0%	4	2.2%	2	7.5%	6	4.5%	4
GP surgery	4.1%	33	8.8%	5	3.2%	3	4.9%	4	0.0%	0	0.0%	0	17.1%	14	5.1%	4	0.0%	0	1.1%	1	1.3%	1	1.1%	1
DIY / hardware store	3.3%	27	1.8%	1	2.2%	2	13.6%	11	0.0%	0	0.0%	0	2.4%	2	2.6%	2	2.5%	2	2.2%	2	6.3%	5	0.0%	0
Supermarket	2.9%	24	0.0%	0	1.1%	1	2.5%	2	10.5%	4	2.1%	1	4.9%	4	7.7%	6	0.0%	0	1.1%	1	5.0%	4	1.1%	1
Greengrocer	2.6%	21	0.0%	0	2.2%	2	7.4%	6	5.3%	2	0.0%	0	1.2%	1	3.8%	3	2.5%	2	2.2%	2	1.3%	1	2.3%	2
Restaurants	2.1%	17	0.0%	0	4.3%	4	4.9%	4	0.0%	0	0.0%	0	3.7%	3	2.6%	2	0.0%	0	1.1%	1	0.0%	0	3.4%	3
Book shop	1.7%	14	5.3%	3	1.1%	1	4.9%	4	2.6%	1	0.0%	0	1.2%	1	2.6%	2	1.3%	1	0.0%	0	1.3%	1	0.0%	0
Dentist	1.7%	14	1.8%	1	2.2%	2	6.2%	5	0.0%	0	0.0%	0	1.2%	1	2.6%	2	0.0%	0	1.1%	1	1.3%	1	1.1%	1
Chemist	1.4%	11	0.0%	0	0.0%	0	6.2%	5	0.0%	0	0.0%	0	2.4%	2	2.6%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Coffee shop / café	1.2%	10	3.5%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.6%	2	1.3%	1	0.0%	0	0.0%	0	4.5%	4
ATMs / cash machines	1.2%	10	5.3%	3	0.0%	0	2.5%	2	2.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0	2.3%	2
Haberdashery	1.1%	9	3.5%	2	3.2%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Fish monger	1.1%	9	3.5%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Electrical store	1.1%	9	1.8%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.1%	1	2.5%	2	1.1%	1
Bakery	1.1%	9	1.8%	1	0.0%	0	4.9%	4	0.0%	0	0.0%	0	3.7%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butcher	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	3.8%	3	1.3%	1	0.0%	0	1.3%	1	2.3%	2
Amusements / arcade	1.0%	8	7.0%	4	0.0%	0	3.7%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department Store	1.0%	8	0.0%	0	2.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.8%	3	1.1%	1	0.0%	0	0.0%	0
Better transport links	1.0%	8	5.3%	3	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Post office	0.9%	7	1.8%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.1%	1
Market	0.9%	7	1.8%	1	2.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Gift shop	0.7%	6	3.5%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Council office	0.6%	5	1.8%	1	0.0%	0	2.5%	2	2.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deli	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0	1.3%	1	1.1%	1	0.0%	0	1.1%	1
Bike shop	0.6%	5	0.0%	0	0.0%	0	1.2%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Furniture store	0.6%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.3%	2
More security	0.5%	4	5.3%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toy shop	0.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Fast food shop	0.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.1%	1
Pharmacy	0.5%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Library	0.5%	4	1.8%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barber	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petrol station	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Jewellers	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Underground station	0.4%	3	1.8%	1	0.0%	0	1.2%	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
Children's clothing	0.4%	3	0.0%	0	1.1%	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	1.1%	1
Florist	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pubs	0.2%	2	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	0.0%	0	0.0%	0
Leisure facilities	0.2%	2	1.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialty shops	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	0.0%	0	0.0%	0	1.1%	1
Betting shop	0.2%	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	1.1%	1	0.0%	0	0.0%	0
Cinema	0.2%	2	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	1.3%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craft shop	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	0.0%	0	0.0%	0	0.0%	0
Stationery shop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Music shop	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	0.0%	0	0.0%	0	0.0%	0
Parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Schools	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	0.0%	0	0.0%	0	0.0%	0
Sports shop	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	0.0%	0	0.0%	0	0.0%	0
High street stores	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None	40.3%	328	40.4%	23	24.7%	23	23.5%	19	50.0%	19	55.3%	26	36.6%	30	43.6%	34	53.8%	43	47.8%	43	43.8%	35	37.5%	33
(Don't know)	12.3%	100	17.5%	10	8.6%	8	11.1%	9	18.4%	7	29.8%	14	13.4%	11	7.7%	6	12.5%	10	11.1%	10	6.3%	5	11.4%	10
Base:		814		57		93		81		38		47		82		78		80		90		80		88

Q34 How often do you or your household to visit the following leisure attractions? [PR]

Bingo / casino / bookmaker

More than once a week	0.9%	10	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Once a week	0.8%	9	4.0%	4	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Once a fortnight	1.5%	17	6.0%	6	1.0%	1	7.0%	7	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Once a month	1.4%	15	8.0%	8	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Once every two months	0.7%	8	2.0%	2	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.9%	10	4.0%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Once a year	0.8%	9	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Less often	0.2%	2	1.0%	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	0.0%	0	0.0%	0
Dont know	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	0.0%	0	0.0%	0	0.0%	0
Never	92.6%	1019	71.0%	71	95.0%	95	86.0%	86	95.0%	95	95.0%	95	98.0%	98	92.0%	92	95.0%	95	98.0%	98	99.0%	99	95.0%	95
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Cinema

More than once a week	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Once a week	1.4%	15	5.0%	5	2.0%	2	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Once a fortnight	3.3%	36	9.0%	9	2.0%	2	4.0%	4	3.0%	3	3.0%	3	2.0%	2	2.0%	2	4.0%	4	2.0%	2	1.0%	1	4.0%	4
Once a month	8.0%	88	9.0%	9	11.0%	11	14.0%	14	2.0%	2	10.0%	10	7.0%	7	6.0%	6	6.0%	6	3.0%	3	9.0%	9	11.0%	11
Once every two months	12.8%	141	16.0%	16	10.0%	10	18.0%	18	14.0%	14	5.0%	5	16.0%	16	16.0%	16	10.0%	10	18.0%	18	6.0%	6	12.0%	12
Once every six months	12.7%	140	16.0%	16	15.0%	15	8.0%	8	13.0%	13	10.0%	10	16.0%	16	13.0%	13	11.0%	11	12.0%	12	10.0%	10	16.0%	16
Once a year	5.9%	65	3.0%	3	2.0%	2	4.0%	4	9.0%	9	9.0%	9	10.0%	10	7.0%	7	8.0%	8	4.0%	4	3.0%	3	6.0%	6
Less often	3.6%	40	4.0%	4	2.0%	2	3.0%	3	1.0%	1	2.0%	2	9.0%	9	3.0%	3	5.0%	5	5.0%	5	2.0%	2	4.0%	4
Dont know	0.8%	9	4.0%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Never	51.1%	562	34.0%	34	56.0%	56	47.0%	47	58.0%	58	57.0%	57	37.0%	37	53.0%	53	55.0%	55	54.0%	54	68.0%	68	43.0%	43
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Gym / health club / sports facility																								
More than once a week	12.0%	132	11.0%	11	9.0%	9	13.0%	13	6.0%	6	12.0%	12	14.0%	14	18.0%	18	10.0%	10	11.0%	11	10.0%	10	18.0%	18
Once a week	8.4%	92	7.0%	7	7.0%	7	14.0%	14	8.0%	8	6.0%	6	7.0%	7	9.0%	9	8.0%	8	8.0%	8	7.0%	7	11.0%	11
Once a fortnight	2.8%	31	7.0%	7	4.0%	4	5.0%	5	1.0%	1	3.0%	3	3.0%	3	0.0%	0	0.0%	0	4.0%	4	1.0%	1	3.0%	3
Once a month	2.3%	25	8.0%	8	2.0%	2	3.0%	3	1.0%	1	2.0%	2	2.0%	2	3.0%	3	1.0%	1	1.0%	1	0.0%	0	2.0%	2
Once every two months	1.9%	21	5.0%	5	0.0%	0	5.0%	5	2.0%	2	2.0%	2	3.0%	3	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Once every six months	0.8%	9	2.0%	2	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Once a year	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Less often	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Dont know	0.7%	8	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Never	70.4%	774	57.0%	57	76.0%	76	59.0%	59	79.0%	79	73.0%	73	70.0%	70	67.0%	67	79.0%	79	73.0%	73	80.0%	80	61.0%	61
Base:		1100		100		100		100		100		100		100		100		100		100		100		100
Theatre / concert / music hall																								
More than once a week	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	1.0%	1	0.0%	0	0.0%	0
Once a week	0.8%	9	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Once a fortnight	2.4%	26	6.0%	6	1.0%	1	5.0%	5	1.0%	1	4.0%	4	1.0%	1	1.0%	1	3.0%	3	1.0%	1	1.0%	1	2.0%	2
Once a month	5.2%	57	10.0%	10	7.0%	7	2.0%	2	4.0%	4	2.0%	2	8.0%	8	4.0%	4	1.0%	1	4.0%	4	8.0%	8	7.0%	7
Once every two months	12.5%	138	11.0%	11	8.0%	8	14.0%	14	9.0%	9	13.0%	13	21.0%	21	16.0%	16	12.0%	12	10.0%	10	13.0%	13	11.0%	11
Once every six months	16.2%	178	14.0%	14	21.0%	21	11.0%	11	20.0%	20	12.0%	12	23.0%	23	19.0%	19	16.0%	16	15.0%	15	8.0%	8	19.0%	19
Once a year	9.3%	102	5.0%	5	12.0%	12	12.0%	12	6.0%	6	11.0%	11	9.0%	9	10.0%	10	11.0%	11	6.0%	6	7.0%	7	13.0%	13
Less often	2.7%	30	7.0%	7	1.0%	1	3.0%	3	5.0%	5	0.0%	0	1.0%	1	3.0%	3	5.0%	5	1.0%	1	1.0%	1	3.0%	3
Dont know	0.4%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Never	50.4%	554	46.0%	46	50.0%	50	51.0%	51	52.0%	52	57.0%	57	35.0%	35	46.0%	46	52.0%	52	61.0%	61	62.0%	62	42.0%	42
Base:		1100		100		100		100		100		100		100		100		100		100		100		100
Museum / gallery or place of historical / cultural interest																								
More than once a week	0.4%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Once a week	0.7%	8	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Once a fortnight	2.4%	26	6.0%	6	4.0%	4	0.0%	0	2.0%	2	1.0%	1	7.0%	7	0.0%	0	1.0%	1	1.0%	1	1.0%	1	3.0%	3
Once a month	5.9%	65	11.0%	11	3.0%	3	3.0%	3	5.0%	5	3.0%	3	9.0%	9	8.0%	8	6.0%	6	5.0%	5	5.0%	5	7.0%	7
Once every two months	10.5%	115	9.0%	9	9.0%	9	14.0%	14	8.0%	8	10.0%	10	16.0%	16	12.0%	12	10.0%	10	7.0%	7	11.0%	11	9.0%	9
Once every six months	13.5%	149	12.0%	12	10.0%	10	13.0%	13	13.0%	13	13.0%	13	19.0%	19	14.0%	14	16.0%	16	9.0%	9	13.0%	13	17.0%	17
Once a year	8.0%	88	5.0%	5	4.0%	4	12.0%	12	6.0%	6	17.0%	17	9.0%	9	7.0%	7	12.0%	12	6.0%	6	5.0%	5	5.0%	5
Less often	2.8%	31	6.0%	6	2.0%	2	3.0%	3	5.0%	5	2.0%	2	0.0%	0	5.0%	5	4.0%	4	1.0%	1	2.0%	2	1.0%	1
Dont know	1.1%	12	1.0%	1	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	2.0%	2
Never	54.7%	602	46.0%	46	67.0%	67	53.0%	53	60.0%	60	52.0%	52	39.0%	39	51.0%	51	49.0%	49	70.0%	70	60.0%	60	55.0%	55
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pub / bar / nightclub / live music venue																								
More than once a week	4.0%	44	4.0%	4	1.0%	1	6.0%	6	2.0%	2	6.0%	6	3.0%	3	6.0%	6	2.0%	2	4.0%	4	4.0%	4	6.0%	6
Once a week	13.5%	149	12.0%	12	10.0%	10	13.0%	13	10.0%	10	9.0%	9	20.0%	20	19.0%	19	21.0%	21	7.0%	7	13.0%	13	15.0%	15
Once a fortnight	9.6%	106	14.0%	14	6.0%	6	9.0%	9	11.0%	11	10.0%	10	11.0%	11	8.0%	8	10.0%	10	11.0%	11	7.0%	7	9.0%	9
Once a month	13.3%	146	23.0%	23	13.0%	13	12.0%	12	13.0%	13	6.0%	6	16.0%	16	10.0%	10	13.0%	13	16.0%	16	9.0%	9	15.0%	15
Once every two months	9.9%	109	9.0%	9	12.0%	12	8.0%	8	12.0%	12	10.0%	10	13.0%	13	9.0%	9	11.0%	11	13.0%	13	6.0%	6	6.0%	6
Once every six months	5.4%	59	6.0%	6	3.0%	3	6.0%	6	5.0%	5	6.0%	6	10.0%	10	6.0%	6	6.0%	6	3.0%	3	2.0%	2	6.0%	6
Once a year	1.5%	16	5.0%	5	1.0%	1	3.0%	3	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0
Less often	0.4%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dont know	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	42.1%	463	24.0%	24	54.0%	54	42.0%	42	47.0%	47	50.0%	50	25.0%	25	41.0%	41	36.0%	36	44.0%	44	58.0%	58	42.0%	42
Base:		1100		100		100		100		100		100		100		100		100		100		100		100
Restaurant / café																								
More than once a week	8.3%	91	8.0%	8	5.0%	5	11.0%	11	6.0%	6	10.0%	10	6.0%	6	9.0%	9	8.0%	8	9.0%	9	8.0%	8	11.0%	11
Once a week	14.6%	161	13.0%	13	16.0%	16	15.0%	15	9.0%	9	11.0%	11	25.0%	25	16.0%	16	13.0%	13	8.0%	8	15.0%	15	20.0%	20
Once a fortnight	15.6%	172	21.0%	21	12.0%	12	14.0%	14	19.0%	19	16.0%	16	24.0%	24	14.0%	14	8.0%	8	14.0%	14	15.0%	15	15.0%	15
Once a month	18.6%	205	20.0%	20	16.0%	16	16.0%	16	19.0%	19	20.0%	20	16.0%	16	14.0%	14	19.0%	19	26.0%	26	22.0%	22	17.0%	17
Once every two months	13.4%	147	13.0%	13	19.0%	19	13.0%	13	15.0%	15	10.0%	10	10.0%	10	15.0%	15	15.0%	15	11.0%	11	10.0%	10	16.0%	16
Once every six months	3.7%	41	4.0%	4	1.0%	1	5.0%	5	3.0%	3	4.0%	4	4.0%	4	7.0%	7	4.0%	4	4.0%	4	2.0%	2	3.0%	3
Once a year	0.9%	10	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	2.0%	2
Less often	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dont know	1.0%	11	0.0%	0	1.0%	1	1.0%	1	3.0%	3	2.0%	2	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Never	23.6%	260	20.0%	20	29.0%	29	25.0%	25	25.0%	25	25.0%	25	13.0%	13	24.0%	24	32.0%	32	28.0%	28	25.0%	25	14.0%	14
Base:		1100		100		100		100		100		100		100		100		100		100		100		100
Family entertainment (e.g. tenpin bowling, skating rink, family day out)																								
More than once a week	0.8%	9	2.0%	2	0.0%	0	3.0%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Once a week	0.7%	8	4.0%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	2.4%	26	9.0%	9	1.0%	1	8.0%	8	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Once a month	3.9%	43	11.0%	11	3.0%	3	8.0%	8	2.0%	2	1.0%	1	2.0%	2	5.0%	5	2.0%	2	4.0%	4	2.0%	2	3.0%	3
Once every two months	5.1%	56	14.0%	14	2.0%	2	1.0%	1	0.0%	0	5.0%	5	4.0%	4	7.0%	7	8.0%	8	7.0%	7	4.0%	4	4.0%	4
Once every six months	2.7%	30	2.0%	2	2.0%	2	4.0%	4	5.0%	5	1.0%	1	4.0%	4	4.0%	4	2.0%	2	2.0%	2	3.0%	3	1.0%	1
Once a year	2.2%	24	3.0%	3	2.0%	2	1.0%	1	2.0%	2	2.0%	2	1.0%	1	2.0%	2	3.0%	3	4.0%	4	2.0%	2	2.0%	2
Less often	0.7%	8	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Dont know	0.5%	6	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Never	80.9%	890	54.0%	54	86.0%	86	74.0%	74	86.0%	86	89.0%	89	85.0%	85	79.0%	79	82.0%	82	81.0%	81	87.0%	87	87.0%	87
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Outdoor / social activities e.g. walking, fishing, horse riding, art / craft classes, choir practice, watching sporting events, etc.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
More than once a week	3.1%	34	0.0%	0	3.0%	3	2.0%	2	1.0%	1	2.0%	2	4.0%	4	6.0%	6	6.0%	6	4.0%	4	5.0%	5	1.0%	1
Once a week	1.4%	15	2.0%	2	3.0%	3	0.0%	0	0.0%	0	3.0%	3	4.0%	4	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Once a fortnight	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.8%	9	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Once every two months	0.4%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Once every six months	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	0.0%	0	0.0%	0	0.0%	0
Once a year	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dont know	0.5%	6	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Never	93.2%	1025	97.0%	97	92.0%	92	92.0%	92	96.0%	96	92.0%	92	90.0%	90	93.0%	93	89.0%	89	93.0%	93	95.0%	95	96.0%	96
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q35 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?
Those that said 'Bingo / casino / bookmaker' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	8.8%	7	17.2%	5	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Chipping Norton Town Centre	3.8%	3	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Zone 3																								
Carterton Town Centre	3.8%	3	0.0%	0	0.0%	0	21.4%	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
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Woodstock 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	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Zone 10																								
Lechlade-on-Thames Town Centre, GL7 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	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Zone 11																								
Enstone Village Centre, OX7 4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Outside Catchment Area																								
Adderbury Village Centre	1.3%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Admiral Casino, Oxford Street, High Wycombe, HP11 2DG	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Admiral Casino, Parson's Street, Banbury, OX16 5LW	10.0%	8	6.9%	2	0.0%	0	28.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	20.0%	1
Banbury Town Centre	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Betzone, High Street, Banbury, OX16 5EG	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, Greenbridge Retail Park, Garrard Way, Swindon, SN3 3SQ	5.0%	4	13.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	2.5%	2	0.0%	0	0.0%	0	0.0%	0	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merkur Slots, Templars Square Shopping Centre, Upper Barr, Oxford, OX4 3UX	15.0%	12	17.2%	5	0.0%	0	35.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Milton Keynes City Centre, MK9 3	1.3%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	5.0%	4	3.4%	1	40.0%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.3%	1	0.0%	0	0.0%	0	7.1%	1	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 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	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	10.0%	8	10.3%	3	20.0%	1	7.1%	1	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	17.5%	14	27.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	50.0%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Base:		80		29		5		14		5		4		2		8		5		2		1		5

Q36 Which cinema do you or members of your household normally visit?
Those that said 'Cinema' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Cineworld, Marriotts Walk, Witney, OX28 6GW	43.1%	228	48.4%	30	9.1%	4	71.2%	37	26.2%	11	73.8%	31	72.6%	45	6.4%	3	6.7%	3	39.1%	18	71.9%	23	41.8%	23
Witney Town Centre, OX28 6	1.3%	7	9.7%	6	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	0.0%	0
Zone 2																								
Chipping Norton Town Centre, OX7 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
The Living Room, High Street, Chipping Norton, OX7 5AD	9.5%	50	1.6%	1	40.9%	18	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.1%	1	13.3%	6	26.1%	12	0.0%	0	20.0%	11
The Theatre, Spring Street, Chipping Norton, OX7 5NL	4.9%	26	0.0%	0	27.3%	12	5.8%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	6.7%	3	2.2%	1	0.0%	0	10.9%	6
Zone 5																								
Eynsham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Didcot Town Centre, OX11 8	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre, OX20 1	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Odeon, Heyford Park, Bicester, OX25 5BD	0.6%	3	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	3.6%	2
Zone 11																								
Soho Farmhouse, Great Tew, Chipping Norton, OX7 4JS	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Banbury Town Centre, OX16 5	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.8%	1
Bicester Town Centre, OX26 6	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre, GL50 1	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	2.2%	1	0.0%	0	0.0%	0
Cirencester Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Curzon, Westgate Shopping Centre, Oxford, OX1 1NZ	2.1%	11	1.6%	1	2.3%	1	0.0%	0	9.5%	4	0.0%	0	1.6%	1	4.3%	2	0.0%	0	2.2%	1	0.0%	0	1.8%	1
Everyman, Bell Court, Wood Street, Stratford-upon-Avon, CV37 6LP	1.3%	7	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	6.5%	3	0.0%	0	0.0%	0
Everyman, Regent Street, Cheltenham, GL50 1HQ	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	2.2%	1	3.1%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kassam Stadium, Grenoble Road, Littlemore, Oxford, OX4 4XP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Milton Keynes City Centre, MK9 3	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Odeon, George Street, Oxford, OX1 2BL	2.3%	12	4.8%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	3	4.8%	3	4.3%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Oxford City Centre, OX1 1	0.8%	4	3.2%	2	0.0%	0	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
Phoenix Picturehouse, Walton Street, Oxford, OX2 6AE	2.1%	11	0.0%	0	0.0%	0	0.0%	0	4.8%	2	4.8%	2	6.5%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.6%	2
Regal Cinema, Port Street, Evesham, WR11 3LD	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	6.5%	3	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre, CV37 6	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	2.2%	1	0.0%	0	0.0%	0
The Abbey Cinema, Abbey Close, Abingdon, OX14 3JD	1.7%	9	0.0%	0	0.0%	0	0.0%	0	14.3%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.2%	1	3.1%	1	0.0%	0
The Light, Spiceball Park Road, Banbury, OX16 2PA	8.3%	44	6.5%	4	9.1%	4	5.8%	3	0.0%	0	0.0%	0	0.0%	0	21.3%	10	44.4%	20	2.2%	1	0.0%	0	3.6%	2
The Ultimate Picture Palace, Jeune Street, Cowley Road, Oxford, OX4 1BN	1.3%	7	3.2%	2	0.0%	0	1.9%	1	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Vue, Greenbridge Retail & Leisure Park, Swindon, SN3 3SQ	3.2%	17	3.2%	2	0.0%	0	3.8%	2	14.3%	6	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	12.5%	4	1.8%	1
Vue, Ozone Leisure Park, Littlemore, Oxford, OX4 4XP	3.4%	18	4.8%	3	0.0%	0	0.0%	0	16.7%	7	4.8%	2	6.5%	4	2.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Vue, Pioneer Centre, Bicester, OX26 6FA	4.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	46.8%	22	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.8%	4	0.0%	0	2.3%	1	1.9%	1	2.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.9%	26	9.7%	6	0.0%	0	5.8%	3	4.8%	2	7.1%	3	3.2%	2	4.3%	2	6.7%	3	2.2%	1	6.3%	2	3.6%	2
Base:		529		62		44		52		42		42		62		47		45		46		32		55

Q37 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
Those that said 'Gym / health club / sports facility' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Estelle Manor, Eynsham, North Leigh, Park, OX29 6PN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Minster Lovell Village Centre, OX29 0	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Ducklington Lane, Witney, OX28 4JF	3.1%	10	12.2%	5	0.0%	0	2.4%	1	0.0%	0	3.8%	1	3.3%	1	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windrush Leisure Centre, Witan Way, Witney, OX28 4YA	7.2%	23	9.8%	4	0.0%	0	7.3%	3	5.0%	1	15.4%	4	16.7%	5	0.0%	0	0.0%	0	3.7%	1	5.0%	1	10.8%	4
Witney Lakes Resort, Downs Road, Witney, OX29 0SY	2.8%	9	2.4%	1	0.0%	0	4.9%	2	0.0%	0	15.4%	4	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Witney Town Centre	6.0%	19	19.5%	8	0.0%	0	7.3%	3	0.0%	0	19.2%	5	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Zone 2																								
Chipping Norton Leisure Centre, Burford Road, Chipping Norton, OX7 5DY	7.5%	24	0.0%	0	56.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	14.3%	3	14.8%	4	0.0%	0	8.1%	3
Chipping Norton Lido, Fox Close, Chipping Norton, OX7 5BZ	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	3.7%	1	0.0%	0	0.0%	0
Chipping Norton Town Centre	5.0%	16	0.0%	0	26.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	9.5%	2	7.4%	2	0.0%	0	10.8%	4
Zone 3																								
Carterton Leisure Centre, Broadshires Way, Carterton, OX18 1AA	6.9%	22	4.9%	2	0.0%	0	34.1%	14	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	3.7%	1	20.0%	4	0.0%	0
Carterton Town Centre	2.2%	7	2.4%	1	0.0%	0	9.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Zone 4																								
Southmoor Village Centre, OX13 5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Bartholomew Sports Centre, Back Lane, Eynsham, Witney, OX29 4QP	1.6%	5	7.3%	3	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ducklington Village Hall, Ducklington, Standlake Road, Ducklington, OX29 7UX	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Lincoln Farm Park, High Street, Standlake, Witney, OX29 7RH	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.3%	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	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		Zone 9		Zone 10		Zone 11	
Zone 6																								
Woodstock Town Centre	1.6%	5	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	10.0%	3	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Deddington Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Kirtlington Golf Club, Kirtlington, Kidlington, OX5 3JY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bannatyne Health Club, Oxford Road, Bodicote, Banbury, OX15 4AF	2.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	4	14.3%	3	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Rye Hill Golf Club, Milcombe, Banbury, OX15 4RU	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	3.7%	1	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Bledington Village Centre, OX7 6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	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	7.4%	2	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	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	7.4%	2	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	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	7.4%	2	0.0%	0	0.0%	0
The Fire Service College, London Road, Moreton-in-Marsh, GL56 0RH	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	3.7%	1	0.0%	0	0.0%	0
The Wychwood Golf Club, Lyneham, Chipping Norton, OX7 6QQ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	1.3%	4	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.9%	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	0.0%	0	15.0%	3	0.0%	0
Zone 11																								
Charlbury Town Centre	2.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	7
Enstone Village Centre, OX7 4	1.3%	4	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.7%	1	0.0%	0	2.7%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Outside Catchment Area																								
Abingdon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Banbury Town Centre	0.9%	3	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.7%	1
Barton Leisure Centre, Waynflete Road, Oxford, OX3 8GA	0.6%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Bicester Golf Club, Green Lane, Chesterton, Bicester, OX26 1TH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Leisure Centre, Queens Avenue, Bicester, OX26 2NR	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	2.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	6	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Bourton-on-the-Water Village Centre, GL54 2	0.9%	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	11.1%	3	0.0%	0	0.0%	0
Brackley Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Buzz Gym, Westgate Shopping Centre, Queen Street, Oxford, OX1 1NZ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Carlton Village Centre, MK43 7	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Chesterton Valley Golf Course, Bridgnorth, WV15 5NX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterton Village Centre, OX26 1	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clanfield Village Centre, PO8 0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Cumnor Village Centre	0.3%	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	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Oxford Business Park, Garsington Road, Oxford, OX4 2JY	0.9%	3	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
David Lloyd, The Aerodrome, Liverpool, L24 8QD	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Wendlebury Road, Bicester, OX25 2BX	1.3%	4	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Faringdon Leisure Centre, Fernham Road, Faringdon, Oxfordshire, SN7 7LB	1.9%	6	0.0%	0	0.0%	0	0.0%	0	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Faringdon Town Centre	1.6%	5	0.0%	0	0.0%	0	2.4%	1	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Ferry Leisure Centre,	1.6%	5	0.0%	0	0.0%	0	4.9%	2	5.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Diamond Place, Summertown, Oxford, OX2 7DP																								
Frilford Local Centre, OX13 6	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Grove Village Centre, OX12 7	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inkberrow Village Centre, WR7 4	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	3.7%	1	0.0%	0	0.0%	0
Juvenate Health Club, Godstow Road, Wolvercote, Oxford, OX2 8AL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington & Gosford Leisure Centre, Oxford Road, Kidlington, OX5 2NU	0.6%	2	0.0%	0	0.0%	0	2.4%	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
Leys Pools & Leisure Centre, Pegasus Road, Oxford, OX4 6JL	0.3%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Naunton Downs Estate, Naunton, Cheltenham, GL54 3AE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Nuffield Health, Woodstock Road, Oxford, OX2 7NZ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Oxford City Centre	1.6%	5	4.9%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Oxsrad Sports & Leisure Centre, Court Place Farm, Marsh Lane, Headington, Oxford, OX3 0NQ	0.6%	2	2.4%	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	0.0%	0	0.0%	0
PureGym, Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.9%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
PureGym, Oxford Road, Bicester, OX26 1BT	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	3.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre, SN6 8	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slip Village Centre, NN14 3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spiceball Leisure Centre, Cherwell Drive, Banbury, OX16 2BW	2.2%	7	2.4%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0	0.0%	0	5.4%	2
Stratford-upon-Avon Town Centre	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
The Gym Group, Fairacres Retail Park, Marcham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	2	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		Zone 9		Zone 10		Zone 11	
Road, Abingdon, OX14 1ST																								
The Gym Group, Headington Retail Park, Horspath Driftway, Oxford, OX3 7JN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Horse Leisure and Tennis Centre, Audlett Drive, Abingdon, Oxfordshire, OX14 3PJ	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Others																								
Abroad	1.3%	4	0.0%	0	0.0%	0	2.4%	1	10.0%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	8.2%	26	9.8%	4	4.3%	1	12.2%	5	5.0%	1	3.8%	1	13.3%	4	6.3%	2	9.5%	2	3.7%	1	0.0%	0	13.5%	5
Base:		318		41		23		41		20		26		30		32		21		27		20		37

Q38 Where do you or members of your household normally go to visit the theatre, watch a concert or live music?
Those that said 'Theatre / concert / music hall' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	0.4%	2	1.9%	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	0.0%	0	0.0%	0
Zone 2																								
Chipping Norton Town Centre	15.1%	82	7.4%	4	58.0%	29	4.2%	2	0.0%	0	2.4%	1	6.2%	4	7.4%	4	29.2%	14	28.2%	11	0.0%	0	22.8%	13
The Theatre, Spring Street, Chipping Norton, OX7 5NL	2.2%	12	0.0%	0	12.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	2.6%	1	2.6%	1	3.5%	2
Zone 3																								
Zone 4																								
Zone 5																								
Eynsham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Zone 6																								
Blenheim Palace, Woodstock, OX20 1PS	0.4%	2	1.9%	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	0.0%	0	0.0%	0
Zone 7																								
Deddington Town Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Middle Barton Local Centre, OX7 7	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	0.4%	2	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Zone 10																								
Lechlade-on-Thames Town Centre, GL7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Zone 11																								
Charlbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.4%	2	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	2.6%	1	0.0%	0
Ashmolean Museum of Art and Archaeology, Beaumont Street, Oxford, OX1 2PH	0.9%	5	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.1%	1	0.0%	0	2.6%	1	0.0%	0
Banbury Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.4%	2	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.4%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Central London / West End	14.4%	78	11.1%	6	8.0%	4	14.6%	7	17.0%	8	16.7%	7	13.8%	9	14.8%	8	12.5%	6	10.3%	4	23.7%	9	17.5%	10
Cheltenham Town Centre	2.8%	15	1.9%	1	2.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.9%	1	0.0%	0	15.4%	6	10.5%	4	1.8%	1
Cirencester Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	6	0.0%	0
Kidlington Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre, L1 3	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Lowestoft Town Centre, NR32 2	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	2.6%	1	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M2 4	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	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	2.6%	1	0.0%	0	0.0%	0
New Theatre, George Street, Oxford, OX1 2AG	3.5%	19	3.7%	2	2.0%	1	2.1%	1	2.1%	1	2.4%	1	7.7%	5	7.4%	4	0.0%	0	2.6%	1	0.0%	0	5.3%	3
Newbury Town Centre, RG14 5	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre, NE1 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	38.0%	206	44.4%	24	4.0%	2	60.4%	29	59.6%	28	61.9%	26	55.4%	36	33.3%	18	14.6%	7	17.9%	7	15.8%	6	40.4%	23
Oxford Playhouse, Beaumont Street, Oxford, OX1 2LW	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.9%	1	2.1%	1	2.6%	1	0.0%	0	0.0%	0
Plymouth City Centre, PL1 1	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre, CV31 3	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Royal Shakespeare Theatre, Waterside, Stratford-upon-Avon, CV37 6BB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	3.5%	19	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	4	1.9%	1	16.7%	8	7.7%	3	0.0%	0	1.8%	1
Swindon Town Centre	1.5%	8	0.0%	0	0.0%	0	2.1%	1	8.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0
The Watermill Theatre, Bagnor, Newbury, RG20 8AE	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Upton House and Gardens, Edge Hill, Banbury, OX15 6HT	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	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	1.1%	6	0.0%	0	2.0%	1	0.0%	0	4.3%	2	0.0%	0	1.5%	1	1.9%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
(Don't know / varies)	7.9%	43	13.0%	7	6.0%	3	8.3%	4	2.1%	1	9.5%	4	4.6%	3	18.5%	10	4.2%	2	2.6%	1	13.2%	5	5.3%	3
Base:		542		54		50		48		47		42		65		54		48		39		38		57

Q39 Where do you or members of your household normally go to visit a museum, gallery, or other place of historical / cultural interest?
Those that said 'Museum / gallery or place of historical / cultural interest' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	0.8%	4	5.7%	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	2.6%	1	0.0%	0
Zone 2																								
Chipping Norton Town Centre	2.3%	11	1.9%	1	21.2%	7	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Bampton Local Centre, OX18 2	0.4%	2	0.0%	0	3.0%	1	0.0%	0	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 4																								
Buscot Park, Lechlade Road, Faringdon, SN7 8BU	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	3.3%	1	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Blenheim Palace, Woodstock, OX20 1PS	1.2%	6	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	2.0%	1	3.3%	1	0.0%	0	0.0%	0
Woodstock Town Centre	7.6%	37	1.9%	1	0.0%	0	2.2%	1	5.0%	2	6.5%	3	31.1%	19	4.3%	2	2.0%	1	6.7%	2	2.6%	1	11.6%	5
Zone 7																								
Rousham House & Gardens, Rousham, Bicester, OX25 4QU	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	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Hook Norton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Zone 9																								
Kingham Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Filkins Village Centre, GL7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Ashmolean Museum of Art and Archaeology, Beaumont Street, Oxford, OX1 2PH	12.1%	59	11.3%	6	9.1%	3	4.4%	2	10.0%	4	13.0%	6	9.8%	6	23.9%	11	14.0%	7	13.3%	4	17.9%	7	7.0%	3
Banbury Town Centre	1.2%	6	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.2%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Motor Museum, Banbury Road, Lighthorne Heath, Warwick, CV35 0BJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Central London / West End	17.5%	85	7.5%	4	15.2%	5	28.9%	13	12.5%	5	8.7%	4	16.4%	10	15.2%	7	26.0%	13	23.3%	7	20.5%	8	20.9%	9
Cheltenham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	4	0.0%	0
Colchester City Centre, CO1 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Compton Verney Local Centre, CV35 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	0.6%	3	1.9%	1	0.0%	0	4.4%	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
Duxford Village Centre, CB22 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull City Centre, HU1 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Kidlington Village Centre	0.4%	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	0.0%	0	0.0%	0	2.3%	1
Liverpool City Centre, L1 3	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loxford Local Centre, IG1 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Milton Keynes City Centre, MK9 3	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre, NE1 5	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	35.4%	172	28.3%	15	36.4%	12	28.9%	13	52.5%	21	60.9%	28	26.2%	16	41.3%	19	20.0%	10	30.0%	9	23.1%	9	46.5%	20
Oxford University Museum of Natural History, Parks Road, Oxford, OX1 3PW	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	0.0%	0	0.0%	0	0.0%	0
Pitt Rivers Museum, South Parks Road, Oxford, OX1 3PP	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	0.0%	0	0.0%	0	0.0%	0
Portland Museum, Wakeham, Easton, Portland, DT5 1HS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.4%	2	0.0%	0	0.0%	0	4.4%	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
Shipston-on-Stour Town Centre, CV36 4	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	3.3%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Walton-le-Dale Village Centre, PR5 4	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	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre, CV34 4	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	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	3.5%	17	7.5%	4	3.0%	1	2.2%	1	5.0%	2	2.2%	1	4.9%	3	2.2%	1	2.0%	1	6.7%	2	2.6%	1	0.0%	0
(Don't know / varies)	9.7%	47	15.1%	8	9.1%	3	11.1%	5	7.5%	3	6.5%	3	4.9%	3	8.7%	4	14.0%	7	10.0%	3	10.3%	4	9.3%	4
Base:		486		53		33		45		40		46		61		46		50		30		39		43

Q40 Where do you or members of your household normally go to visit pubs / bars / nightclubs?
Those that said 'Pub / bar / nightclub / live music venue' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Hailey Village Centre, OX29 9	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	0.0%	0	0.0%	0	0.0%	0
Leafield Village Centre, OX29 9	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Hanborough Village Centre, OX29 6	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minster Lovell Village Centre, OX29 0	0.5%	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	0.0%	0	0.0%	0	0.0%	0
North Leigh Village Centre	0.5%	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	1.8%	1	0.0%	0	1.7%	1
The Back Lane Tavern, Park Lane, Woodstock, OX20 1UD	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	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	14.7%	93	55.3%	42	0.0%	0	22.8%	13	7.5%	4	20.4%	10	20.3%	15	1.7%	1	0.0%	0	1.8%	1	4.8%	2	8.6%	5
Woodstock Town Centre	4.7%	30	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	25.7%	19	12.1%	7	1.6%	1	1.8%	1	0.0%	0	1.7%	1
Zone 2																								
Chipping Norton Town Centre	7.3%	46	0.0%	0	67.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	1.8%	1	0.0%	0	17.2%	10
Salford Village Centre, OX7 5	0.3%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Zone 3																								
Bampton Local Centre, OX18 2	0.8%	5	0.0%	0	0.0%	0	7.0%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	2.7%	17	0.0%	0	0.0%	0	29.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Appleton Village Centre, OX13 5	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bessels Leigh Local centre, OX13 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckland Village Centre	0.3%	2	1.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longworth Village Centre, OX13 5	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.6%	4	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Ducklington Village Centre, OX29 7	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	2.7%	17	0.0%	0	0.0%	0	3.5%	2	0.0%	0	28.6%	14	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbridge Local Centre, OX29 7	0.3%	2	1.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.2%	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	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		Zone 9		Zone 10		Zone 11	
Stanton Harcourt Village Centre, OX29 5	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Sutton Green Local Centre, OX29 5	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Barford St Michael Village Centre, OX15 0	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	11	0.0%	0	1.8%	1	0.0%	0	1.7%	1
Duns Tew Village Centre, OX25 6	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Middle Barton Local Centre, OX7 7	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Aston Village Centre, OX25 6	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	1.3%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	6	1.8%	1	0.0%	0	0.0%	0
Bodicote Village Centre	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%	2	0.0%	0	0.0%	0	0.0%	0
Freeland Village Centre, OX29 8	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	6	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	1.7%	11	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	9	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	1.6%	10	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	7	3.6%	2	0.0%	0	0.0%	0
Sibford Gower Local Centre, OX15 5	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0
Stonesfield Village Centre, OX29 8	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Whichford Village Centre, CV36 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Ascott-under-Wychwood Village Centre, OX7 6	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	1.8%	1	0.0%	0	0.0%	0
Bledington Village Centre, OX7 6	0.8%	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	7.1%	4	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Churchill Local Centre, OX7 6	0.9%	6	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	5.4%	3	0.0%	0	1.7%	1
Kingham Village Centre	0.6%	4	1.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	1.1%	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	10.7%	6	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	2.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	14	0.0%	0	0.0%	0
Shipton-under-Wychwood	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	7.1%	4	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Village Centre																								
Zone 10																								
Asthall Village Centre, OX18 4	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Burford Town Centre, OX18 4	1.3%	8	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.6%	1	1.8%	1	7.1%	3	0.0%	0
Filkins Village Centre, GL7 3	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	0.0%	0	11.9%	5	0.0%	0
Fulbrook Village Centre, OX18 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	2.2%	14	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	13	0.0%	0
Shilton Village Centre, OX18 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Swinbrook Village Centre, OX18 4	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0
Zone 11																								
Chadlington Village Centre	1.1%	7	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0	5.2%	3
Charlbury Town Centre	2.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	15
Enstone Village Centre, OX7 4	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	0.0%	0	0.0%	0	6.9%	4
Finstock Village Centre	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	0.0%	0	0.0%	0	8.6%	5
Ramsden Local Centre, OX7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Outside Catchment Area																								
Abingdon Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Alderminster Village Centre, CV37 8	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	1.8%	1	0.0%	0	0.0%	0
Aynho Village Centre, OX17 3	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.7%	11	0.0%	0	2.2%	1	7.0%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	6.3%	4	0.0%	0	0.0%	0	1.7%	1
Binsey Village Centre, OX2 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton on the Water Village Centre, GL54 2	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	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Hill Local Centre, GL56 9	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	1.8%	1	0.0%	0	0.0%	0
Central London / West End	0.6%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.6%	1	0.0%	0	0.0%	0	1.7%	1
Charlton-on-Otmoor Local Centre, OX5 2	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.4%	1	0.0%	0
Charney Bassett Local Centre, OX12 0	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.3%	2	1.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Campden Town	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	1.8%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, GL55 6																								
Cirencester Town Centre	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clanfield Village Centre, PO8 0	0.5%	3	0.0%	0	0.0%	0	3.5%	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
Evesham Town Centre, WR11 4	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	1.8%	1	0.0%	0	0.0%	0
Faringdon Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre, GU9 7	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fyfield Village Centre, CM5 0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Coxwell Village Centre, SN7 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Poyle Village Centre, OX5 2	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Hamwell Village Centre, OX17 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kineton Village Centre, CV35 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
King's Sutton Village Centre, OX17 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Little Coxwell Village Centre, SN7 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Tysoe Village Centre, CV35 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Murcott Village Centre, OX5 2	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	0.0%	0	0.0%	0	0.0%	0
Oddington Village Centre, OX5 2	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Oxford City Centre	5.5%	35	9.2%	7	4.3%	2	3.5%	2	11.3%	6	10.2%	5	1.4%	1	6.9%	4	0.0%	0	3.6%	2	2.4%	1	8.6%	5
Shipston-on-Stour Town Centre, CV36 4	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	6	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre, SY1 1	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	1.8%	1	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.8%	1	0.0%	0	0.0%	0
Swindon Town Centre	0.5%	3	0.0%	0	0.0%	0	1.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Wantage Town Centre, OX12 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-on-the-Green Village Centre, OX25 3	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	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.4%	1	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		Zone 9		Zone 10		Zone 11	
OX1 5																								
Others																								
Abroad	1.3%	8	1.3%	1	2.2%	1	3.5%	2	5.7%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.8%	62	19.7%	15	4.3%	2	10.5%	6	7.5%	4	16.3%	8	5.4%	4	12.1%	7	10.9%	7	1.8%	1	14.3%	6	3.4%	2
Base:		633		76		46		57		53		49		74		58		64		56		42		58

Q41 Where do you or members of your household normally go for eating out e.g. cafes and restaurants?
Those that said 'Restaurant / café' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Hailey Village Centre, OX29 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Long Hanborough Village Centre, OX29 6	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	0.0%	0	0.0%	0	0.0%	0
Minster Lovell Village Centre, OX29 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	22.3%	185	66.3%	53	0.0%	0	29.7%	22	13.9%	10	42.5%	31	35.3%	30	3.9%	3	1.5%	1	5.6%	4	12.0%	9	25.9%	22
Woodstock Town Centre	2.9%	24	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	21.2%	18	3.9%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Zone 2																								
Chipping Norton Town Centre	9.2%	76	0.0%	0	51.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	14.9%	10	16.7%	12	0.0%	0	17.6%	15
Zone 3																								
Aston Village Centre, OX18 2	0.7%	6	0.0%	0	1.4%	1	1.4%	1	1.4%	1	0.0%	0	1.2%	1	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bampton Local Centre, OX18 2	1.0%	8	1.3%	1	0.0%	0	9.5%	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
Carterton Town Centre	3.7%	31	1.3%	1	0.0%	0	31.1%	23	2.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	1.2%	1
Zone 4																								
Buckland Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	1.3%	11	0.0%	0	0.0%	0	1.4%	1	0.0%	0	12.3%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Zone 7																								
Clifton Local Centre, OX15 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Duns Tew Village Centre, OX25 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Aston Local Centre, OX25 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
North Aston Village Centre, OX25 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	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	0.0%	0	0.0%	0	0.0%	0
Tackley Village Centre, OX5 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	0.0%	0	2.4%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Bodicote Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre, OX15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Freeland Village Centre, OX29 8	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	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	1.1%	9	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	7.5%	5	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.7%	6	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0
Sibford Gower Local Centre, OX15 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Whichford Village Centre, CV36 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Ascott-under-Wychwood Village Centre, OX7 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bledington Village Centre, OX7 6	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Churchill Local Centre, OX7 6	0.2%	2	0.0%	0	1.4%	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	0.0%	0
Kingham Village Centre	0.4%	3	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Longborough Local Centre, GL56 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	11.1%	8	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	2.9%	24	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	27.8%	20	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	3.1%	26	1.3%	1	0.0%	0	0.0%	0	2.8%	2	2.7%	2	0.0%	0	0.0%	0	1.5%	1	1.4%	1	22.7%	17	2.4%	2
Filkins Village Centre, GL7 3	0.2%	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	0.0%	0	1.3%	1	0.0%	0
Great Barrington Village Centre, OX18 4	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	2.3%	19	0.0%	0	0.0%	0	2.7%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	16	0.0%	0
Swinbrook Village Centre, OX18 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Zone 11																								
Chadlington Village Centre	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	0.0%	0	0.0%	0	3.5%	3
Charlbury Town Centre	2.3%	19	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	6	1.3%	1	0.0%	0	1.4%	1	0.0%	0	11.8%	10
Finstock Village Centre	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	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		Zone 9		Zone 10		Zone 11	
Great Tew Local Centre, OX7 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	11.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	3.3%	27	0.0%	0	7.1%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	5	17.9%	12	4.2%	3	0.0%	0	1.2%	1
Beccles Town Centre, NR34 9	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	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.7%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Bourton on the Water Village Centre, GL54 2	0.2%	2	1.3%	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	0.0%	0	0.0%	0
Brackley Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre, RG12 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 3	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	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.4%	12	1.3%	1	1.4%	1	2.7%	2	0.0%	0	0.0%	0	2.4%	2	3.9%	3	0.0%	0	1.4%	1	2.7%	2	0.0%	0
Cheltenham Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0
Chipping Campden Town Centre, GL55 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Cirencester Town Centre	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	0.0%	0	4.0%	3	0.0%	0
Clanfield Village Centre, PO8 0	0.5%	4	0.0%	0	0.0%	0	1.4%	1	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Coleshill Village Centre, SN6 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dedham Village Centre, CO7 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre, SO50 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Evesham Town Centre, WR11 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Faringdon Town Centre	1.1%	9	1.3%	1	0.0%	0	0.0%	0	11.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre, GU9 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frilford Local Centre, OX13 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fyfield Village Centre, CM5 0	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Coxwell Village Centre, SN7 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardington Mandeville Village Centre, BA22 9	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haworth Village Centre, BD22 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kidlington Village Centre	1.3%	11	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	2.4%	2	9.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Sutton Village Centre, OX17 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Manchester City Centre, M1 5	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	8.3%	69	7.5%	6	8.6%	6	2.7%	2	11.1%	8	19.2%	14	8.2%	7	10.5%	8	3.0%	2	4.2%	3	2.7%	2	12.9%	11
Sandford-on-Thames Village Centre, OX4 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	0.0%	0	0.0%	0
St Mawes Village Centre, TR2 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Town Centre, PE9 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Mandeville Village Centre, HP22 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	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	4.2%	3	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	2.8%	2	0.0%	0	0.0%	0
Swindon Town Centre	1.1%	9	0.0%	0	0.0%	0	2.7%	2	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0
Teddington Local Centre, TW11 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenbury Wells Town Centre, WR15 8	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury Town Centre, GL20 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.7%	6	0.0%	0	1.4%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.8%	98	12.5%	10	8.6%	6	8.1%	6	9.7%	7	12.3%	9	10.6%	9	22.4%	17	13.4%	9	4.2%	3	13.3%	10	14.1%	12
Base:		829		80		70		74		72		73		85		76		67		72		75		85

Q42 Where do you or members of your household normally go for family entertainment e.g. tenpin bowling, skating rink?
Those that said 'Family entertainment (e.g. tenpin bowling, skating rink, family day out)' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Cogges Manor Farm, Church Lane, Witney, OX28 3LA	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	5.3%	1	0.0%	0	0.0%	0
Witney Town Centre	2.5%	5	6.5%	3	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Zone 2																								
Chipping Norton Town Centre	2.0%	4	0.0%	0	23.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Fairytale Farm, Southcombe, OX7 5QH	1.0%	2	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	0.0%	0	0.0%	0
Zone 3																								
Brize Norton Village Centre, OX18 3	1.0%	2	0.0%	0	0.0%	0	8.0%	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
Carterton Town Centre	3.4%	7	0.0%	0	0.0%	0	20.0%	5	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Crocodiles of the World, Burford Road, Brize Norton, Carterton, OX18 3NX	1.0%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Buckland Village Centre	0.5%	1	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%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	1.0%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Blenheim Local Centre, OX20 1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	3.4%	7	8.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	5.3%	1	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Moreton-in-Marsh Town Centre, GL56 0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	0.0%	0
Zone 10																								
Cotswold Wildlife Park & Gardens, Bradwell Grove, Burford, OX18 4JP	2.0%	4	2.2%	1	0.0%	0	0.0%	0	7.1%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Lechlade-on-Thames Town Centre, GL7 3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Zone 11																								
Dean Local Centre, OX7 3	0.5%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Aylesbury Town Centre, HP20 2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Bowl, Cherwell	7.8%	16	0.0%	0	30.8%	4	0.0%	0	0.0%	0	0.0%	0	6.7%	1	9.5%	2	17.6%	3	21.1%	4	0.0%	0	16.7%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, George Street, Banbury, OX16 5BH																								
Banbury Town Centre	3.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	5	5.9%	1	5.3%	1	0.0%	0	0.0%	0
Barnt Green Village Centre, B45 8	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	5.3%	1	0.0%	0	0.0%	0
Bicester Town Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	6.7%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre, RG12 1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre, CF10 1	0.5%	1	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%	0	0.0%	0	0.0%	0
Central London / West End	2.9%	6	8.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	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	5.3%	1	0.0%	0	0.0%	0
Cirencester Town Centre	1.5%	3	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	8.3%	1	0.0%	0
Cotswold Farm Park, Guiting Power, Cheltenham, GL54 5FL	0.5%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Local Centre, OX4 2	0.5%	1	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%	0	0.0%	0	0.0%	0
Frome Town Centre, BA11 1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Hollywood Bowl, Ozone Leisure Park, Grenoble Road, Littlemore, Oxford, OX4 4XP	7.8%	16	6.5%	3	0.0%	0	8.0%	2	21.4%	3	30.0%	3	13.3%	2	9.5%	2	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Kassam Stadium, Grenoble Road, Littlemore, Oxford, OX4 4XP	2.0%	4	0.0%	0	0.0%	0	4.0%	1	0.0%	0	10.0%	1	6.7%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Kidlington Village Centre	0.5%	1	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%	0	0.0%	0	0.0%	0
Oxford City Centre	15.2%	31	26.1%	12	15.4%	2	20.0%	5	14.3%	2	20.0%	2	6.7%	1	0.0%	0	11.8%	2	5.3%	1	8.3%	1	25.0%	3
Oxford Ice Rink, Oxpens Road, Oxford, OX1 1RX	2.0%	4	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Peterborough City Centre, PE1 1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre, PR1 2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Stratford-upon-Avon 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	5.9%	1	5.3%	1	0.0%	0	0.0%	0
Stroud Bowl, Stroud, GL5 1QA	0.5%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Whitehill Way, Shaw Ridge Leisure Park, Swindon, SN5 7DN	2.9%	6	0.0%	0	0.0%	0	0.0%	0	14.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	25.0%	3	0.0%	0
Thornbury Town Centre, BS35 2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Waddesdon Manor, Waddesdon, Aylesbury, HP18 0JH	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre, CV34 4	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	5.3%	1	0.0%	0	0.0%	0
Wellesbourne Village Centre, CV35 9	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	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		Zone 9		Zone 10		Zone 11	
Weston-super-Mare Town Centre, BS23 3	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	5.3%	1	0.0%	0	0.0%	0
Others																								
Abroad	2.0%	4	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	5.9%	1	5.3%	1	0.0%	0	0.0%	0
(Don't know / varies)	21.1%	43	19.6%	9	15.4%	2	20.0%	5	35.7%	5	20.0%	2	26.7%	4	38.1%	8	17.6%	3	0.0%	0	16.7%	2	25.0%	3
Base:		204		46		13		25		14		10		15		21		17		19		12		12

Q43 Where do you or members of your household normally go for outdoor / social activities e.g. walking, fishing, horse riding, art / craft classes, choir practice, watching sporting events, etc.
Those that said 'Other activity' at Q34

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																							
Witney Town Centre	2.9%	2	66.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	7.2%	5	0.0%	0	14.3%	1	0.0%	0	0.0%	0	14.3%	1	30.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																							
Chipping Norton Town Centre	8.7%	6	0.0%	0	71.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Zone 3																							
Bampton Local Centre, OX18 2	1.4%	1	0.0%	0	0.0%	0	14.3%	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
Carterton Town Centre	1.4%	1	0.0%	0	0.0%	0	14.3%	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 4																							
Appleton Village Centre, OX13 5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																							
Eynsham Village Centre	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	2	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Standlake Village Centre	5.8%	4	0.0%	0	0.0%	0	28.6%	2	0.0%	0	28.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																							
Deddington Town Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Heyford Village Centre, OX25 5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Local Centre, OX7 7	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over Worton Local Centre, OX7 7	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																							
Bloxham Village Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	1.4%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0	0.0%	0	0.0%	0
Stonesfield Village Centre, OX29 8	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																							
Bledington Village Centre, OX7 6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Churchill Local Centre, OX7 6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	1.4%	1	0.0%	0	0.0%	0	14.3%	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
Moreton-in-Marsh Town Centre, GL56 0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 10																								
Burford Town Centre, OX18 4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	4.3%	3	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	2	0.0%	0
Zone 11																								
Enstone Village Centre, OX7 4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Outside Catchment Area																								
Alderminster Village Centre, CV37 8	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.4%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Coleshill Village Centre, SN6 7	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Draycote Local Centre, CV23 9	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	28.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydney Town Centre, GL15 5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Oxford City Centre	4.3%	3	0.0%	0	0.0%	0	0.0%	0	50.0%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Shipston-on-Stour Town Centre, CV36 4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Silverstone Racing Circuit, Silverstone, Towcester NN12 8TN	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre, ST16 2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Others																								
Abroad	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
(Don't know / varies)	5.8%	4	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	10.0%	1	14.3%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Base:		69		3		7		7		2		7		10		7		10		7		5		4

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q44 What improvements could be made to the leisure offer in the West Oxfordshire authority area that would make you visit / partake in leisure activities more often? [MR]																								
More / better car parking	2.7%	30	7.0%	7	1.0%	1	3.0%	3	5.0%	5	1.0%	1	3.0%	3	3.0%	3	2.0%	2	1.0%	1	2.0%	2	2.0%	2
Improved public transport	2.5%	28	4.0%	4	0.0%	0	2.0%	2	3.0%	3	2.0%	2	5.0%	5	6.0%	6	0.0%	0	1.0%	1	2.0%	2	3.0%	3
Swimming pool - indoor	2.5%	28	1.0%	1	3.0%	3	1.0%	1	1.0%	1	3.0%	3	3.0%	3	4.0%	4	0.0%	0	5.0%	5	4.0%	4	3.0%	3
More local sports & recreation facilities (e.g. football pitches, tennis courts)	2.5%	28	5.0%	5	4.0%	4	3.0%	3	0.0%	0	2.0%	2	2.0%	2	2.0%	2	1.0%	1	1.0%	1	3.0%	3	5.0%	5
More leisure facilities / activities for teenagers	2.5%	28	4.0%	4	5.0%	5	3.0%	3	1.0%	1	2.0%	2	2.0%	2	4.0%	4	0.0%	0	4.0%	4	2.0%	2	1.0%	1
Cheaper prices to access leisure facilities / events	2.5%	27	10.0%	10	1.0%	1	7.0%	7	0.0%	0	0.0%	0	1.0%	1	5.0%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	3
More leisure facilities / activities for young children	2.1%	23	7.0%	7	5.0%	5	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	4.0%	4	1.0%	1	1.0%	1
More / better cafes / coffee shops	1.6%	18	8.0%	8	3.0%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cinema - multi-screen cinema	1.5%	16	6.0%	6	1.0%	1	3.0%	3	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cinema - art house cinema	1.4%	15	5.0%	5	2.0%	2	2.0%	2	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Augmented reality gaming centre	1.2%	13	7.0%	7	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure / sports centre	1.2%	13	6.0%	6	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
More / better health clubs / indoor gyms	1.2%	13	3.0%	3	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	2.0%	2
More / better restaurants	1.2%	13	2.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0	2.0%	2	5.0%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Casino	1.1%	12	2.0%	2	1.0%	1	3.0%	3	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
More / better pubs / bars	1.1%	12	3.0%	3	1.0%	1	4.0%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Indoor soft play areas	1.1%	12	3.0%	3	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ten-pin bowling	1.1%	12	3.0%	3	1.0%	1	2.0%	2	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
More family-friendly pubs / restaurants	1.0%	11	3.0%	3	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities / activities for families	1.0%	11	3.0%	3	1.0%	1	3.0%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improved security / CCTV / more police	1.0%	11	6.0%	6	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better parks / green spaces	1.0%	11	2.0%	2	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More / better public toilets	0.9%	10	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better disabled access	0.7%	8	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improved cycle access (more / better cycle paths)	0.7%	8	2.0%	2	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crazy golf	0.7%	8	2.0%	2	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Swimming pool - outdoor	0.7%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Hotels - cheaper hotels	0.6%	7	3.0%	3	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased availability for	0.6%	7	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
leisure activities																								
More / better comedy clubs	0.6%	7	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.6%	7	2.0%	2	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Improved pedestrian access	0.6%	7	3.0%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Hotels - more / better hotels	0.5%	6	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Improved road quality	0.5%	6	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
More / better cultural facilities	0.5%	6	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better publicity / advertising / social media updates of what's on / available	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Theatres	0.5%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
More food / farmers markets	0.5%	5	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public transport services	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Improvements in the built environment (make it look more attractive)	0.4%	4	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities / activities for the elderly	0.4%	4	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better shopping	0.4%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Climbing	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More outdoor festivals / events / carnivals	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo venue	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bike facilities	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
More art galleries	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating areas	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museums	0.2%	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	1.0%	1	0.0%	0	0.0%	0
Art classes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline park	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming pool - warmer	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Parking - more spaces available	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	0.0%	0	2.0%	2	0.0%	0
More / better signposting and street information	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Easier to get to by car	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Outdoor sports centre	0.2%	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	0.0%	0	1.0%	1	0.0%	0
Outdoor gyms	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street cleaning / cleaner streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More live music venues	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	0.0%	0	0.0%	0	0.0%	0
Indoor bowls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Racket sports	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Cleaner facilities	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	0.0%	0	0.0%	0	0.0%	0
More / better libraries	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More betting shops	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theme park	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	0.0%	0	0.0%	0	0.0%	0
Arts / crafts classes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Swimming pool - sauna	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	0.0%	0	0.0%	0	0.0%	0
Mobile library	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	0.0%	0	0.0%	0	0.0%	0
Skate park	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Water sports	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 nightclubs / better nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	64.3%	707	36.0%	36	62.0%	62	46.0%	46	74.0%	74	76.0%	76	61.0%	61	62.0%	62	78.0%	78	71.0%	71	70.0%	70	71.0%	71
(Don't know)	7.3%	80	8.0%	8	10.0%	10	10.0%	10	4.0%	4	4.0%	4	9.0%	9	4.0%	4	11.0%	11	10.0%	10	4.0%	4	6.0%	6
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

GEN Gender of respondent:

Male	41.1%	452	51.0%	51	33.0%	33	45.0%	45	49.0%	49	41.0%	41	39.0%	39	37.0%	37	42.0%	42	30.0%	30	43.0%	43	42.0%	42
Female	58.9%	648	49.0%	49	67.0%	67	55.0%	55	51.0%	51	59.0%	59	61.0%	61	63.0%	63	58.0%	58	70.0%	70	57.0%	57	58.0%	58
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

AGE Can I ask how old you are please?

18-24	4.3%	47	14.0%	14	2.0%	2	4.0%	4	3.0%	3	3.0%	3	3.0%	3	6.0%	6	2.0%	2	2.0%	2	2.0%	2	6.0%	6
25-34	4.7%	52	18.0%	18	2.0%	2	7.0%	7	3.0%	3	2.0%	2	2.0%	2	4.0%	4	2.0%	2	3.0%	3	2.0%	2	7.0%	7
35-44	5.1%	56	14.0%	14	3.0%	3	10.0%	10	3.0%	3	2.0%	2	3.0%	3	7.0%	7	3.0%	3	3.0%	3	2.0%	2	6.0%	6
45-54	7.4%	81	17.0%	17	8.0%	8	12.0%	12	10.0%	10	1.0%	1	5.0%	5	7.0%	7	4.0%	4	6.0%	6	6.0%	6	5.0%	5
55-64	9.9%	109	4.0%	4	11.0%	11	4.0%	4	8.0%	8	15.0%	15	14.0%	14	15.0%	15	10.0%	10	9.0%	9	10.0%	10	9.0%	9
65+	68.6%	755	33.0%	33	74.0%	74	63.0%	63	73.0%	73	77.0%	77	73.0%	73	61.0%	61	79.0%	79	77.0%	77	78.0%	78	67.0%	67
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

ETH The following question will be used in a statistical format only, and will help to ensure we get a representative sample of the community. What is your ethnic background?

White	92.1%	1013	74.0%	74	95.0%	95	87.0%	87	94.0%	94	93.0%	93	99.0%	99	95.0%	95	94.0%	94	96.0%	96	92.0%	92	94.0%	94
Mixed / multiple ethnic groups	0.7%	8	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Asian / Asian British	2.1%	23	11.0%	11	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	2.0%	2
Black / African / Caribbean / Black British	0.8%	9	5.0%	5	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.5%	5	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
(Refused)	3.8%	42	8.0%	8	4.0%	4	4.0%	4	2.0%	2	7.0%	7	0.0%	0	3.0%	3	2.0%	2	2.0%	2	7.0%	7	3.0%	3
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
QUOTA Zone:																								
Zone 1	9.1%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	9.1%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	9.1%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	9.1%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 9	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 10	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 11	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
PC Postcode Sector:																								
CV36 5	3.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	36	0.0%	0	0.0%	0	0.0%	0
GL56 0	4.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.0%	46	0.0%	0	0.0%	0
GL7 3	6.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.0%	66	0.0%	0
OX13 5	4.8%	53	0.0%	0	0.0%	0	0.0%	0	53.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX15 0	2.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX15 4	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0
OX15 5	3.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	38	0.0%	0	0.0%	0	0.0%	0
OX18 1	3.0%	33	0.0%	0	0.0%	0	33.0%	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
OX18 2	2.9%	32	0.0%	0	0.0%	0	32.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX18 3	3.2%	35	0.0%	0	0.0%	0	35.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX18 4	3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	34	0.0%	0
OX20 1	3.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 4	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 5	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 6	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 1	1.5%	17	17.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 2	0.3%	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	0.0%	0	0.0%	0	0.0%	0
OX28 3	0.5%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 4	0.4%	4	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	0.0%	0	0.0%	0
OX28 5	2.3%	25	25.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 6	2.4%	26	26.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 0	0.9%	10	10.0%	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	0.0%	0	0.0%	0
OX29 4	5.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 5	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 6	0.5%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 7	2.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 8	5.6%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 9	0.3%	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	0.0%	0	0.0%	0	0.0%	0
OX5 3	2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX7 3	6.9%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	76.0%	76
OX7 4	2.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	24
OX7 5	9.1%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX7 6	4.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.0%	54	0.0%	0	0.0%	0
OX7 7	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN7 8	4.3%	47	0.0%	0	0.0%	0	0.0%	0	47.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Appendix 2:

Data Tabulations

By Zone

(Weighted)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q01 Where do you normally undertake your household's main food and grocery shopping?																								
Zone 1																								
Co-op, High Street, Witney, OX28 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	2.5%	28	5.4%	12	0.0%	0	3.2%	5	0.0%	0	3.6%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	3	6.7%	3
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.5%	6	1.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	10.3%	113	17.8%	41	0.0%	0	8.3%	13	3.2%	2	26.9%	23	18.2%	15	0.0%	0	0.0%	0	11.2%	10	9.2%	5	7.8%	4
Tesco Express, Fettiplace Road, Witney, OX28 5AP	1.3%	14	5.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco Express, The Neighbourhood Centre, Cogges Hill Road, Witney, OX28 3XY	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	6.8%	75	8.4%	19	0.4%	0	6.6%	11	3.2%	2	12.9%	11	18.3%	16	0.3%	0	0.0%	0	4.7%	4	12.6%	7	9.1%	4
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	5.3%	58	0.0%	0	39.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	10.7%	13	7.3%	6	0.0%	0	21.0%	10
Co-op, High Street, Chipping Norton, OX7 5AB	2.1%	23	0.0%	0	19.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.7%	4	0.0%	0	9.9%	5
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	1.3%	14	0.0%	0	11.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	1.0%	1	3.3%	3	0.0%	0	6.9%	3
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.3%	14	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	5.3%	6	2.4%	2	0.0%	0	2.0%	1
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	3.5%	39	2.2%	5	0.0%	0	14.0%	23	0.0%	0	0.5%	0	0.9%	1	0.0%	0	0.0%	0	0.5%	0	14.3%	8	3.3%	2
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	7.4%	82	6.8%	16	4.5%	3	31.3%	51	0.0%	0	0.0%	0	3.8%	3	5.9%	5	0.0%	0	0.0%	0	6.9%	4	0.0%	0
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.2%	3	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	0.0%	0	0.0%	0
Co-op, Kipling Court, Brize Meadows, Carterton, OX18 3PQ	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Market Square, Bampton, OX18 2JJ	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	4.7%	52	3.3%	8	0.0%	0	18.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	16.8%	9	3.3%	2
Zone 4																								
Co-op, High Street, Stanford in the Vale, SN7 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Long Hanborough, Witney, OX29 8BD	0.8%	8	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	2.2%	24	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	5.4%	7	19.8%	17	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
6JH																								
Zone 10																								
Budgens, Burford Street, Lechlade, GL7 3AP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Co-op, High Street, Burford, OX18 4QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Zone 11																								
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	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	0.0%	0	0.0%	0	4.0%	2
Outside Catchment Area																								
Aldi, Botley Road, Oxford, OX2 0HA	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	7	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	1.8%	20	0.0%	0	0.0%	0	0.0%	0	23.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	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	0.0%	0	5.2%	3	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.7%	8	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.9%	6	0.0%	0	0.0%	0	0.0%	0
Aldi, Wootton Road, Abingdon, OX14 1FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Cherwell Valley Services, Ardley, Bicester, OX27 7RD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grovelands Shopping Centre, Savile Way, Grove, Wantage, OX12 0PT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Co-op, Queensway Shopping Centre, Banbury, OX16 9PQ	0.4%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sterling House, High Street, Kidlington,	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	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		Zone 9		Zone 10		Zone 11	
OX5 2DH																								
Iceland, West Way, Botley, Oxford, OX2 9LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.8%	9	0.0%	0	0.4%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.5%	5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	2.7%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thames Avenue, Swindon, SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Banbury Road, Summertown, Oxford, OX2 7HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	3.2%	35	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	10.5%	10	19.7%	24	0.0%	0	0.0%	0	0.4%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	2.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5	13.4%	11	13.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Templars Shopping Park,	0.3%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Between Towns Road, Oxford, OX4 3JP																								
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Loxley Road, Wellesbourne, Warwick, CV35 9JY	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon, SN3 4EW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Express, Farringdon Road, London, EC1M 3JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	1.2%	13	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.7%	1	8.7%	11	0.5%	0	0.0%	0	0.4%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.6%	18	2.6%	6	0.0%	0	0.0%	0	13.7%	10	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco Superstore, Ambassador Avenue, Oxford, OX4 6XJ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.5%	0	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	1.5%	17	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	16.3%	14	0.0%	0	0.4%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	1.0%	11	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.2%	13	0.0%	0	0.0%	0	0.0%	0	13.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0
Waitrose (Little), London Road, Headington, Oxford, OX3 7RD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Waitrose, Henry Blake Way, Faringdon Retail Park,	0.8%	8	0.0%	0	0.0%	0	0.3%	1	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Faringdon, SN7 7GQ																								
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Waitrose, Old High Street, Headington, Oxford, OX3 9JT	0.2%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	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	0.0%	0	3.4%	2	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.9%	10	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	4.0%	3	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Internet - delivered	20.2%	222	31.3%	73	7.7%	5	10.8%	17	16.0%	12	23.9%	20	25.2%	21	26.1%	24	19.2%	23	14.7%	13	8.1%	4	18.8%	9
Internet - collection (Click & collect)	1.3%	14	4.5%	11	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telephone / delivery order from a local independent business	0.6%	7	1.1%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q02 When you visit STORE MENTIONED AT Q01 for your main food shopping, do you usually combine your shopping with other activities (for example non-food shopping, leisure, entertainment, services or visiting restaurants, bars, banks, etc.)? [MR]
Not those that do their main food shopping via the internet or delivery at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Yes – NON-FOOD shopping	29.1%	249	37.3%	54	10.7%	6	32.3%	46	30.8%	20	35.4%	23	43.5%	27	24.2%	16	34.9%	34	11.6%	9	8.0%	4	29.3%	11
Yes – other FOOD shopping	21.3%	183	20.5%	30	10.8%	6	24.6%	35	11.3%	7	26.5%	17	24.7%	15	19.6%	13	36.6%	36	11.6%	9	21.8%	11	11.5%	4
Yes – visiting café / pub / restaurant	8.2%	71	4.3%	6	2.9%	2	11.8%	17	14.6%	9	14.3%	9	8.6%	5	5.9%	4	10.6%	10	2.7%	2	2.1%	1	12.2%	5
Yes – visiting chemist / pharmacy	7.2%	61	16.2%	24	9.8%	5	12.7%	18	3.0%	2	5.7%	4	3.7%	2	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.5%	0
Yes – visiting family / friends	5.7%	49	13.3%	20	0.0%	0	11.5%	16	7.2%	5	0.0%	0	0.6%	0	0.0%	0	1.8%	2	1.6%	1	7.2%	4	3.3%	1
Yes – visiting banks and other financial services (including cashpoints)	5.1%	44	3.4%	5	3.7%	2	4.4%	6	4.9%	3	3.9%	2	8.7%	5	2.9%	2	10.8%	11	2.2%	2	8.8%	4	3.2%	1
Yes – getting petrol	4.9%	42	4.0%	6	3.0%	2	1.9%	3	12.9%	8	1.3%	1	0.6%	0	10.9%	7	7.2%	7	3.9%	3	9.8%	5	0.0%	0
Yes – travelling to / from work	4.3%	37	4.5%	7	0.0%	0	9.3%	13	5.9%	4	4.0%	3	3.0%	2	11.2%	7	0.0%	0	0.5%	0	0.0%	0	2.3%	1
Yes – leisure activity (e.g. gym, leisure centre, cinema, etc.)	4.2%	36	0.0%	0	0.5%	0	5.6%	8	1.0%	1	7.9%	5	0.0%	0	6.2%	4	13.1%	13	0.0%	0	8.4%	4	3.6%	1
Yes – visiting market	3.5%	30	11.2%	16	4.3%	2	6.3%	9	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Yes – visiting other services such as hairdressers, barbers, salons, laundrette, recycling, vets, etc.	3.2%	28	0.0%	0	1.0%	1	6.7%	9	2.5%	2	0.0%	0	1.2%	1	3.3%	2	5.3%	5	0.5%	0	10.9%	5	5.3%	2
Yes – window shopping / browsing	2.1%	18	1.0%	2	0.0%	0	4.0%	6	0.0%	0	0.0%	0	10.5%	6	0.5%	0	0.0%	0	1.1%	1	0.5%	0	8.8%	3
Yes – visiting health service such as doctor, dentist, hospital, opticians	1.7%	15	1.8%	3	3.5%	2	3.9%	5	3.0%	2	0.6%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	1	1.1%	1	1.9%	1
Yes – visiting library	1.6%	14	2.3%	3	4.3%	2	2.5%	4	4.4%	3	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Yes – walking the dog / go for a walk	1.5%	13	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	3	5.3%	5	0.0%	0	0.0%	0	4.1%	2
Yes – travelling to / from school / college / university (includes school run)	1.2%	11	0.0%	0	4.9%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	3.7%	3	0.0%	0	2.3%	1
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	0.0%	0	0.0%	0	0.0%	0
Yes – visiting place of worship	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 activity)	44.0%	378	39.7%	58	64.4%	34	42.3%	60	46.2%	30	34.6%	22	30.3%	19	40.9%	27	41.7%	41	69.3%	51	41.2%	20	40.0%	15
(Don't know)	0.8%	7	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.9%	1	0.0%	0	0.5%	0	3.7%	2	0.5%	0
Weighted base:		857		146		53		141		64		64		62		67		99		74		50		38
Sample:		913		74		91		89		86		76		71		82		85		88		89		82

Q03 When you combine your trip with other activities, where do you normally go?
Not those that said 'No activity' or 'Don't know' at Q02

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Lidl, New Close Lane, Witney, OX28 4TT	1.0%	5	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Long Hanborough Village Centre, OX29 6	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.3%	6	0.6%	1	0.0%	0	3.4%	3	0.0%	0	2.0%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	1.3%	6	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.6%	3	1.2%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	2.6%	12	4.0%	3	0.0%	0	11.0%	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
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	20.8%	99	27.3%	23	0.0%	0	13.1%	11	13.4%	5	46.9%	19	53.7%	23	0.8%	0	0.0%	0	10.9%	2	26.5%	7	33.5%	8
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.3%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	6.3%	30	0.0%	0	39.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	8.4%	5	41.2%	9	0.0%	0	35.0%	8
Co-op, High Street, Chipping Norton, OX7 5AB	1.1%	5	0.0%	0	15.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	3.6%	1	0.0%	0	0.8%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.7%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.8%	0	0.0%	0	8.6%	2
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	6	0.0%	0	0.0%	0	0.0%	0
Topside Pharmacy, High Street, Chipping Norton, OX7 5AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	0.5%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	1.6%	7	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	3	0.0%	0
Bampton Local Centre, OX18 2	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	0.0%	0	0.0%	0	0.0%	0
Carterton Post Office, Black Bourton Road, Carterton OX18 3HQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Carterton Town Centre	5.2%	25	0.0%	0	0.0%	0	22.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	21.9%	6	0.8%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	2.7%	13	5.2%	4	0.0%	0	6.9%	6	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.8%	0
Zone 4																								
Buckland Village Centre	0.6%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.1%	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
Stanford in the Vale Village Centre, SN7 8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Deddington Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.2%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	9.1%	2	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	1.5%	7	8.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 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%	0	0.0%	0	1.0%	0	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	7.5%	3	1.0%	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		Zone 9		Zone 10		Zone 11	
Aldi, Botley Road, Oxford, OX2 0HA	0.6%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda Living, Templar Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.3%	1	0.0%	0	7.1%	1	0.0%	0	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, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.9%	4	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.6%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	4.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Banbury Town Centre	7.2%	34	6.8%	6	14.7%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0	6.4%	2	37.2%	21	1.8%	0	0.0%	0	4.1%	1
Bicester Town Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	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	9.5%	2	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	2.2%	10	3.1%	3	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Cheltenham 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	1.8%	0	0.0%	0	0.0%	0
Chessington Local Centre, KT9 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester 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	0.0%	0	1.0%	0	0.0%	0
Co-op, Loxley Close, Wellesbourne, Warwick, CV35 9RU	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.6%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Esso, Ermont Way, Banbury, OX16 8SZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	17.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Great Western Way, Swindon, SN2 1US	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.1%	1	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	1.0%	0	0.0%	0
Kidlington Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	0.9%	4	0.0%	0	0.0%	0	0.0%	0	12.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Roman Road, Station Road, Stow-on-the-Wold, Cheltenham, GL54 3AJ	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	9.5%	2	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	2.9%	14	4.0%	3	0.0%	0	11.3%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	3.3%	16	0.0%	0	0.0%	0	11.9%	10	0.9%	0	5.2%	2	4.4%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	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		Zone 9		Zone 10		Zone 11	
OX5 2PE																								
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 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	0.0%	0	5.4%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.2%	1	0.0%	0	2.7%	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	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.9%	4	0.0%	0	0.0%	0	0.0%	0	10.5%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	0.1%	0	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%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.4%	2	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.1%	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
The Range, Cherwell Street, Banbury, OX16 2BB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The White Horse Medical Centre, Volunteer Way, Faringdon, SN7 7YU	0.3%	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	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.7%	3	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.2%	1	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	1.9%	1	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.2%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon,	0.1%	0	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%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
CV37 8LU																								
Wantage Town Centre, OX12 9	0.1%	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
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.6%	3	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
(Don't know / varies)	10.7%	51	12.5%	11	1.4%	0	6.7%	5	6.2%	2	8.8%	4	9.1%	4	36.0%	14	14.4%	8	0.0%	0	0.0%	0	10.9%	2
Weighted base:		473		85		19		82		35		41		43		39		57		22		27		23
Sample:		443		38		31		43		37		42		43		40		44		33		42		50

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q04 Where else do you undertake your household's main food shopping (in addition to STORE MENTIONED AT Q01)?																								
Zone 1																								
Co-op, High Street, Witney, OX28 6HW	0.9%	10	3.8%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	3.1%	34	8.0%	19	0.0%	0	2.5%	4	0.0%	0	4.0%	3	6.9%	6	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Local shops, Witney Town Centre, OX28 6	0.2%	3	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	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.1%	12	2.3%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	2	4.4%	2
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	4.5%	50	8.7%	20	0.0%	0	3.0%	5	0.8%	1	17.8%	15	5.5%	5	0.7%	1	0.0%	0	0.9%	1	1.0%	1	5.7%	3
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	0.2%	3	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	0.0%	0	0.0%	0
Tesco Express, Valence Crescent, Edington Road, Witney, OX28 5YP	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	4.5%	50	5.5%	13	0.0%	0	1.3%	2	2.8%	2	13.4%	11	12.2%	10	0.7%	1	2.5%	3	0.9%	1	4.4%	2	9.4%	4
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	2.3%	25	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	2	2.7%	2	2.0%	2	11.1%	10	0.0%	0	7.8%	4
Co-op, High Street, Chipping Norton, OX7 5AB	1.6%	18	3.1%	7	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.5%	2	2.8%	2	0.0%	0	3.4%	2
Local shops, Chipping Norton Town Centre OX7 5	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	1.1%	12	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	2.0%	2	1.9%	2	0.0%	0	5.4%	3
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.2%	13	0.0%	0	19.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.4%	0
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	3.1%	34	1.6%	4	0.0%	0	11.5%	19	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	13.6%	7	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	2.8%	31	3.6%	8	3.8%	2	7.7%	12	0.0%	0	0.5%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	4.7%	3	4.3%	2
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.3%	3	1.1%	3	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	3.4%	37	1.9%	4	0.0%	0	15.8%	25	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	8.8%	5	0.4%	0
Zone 4																								
Co-op, High Street, Stanford in the Vale, SN7 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.4%	5	1.1%	3	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
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	0.2%	3	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	0.0%	0	0.0%	0
The Market Garden (Farm Shop), Mill Street, Eynsham, Witney, OX29 4JS	0.2%	2	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
Zone 6																								
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	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	5.7%	5	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.7%	7	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	1.9%	2	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Daylesford Organic (Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Shop), Daylesford, Moreton-in-Marsh, GL56 0YG																								
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Zone 10																								
Co-op, High Street, Burford, OX18 4QF	0.8%	9	0.0%	0	0.0%	0	5.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Zone 11																								
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.0%	1
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Outside Catchment Area																								
Aldi, Botley Road, Oxford, OX2 0HA	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Cricklade Road, Cirencester, GL7 1NP	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	0.0%	0	3.2%	2	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	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	0.0%	0	5.2%	3	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Wootton Road, Abingdon, OX14 1FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Cherwell Valley Services, Ardley, Bicester, OX27 7RD	0.7%	7	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
B&M, Worcester Road, Worcestershire, WR11 4XF	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	4.1%	4	0.0%	0	0.0%	0
Coln Community Stores, Main Street, Coln St Aldwyns, Cirencester, GL7 5AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Co-op, Banbury Road, Kidlington, OX5 1AL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, High Street, Shipston-on-Stour, CV36 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bourton-on-the-Water, Cheltenham, GL54 2BQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op, Walton Street, Oxford, OX2 6AH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Iceland (Food Warehouse), Banbury Cross Retail Park, Banbury ,OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Love Lane, Cirencester, GL7 1YG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	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	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.9%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Maybird Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
M&S, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	5.5%	5	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Morrisons, Swan Close Road, Banbury, OX16 5AQ	2.0%	22	1.5%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	1.7%	2	11.2%	14	0.0%	0	0.0%	0	5.2%	2
Sainsbury's Local, Park End Street, Oxford, OX1 1HR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	1.8%	20	0.0%	0	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	11.7%	14	0.0%	0	0.0%	0	0.8%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	1.6%	18	0.0%	0	2.3%	1	0.0%	0	3.2%	2	0.0%	0	8.5%	7	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Loxley Road, Wellesbourne, Warwick, CV35 9JY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon, SN3 4EW	0.5%	5	0.0%	0	0.0%	0	0.0%	0	6.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	2.4%	26	1.1%	3	3.1%	2	5.7%	9	0.0%	0	0.0%	0	0.4%	0	3.4%	3	3.6%	4	2.3%	2	0.0%	0	5.5%	3
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.8%	9	1.1%	3	0.0%	0	0.3%	1	4.3%	3	1.0%	1	0.4%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.9%	1	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	0.9%	10	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.3%	8	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.9%	10	1.5%	3	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.9%	1	0.3%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.3%	1	4.5%	4	0.0%	0	0.0%	0	2.4%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
1DE																								
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.6%	17	0.0%	0	0.0%	0	2.3%	4	14.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	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	0.0%	0	5.5%	3	0.0%	0
Waitrose, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	1.6%	18	0.0%	0	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	8.2%	10	0.0%	0	0.0%	0	2.5%	1
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.5%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wykham Park Farm, Wykham Lane, Banbury, OX16 9UP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Others																								
Internet - delivered	4.4%	48	5.5%	13	2.6%	2	7.0%	11	3.2%	2	1.0%	1	3.1%	3	9.6%	9	0.0%	0	2.4%	2	6.3%	3	4.5%	2
Internet - collection (Click & collect)	1.9%	21	4.2%	10	0.0%	0	1.7%	3	0.0%	0	2.6%	2	2.3%	2	3.0%	3	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Telephone / delivery order from a local independent business	0.6%	7	2.3%	5	0.0%	0	0.0%	0	2.2%	2	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)	2.1%	23	2.9%	7	2.9%	2	1.7%	3	0.0%	0	5.2%	4	3.2%	3	0.0%	0	3.1%	4	0.0%	0	1.5%	1	0.0%	0
(Nowhere else)	34.3%	378	32.2%	75	34.6%	20	28.3%	46	40.3%	31	37.5%	31	45.2%	38	37.3%	34	36.6%	45	33.2%	29	24.4%	13	32.2%	15
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q05 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?																								
Zone 1																								
Bakers Butchers, Market Square, Witney, OX28 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bp, Hailey Road, Witney, OX28 1HQ	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, (BP Garage), Cannon Pool Service Station, Hailey Road, Witney, OX28 1HQ	0.1%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Co-op, High Street, Witney, OX28 6HW	0.9%	10	2.7%	6	2.3%	1	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
Co-op, Northfield Farm Lane, Witney, OX28 1FH	0.3%	4	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	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	1.8%	19	2.8%	7	0.0%	0	0.0%	0	0.0%	0	11.7%	10	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.0%	1
Local shops, Witney Town Centre, OX28 6	0.5%	5	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.2%	13	2.5%	6	0.0%	0	0.6%	1	0.0%	0	2.0%	2	3.9%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
North Leigh Convenience Store, War Memorial Hall Park Lane, Witney, OX29 6SA	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Witney, OX28 6HH	0.4%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.9%	21	6.0%	14	0.0%	0	0.6%	1	0.0%	0	1.5%	1	3.8%	3	0.3%	0	0.0%	0	0.0%	0	0.5%	0	1.5%	1
Spar, Brize Norton Road, Minster Lovell, Witney, OX29 0SE	0.3%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	2.1%	23	7.9%	18	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fettiplace Road, Witney, OX28 5AP	0.3%	4	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	0.0%	0	0.0%	0
Tesco Express, The Neighbourhood Centre, Cogges Hill Road, Witney, OX28 3XY	0.1%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Valence Crescent, Edington Road,	2.2%	24	7.4%	17	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.5%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Witney, OX28 5YP																								
Waitrose (Little), Shell Garage, Ducklington, Witney, OX28 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	2.5%	27	6.8%	16	0.0%	0	1.3%	2	0.0%	0	3.5%	3	3.5%	3	0.0%	0	0.0%	0	3.1%	3	0.5%	0	0.8%	0
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.8%	8	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.5%	1	0.9%	1	0.0%	0	8.1%	4
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	3.0%	33	0.0%	0	21.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	6.8%	6	0.0%	0	15.5%	7
Local shops, Chipping Norton Town Centre OX7 5	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	1.0%	11	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	3.9%	5	1.4%	1	0.0%	0	0.8%	0
QD, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.2%	14	0.0%	0	13.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	1.4%	1	0.0%	0	0.0%	0
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	1.5%	16	3.0%	7	0.0%	0	2.9%	5	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	3.7%	41	0.0%	0	0.0%	0	20.6%	33	0.4%	0	0.5%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Aston Community Shop, The Square, Aston, Bampton, OX18 2DL	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	0.0%	0	0.0%	0	0.0%	0
Bampton Community Shop, Rosemary Lane, Bampton,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX18 2NF																								
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.7%	8	0.0%	0	0.0%	0	4.5%	7	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, Kipling Court, Brize Meadows, Carterton, OX18 3PQ	0.7%	8	0.0%	0	0.0%	0	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Co-op, Market Square, Bampton, OX18 2JJ	1.1%	12	3.4%	8	0.0%	0	2.6%	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
Local shops, Bampton Local Centre, OX18 2	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	1.6%	18	1.5%	3	0.0%	0	7.4%	12	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Zone 4																								
Appleton Community Shop, Eaton Road, Appleton, Abingdon, OX13 5JH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanford in the Vale, SN7 8LH	1.0%	11	0.0%	0	0.0%	0	0.0%	0	14.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	0.7%	8	0.0%	0	0.0%	0	0.0%	0	9.6%	7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	1.1%	12	0.0%	0	0.0%	0	0.0%	0	12.3%	9	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cherrytree Close, Southmoor, Abingdon, OX13 5BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	3.0%	33	1.5%	3	0.0%	0	0.0%	0	0.0%	0	35.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Eynsham Village Centre, OX29 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Spar, Spareacre Lane, Eynsham, Witney, OX29 4NL	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	0.7%	8	1.1%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Co-op, Main Road, Long	2.9%	32	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Hanborough, Witney, OX29 8BD																								
Hampers Food & Wine, Oxford Street, Woodstock, OX20 1TH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stonesfield Village Centre, OX29 8	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodstock Town Centre, OX20 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suriya Express, Pendle Court, Pond Hill, Stonesfield, Witney, OX29 8PZ	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	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	10	0.0%	0	0.0%	0	3.4%	2	0.4%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harris Stores, South Side, Bicester, OX25 4SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Steeple Aston Village Centre, OX25 4	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tackley Village Centre, OX5 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Steeple Aston, Bicester, OX25 5QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Stores, Worton Road, Middle Barton, Chipping Norton, OX7 7EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Post Office, South Side, Steeple Aston, Bicester, OX25 4SQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tackley Village Shop, Medcroft Road, Tackley, Kidlington, OX5 3AH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Asda Express Petrol (Esso),	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	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		Zone 9		Zone 10		Zone 11	
Oxford Road, Bodicote, Banbury, OX15 4AB																								
Budgens, High Street, Hook Norton, OX15 5NQ	1.1%	12	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	10	0.0%	0	0.0%	0	0.4%	0
Co-op, High Street, Bloxham, OX15 4LU	1.9%	21	0.0%	0	0.0%	0	5.6%	9	2.8%	2	0.0%	0	0.0%	0	1.0%	1	7.2%	9	0.0%	0	0.0%	0	0.0%	0
Hook Norton Butchers, Queen Street, Hook Norton, Banbury, OX15 5EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Bodicote Village Centre, OX15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Hook Norton Village Centre, OX15 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Londis, Molyneux Drive, Bodicote, Banbury, OX15 4AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
North Cotswolds Dairy Co, Butlers Road, Long Compton, Chipping Norton, CV36 5LQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Paddock Farm Butchery, Feldon Centre, High St, OX15 5HN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sibford Ferris Post Office, Main Street, Banbury, OX15 5RG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
The Village Shop & Post Office, High Street, Hook Norton, Banbury, OX15 5NQ	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Stores, Long Compton, Shipston-on-Stour, CV36 5JJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	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	8.3%	7	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Bledington Community Shop and Cafe, Church Street, Bledington, OX7 6XB	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	5.7%	5	0.0%	0	0.0%	0
Co-op, High Street,	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	22.9%	20	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Moreton-in-Marsh, GL56 0AH																								
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	13	2.9%	2	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingham Village Centre, OX7 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Shipton Under Wychwood Post Office, Milton Road, Shipton-under-Wychwood, Chipping Norton, OX7 6BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Station Road Garage, Station Road, Shipton-under-Wychwood, Chipping Norton, OX7 6BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Zone 10																								
Bakery on the Hill, High Street, Burford, OX18 4QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Budgens, Burford Street, Lechlade, GL7 3AP	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	0.0%	0	8.7%	5	0.0%	0
Burford Post Office, Lower High Street, Burford, OX18 4RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	0.8%	9	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	8	0.0%	0
Co-op, High Street, Burford, OX18 4QF	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	0.0%	0	13.8%	7	0.0%	0
Cutler & Cashin, Oak Street, Lechlade, GL7 3AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Local shops, Burford Town Centre, OX18 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Lechlade-on-Thames Town Centre GL7 3	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	0.0%	0	3.5%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 11																								
Adams of Enstone, The Green, Enstone, Chipping Norton, OX7 4NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	0.0%	1	0.0%	0	0.0%	0	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
Charlbury Deli & Café, Market Street, Charlbury, Chipping Norton, OX7 3PL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	1.2%	14	0.0%	0	0.9%	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	26.2%	12
Local shops, Chadlington Village Centre OX7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Local shops, Charlbury Town Centre OX7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Local shops, Enstone Village Centre, OX7 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Londis, Sturt Road, Charlbury, Chipping Norton, OX7 3SX	0.3%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Slatters Butchers, West End, Chipping Norton, OX7 3NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Outside Catchment Area																								
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.9%	10	0.0%	0	0.0%	0	6.0%	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
Aldi, Wootton Road, Abingdon, OX14 1FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartlett's Butchers, High Street, Kidlington, OX5 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coln Community Stores, Main Street, Coln St Aldwyns, Cirencester, GL7 5AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Co-op, Banbury Road, Kidlington, OX5 1AL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Besselsleigh Road, Wootton, Boars Hill, Abingdon, OX13 6DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Chatsworth Drive, Cherwell Heights, Banbury, OX16 9YJ	0.2%	2	0.0%	0	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	0.0%	0
Co-op, Grovelands Shopping Centre, Savile Way, Grove, Wantage, OX12 0PT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Market Place, Fairford, GL7 4AB	0.1%	1	0.0%	0	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%	1	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	15	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Co-op, Rose Hill, Iffley, Oxford, OX4 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Milton Post Office & Stores, Great Milton, Oxford, OX44 7NF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.2%	2	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
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Maybrook Retail Park, Maybrook Road, Stratford-upon-Avon, CV37 0BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
Local shops, Fairford Town Centre, GL7 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Local shops, Sidford Village Centre, EX10 9	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.1%	4	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walker	0.8%	9	0.0%	0	0.0%	0	2.8%	5	0.0%	0	0.0%	0	2.3%	2	3.0%	3	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		Zone 9		Zone 10		Zone 11	
Road, Banbury, OX16 1HE																								
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.3%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.5%	1	0.5%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	3.8%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.2%	3	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	0.0%	0	0.0%	0
Steve Betts Butchers, Church Lane, Banbury, OX16 5LR	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Magdalen Street, Oxford, OX1 3AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.9%	10	2.6%	6	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	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	3.3%	3	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	1.0%	11	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	4.3%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.1%	12	0.0%	0	0.0%	0	3.5%	6	7.6%	6	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.9%	10	0.0%	0	0.0%	0	0.0%	0	11.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Wantage, OX12 8BD																								
Wootton Village Convenience Store, Bedford Road, Wootton, Bedford, MK43 9JT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Internet - delivered	7.9%	87	18.3%	42	2.9%	2	12.0%	19	3.0%	2	2.5%	2	0.9%	1	7.9%	7	0.5%	1	5.3%	5	6.5%	4	5.2%	2
Internet - collection (Click & collect)	1.8%	20	7.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telephone / delivery order from a local independent business	0.4%	5	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.3%	25	2.6%	6	0.0%	0	3.7%	6	3.2%	2	0.5%	0	3.8%	3	1.7%	2	2.5%	3	0.5%	0	1.0%	1	3.3%	2
(Don't do this type of shopping)	16.5%	181	6.0%	14	29.8%	18	20.5%	33	16.1%	12	20.0%	17	12.3%	10	24.6%	23	22.9%	28	13.9%	12	13.1%	7	15.1%	7
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q06 In addition to STORE MENTIONED AT Q05, where else do you regularly use for your household's small scale top-up food shopping? *Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q05*																								
Zone 1																								
Bakers Butchers, Market Square, Witney, OX28 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bp, Hailey Road, Witney, OX28 1HQ	0.5%	5	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, (BP Garage), Cannon Pool Service Station, Hailey Road, Witney, OX28 1HQ	0.6%	5	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Co-op, High Street, Witney, OX28 6HW	0.3%	3	0.2%	1	0.0%	0	0.4%	1	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Northfield Farm Lane, Witney, OX28 1FH	0.7%	6	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	0.0%	0	0.0%	0
Grape Tree, High Street, Witney, OX28 6HB	0.3%	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	2.7%	2	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	1.5%	13	0.2%	1	0.0%	0	4.2%	5	3.5%	2	5.0%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Local shops, Witney Town Centre, OX28 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Hailey Road, Witney, OX28 1HJ	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.3%	12	3.8%	8	0.0%	0	0.4%	1	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Majestic Wine, High Street, Witney, OX28 6HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
North Leigh Convenience Store, War Memorial Hall Park Lane, Witney, OX29 6SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.4%	13	0.2%	1	0.0%	0	0.4%	1	3.5%	2	5.6%	4	5.6%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.2%	1
Spar, Brize Norton Road, Minster Lovell, Witney, OX29 0SE	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	0.0%	0	3.8%	2	0.0%	0
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	0.6%	5	1.3%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fettiplace Road, Witney, OX28 5AP	0.9%	8	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Shell Garage, Ducklington,	0.1%	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	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Witney, OX28 4TT																								
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	2.6%	23	8.4%	18	0.0%	0	0.4%	1	0.0%	0	2.5%	2	3.1%	2	0.0%	0	0.0%	0	1.1%	1	0.6%	0	0.5%	0
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	1.1%	9	0.0%	0	15.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.7%	1	0.0%	0	0.0%	0	5.0%	2
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	1.5%	13	0.0%	0	16.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	1.6%	1	0.0%	0	1.4%	1
Local shops, Chipping Norton Town Centre OX7 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	0.8%	7	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	5.5%	2
Oats, High Street, Chipping Norton, OX7 5AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Roger's, New Street, Chipping Norton, OX7 5LJ	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.8%	7	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.6%	3	0.0%	0	2.8%	1
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	1.0%	9	0.0%	0	0.0%	0	7.6%	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
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	2.4%	21	2.8%	6	0.0%	0	9.0%	11	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	0
Bread Bin Bakery and Café, Giles Centre, Alvescot Road, Carterton, OX18 3DH	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Kipling Court, Brize	1.8%	16	0.0%	0	5.4%	2	10.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meadows, Carterton, OX18 3PQ																								
Co-op, Market Square, Bampton, OX18 2JJ	1.5%	14	0.0%	0	0.0%	0	10.6%	13	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bampton Local Centre, OX18 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	1.5%	13	0.0%	0	0.0%	0	8.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0
Patrick Strainge, Bridge Street, Witney, Bampton, OX18 2HA	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Co-op, Southmoor, Abingdon, OX13 5HE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	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	0.0%	0	0.0%	0	0.0%	0
One Stop, Cherrytree Close, Southmoor, Abingdon, OX13 5BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	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	0.0%	0	0.0%	0	0.0%	0
Spar, Spareacre Lane, Eynsham, Witney, OX29 4NL	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	1.2%	11	1.6%	3	0.0%	0	0.0%	0	0.0%	0	8.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
The Market Garden (Farm Shop), Mill Street, Eynsham, Witney, OX29 4JS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Long Hanborough, Witney, OX29 8BD	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	8.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stonesfield Village Centre, OX29 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodstock Town Centre, OX20 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suriya Express, Pendle Court, Pond Hill, Stonesfield, Witney, OX29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
8PZ																								
Woodstock Butchers, Market Street, Woodstock, OX20 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Grocers, Market Street, Woodstock, OX20 1SX	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Steeple Aston Village Centre, OX25 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Post Office, South Side, Steeple Aston, Bicester, OX25 4SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Baldwin News, Feldon Centre, Lower Brailes, Banbury, OX15 5AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Hook Norton, OX15 5NQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Bloxham, OX15 4LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Hook Norton Butchers, Queen Street, Hook Norton, Banbury, OX15 5EG	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Stores, Long Compton, Shipston-on-Stour, CV36 5JJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	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
Co-op, High Street,	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	8.0%	6	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Moreton-in-Marsh, GL56 0AH																								
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	1.4%	12	3.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0
Daylesford Organic (Farm Shop), Daylesford, Moreton-in-Marsh, GL56 0YG	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	12.8%	9	0.0%	0	0.0%	0
Zone 10																								
Budgens, Burford Street, Lechlade, GL7 3AP	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	0.0%	0	7.9%	4	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	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	0.0%	0	8.8%	4	0.0%	0
Co-op, High Street, Burford, OX18 4QF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Cutler & Cashin, Oak Street, Lechlade, GL7 3AX	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	0.0%	0	4.5%	2	0.0%	0
Local shops, Lechlade-on-Thames Town Centre GL7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Lynwood & Co Burford, High Street, Burford, OX18 4QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Zone 11																								
Adams of Enstone, The Green, Enstone, Chipping Norton, OX7 4NX	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Charlbury Deli & Café, Market Street, Charlbury, Chipping Norton, OX7 3PL	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Clarkson's Farm Shop, Chipping Norton Road, Chadlington, Chipping Norton, OX7 3PE	0.3%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spendlove Centre,	0.9%	8	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.5%	0	0.0%	0	0.5%	0	0.0%	0	6.7%	3

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Charlbury, Chipping Norton, OX7 3QR																								
Glebe Farm Shop, Spelsbury, Chipping Norton, OX7 3JR	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Local shops, Chadlington Village Centre OX7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Local shops, Charlbury Town Centre OX7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Outside Catchment Area																								
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	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	0.0%	0	3.8%	2	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.5%	5	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Chesterton Drive, Sydenham, Leamington Spa, CV31 1YD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, North Swindon District Centre, Swindon, SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, (Shell Garage), Frilford Service Station, Marcham Road, Frilford, OX13 6QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, London Road, Fairford, GL7 4AH	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	0.0%	0	3.8%	2	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Co-op, Brewery Street, Highworth, Swindon, SN6 7AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Co-op, High Street, Kidlington, OX5 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Queensway Shopping	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, Banbury, OX16 9PQ																								
Co-op, The Square, Stow-on-the-Wold, Cheltenham GL54 1AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Farmfoods, Calthorpe Street, Banbury, OX16 5EX	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fairford Town Centre, GL7 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Local shops, Kidlington Village Centre, OX5 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oxford City Centre, OX1 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shipston-on-Stour Town Centre, CV36 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.7%	2	0.0%	0	0.0%	0
Local shops, Sidford Village Centre, EX10 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanton Village Centre, WR12 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Worcester Road, Evesham, WR11 4AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Morrisons, Caernarvon Road, Cheltenham, GL51 3BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.7%	1	0.0%	0	0.0%	0	3.1%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford Road, Banbury, OX16 9XA																								
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Church Street, Shipston-on-Stour, CV36 4AT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Banbury, OX16 5EG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.4%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.2%	2	0.0%	0	3.2%	1	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
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	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	4.7%	3	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.6%	5	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todenham Manor Farm, Moreton-in-Marsh, GL56 9PQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Turners, Market Place, Shipston-on-Stour, CV36 4AG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Weston Pantry Shop, Blacksmiths Close, Weston-on-the-Green, Bicester, OX25 3FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Convenience Store, Bedford Road, Wootton, Bedford, MK43 9JT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wykham Park Farm,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Wykham Lane, Banbury, OX16 9UP																								
Others																								
Internet - delivered	3.4%	31	11.2%	24	3.2%	1	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Internet - collection (Click & collect)	1.6%	14	4.2%	9	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	4.0%	2
Telephone / delivery order from a local independent business	0.5%	4	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.8%	25	0.2%	1	0.0%	0	5.5%	7	10.2%	6	3.2%	2	5.3%	4	4.0%	3	0.7%	1	0.0%	0	0.0%	0	4.5%	2
(Nowhere else)	45.2%	403	53.3%	113	29.0%	12	30.4%	37	53.3%	33	49.0%	33	41.4%	29	43.1%	29	56.6%	52	42.0%	31	42.6%	20	37.5%	14
Weighted base:		894		212		41		122		62		67		71		68		91		74		47		38
Sample:		838		89		71		73		68		79		87		70		69		77		75		80

Meanscore: [%]

Q07 Of all the money you spend on your main and top-up food shopping, what % share goes to your main food shopping?
Not those that said 'Don't do this type of shopping' at Q05

1 - 10%	1.6%	14	3.4%	7	7.4%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	4.0%	2
11 - 20%	12.0%	107	27.4%	58	12.8%	5	26.1%	32	0.0%	0	0.0%	0	5.4%	4	2.4%	2	0.7%	1	2.7%	2	0.6%	0	9.6%	4
21 - 30%	2.5%	23	7.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	1.1%	1	0.0%	0
31 - 40%	1.2%	11	1.3%	3	0.0%	0	0.4%	1	3.5%	2	3.1%	2	2.6%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.8%	1
41 - 50%	5.9%	53	5.2%	11	5.4%	2	4.2%	5	7.8%	5	15.4%	10	6.8%	5	4.4%	3	5.1%	5	2.2%	2	11.1%	5	0.9%	0
51 - 60%	8.9%	80	6.6%	14	10.7%	4	10.9%	13	10.4%	6	9.7%	7	1.0%	1	12.6%	9	13.5%	12	7.7%	6	11.8%	5	6.1%	2
61 - 70%	10.7%	95	3.6%	8	14.1%	6	18.1%	22	17.4%	11	11.0%	7	7.9%	6	12.8%	9	9.2%	8	11.9%	9	15.2%	7	7.8%	3
71 - 80%	25.0%	223	17.2%	37	25.0%	10	24.1%	29	25.2%	16	27.5%	18	25.3%	18	27.3%	19	40.4%	37	24.9%	18	23.5%	11	26.7%	10
81 - 90%	18.7%	167	15.2%	32	14.1%	6	6.8%	8	22.0%	14	17.5%	12	42.5%	30	17.2%	12	6.6%	6	37.3%	28	29.3%	14	16.2%	6
91 - 99%	3.7%	33	2.6%	5	3.1%	1	2.7%	3	6.9%	4	5.6%	4	3.1%	2	5.9%	4	3.3%	3	3.8%	3	1.7%	1	6.4%	2
100% (Don't do top-up 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	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	7.3%	66	5.9%	13	4.3%	2	6.7%	8	6.8%	4	6.8%	5	2.1%	1	17.4%	12	7.4%	7	6.1%	5	5.2%	2	19.0%	7
(Refused)	2.3%	21	4.0%	8	3.1%	1	0.0%	0	0.0%	0	3.2%	2	0.5%	0	0.0%	0	6.7%	6	2.8%	2	0.6%	0	0.5%	0
Mean:		*65.45*		*51.58*		*60.82*		*56.97*		*74.48*		*72.34*		*75.26*		*74.87*		*69.97*		*78.42*		*74.35*		*66.67*
Weighted base:		894		212		41		122		62		67		71		68		91		74		47		38
Sample:		838		89		71		73		68		79		87		70		69		77		75		80

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q08 Where do you do most of your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?																								
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Witney, OX28 6HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet Options, Avenue Four, Station Lane, Witney, OX28 4BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just for Pets, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leafield Village Centre, OX29 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Hanborough Village Centre, OX29 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	2.7%	30	2.9%	7	0.0%	0	3.8%	6	1.3%	1	7.5%	6	1.7%	1	0.0%	0	4.3%	5	1.4%	1	1.9%	1	1.5%	1
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.4%	5	1.7%	4	0.0%	0	0.0%	0	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Next, Witan Way, Market Square, Witney, OX28 6AP	0.4%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Leigh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Relics of Witney, The Old Works, Corn Street, Witney, OX28 6BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Dyas, Market Square, Witney, OX28 6AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Witan Way, Witney, OX28 4FF	0.8%	8	0.4%	1	0.0%	0	1.7%	3	0.0%	0	3.5%	3	0.9%	1	0.0%	0	0.0%	0	0.5%	0	1.0%	1	0.4%	0
Screwfix, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sobell House, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Entertainer, Welch Way, Witney, OX28 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Woolgate Centre, Market Square, Witney,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX28 6AP																								
Toolstation, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Witan Way, Woolgate, Witney, OX28 6AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WFS Country Shop Ltd, Burford Road, Witney, OX29 0RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Woolgate Shopping Centre, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	8.9%	98	13.1%	30	2.6%	2	10.7%	17	9.6%	7	16.8%	14	14.5%	12	0.7%	1	0.0%	0	3.3%	3	6.6%	4	15.8%	7
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	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	0.0%	0	0.0%	0	0.0%	0
Applegarth Nurseries, Banbury Road, Chipping Norton, OX7 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	0.5%	6	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Carpets, Worcester Road Industrial Estate, Chipping Norton, OX7 5XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain Warehouse, London Road, Chipping Norton, OX7 5EJ	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Windmill Square, London Road, Chipping Norton, OX7 5EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QD, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Market Street, Chipping Norton, OX7 5NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Topside Pharmacy, High Street, Chipping Norton, OX7 5AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Station Road, Chipping Norton, OX7 5HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
A K Timms, Station Road, Brize Norton, Carterton, OX18 3QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Alvescot Road, Carterton, OX18 3JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.9%	10	0.0%	0	0.0%	0	6.0%	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
Aston Village Centre, OX18 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bampton Local Centre, OX18 2	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brize Norton Village Centre, OX18 3	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Post Office, Black Bourton Road, Carterton OX18 3HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Bampton, OX18 2JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Black Bourton Road, Carterton, OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Ventura Business Park, Carterton OX18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Buckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX13 5																								
Stanford in the Vale Village Centre, SN7 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Cassington Nurseries, Yarnton Road, Cassington, Witney, OX29 4DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curbridge Village Centre, OX29 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	0.2%	2	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
Northmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eynsham, Witney, OX29 4EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Co-op, High Street, Woodstock, OX20 1TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeland Nurseries, Wroslyn Road, Freeland, Witney, OX29 8AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Bunkers Hill Garden Shop, Bunkers Hill, Kidlington, OX5 3BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicholsons, The Park, Bicester, OX25 6HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rousham Village Centre, OX25 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Bloxham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bodicote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre, OX15 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Cotefield Nurseries, Oxford Road, Bodicote, Banbury, OX15 4AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	0	0.0%	0	3.9%	2
Sophie Oliver Jewellery, High Street, Moreton-in-Marsh, GL56 0AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
StowAg, Moreton Road, Longborough, Moreton-in-Marsh, GL56 0QJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Cotswold Business Park, London Road, Moreton-in-Marsh, GL56 0JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Burford Town Centre, OX18 4	0.6%	6	0.0%	0	0.4%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	4.7%	3	0.0%	0
Co-op, Station Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Lechlade, GL7 3ER																								
Filkins Village Centre, GL7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.2%	2	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	3.4%	2	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Pavers, Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Zone 11																								
Chadlington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Horspath Driftway Retail Park, Headington, Oxford, OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Ruscote Avenue, Banbury, OX16 2GU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wootton Road, Abingdon, OX14 1FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple, Midsummer Place Shopping Centre, Midsummer Boulevard, Milton Keynes, MK9 3GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, The Maybird Centre, Stratford-upon-Avon,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
CV37 0HZ																								
Asda Living, Maybird Retail Park, Stratford-upon-Avon, CV37 0HZ	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	4.1%	4	0.0%	0	0.0%	0
Asda Living, Templar Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, North Swindon District Centre, Swindon, SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Westlea, Swindon, SN5 7DL	0.1%	1	0.0%	0	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%	1	0.0%	0
Aspen Carpets & Flooring, Maldon Road, Danbury, Chelmsford, CM3 4QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre, HP20 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Southam Road, Banbury, OX16 2AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Worcester Road, Worcestershire, WR11 4XF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Four Pools Retail Park, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Great Western Way, Wiltshire, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Nuffield Way, Abingdon, OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Seacourt Tower, Retail Park, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, The Maybird Centre, Stratford-upon-Avon, CV37 0HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Banbury Express, Warwick Road, Banbury, OX16 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	4.3%	47	1.1%	3	12.5%	7	2.8%	5	0.0%	0	0.0%	0	0.0%	0	14.0%	13	13.4%	16	1.4%	1	0.0%	0	4.1%	2
Banbury Town Centre	2.2%	24	0.4%	1	4.9%	3	0.3%	1	0.0%	0	0.0%	0	0.4%	0	4.7%	4	7.5%	9	5.4%	5	0.0%	0	2.3%	1
Batsford Arboretum and Garden Centre, Batsford, Moreton-in-Marsh, GL56 9AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bennetts Family Furnishing, Warwick Road, Banbury, OX16 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Bicester Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwell's Bookshop, Broad Street, Oxford, OX1 3BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Cornmarket Street, Oxford, OX1 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Market Place, Fairford, GL7 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Village Centre, OX2 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers Decorator Centres, Penhill Industrial Park, Beaumont Road, Banbury, OX16 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Swindon, SN5 7YF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Red Cross,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Wallingford Street, Wantage, OX12 8AU																								
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetland, Parson's Street, Banbury, OX16 5NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / West End	0.6%	7	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	0	0.7%	1	0.0%	0	1.4%	1	5.4%	3	2.3%	1
Centre:mk, Silbury Boulevard, Milton Keynes, MK9 3ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlecote Garden Centre, Charlecote, Warwick, CV35 9ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	1.5%	16	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	13	4.4%	2	0.0%	0
Chessington Local Centre, KT9 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Childrey Village Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0
Clarendon Centre, Cornmarket Street, Oxford, OX1 3JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Loxley Close, Wellesbourne, Warwick, CV35 9RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Cotswold Outdoor, Bicester,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX25 2NY																								
Cotswold Outdoor, Spine Road East, Cirencester, GL7 5TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Local Centre, OX4 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol, BS34 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croft Pet Foods, Broad Street, Banbury, OX16 5BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cumnor Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Botley Road, Oxford, OX2 0HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Springfield Drive, Evesham, WR11 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Place Retail Park, Elder Gate, Milton Keynes, MK9 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Decathlon, Kensington High Street, London, W8 7RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 City Centre, DE1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	1.2%	13	0.0%	0	0.0%	0	5.3%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	2.9%	2	0.0%	0
DFS, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Village Centre, OX14 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulux Decorator Centre, The Broadway, Kidlington, OX5 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Meadowside Retail Park, Lamarsh Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford, OX2 0FE																								
Dunelm, Southam Road, Banbury, OX16 2RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Challow Village Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ella's Toy Shop, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esso, Ermont Way, Banbury, OX16 8SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Garden Centre, The Valley, Evesham, WR11 4DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Shopping Park, Evesham, WR11 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finmere Local Centre, MK18 4	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Pools Retail Park, Four Pools Lane, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Tewkesbury Road, Cheltenham, GL51 9RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Quays, St Ann Way, Gloucester, GL1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
5SH																								
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Halfords, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammonds Furniture, Fairacres Retail Park, Nuffield Way, Abingdon, OX14 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Poyle Village Centre, OX5 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre, SA61 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haynes Of Challow, Faringdon Road, Wantage, OX12 9TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hewetts Electrical, Cricklade Street, Cirencester, GL7 1JF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Golden Valley Retail Park, Hatherley Lane, Cheltenham, GL51 6PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Great Western Way, Swindon, SN2 1US	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Horspath Driftway, Oxford, OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Homesense, Bath Road, Taplow, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Kingsditch Lane, Cheltenham, GL51 9PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Labels Shopping, Netherton Road, Ross-on-Wye, HR9 7QJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Regis Town Centre, DT7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M1 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Furniture, Cheney Manor Road, Swindon, SN2 2QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Marlborough Road, Swindon, SN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Roman Road, Station Road, Stow-on-the-Wold, Cheltenham, GL54 3AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Bridge Street, Stratford-upon-Avon, CV37 6AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Park Avenue, Aberystwyth, SY23 1PB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Greenbridge Retail Park, Stratton Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Swindon, SN3 3SG																								
Matlock Town Centre, DE4 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham Town Centre, SN12 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
MKM Building Supplies, Station Approach, Kidlington, OX5 1JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine Road East, Cirencester, GL7 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Swan Close Road, Banbury, OX16 5AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre, CW5 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre, DL7 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Garden Centre, Tewkesbury Road, Twigworth, Gloucester, GL2 9PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.1%	1	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	1.9%	1	0.0%	0
Oxford City Centre	7.5%	82	4.5%	10	3.9%	2	3.5%	6	15.4%	12	22.6%	19	22.1%	19	7.0%	6	1.0%	1	4.2%	4	0.0%	0	6.1%	3
Oxford Garden Centre, Southern By-Pass Road, Oxford, OX1 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park, Ambassador Avenue,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Oxford, OX4 6XJ																								
Pavers, Avenue Garden Centre, Oxford Road, Bicester, OX25 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavers, The Valley, Evesham, WR11 4DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Pavers, Yarnton Nurseries & Shopping Village, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peachcroft Shopping Centre, Peachcroft Road, Abingdon, OX14 2RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Four Pools Lane, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Yarnton Home & Gardens, Sandy Lane, Yarnton, Oxford, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitlochry Town Centre, PH16 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, Elder Gate, Milton Keynes, MK9 1LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, West Way, Botley Road, Oxford, OX2 0JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale Town Centre, OL11 1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rohan, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Rosebird Community Hall,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Shipston Road, Alderminster, Stratford-upon-Avon, CV37 8LU																								
Royal Leamington Spa Town Centre, CV31 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Royal Wootton Bassett Town Centre, SN4 7AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Oxford Road, Banbury, OX16 9XA	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Paddington Drive, Swindon, SN5 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Pioneer Square, Bicester, OX26 6FA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Tewkesbury Road, Cheltenham, GL51 9RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Westgate, Oxford, OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Beech Court, Bourton-on-the-Water,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Cheltenham, GL54 2SB																								
Screwfix, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Horspath Industrial Estate, Pony Road, Oxford, OX4 2SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Mercian Close, Cirencester, GL7 1LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Station Field Industrial Estate, Kidlington, OX5 1JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Road, Bicester, OX26 4AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Wildmere Road Industrial Estate, Banbury, OX16 3JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt, Bourton-on-the-Water, Cheltenham, GL54 3WN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	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%	2	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Eastern Avenue Retail Park, Southbrook Road, Eastern Avenue, Gloucester, GL4 3BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Patriot Drive, Milton Keynes, MK13 8PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofas & Stuff, Tripp Hill, Pulborough, RH20 1ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre, B91 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Tower Retail Park, West Way, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Retail Park, Oxford Road, Swindon,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
SN3 4ES																								
Stalls Lifestyle, Preston Lane, Stratford-upon-Avon, CV37 8DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonor Village Centre, RG9 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Garden Centre, Campden Road, Clifford Chambers, Stratford-upon-Avon, CV37 8LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	6	1.4%	1	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug, Westgate Shopping Centre, Queen Street, Oxford, OX1 1PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	1.0%	12	0.0%	0	0.0%	0	5.1%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Symondsbury Village Centre, DT6 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tapi Carpets & Floors, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Square, Pound Way, Oxford, OX4 3XH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Lockheed Close, Banbury, OX16 1LX	0.2%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.9%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
GL54 1BX																								
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	1.2%	13	1.5%	3	0.0%	0	5.7%	9	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Kidlington Centre, High Street, Kidlington, OX5 2DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cherwell Street, Banbury, OX16 2BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Valley, Evesham, WR11 4DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
The White Horse Medical Centre, Volunteer Way, Faringdon, SN7 7YU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge, CB1 3ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Pioneer Road, Faringdon, SN7 7BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Liskeard, Trago Mills, Two Waters Foot, Liskeard, PL14 6HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Maybrook Industrial Estate, Maybrook Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tysoe Village Stores, Main Street, Warwick, CV35 0SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Botley Road, Oxford,OX2 0HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Church Hill Junction 8A, M40, Oxford, OX33 1LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Meadow Row, Buckingham, MK18 1RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Manor Road, Brackley, NN13 6BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Old High Street, Headington, Oxford, OX3 9JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Southam Road, Banbury, OX16 2FN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Western By-Pass Road, Peartree Interchange, A34/A40/A44, Oxford, OX2 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-le-Dale Village Centre, PR5 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterperry Gardens (Garden Centre), Waterperry, Oxford, OX33 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre, NN8 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield, Ariel Way, London, W12 7GF	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	2.7%	29	2.3%	5	0.0%	0	2.2%	4	8.7%	7	2.5%	2	8.4%	7	0.0%	0	0.0%	0	2.4%	2	0.0%	0	5.6%	3
Weston-on-the-Green Village Centre, OX25 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Cromer Road West, Hounslow, TW6 1QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Kings Walk Shopping Centre, Kings Park, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Wickes, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Gipsy Lane, Swindon, SN2 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Metric Trade Park, Love Lane, Cirencester, GL7 1YQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Southam Road, Banbury, OX16 2RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham, GL51 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre, GU46 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO1 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	5	1.1%	3	2.7%	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	0.0%	0
Internet	46.9%	516	57.6%	134	49.0%	29	47.0%	76	41.0%	31	39.8%	33	36.7%	31	52.8%	49	46.2%	56	37.1%	32	43.9%	24	42.9%	20
Mail order / catalogue	2.9%	32	2.4%	5	10.0%	6	0.6%	1	6.2%	5	0.5%	0	3.5%	3	2.1%	2	2.5%	3	3.3%	3	1.9%	1	4.8%	2
TV shopping	0.2%	3	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	0.0%	0	0.0%	0
(Don't know / varies)	2.4%	27	6.2%	14	0.4%	0	1.6%	3	0.4%	0	0.0%	0	0.9%	1	3.3%	3	0.5%	1	3.6%	3	0.0%	0	3.7%	2
(Don't do this type of shopping)	2.4%	26	1.4%	3	2.6%	2	1.3%	2	4.6%	4	0.0%	0	0.0%	0	4.9%	4	5.8%	7	3.4%	3	1.9%	1	1.1%	1
(Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q09 Which internet / home delivery retailer do you use most often for your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?

Those that do their clothing and footwear shopping via the internet or delivery at Q08

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Amazon	27.2%	149	44.7%	63	24.3%	8	42.1%	32	23.3%	8	15.7%	5	10.0%	3	23.6%	12	5.1%	3	16.7%	6	22.4%	6	7.7%	2
Asda (George)	1.9%	10	3.7%	5	0.0%	0	3.6%	3	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASOS	1.9%	11	5.6%	8	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bonmarche	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks	0.1%	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
Cotton Traders	1.2%	7	0.0%	0	3.0%	1	0.0%	0	1.8%	1	1.2%	0	2.2%	1	0.0%	0	5.1%	3	1.2%	0	2.1%	1	0.0%	0
Debenhams	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Dorothy Perkins	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	2.2%	12	1.9%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	6.4%	3	5.1%	3	0.0%	0	1.1%	0	10.9%	2
House of Fraser	0.5%	3	1.9%	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	0.0%	0	0.0%	0
Jacamo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
John Lewis	2.0%	11	0.0%	0	4.9%	2	2.0%	2	1.8%	1	1.2%	0	1.1%	0	9.7%	5	0.0%	0	2.3%	1	1.1%	0	1.6%	0
Littlewoods	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	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	9.2%	51	5.4%	8	14.3%	5	2.7%	2	8.9%	3	9.8%	3	19.3%	7	6.0%	3	18.7%	11	8.1%	3	18.3%	5	6.3%	1
Morrisons (Nutmeg)	1.3%	7	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	1.4%	8	4.3%	6	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	9.2%	51	12.9%	18	0.0%	0	14.6%	11	4.5%	2	7.4%	2	8.3%	3	0.6%	0	7.8%	5	10.1%	4	8.1%	2	16.3%	4
Nike	1.7%	9	0.0%	0	0.0%	0	7.1%	5	4.7%	2	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks	0.6%	3	0.0%	0	6.5%	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	4.1%	1
Pretty Green	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (Tu Clothing)	2.0%	11	0.0%	0	0.0%	0	11.7%	9	0.0%	0	0.0%	0	1.1%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	0.4%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zara	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atlas for Men	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Bass Pro	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	5.8%	2	0.0%	0	0.0%	0
Big Dude Clothing	0.1%	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
Boden	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	3.2%	2	0.0%	0	5.8%	2	6.3%	2	0.0%	0
Charles Clinkard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.8%	0
Charles Tyrwhitt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Chums	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Converse	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Cosyfeet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Crew Clothing	0.8%	4	0.0%	0	4.9%	2	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.1%	0	0.0%	0
Damart	0.8%	5	0.4%	1	2.2%	1	0.0%	0	1.8%	1	1.2%	0	3.3%	1	0.6%	0	0.0%	0	1.2%	0	1.1%	0	0.8%	0
David Nieper	0.1%	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
Fatface	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotter Shoes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.2%	0	1.1%	0	0.0%	0
JD Williams	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.9%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
James Meade	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jeanstore	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jigsaw	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Joe Browns	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	5.8%	2	0.0%	0	0.0%	0
John Norris	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	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		Zone 9		Zone 10		Zone 11	
Jolliman Essentials	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Lacoste	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lands' End	0.5%	3	0.0%	0	0.0%	0	0.7%	1	0.9%	0	2.5%	1	2.2%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.8%	0
MandM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moshulu	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Patra Selections	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavers	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Peter Christian	0.1%	0	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
Plumo	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poetry	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Roman	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt Cornwall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Shein	1.2%	7	1.9%	3	7.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Skechers	0.1%	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
Sports Direct	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temu	2.2%	12	3.1%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	8.6%	4	0.0%	0	7.7%	3	1.1%	0	0.0%	0
The House of Bruar	0.5%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
The White Company	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Urban Menswear	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0
Vinted	2.3%	13	0.0%	0	4.9%	2	0.0%	0	4.7%	2	6.4%	2	5.4%	2	0.0%	0	5.1%	3	0.0%	0	0.0%	0	10.5%	2
Weird Fish	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
White Stuff	1.5%	8	0.0%	0	0.7%	0	0.0%	0	4.5%	2	7.6%	3	0.0%	0	1.2%	1	5.1%	3	0.0%	0	0.0%	0	0.0%	0
WoolOvers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Yours Clothing	1.0%	5	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.0%	66	4.4%	6	11.6%	4	4.1%	3	16.9%	6	18.4%	6	20.7%	7	7.8%	4	22.2%	13	17.0%	6	24.7%	6	17.3%	4
(Do a Google search for the product each time)	4.9%	27	2.5%	4	0.7%	0	6.6%	5	0.9%	0	3.7%	1	8.3%	3	4.1%	2	5.1%	3	13.9%	5	7.4%	2	8.8%	2
Weighted base:		550		142		35		77		36		34		34		51		59		35		25		22
Sample:		456		49		44		44		41		37		43		39		40		35		44		40

Q10 In addition to LOCATION MENTIONED AT Q08, where else do you regularly shop for your household's men's, women's, children's and baby clothing and footwear purchases?
Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q08

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.7%	18	5.1%	11	0.0%	0	0.7%	1	0.9%	1	2.0%	2	2.6%	2	0.0%	0	0.0%	0	0.5%	0	1.0%	1	1.2%	1
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.5%	5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	2	3.8%	2
Next, Witan Way, Market Square, Witney, OX28 6AP	0.8%	8	2.1%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.6%	6	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.4%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.9%	9	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.0%	1
Witney Town Centre	7.3%	76	2.1%	5	6.7%	4	12.2%	19	5.2%	4	14.8%	12	13.6%	11	0.4%	0	0.5%	1	10.4%	8	17.9%	9	5.2%	2
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.2%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	1.0%	11	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Zone 4																								
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Woodstock Town Centre	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	0.0%	0	0.0%	0	2.6%	1
Zone 7																								
Rousham Village Centre, OX25 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Zone 10																								
Burford Town Centre, OX18 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.5%	1	0.5%	0	2.5%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
GL7 3DP																								
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.5%	5	1.2%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	0.7%	7	3.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.2%	3	0.0%	0	3.5%	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	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	3.2%	33	2.8%	6	10.1%	6	0.0%	0	0.4%	0	0.0%	0	1.8%	1	12.6%	11	5.3%	6	2.5%	2	0.0%	0	2.4%	1
Banbury Town Centre	1.4%	15	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	5.8%	7	2.5%	2	0.0%	0	8.1%	4
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Birmingham City Centre, B2 4	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	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	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.4%	14	0.0%	0	0.4%	0	0.0%	0	0.4%	0	0.5%	0	2.2%	2	3.2%	3	0.5%	1	5.9%	5	3.5%	2	3.4%	2
Centre:mk, Silbury Boulevard, Milton Keynes, MK9 3ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.4%	4	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.5%	0	0.0%	0
Cirencester Town Centre	0.5%	5	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	0	3.8%	2	2.0%	1
Clarendon Centre, Cornmarket Street, Oxford, OX1 3JE	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Costco, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Cowley Local Centre, OX4 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Decathlon, Kensington High Street, London, W8 7RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	2.0%	20	1.2%	3	0.0%	0	5.9%	9	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.5%	0	0.4%	0
Didcot 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	0.0%	0	0.0%	0	4.1%	2
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Gloucester Quays, St Ann Way, Gloucester, GL1 5SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.6%	6	0.0%	0	0.0%	0	2.9%	5	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre, SA61 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.3%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S),	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG																								
Matalan, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	0.3%	4	0.0%	0	0.0%	0	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
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	1.8%	2	3.5%	4	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine Road East, Cirencester, GL7 5QA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre, DL7 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Oxford City Centre	7.9%	83	10.3%	22	1.8%	1	7.3%	11	6.1%	4	19.2%	16	15.6%	13	8.4%	7	1.6%	2	3.5%	3	1.5%	1	5.6%	3
Pavers, Avenue Garden Centre, Oxford Road, Bicester, OX25 2NY	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre, CV31 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	2.6%	3	0.5%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.5%	1	0.5%	0	0.0%	0	0.4%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Tewkesbury Road, Cheltenham, GL51 9RR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Seasalt, Bourton-on-the-Water, Cheltenham, GL54 3WN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	8.7%	7	0.0%	0	0.0%	0
Swindon Town Centre	0.7%	7	0.2%	1	0.4%	0	2.6%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Templars Square, Pound	0.2%	2	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Way, Oxford, OX4 3XH																								
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.1%	1	0.0%	0	0.4%	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
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-le-Dale Village Centre, PR5 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Wantage Town Centre, OX12 9	0.3%	3	1.2%	3	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield, Ariel Way, London, W12 7GF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.5%	0	2.3%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre, GU46 7	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.7%	7	0.0%	0	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.4%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	23.4%	245	38.5%	83	24.1%	14	35.5%	56	13.7%	10	13.5%	11	14.9%	13	18.4%	16	14.3%	16	19.7%	16	8.5%	5	16.0%	7
Mail order / catalogue	1.8%	19	2.8%	6	1.3%	1	1.7%	3	0.4%	0	1.5%	1	1.3%	1	0.7%	1	2.6%	3	3.1%	2	0.5%	0	0.0%	0
TV shopping	1.3%	13	5.8%	12	0.0%	0	0.0%	0	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.4%	35	3.6%	8	0.0%	0	4.0%	6	5.3%	4	5.5%	5	0.4%	0	10.3%	9	2.7%	3	0.5%	0	0.5%	0	0.0%	0
(Nowhere else)	27.5%	288	13.1%	28	39.7%	23	14.9%	23	45.8%	33	32.4%	27	25.2%	21	27.1%	23	40.2%	46	26.3%	21	45.1%	24	40.0%	18
Weighted base:		1047		214		57		157		73		84		84		85		114		80		53		45
Sample:		1048		93		97		95		92		100		98		92		95		95		96		95

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q11 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?																								
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.2%	3	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	0.0%	0	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Witney Town Centre	4.2%	46	5.9%	14	0.4%	0	5.6%	9	0.4%	0	6.4%	5	7.0%	6	0.3%	0	2.5%	3	0.0%	0	8.2%	4	8.5%	4
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.3%	4	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	0.0%	0	2.0%	1
Chipping Norton Town Centre	0.4%	4	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.4%	0
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.2%	3	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	0.0%	0	0.0%	0
Carterton Town Centre	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Zone 5																								
Zone 6																								
Woodstock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Zone 10																								
Burford Town Centre, OX18 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.3%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	0.6%	7	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.2%	14	1.1%	3	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	4.3%	4	3.0%	4	0.9%	1	0.0%	0	0.4%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Bicester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.4%	4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Cirencester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Evesham Town Centre, WR11 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Kidlington Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.7%	18	1.5%	3	0.4%	0	0.0%	0	0.4%	0	5.3%	4	4.9%	4	2.9%	3	0.0%	0	3.6%	3	0.0%	0	0.0%	0
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.8%	9	0.0%	0	0.0%	0	5.6%	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
Stow-on-the-Wold Town Centre, GL54 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Swindon 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	0.0%	0	3.7%	2	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Internet	32.4%	356	43.3%	101	33.1%	20	34.1%	55	33.9%	26	10.9%	9	37.2%	32	22.8%	21	36.4%	44	33.9%	29	13.4%	7	26.6%	13
Mail order / catalogue	0.9%	10	2.3%	5	5.2%	3	0.0%	0	0.8%	1	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.2%	3	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	0.0%	0	0.0%	0
(Don't know / varies)	3.0%	33	5.1%	12	0.9%	1	0.0%	0	3.7%	3	0.0%	0	4.9%	4	0.0%	0	7.8%	9	0.5%	0	2.5%	1	5.2%	2
(Don't do this type of shopping)	51.2%	563	31.2%	72	52.2%	31	54.4%	88	60.7%	47	75.4%	63	41.2%	35	61.2%	56	49.5%	60	54.2%	47	70.2%	38	54.7%	26
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q12 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, iPad, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?																								
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	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	0.0%	0	0.0%	0	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Robert Dyas, Market Square, Witney, OX28 6AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	2.6%	28	5.7%	13	2.3%	1	1.0%	2	0.4%	0	9.8%	8	1.3%	1	0.0%	0	0.0%	0	0.9%	1	1.0%	1	2.9%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Witney Town Centre	5.4%	59	9.3%	22	0.4%	0	6.7%	11	1.3%	1	9.4%	8	10.5%	9	0.0%	0	0.0%	0	0.9%	1	11.0%	6	3.8%	2
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.6%	6	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	0.0%	0	0.0%	0
Chipping Norton Town Centre	2.8%	31	0.0%	0	19.8%	12	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.3%	0	4.9%	6	8.9%	8	0.0%	0	3.0%	1
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	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	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Zone 5																								
Eynsham Village Centre	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	10	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Moreton-in-Marsh Town Centre, GL56 0	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.6%	3	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
4																								
Zone 11																								
Chadlington Village Centre	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple, Midsummer Place Shopping Centre, Midsummer Boulevard, Milton Keynes, MK9 3GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Living, Maybird Retail Park, Stratford-upon-Avon, CV37 0HZ	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	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	0.0%	0	3.2%	2	0.0%	0
B&M, Worcester Road, Worcestershire, WR11 4XF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	5.4%	59	3.1%	7	8.3%	5	1.7%	3	1.3%	1	0.0%	0	0.0%	0	10.7%	10	22.7%	28	0.9%	1	0.0%	0	10.5%	5
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.7%	8	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.7%	18	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	6.1%	6	8.4%	10	1.4%	1	0.0%	0	0.0%	0
Bicester Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	5.8%	63	5.7%	13	0.0%	0	6.5%	10	8.3%	6	19.7%	16	11.7%	10	3.4%	3	0.0%	0	0.0%	0	1.0%	1	6.6%	3
Central London / West End	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Cheltenham Town Centre	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	6.0%	5	0.0%	0	0.0%	0
Cirencester Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0
Costco, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Currys, Botley Road, Oxford, OX2 0HY	1.9%	21	2.4%	5	0.4%	0	4.9%	8	0.8%	1	1.0%	1	6.6%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.4%	0
Currys, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Currys, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.5%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
CV37 0BT																								
Currys, Springfield Drive, Evesham, WR11 1DX	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.7%	3	0.0%	0	0.0%	0
Currys, The Place Retail Park, Elder Gate, Milton Keynes, MK9 1EN	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	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	0.0%	0	0.0%	0	0.0%	0
Evesham Shopping Park, Evesham, WR11 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	1.6%	17	0.0%	0	0.0%	0	3.8%	6	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5	0.0%	0
Hewetts Electrical, Cricklade Street, Cirencester, GL7 1JF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.4%	0	1.5%	1	3.2%	3	0.3%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M1 5	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	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	2.7%	30	0.7%	2	0.4%	0	6.0%	10	7.1%	5	1.5%	1	7.8%	7	3.3%	3	0.5%	1	0.5%	0	0.0%	0	1.5%	1
Oxford Retail Park, Ambassador Avenue,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford, OX4 6XJ																								
Richer Sounds, Elder Gate, Milton Keynes, MK9 1LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, West Way, Botley Road, Oxford, OX2 0JB	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Stratford-upon-Avon 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	1.5%	2	0.5%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	0	0.0%	0	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.6%	6	0.0%	0	0.0%	0	0.0%	0	8.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	47.5%	523	47.2%	110	55.1%	33	52.9%	86	48.1%	37	36.6%	31	45.3%	39	56.3%	52	41.1%	50	40.8%	35	51.3%	28	51.3%	24
Mail order / catalogue	2.5%	28	5.4%	12	0.0%	0	5.0%	8	0.8%	1	0.0%	0	2.3%	2	0.0%	0	0.5%	1	2.4%	2	0.0%	0	3.7%	2
TV shopping	0.9%	10	3.8%	9	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	23	4.5%	11	3.8%	2	0.6%	1	0.4%	0	2.6%	2	1.3%	1	3.1%	3	0.5%	1	1.4%	1	1.9%	1	0.8%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(Don't do this type of shopping)	6.4%	71	6.5%	15	0.9%	1	5.8%	9	8.6%	7	1.0%	1	3.5%	3	6.0%	6	9.3%	11	13.8%	12	2.9%	2	11.4%	5
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q13 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	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	0.0%	0	1.5%	1	3.3%	2
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.4%	16	2.9%	7	0.0%	0	2.8%	5	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.8%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	1.9%	21	0.2%	1	0.0%	0	2.2%	4	2.8%	2	9.5%	8	4.7%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	2	1.9%	1
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.4%	5	1.1%	3	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
WHSmith, Woolgate Shopping Centre, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Witney Town Centre	15.4%	170	24.1%	56	0.0%	0	19.3%	31	2.1%	2	30.4%	25	31.1%	26	3.3%	3	0.0%	0	7.9%	7	21.2%	11	16.0%	8
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.3%	4	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	0.0%	0	2.0%	1
Chipping Norton Town Centre	5.6%	62	0.0%	0	39.8%	24	0.0%	0	0.0%	0	0.0%	0	0.4%	0	2.7%	2	12.7%	15	12.4%	11	0.0%	0	19.1%	9
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.5%	6	0.0%	0	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Aston Village Centre, OX18 2	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	1.3%	14	1.1%	3	0.0%	0	5.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 4																								
Southmoor Village Centre, OX13 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Woodstock Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	7	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bodicote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	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	3.4%	3	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	4.0%	2	0.0%	0
Co-op, Station Road, Lechlade, GL7 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Outside Catchment Area																								
Abingdon Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.5%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	2.8%	31	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	8.1%	7	17.3%	21	0.0%	0	0.0%	0	2.9%	1
Bicester Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwell's Bookshop, Broad Street, Oxford, OX1 3BQ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Red Cross, Wallingford Street, Wantage, OX12 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Bury Street, Abingdon, OX14 3QY																								
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.3%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.5%	1	0.5%	0	0.0%	0	0.0%	0
Central London / West End	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	3.0%	3	0.0%	0	0.5%	0	0.0%	0	2.0%	1
Cheltenham Town Centre	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	4.0%	3	0.0%	0	0.0%	0
Cirencester Town Centre	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	0.0%	0	5.3%	3	0.0%	0
Cumnor Village Centre	0.4%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.1%	1	0.0%	0	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%	1	0.0%	0
Lyme Regis Town Centre, DT7 3	0.2%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	2.7%	29	1.5%	3	1.3%	1	0.0%	0	12.0%	9	7.5%	6	6.0%	5	3.4%	3	0.0%	0	0.0%	0	0.5%	0	2.7%	1
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, GL54 1																								
Stratford-upon-Avon Town Centre	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	5.5%	5	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon 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	0.0%	0	3.7%	2	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.8%	8	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	5.3%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.1%	1	0.0%	0	0.0%	0	0.3%	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
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
WHSmith, Cromer Road West, Hounslow, TW6 1QG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
WHSmith, Kings Walk Shopping Centre, Kings Park, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.6%	7	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO1 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Others																								
Internet	43.1%	474	44.4%	103	38.2%	23	56.6%	91	45.0%	35	31.1%	26	34.9%	30	42.2%	39	44.0%	54	49.3%	43	33.3%	18	28.2%	13
Mail order / catalogue	1.0%	11	2.3%	5	3.3%	2	0.3%	1	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	0
TV shopping	0.2%	3	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	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	16	1.5%	3	2.9%	2	2.0%	3	3.2%	2	1.0%	1	0.4%	0	0.7%	1	0.0%	0	0.0%	0	3.5%	2	2.5%	1
(Don't do this type of shopping)	10.5%	116	13.3%	31	11.3%	7	5.9%	10	17.6%	14	4.0%	3	3.5%	3	16.5%	15	8.8%	11	11.7%	10	10.2%	6	15.7%	7
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q14 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																								
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just for Pets, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Lidl, New Close Lane, Witney, OX28 4TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.3%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.8%	8	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.5%	1
The Entertainer, Welch Way, Witney, OX28 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.5%	6	0.4%	1	0.0%	0	2.2%	4	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
WFS Country Shop Ltd, Burford Road, Witney, OX29 0RB	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Witney Town Centre	7.6%	83	13.7%	32	0.0%	0	12.8%	21	1.7%	1	11.4%	10	13.4%	11	0.3%	0	0.0%	0	1.4%	1	6.3%	3	8.2%	4
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	0.9%	9	0.0%	0	11.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.2%	2
Co-op, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Windmill Square, London Road, Chipping Norton, OX7 5EJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.2%	2	0.0%	0	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	0.0%	0
Zone 3																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Aldi, Alvescot Road, Carterton, OX18 3JH	0.2%	3	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	0.0%	0	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.9%	10	0.0%	0	0.0%	0	4.4%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.3%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.4%	0
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Standlake Village Centre	0.2%	3	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	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.6%	3	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Zone 11																								
Charlbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Outside Catchment Area																								
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Argos, The Maybird Centre, Stratford-upon-Avon, CV37 0HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury,	1.0%	11	1.9%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.0%	1	3.1%	3	0.0%	0	1.9%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX16 1LX																								
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.3%	4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.4%	0
Banbury Town Centre	2.5%	28	1.9%	4	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0	7.7%	7	8.7%	11	0.9%	1	0.0%	0	3.3%	2
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.5%	6	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	1.3%	14	1.1%	3	0.0%	0	0.0%	0	0.4%	0	11.9%	10	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham 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	0.9%	1	0.0%	0	3.3%	2
Childrey Village Centre, OX12 9	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Co-op, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Spine Road East, Cirencester, GL7 5TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croft Pet Foods, Broad Street, Banbury, OX16 5BX	0.4%	5	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Decathlon, Kensington High Street, London, W8 7RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.2%	2	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Drayton Village Centre, OX14 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ella's Toy Shop, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.4%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Faringdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Pools Retail Park, Four Pools Lane, Evesham,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
WR11 1DJ																								
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Halfords, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.2%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Poyle Village Centre, OX5 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.2%	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	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.5%	17	1.9%	4	2.7%	2	0.0%	0	0.8%	1	6.3%	5	2.6%	2	0.0%	0	0.5%	1	2.3%	2	0.0%	0	0.0%	0
Pets at Home, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.4%	5	0.0%	0	0.0%	0	2.8%	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
Pets at Home, Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.1%	1	0.0%	0	0.0%	0	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
Pets at Home, Four Pools Lane, Evesham, WR11 1DJ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Pets at Home, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Oxford Road, Swindon, SN3 4ES	0.3%	3	0.0%	0	0.0%	0	1.6%	3	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Yarnton Home	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	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		Zone 9		Zone 10		Zone 11	
& Gardens, Sandy Lane, Yarnton, Oxford, OX5 1PA																								
Rosebird Community Hall, Shipston Road, Alderminster, Stratford-upon-Avon, CV37 8LU	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.6%	6	0.0%	0	0.0%	0	0.0%	0	8.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Eastern Avenue Retail Park, Southbrook Road, Eastern Avenue, Gloucester, GL4 3BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Patriot Drive, Milton Keynes, MK13 8PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Ambassador Avenue, Oxford, OX4 6XJ	0.2%	2	0.0%	0	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	0.0%	0
Sports Direct, Tower Retail Park, West Way, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margaret's Retail Park, Oxford Road, Swindon, SN3 4ES	0.5%	5	0.0%	0	0.0%	0	3.2%	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
Stow-on-the-Wold Town Centre, GL54 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	4.1%	4	0.0%	0	0.0%	0
Swindon Town Centre	0.4%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.2%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.5%	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		Zone 9		Zone 10		Zone 11	
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Liskeard, Trago Mills, Two Waters Foot, Liskeard, PL14 6HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.2%	3	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	0.0%	0	0.0%	0
Waitrose, Western By-Pass Road, Peartree Interchange, A34/A40/A44, Oxford, OX2 8JZ	1.1%	13	1.5%	3	0.0%	0	5.7%	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
Wantage Town Centre, OX12 9	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre, NN8 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Weston-on-the-Green Village Centre, OX25 3	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	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	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.6%	6	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	43.8%	482	44.5%	103	36.0%	21	51.3%	83	31.6%	24	33.0%	28	51.5%	44	45.8%	42	44.7%	55	47.4%	41	37.7%	20	43.5%	20
Mail order / catalogue	0.9%	10	2.3%	5	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.4%	4	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.5%	28	5.9%	14	2.9%	2	0.0%	0	9.2%	7	1.5%	1	0.4%	0	1.8%	2	0.0%	0	0.9%	1	0.5%	0	2.3%	1
(Don't do this type of shopping)	19.2%	211	14.2%	33	26.5%	16	11.6%	19	19.9%	15	22.3%	19	15.0%	13	18.6%	17	26.3%	32	24.0%	21	28.0%	15	25.0%	12
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q15 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?																								
Zone 1																								
Carpet Options, Avenue Four, Station Lane, Witney, OX28 4BN	1.4%	16	0.4%	1	0.0%	0	2.8%	5	0.0%	0	0.5%	0	3.5%	3	0.0%	0	2.5%	3	0.5%	0	3.2%	2	3.3%	2
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Avenue One, Witney, OX28 4XZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	6.5%	71	11.7%	27	0.4%	0	4.9%	8	1.3%	1	11.4%	10	16.3%	14	0.0%	0	0.0%	0	3.7%	3	4.9%	3	12.0%	6
Zone 2																								
Chipping Norton Town Centre	0.9%	10	0.0%	0	8.6%	5	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.3%	0	1.0%	1	0.9%	1	0.0%	0	0.8%	0
Cotswold Carpets, Worcester Road Industrial Estate, Chipping Norton, OX7 5XW	1.0%	10	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	8.3%	7	0.0%	0	0.0%	0
Zone 3																								
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Woodstock Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Zone 7																								
Zone 8																								
Broughton Village Centre, OX15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Zone 11																								
Charlbury Town Centre	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Outside Catchment Area																								
Abingdon Town Centre	1.0%	11	0.2%	1	0.0%	0	0.3%	1	5.9%	5	5.4%	5	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Aspen Carpets & Flooring, Maldon Road, Danbury, Chelmsford, CM3 4QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Aylesbury Town Centre, HP20 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	1.2%	13	1.1%	3	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.0%	2	0.9%	1	0.0%	0	5.2%	2
Banbury Express, Warwick Road, Banbury, OX16 1AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.2%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.8%	20	0.2%	1	7.9%	5	0.0%	0	0.0%	0	0.0%	0	0.4%	0	3.7%	3	7.4%	9	1.9%	2	0.5%	0	0.0%	0
Bennetts Family Furnishing, Warwick Road, Banbury, OX16 2AB	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	3.4%	38	3.6%	8	0.0%	0	2.7%	4	3.2%	2	15.3%	13	9.9%	8	0.3%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	0
Botley Village Centre, OX2 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Swindon, SN5 7YF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Carpetland, Parson's Street, Banbury, OX16 5NB	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	0.0%	0	0.0%	0	0.0%	0
Carpetright, Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Central London / West End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.5%	0	0.4%	0
Cheltenham Town Centre	0.3%	3	0.2%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Cirencester 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	0.5%	0	3.4%	2	0.0%	0
Clarendon Centre, Cornmarket Street,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford, OX1 3JE																								
Cribbs Causeway, Bristol, BS34 5DG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Derby City Centre, DE1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
DFS, Lockheed Close, Banbury, OX16 1LX	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.5%	1	5.5%	5	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	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	0.0%	0	3.2%	2	0.0%	0
Didcot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.4%	4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Southam Road, Banbury, OX16 2RX	1.3%	14	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	6.3%	8	0.5%	0	0.0%	0	2.6%	1
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	1.0%	11	0.0%	0	0.0%	0	4.5%	7	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	1.8%	19	0.2%	1	0.0%	0	4.4%	7	6.2%	5	6.9%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Faringdon Town Centre	0.7%	7	0.0%	0	0.0%	0	2.8%	5	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Furniture Village, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Gallagher Retail Park, Tewkesbury Road, Cheltenham, GL51 9RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	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	0.0%	0	0.0%	0	0.0%	0
Hammonds Furniture, Fairacres Retail Park, Nuffield Way, Abingdon, OX14 1BY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Horspath	0.6%	7	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Driftway, Oxford, OX3 7JN																								
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	0.3%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	2.5%	28	6.5%	15	0.4%	0	0.0%	0	0.4%	0	0.0%	0	6.5%	5	2.3%	2	3.8%	5	0.0%	0	0.0%	0	0.0%	0
Ikea, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	1.1%	13	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	1
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.3%	4	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.3%	0	0.5%	1	0.5%	0	0.5%	0	2.3%	1
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Kidlington Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Kingsditch Retail Park, Kingsditch Lane, Cheltenham, GL51 9PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Furniture, Cheney Manor Road, Swindon, SN2 2QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Marks and Spencer (M&S), Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	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	4.1%	4	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	2.1%	23	2.1%	5	0.0%	0	3.2%	5	0.0%	0	3.3%	3	3.9%	3	5.9%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Melksham Town Centre,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	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		Zone 9		Zone 10		Zone 11	
SN12 6																								
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	3.4%	37	4.7%	11	1.3%	1	7.0%	11	3.0%	2	2.5%	2	2.6%	2	4.6%	4	0.0%	0	2.8%	2	0.0%	0	1.5%	1
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.3%	3	0.0%	0	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	2.0%	1
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.6%	7	1.1%	3	2.3%	1	0.0%	0	0.0%	0	2.6%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sofas & Stuff, Tripp Hill, Pulborough, RH20 1ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre, B91 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Stalls Lifestyle, Preston Lane, Stratford-upon-Avon, CV37 8DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.5%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.6%	7	0.0%	0	0.0%	0	2.0%	3	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Tapi Carpets & Floors, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.2%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
Tysoe Village Stores, Main Street, Warwick, CV35 0SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Others																								
Abroad	0.5%	6	2.3%	5	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Internet	27.9%	307	41.5%	96	22.9%	14	39.5%	64	22.1%	17	12.0%	10	16.3%	14	17.7%	16	23.1%	28	27.4%	24	24.2%	13	22.7%	11
Mail order / catalogue	1.6%	18	1.7%	4	0.0%	0	0.0%	0	2.1%	2	1.5%	1	3.2%	3	4.0%	4	1.0%	1	2.8%	2	1.5%	1	0.4%	0
TV shopping	0.5%	6	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.5%	83	5.8%	13	10.4%	6	7.3%	12	8.4%	6	10.8%	9	6.9%	6	3.6%	3	8.0%	10	8.2%	7	11.7%	6	8.1%	4
(Don't do this type of shopping)	19.5%	215	7.9%	18	22.2%	13	14.1%	23	21.9%	17	20.4%	17	17.2%	15	33.1%	31	26.9%	33	21.0%	18	31.0%	17	28.8%	14
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q16 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?																								
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	20.0%	220	33.7%	78	2.6%	2	33.1%	53	0.4%	0	30.9%	26	14.9%	13	0.0%	0	0.0%	0	27.0%	23	26.7%	14	22.1%	10
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Relics of Witney, The Old Works, Corn Street, Witney, OX28 6BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Screwfix, Avenue One, Witney, OX28 4XZ	1.2%	13	1.7%	4	0.0%	0	0.6%	1	2.8%	2	2.5%	2	0.9%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	2.0%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.2%	3	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	0.0%	0	0.0%	0
Toolstation, Avenue One, Witney, OX28 4XZ	0.1%	1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	4.0%	44	4.0%	9	0.0%	0	6.8%	11	3.0%	2	5.9%	5	9.5%	8	0.0%	0	0.0%	0	0.0%	0	6.4%	3	10.1%	5
Zone 2																								
Applegarth Nurseries, Banbury Road, Chipping Norton, OX7 5SY	0.6%	6	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	1.5%	2	0.5%	0	0.0%	0	2.6%	1
Chipping Norton Town Centre	3.4%	37	0.0%	0	25.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	9.7%	12	7.8%	7	0.0%	0	3.0%	1
Travis Perkins, Station Road, Chipping Norton, OX7 5HX	0.3%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.4%	0
Zone 3																								
A K Timms, Station Road, Brize Norton, Carterton, OX18 3QB	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.6%	7	0.0%	0	0.0%	0	1.0%	2	0.4%	0	3.0%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Bampton Local Centre, OX18 2	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Brize Norton Village Centre, OX18 3	0.3%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Carterton Town Centre	0.5%	6	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Screwfix, Ventura Business	1.5%	16	0.0%	0	0.0%	0	9.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Park, Carterton OX18 1AD																								
Zone 4																								
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.8%	9	0.2%	1	0.0%	0	0.6%	1	6.4%	5	1.0%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Cassington Nurseries, Yarnton Road, Cassington, Witney, OX29 4DY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curbridge Village Centre, OX29 7	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.4%	0	19.4%	16	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.6%	6	1.1%	3	0.0%	0	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
Zone 6																								
Freeland Nurseries, Wroslyn Road, Freeland, Witney, OX29 8AQ	0.8%	9	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	8	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	0
Woodstock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Bunkers Hill Garden Shop, Bunkers Hill, Kidlington, OX5 3BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicholsons, The Park, Bicester, OX25 6HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Broughton Village Centre, OX15 4	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Cotefield Nurseries, Oxford Road, Bodicote, Banbury, OX15 4AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	1.1%	12	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.0%	2	9.6%	8	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
StowAg, Moreton Road, Longborough,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	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		Zone 9		Zone 10		Zone 11	
Moreton-in-Marsh, GL56 0QJ																								
Travis Perkins, Cotswold Business Park, London Road, Moreton-in-Marsh, GL56 0JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.9%	10	1.3%	3	0.0%	0	0.0%	0	0.4%	0	0.5%	0	2.6%	2	0.3%	0	0.0%	0	0.9%	1	0.5%	0	5.2%	2
Burford Town Centre, OX18 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	1.2%	13	0.0%	0	0.0%	0	0.3%	1	2.5%	2	0.5%	0	0.0%	0	1.3%	1	1.5%	2	0.0%	0	13.0%	7	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.8%	9	0.0%	0	0.4%	0	0.0%	0	0.4%	0	0.5%	0	2.2%	2	0.3%	0	0.0%	0	1.4%	1	0.5%	0	9.3%	4
Outside Catchment Area																								
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Southam Road, Banbury, OX16 2AD	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
B&Q, Four Pools Retail Park, Evesham, WR11 1DJ	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	7.3%	6	0.0%	0	0.0%	0
B&Q, Great Western Way, Wiltshire, Swindon SN2 2DJ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	6.7%	74	0.0%	0	24.4%	14	1.7%	3	0.0%	0	0.0%	0	0.4%	0	15.2%	14	33.4%	41	1.9%	2	0.0%	0	0.4%	0
B&Q, Nuffield Way, Abingdon, OX14 1RL	0.6%	7	0.0%	0	0.0%	0	0.0%	0	9.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Seacourt Tower, Retail Park, Oxford, OX2 0JJ	2.2%	24	1.9%	4	2.3%	1	0.0%	0	6.9%	5	3.0%	2	6.5%	5	5.1%	5	0.0%	0	0.5%	0	0.0%	0	0.0%	0
B&Q, The Maybird Centre, Stratford-upon-Avon,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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		Zone 9		Zone 10		Zone 11	
CV37 0HZ																								
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	2.0%	22	4.9%	11	2.2%	1	3.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	4.3%	2
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.9%	21	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	12.8%	16	0.5%	0	0.0%	0	2.5%	1
Batsford Arboretum and Garden Centre, Batsford, Moreton-in-Marsh, GL56 9AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	1.7%	19	2.6%	6	0.0%	0	0.0%	0	1.3%	1	6.0%	5	6.9%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers Decorator Centres, Penhill Industrial Park, Beaumont Road, Banbury, OX16 1RW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlecote Garden Centre, Charlecote, Warwick, CV35 9ER	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Cirencester 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	0.0%	0	3.9%	2	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulux Decorator Centre, The Broadway, Kidlington, OX5 1EF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Challow Village Centre, OX12 9	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Garden Centre, The	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Valley, Evesham, WR11 4DS																								
Evesham Shopping Park, Evesham, WR11 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	1.5%	17	0.0%	0	0.0%	0	5.6%	9	4.2%	3	0.0%	0	2.3%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.1%	1	0.0%	0	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%	1	0.0%	0
Haynes Of Challow, Faringdon Road, Wantage, OX12 9TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Homebase, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Homebase, Horspath Driftway, Oxford, OX3 7JN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	0.8%	9	3.1%	7	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
MKM Building Supplies, Station Approach, Kidlington, OX5 1JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine Road East, Cirencester,	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	0.0%	0	3.2%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
GL7 5QA																								
Norton Garden Centre, Tewkesbury Road, Twigworth, Gloucester, GL2 9PU	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Oxford Garden Centre, Southern By-Pass Road, Oxford, OX1 5AR	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Beech Court, Bourton-on-the-Water, Cheltenham, GL54 2SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Screwfix, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Mercian Close, Cirencester, GL7 1LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Screwfix, Station Field Industrial Estate, Kidlington, OX5 1JD	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Road, Bicester, OX26 4AA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Wildmere Road Industrial Estate, Banbury, OX16 3JU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.4%	5	0.0%	0	0.0%	0	2.8%	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
Shipston-on-Stour Town Centre, CV36 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0
Stratford Garden Centre, Campden Road, Clifford Chambers, Stratford-upon-Avon, CV37 8LW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Toolstation, Pioneer Road, Faringdon, SN7 7BU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Travis Perkins, Maybrook Industrial Estate, Maybrook Road, Stratford-upon-Avon,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
CV37 0BT																								
Wantage Town Centre, OX12 9	0.3%	4	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Botley Road, Oxford, OX2 0HA	0.4%	4	0.0%	0	3.8%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Wickes, Gipsy Lane, Swindon, SN2 8DH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wickes, Launton Road, Bicester, OX26 6PZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Metric Trade Park, Love Lane, Cirencester, GL7 1YQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Wickes, Southam Road, Banbury, OX16 2RR	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham, GL51 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	1.1%	12	0.0%	0	0.0%	0	0.3%	1	0.0%	0	2.5%	2	3.9%	3	5.1%	5	0.5%	1	0.0%	0	0.0%	0	0.8%	0
Others																								
Internet	15.4%	170	27.0%	63	12.5%	7	19.1%	31	12.3%	9	7.0%	6	10.6%	9	10.5%	10	11.3%	14	12.7%	11	6.6%	4	14.0%	7
Mail order / catalogue	0.5%	6	1.1%	3	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.9%	31	5.8%	13	1.3%	1	0.3%	1	6.7%	5	0.5%	0	0.9%	1	3.5%	3	3.1%	4	0.9%	1	0.0%	0	5.6%	3
(Don't do this type of shopping)	9.8%	108	9.5%	22	13.5%	8	4.9%	8	13.2%	10	13.4%	11	7.0%	6	14.5%	13	5.4%	7	15.5%	13	9.6%	5	8.7%	4
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q17 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Boots, High Street, Witney, OX28 6HA	0.7%	8	1.9%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	0.9%	10	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.0%	1
Long Hanborough Village Centre, OX29 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	4.1%	46	5.9%	14	0.0%	0	3.1%	5	0.4%	0	9.7%	8	9.0%	8	0.3%	0	0.0%	0	5.6%	5	3.4%	2	7.7%	4
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.7%	7	1.1%	3	0.0%	0	0.0%	0	5.6%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	1.5%	17	1.3%	3	0.0%	0	2.8%	5	0.0%	0	1.5%	1	3.9%	3	0.0%	0	0.0%	0	3.3%	3	0.5%	0	3.4%	2
Witney Town Centre	13.6%	150	20.6%	48	0.0%	0	12.7%	21	1.3%	1	40.3%	34	30.7%	26	0.3%	0	0.0%	0	2.8%	2	23.1%	13	10.9%	5
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.7%	7	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	1.5%	2	0.0%	0	0.0%	0	4.5%	2
Chipping Norton Town Centre	6.4%	71	0.0%	0	56.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	9.7%	12	15.7%	14	0.0%	0	20.4%	10
Co-op, High Street, Chipping Norton, OX7 5AB	0.2%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.4%	0
QD, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.2%	2	0.0%	0	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	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	0.7%	7	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.5%	0	1.5%	1	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	3.1%	35	0.0%	0	0.0%	0	14.6%	24	0.0%	0	0.0%	0	2.3%	2	5.9%	5	0.0%	0	0.0%	0	6.7%	4	0.0%	0
Bampton Local Centre, OX18 2	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	1.4%	15	0.0%	0	0.0%	0	7.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Market Square, Bampton, OX18 2JJ	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	1.5%	16	0.4%	1	0.0%	0	7.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.5%	2	0.0%	0
Zone 4																								
Zone 5																								
Eynsham Village Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eynsham, Witney, OX29 4EF	0.2%	2	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
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	4.7%	4	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	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	9.8%	8	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	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	3.6%	3	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	8.7%	5	0.0%	0
Co-op, Station Road, Lechlade, GL7 3ER	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	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	0.0%	0	13.9%	8	0.0%	0
Zone 11																								
Charlbury Town Centre	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	0.0%	0	0.0%	0	9.3%	4
Outside Catchment Area																								
Abingdon Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX2 0HA																								
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.1%	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	0.0%	0	0.5%	0	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	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	0.0%	0	3.2%	2	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.7%	8	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.9%	5	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	2.1%	23	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	12.7%	15	1.4%	1	0.0%	0	0.4%	0
Bicester Shopping Park, Bicester, OX26 1BT	1.6%	18	5.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Cornmarket Street, Oxford, OX1 3HL	1.1%	13	1.9%	4	0.0%	0	3.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Boots, Market Place, Fairford, GL7 4AB	0.1%	1	0.0%	0	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%	1	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	1.0%	11	2.3%	5	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.0%	1
Cheltenham Town Centre	0.3%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Cirencester Town Centre	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	0.5%	0	4.4%	2	0.0%	0
Co-op, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon,	0.4%	5	0.0%	0	0.0%	0	0.6%	1	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
SN7 7GQ																								
Faringdon Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Golden Valley Retail Park, Hatherley Lane, Cheltenham, GL51 6PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	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%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.7%	1	0.5%	1	4.1%	4	0.0%	0	0.4%	0
Oxford City Centre	2.2%	25	4.9%	11	0.4%	0	0.0%	0	2.6%	2	5.1%	4	0.9%	1	2.8%	3	0.0%	0	0.0%	0	0.0%	0	7.5%	4
Royal Wootton Bassett Town Centre, SN4 7AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	2.4%	27	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	17.7%	22	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	1.9%	21	1.9%	4	0.0%	0	0.0%	0	2.8%	2	0.0%	0	11.1%	9	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Paddington Drive, Swindon, SN5 7AA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pioneer Square, Bicester, OX26 6FA																								
Sainsbury's Superstore, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.5%	0	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Superdrug, Westgate Shopping Centre, Queen Street, Oxford, OX1 1PE	0.3%	4	0.0%	0	0.0%	0	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
Swindon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
Templars Square, Pound Way, Oxford, OX4 3XH	0.2%	3	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	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	1.0%	11	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	2.0%	2	5.8%	7	0.0%	0	0.0%	0	2.0%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.7%	8	0.0%	0	0.0%	0	0.0%	0	9.1%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	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	0.0%	0	0.5%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.9%	1	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	1.0%	11	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	11.6%	10	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.5%	5	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.7%	8	0.0%	0	0.0%	0	0.0%	0	8.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Waitrose, Abbey Close,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Abingdon, OX14 3HL																								
Waitrose, Botley Road, Oxford,OX2 0HH	0.2%	2	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
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.6%	6	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.5%	6	1.1%	3	2.3%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.4%	5	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.4%	0
Internet	25.0%	275	32.2%	75	18.0%	11	38.6%	62	28.1%	22	10.5%	9	23.4%	20	30.0%	28	11.0%	13	24.0%	21	12.8%	7	17.4%	8
Mail order / catalogue	1.1%	13	3.4%	8	0.0%	0	0.3%	1	0.0%	0	0.0%	0	2.7%	2	1.8%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0
TV shopping	0.2%	3	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	0.0%	0	0.0%	0
(Don't know / varies)	2.4%	26	6.4%	15	5.8%	3	0.0%	0	3.0%	2	0.0%	0	0.4%	0	0.0%	0	3.0%	4	0.5%	0	0.5%	0	2.0%	1
(Don't do this type of shopping)	1.3%	14	1.4%	3	0.9%	1	0.3%	1	0.8%	1	0.5%	0	0.0%	0	1.7%	2	4.3%	5	0.0%	0	0.0%	0	3.7%	2
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q18 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);																								
Zone 1																								
Leafield Village Centre, OX29 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.0%	11	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	3	2.2%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	5.4%	3
Sobell House, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.7%	7	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.0%	1
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Witney Town Centre	7.0%	77	9.5%	22	0.0%	0	10.5%	17	6.6%	5	12.4%	10	13.6%	12	0.3%	0	0.0%	0	2.3%	2	13.1%	7	4.1%	2
Zone 2																								
Chipping Norton Town Centre	1.1%	12	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	4.2%	4	0.0%	0	1.5%	1
Co-op, High Street, Chipping Norton, OX7 5AB	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	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.6%	6	0.0%	0	0.0%	0	3.9%	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
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.1%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.3%	3	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	0.5%	0	0.0%	0
Aston Village Centre, OX18 2	0.2%	2	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
Carterton Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Zone 5																								
Eynsham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Moreton-in-Marsh Town Centre, GL56 0	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.4%	2	0.0%	0	0.0%	0
Sophie Oliver Jewellery, High Street, Moreton-in-Marsh, GL56 0AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Banbury Town Centre	1.3%	14	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	3.0%	3	7.4%	9	0.9%	1	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.7%	8	3.4%	8	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.5%	6	0.0%	0	0.0%	0	0.3%	1	0.0%	0	5.9%	5	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.4%	5	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.5%	0	0.5%	0	2.0%	1
Cheltenham Town Centre	0.7%	7	0.2%	1	0.4%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	4.2%	2	0.0%	0
Cirencester 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	0.5%	0	3.4%	2	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.4%	4	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Southam Road, Banbury, OX16 2RX	0.3%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.5%	1	0.5%	0	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	0.3%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail and	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Leisure Park, Drakes Way, Swindon, SN3 3SG																								
High Wycombe Town Centre, HP11 2	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homesense, Bath Road, Taplow, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	0
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.3%	4	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matlock Town Centre, DE4 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.4%	4	0.0%	0	0.0%	0	0.3%	1	0.4%	0	0.0%	0	0.4%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	5.7%	63	5.7%	13	5.3%	3	1.7%	3	9.3%	7	10.1%	8	20.5%	17	9.0%	8	0.5%	1	0.5%	0	0.5%	0	2.3%	1
Royal Wootton Bassett Town Centre, SN4 7AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.7%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Stonor Village Centre, RG9 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Stow-on-the-Wold Town Centre, GL54 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0
Stratford-upon-Avon Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6	4.1%	4	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Swindon Town Centre	0.3%	3	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Symondsbury Village Centre, DT6 6	0.2%	2	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
Templars Shopping Park, Oxford, OX4 3JP	0.2%	3	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	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge, CB1 3ET	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.6%	6	1.1%	3	0.0%	0	1.7%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Internet	33.1%	364	48.2%	112	27.5%	16	44.1%	71	29.8%	23	18.5%	16	16.7%	14	28.4%	26	23.0%	28	35.9%	31	20.3%	11	33.5%	16
Mail order / catalogue	1.2%	13	2.3%	5	2.3%	1	1.7%	3	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
TV shopping	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.8%	64	5.7%	13	0.0%	0	8.7%	14	11.0%	8	3.1%	3	5.1%	4	9.0%	8	4.4%	5	1.9%	2	6.6%	4	5.3%	3
(Don't do this type of shopping)	30.2%	332	17.0%	39	42.2%	25	21.1%	34	32.6%	25	39.1%	33	27.4%	23	27.8%	26	47.5%	58	30.6%	26	43.2%	23	41.3%	19
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [Number of times per month]																								
Q19 How often do you or your household visit Witney Town Centre for shopping, services, leisure, work or other town centre uses? [PR]																								
7 times a week	1.6%	18	5.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	1.1%	12	3.4%	8	0.0%	0	0.3%	1	2.2%	2	1.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
4 times a week	3.4%	37	13.6%	31	2.3%	1	0.3%	1	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
3 times a week	6.0%	66	15.6%	36	3.8%	2	2.0%	3	0.0%	0	10.5%	9	6.5%	6	3.5%	3	0.0%	0	4.1%	4	0.5%	0	7.0%	3
Twice a week	9.6%	105	15.2%	35	0.0%	0	8.8%	14	2.8%	2	26.0%	22	19.0%	16	0.0%	0	4.3%	5	2.3%	2	6.4%	3	10.4%	5
Once a week	14.5%	160	19.1%	44	0.0%	0	15.1%	24	6.7%	5	26.1%	22	26.7%	23	9.4%	9	0.0%	0	13.2%	11	18.6%	10	24.3%	11
Once every 2 weeks	9.4%	104	4.1%	9	9.0%	5	24.6%	40	5.5%	4	15.4%	13	3.9%	3	4.7%	4	2.5%	3	6.7%	6	17.7%	10	13.1%	6
Once a month	8.4%	93	4.8%	11	14.1%	8	11.8%	19	8.3%	6	5.9%	5	11.4%	10	5.0%	5	5.3%	6	11.9%	10	13.8%	7	9.5%	4
Once every 2 months	7.9%	86	10.4%	24	6.2%	4	16.4%	27	8.7%	7	2.6%	2	6.0%	5	5.0%	5	3.0%	4	2.8%	2	8.9%	5	5.6%	3
Once every 3 months	6.8%	75	6.3%	15	10.8%	6	10.7%	17	15.1%	12	1.0%	1	3.6%	3	6.7%	6	2.0%	2	7.3%	6	5.2%	3	7.5%	4
Less often than once every 3 months	12.6%	138	0.2%	1	28.7%	17	3.5%	6	36.6%	28	3.0%	2	14.2%	12	21.3%	20	20.4%	25	16.7%	14	19.3%	10	6.8%	3
(Don't know)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.3%	1
(Never)	18.3%	201	1.6%	4	25.2%	15	6.4%	10	12.0%	9	4.0%	3	3.1%	3	44.5%	41	62.6%	76	34.0%	29	9.2%	5	11.6%	5
Mean:		*1.12*		*2.18*		*0.41*		*0.65*		*0.37*		*1.49*		*1.33*		*0.45*		*0.32*		*0.59*		*0.54*		*1.02*
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q20 What is the MAIN activity you visit Witney Town Centre for?
Those that visit Witney Town Centre at least once a month at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
FOOD shopping	39.2%	234	47.2%	89	33.9%	6	20.9%	21	35.3%	7	39.3%	30	59.9%	37	20.8%	4	35.7%	5	28.9%	10	43.0%	13	36.1%	11
NON-FOOD shopping	21.1%	126	13.0%	25	16.0%	3	36.5%	37	27.6%	5	35.3%	26	4.8%	3	0.0%	0	39.8%	6	18.6%	6	28.4%	9	17.3%	5
Window shopping / browsing	5.8%	35	7.4%	14	13.5%	2	7.2%	7	8.6%	2	2.2%	2	3.6%	2	9.3%	2	0.0%	0	2.4%	1	4.2%	1	4.4%	1
Financial service e.g. bank, building society, cash machine	4.9%	29	0.8%	2	6.0%	1	11.0%	11	5.0%	1	2.8%	2	6.6%	4	1.5%	0	20.4%	3	3.7%	1	1.7%	1	9.8%	3
Visiting cafes / coffee shops	3.8%	23	7.0%	13	20.0%	3	0.0%	0	0.0%	0	1.7%	1	1.8%	1	11.5%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Night-time drinking	3.3%	20	6.8%	13	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	15.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health service e.g. doctor, dentist, hospital, opticians	3.1%	18	1.7%	3	0.0%	0	4.0%	4	0.0%	0	5.0%	4	3.0%	2	1.5%	0	4.1%	1	13.1%	4	0.8%	0	0.6%	0
Meeting family / friends to socialise	2.6%	15	4.4%	8	0.0%	0	2.7%	3	0.0%	0	0.0%	0	3.0%	2	7.8%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Visiting family / friends who live there	2.4%	15	1.4%	3	7.8%	1	4.5%	5	1.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	8.9%	3
Visiting gym / leisure centre / swimming pool	2.4%	14	2.1%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	1	5.5%	2
Daytime eating	1.9%	11	1.7%	3	0.0%	0	1.5%	2	8.3%	2	0.6%	0	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0
Work there	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	2	0.0%	0	10.7%	4	0.8%	0	5.5%	2
Walk / walk the dog	1.3%	8	1.4%	3	0.0%	0	2.7%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Other service e.g. laundrette, hairdresser, salon, vets, recycling	1.2%	7	0.0%	0	3.0%	1	0.0%	0	10.3%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	1.1%	0
Night-time eating	1.1%	7	0.0%	0	0.0%	0	3.4%	4	1.7%	0	0.0%	0	0.0%	0	13.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business meetings	0.7%	4	2.4%	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	0.0%	0	0.0%	0
Visiting cinema	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0
Visit daytime theatres / shows	0.4%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubbing	0.4%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the area often	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community centre	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	6.4%	2	0.0%	0	0.0%	0
Daytime drinking	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Visit markets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessing transport (e.g. using bus / tube / train station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Study 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	0.0%	0	0.8%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Visiting library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Visiting place of worship	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 night-time theatres / shows	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 museums / galleries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeaways / fast food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Using Post Office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 parks / green spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting live music venues / gigs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	6.4%	2	0.0%	0	0.0%	0
Weighted base:		596		189		17		102		20		75		62		21		15		33		31		31
Sample:		557		84		24		72		27		91		78		17		5		32		51		76

Q21 What do you like about Witney Town Centre? [MR]
Those that visit Witney Town Centre at least once a month at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Parking - it's free	26.4%	157	11.7%	22	14.5%	2	33.9%	35	18.5%	4	39.6%	30	46.0%	29	29.0%	6	28.6%	4	24.5%	8	30.6%	9	26.7%	8
Good cafés / restaurants	19.9%	119	34.7%	66	33.1%	6	17.0%	17	0.0%	0	15.5%	12	9.4%	6	20.9%	4	0.0%	0	2.4%	1	4.2%	1	19.2%	6
Attractive environment / nice place	11.9%	71	14.2%	27	19.8%	3	5.2%	5	28.7%	6	12.8%	10	12.8%	8	10.5%	2	4.1%	1	11.3%	4	11.0%	3	8.4%	3
Shops - good range of non-food shops generally	11.5%	69	3.9%	7	1.5%	0	17.8%	18	3.3%	1	18.2%	14	9.6%	6	7.8%	2	35.7%	5	14.4%	5	16.6%	5	18.6%	6
Good layout / shops close together	10.8%	64	6.5%	12	3.0%	1	8.7%	9	13.2%	3	2.8%	2	21.0%	13	11.5%	2	20.4%	3	36.3%	12	16.4%	5	8.3%	3
Parking - it's easy to find a space	10.0%	59	4.0%	8	4.5%	1	3.7%	4	14.9%	3	23.6%	18	21.1%	13	3.0%	1	0.0%	0	9.8%	3	20.2%	6	10.7%	3
You can get everything you need there	10.0%	59	14.4%	27	17.5%	3	2.6%	3	0.0%	0	11.0%	8	14.6%	9	0.0%	0	0.0%	0	10.0%	3	15.8%	5	2.8%	1
Shops - good range of independent shops	9.1%	54	4.0%	8	10.8%	2	14.6%	15	25.4%	5	3.9%	3	13.6%	8	19.3%	4	24.5%	4	9.8%	3	1.7%	1	6.3%	2
Close to home	8.7%	52	7.8%	15	0.0%	0	7.8%	8	0.0%	0	11.2%	8	12.1%	8	7.8%	2	0.0%	0	3.7%	1	1.7%	1	32.2%	10
Nice atmosphere / friendly people	7.4%	44	6.9%	13	1.5%	0	5.0%	5	19.9%	4	16.1%	12	4.2%	3	1.5%	0	0.0%	0	8.8%	3	5.1%	2	6.4%	2
Good pubs / bars	7.3%	43	13.7%	26	0.0%	0	8.6%	9	0.0%	0	7.6%	6	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Shops - good range of affordable shops	7.2%	43	18.2%	34	0.0%	0	2.7%	3	19.7%	4	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of 'high street' retailers	6.1%	36	7.0%	13	0.0%	0	8.1%	8	28.0%	5	6.1%	5	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	9.2%	3
Shops - good range of supermarkets	4.9%	29	2.8%	5	11.5%	2	1.0%	1	8.6%	2	10.0%	7	0.6%	0	3.0%	1	0.0%	0	18.3%	6	6.8%	2	9.2%	3
Familiar / know where everything is	4.5%	27	8.3%	16	0.0%	0	0.0%	0	0.0%	0	9.3%	7	1.2%	1	0.0%	0	0.0%	0	3.7%	1	0.8%	0	5.8%	2
Good market	4.3%	25	5.2%	10	0.0%	0	5.4%	5	0.0%	0	6.2%	5	3.1%	2	7.8%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Good range of other services (e.g. library, hairdresser, vets etc.)	3.9%	23	5.2%	10	14.6%	3	0.5%	1	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	21.9%	7	0.0%	0	0.0%	0
Quiet / not too busy	3.2%	19	4.2%	8	0.0%	0	0.0%	0	10.3%	2	1.7%	1	0.6%	0	19.3%	4	0.0%	0	7.3%	2	1.7%	1	1.7%	1
Easy to get there by car	3.1%	18	7.0%	13	0.0%	0	1.0%	1	1.7%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	7.6%	2	0.8%	0	0.6%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.9%	18	2.8%	5	10.0%	2	1.0%	1	8.6%	2	0.0%	0	1.2%	1	7.5%	2	35.7%	5	0.0%	0	0.0%	0	0.6%	0
Shops - good range of bakers / butchers / greengrocers	2.9%	17	5.2%	10	10.0%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.8%	0	3.0%	1
Shops - good opening hours / open on Sundays	2.7%	16	6.6%	12	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for financial services (e.g. banks / building societies)	2.6%	15	1.4%	3	1.5%	0	6.4%	7	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	9.4%	3	0.0%	0	3.4%	1
Shops - good range of	2.5%	15	2.8%	5	0.0%	0	0.0%	0	12.7%	2	0.0%	0	0.0%	0	7.8%	2	35.7%	5	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		Zone 9		Zone 10		Zone 11	
quality shops																								
Shops - good range of charity shops	2.0%	12	2.8%	5	20.9%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3
Traditional / quaint	2.0%	12	0.3%	1	15.3%	3	2.7%	3	0.0%	0	3.7%	3	0.0%	0	1.5%	0	0.0%	0	0.0%	0	5.6%	2	3.8%	1
Shops - good range of clothes shops	1.9%	11	4.5%	8	0.0%	0	0.5%	1	11.0%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas	1.8%	11	3.2%	6	1.5%	0	0.5%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.6%	0
Clean streets / well maintained	1.8%	10	1.4%	3	1.5%	0	0.0%	0	0.0%	0	1.1%	1	8.2%	5	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of health services (e.g. doctors, dentists, opticians etc.)	1.6%	10	3.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Like to support local businesses	1.6%	9	4.2%	8	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's cheap	1.2%	7	0.0%	0	0.0%	0	4.5%	5	1.7%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good toilet facilities	1.1%	6	0.0%	0	10.0%	2	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	1.0%	6	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	3.1%	2	15.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.8%	5	1.4%	3	0.0%	0	0.0%	0	1.7%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Diverse / multi-cultural	0.8%	5	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has undercover shopping	0.7%	4	2.4%	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	0.0%	0	0.0%	0
Close to friends / relatives	0.7%	4	1.4%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.6%	0
Good bus service	0.6%	4	0.0%	0	1.5%	0	0.5%	1	0.0%	0	2.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0
Open / green spaces / parks	0.5%	3	0.0%	0	0.0%	0	0.5%	1	11.0%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - M&S	0.5%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Specific store - Primark	0.4%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Costa	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get there on foot	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.6%	0
Dog friendly shops	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Specific store - Waitrose	0.1%	0	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
Parking - good car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good train service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	7.2%	43	1.6%	3	4.5%	1	18.7%	19	1.7%	0	5.5%	4	4.8%	3	1.5%	0	35.7%	5	8.6%	3	12.0%	4	1.7%	1
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	3.0%	1
Weighted base:		596		189		17		102		20		75		62		21		15		33		31		31
Sample:		557		84		24		72		27		91		78		17		5		32		51		76

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q22 What do you dislike about Witney Town Centre? [MR] *Those that visit Witney Town Centre at least once a month at Q19*																								
Too many empty shops	12.7%	76	17.8%	34	0.0%	0	18.0%	18	0.0%	0	6.1%	5	8.5%	5	7.8%	2	20.4%	3	7.3%	2	8.4%	3	13.7%	4
Shops - need more / better clothes shops	7.2%	43	11.2%	21	0.0%	0	15.2%	15	0.0%	0	0.6%	0	0.0%	0	10.0%	2	0.0%	0	10.7%	4	0.8%	0	0.6%	0
Not enough / poor quality cafés / restaurants	6.1%	36	14.5%	27	23.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	6.4%	2	0.0%	0	3.0%	1
Dirty streets / poorly maintained	5.6%	33	8.9%	17	10.0%	2	2.7%	3	0.0%	0	4.8%	4	1.2%	1	0.0%	0	35.7%	5	0.0%	0	4.2%	1	3.0%	1
Traffic congestion	5.0%	30	6.1%	12	0.0%	0	7.7%	8	0.0%	0	2.8%	2	7.6%	5	0.0%	0	0.0%	0	1.2%	0	5.1%	2	4.6%	1
Shops - need longer opening hours / more open on Sundays	4.9%	29	5.2%	10	0.0%	0	2.7%	3	41.8%	8	0.0%	0	0.0%	0	7.8%	2	35.7%	5	0.0%	0	0.0%	0	5.9%	2
Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	4.7%	28	11.3%	21	7.8%	1	3.4%	4	8.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more independent shops	4.6%	27	3.8%	7	10.0%	2	1.5%	2	0.0%	0	5.9%	4	11.9%	7	7.8%	2	0.0%	0	6.1%	2	1.7%	1	3.0%	1
Poor nightlife	4.6%	27	7.0%	13	13.1%	2	5.4%	5	11.0%	2	0.0%	0	0.0%	0	15.6%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Too many charity shops	4.5%	27	8.9%	17	0.0%	0	0.5%	1	0.0%	0	1.7%	1	0.0%	0	17.8%	4	0.0%	0	6.1%	2	0.8%	0	7.3%	2
Too many betting shops	3.5%	21	7.0%	13	17.8%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0
Needs an update / revamp	3.5%	21	9.5%	18	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Shops - need more / better range of non-food shops generally	3.4%	20	2.6%	5	0.0%	0	5.5%	6	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	17.6%	5
Shops - need more 'high street' retailers	3.3%	20	4.0%	8	1.5%	0	1.0%	1	0.0%	0	3.4%	3	4.2%	3	10.0%	2	0.0%	0	6.1%	2	4.2%	1	0.6%	0
Lack of pedestrianised areas	3.2%	19	7.6%	14	7.8%	1	0.5%	1	0.0%	0	0.6%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0
Parking - not enough spaces available	2.8%	17	2.1%	4	0.0%	0	6.1%	6	11.0%	2	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	7.3%	2
Hard to get to by car	2.5%	15	0.5%	1	1.5%	0	2.6%	3	0.0%	0	3.9%	3	10.1%	6	0.0%	0	0.0%	0	1.2%	0	1.7%	1	3.5%	1
Shops - need more quality shops	2.0%	12	1.4%	3	13.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	3	0.0%	0	6.1%	2	0.0%	0	6.5%	2
Lack of undercover shopping	2.0%	12	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.2%	3	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0
Not enough other services (e.g. library, hairdresser, vets etc.)	1.9%	11	3.8%	7	0.0%	0	0.5%	1	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough health facilities (e.g. doctors, dentists, opticians, etc)	1.9%	11	2.8%	5	0.0%	0	0.0%	0	0.0%	0	7.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	1.8%	11	3.8%	7	0.0%	0	0.0%	0	8.6%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many hairdressers	1.6%	10	2.4%	4	0.0%	0	3.4%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Poor layout / shops too far apart	1.6%	10	4.5%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	1.5%	9	0.0%	0	1.5%	0	0.0%	0	0.0%	0	1.1%	1	4.0%	2	0.0%	0	35.7%	5	0.0%	0	0.0%	0	1.1%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Shops - need more bakers / butchers / greengrocers	1.5%	9	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	6.4%	2	0.0%	0	7.9%	2
Lack of security / don't feel safe	1.5%	9	4.2%	8	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more affordable shops	1.5%	9	4.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough / poor quality pubs / bars	1.4%	8	2.8%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Parking - longer parking times	1.3%	8	1.4%	3	0.0%	0	2.7%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Too many coffee shops	1.3%	8	1.8%	3	0.0%	0	0.5%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Not enough / poor quality public toilets	1.1%	7	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.1%	2	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Parking - not enough on-street parking	1.1%	7	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	0
Not attractive / poor environment	1.1%	7	2.4%	4	10.0%	2	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
Parking - no free parking	1.1%	7	2.8%	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	4.2%	1	0.0%	0
Poor atmosphere / unfriendly people	1.1%	6	1.4%	3	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Unclear closure times	0.9%	6	1.8%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hard to get to on foot	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.7%	5	0.0%	0	0.0%	0	0.0%	0
Parking - more parent and child parking spaces	0.8%	5	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hard to get to by train	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	8.2%	3	0.0%	0	0.0%	0
Shops - need more / better range of supermarkets	0.7%	4	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.8%	0	0.0%	0
Too many takeaways	0.6%	4	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Hard to get to by bus	0.6%	4	0.0%	0	0.0%	0	3.4%	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
Parking - not enough disabled parking	0.6%	4	0.3%	1	1.5%	0	2.7%	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
Not enough financial services (e.g. banks / building societies)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No updates on town improvements	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - expensive parking	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	0.4%	2	0.0%	0	1.5%	0	0.0%	0	11.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too much homelessness	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	6.4%	2	0.0%	0	0.0%	0
Parking - need bigger spaces	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
Nothing unique about the town	0.1%	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	0.0%	0	0.0%	0	0.0%	0
High rent	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Too many estate agents	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough / poor quality seating areas	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of bins	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
M&S is too small	0.0%	0	0.0%	0	0.0%	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
Too much pedestrianisation	0.0%	0	0.0%	0	0.0%	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
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many beggars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - cashless payment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	39.1%	233	20.5%	39	31.7%	5	38.1%	39	50.0%	10	61.3%	46	60.2%	37	37.9%	8	8.2%	1	52.5%	17	56.2%	17	40.7%	13
(Don't know)	1.5%	9	2.1%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	0	0.8%	0	0.6%	0
Weighted base:		596		189		17		102		20		75		62		21		15		33		31		31
Sample:		557		84		24		72		27		91		78		17		5		32		51		76

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q23 What could be improved about Witney Town Centre that would make you visit more often? [MR]																								
Better market	11.5%	126	29.6%	69	4.5%	3	19.4%	31	6.5%	5	0.0%	0	4.3%	4	6.3%	6	4.3%	5	0.0%	0	0.0%	0	8.6%	4
Less empty shops	8.6%	94	9.2%	21	4.2%	2	16.8%	27	4.7%	4	9.5%	8	6.0%	5	6.4%	6	10.6%	13	5.0%	4	5.3%	3	1.1%	1
Shops - more / better clothes shops	6.0%	66	8.5%	20	4.7%	3	10.2%	16	4.1%	3	6.0%	5	6.5%	6	2.1%	2	4.3%	5	0.5%	0	6.1%	3	5.6%	3
Shops - more / better range of non-food shops generally	6.0%	66	8.0%	19	0.9%	1	12.5%	20	0.0%	0	5.5%	5	9.1%	8	3.0%	3	1.0%	1	5.3%	5	5.2%	3	5.6%	3
More / better cafés / restaurants	5.6%	61	12.2%	28	0.0%	0	5.3%	9	13.1%	10	7.3%	6	3.8%	3	1.8%	2	0.0%	0	2.3%	2	2.4%	1	0.4%	0
Shops - more 'high street' retailers	5.1%	56	4.9%	11	4.4%	3	14.3%	23	0.8%	1	5.5%	5	5.7%	5	2.3%	2	0.0%	0	3.3%	3	2.9%	2	4.9%	2
Shops - more independent shops	4.0%	44	9.8%	23	2.9%	2	4.1%	7	3.2%	2	1.0%	1	0.4%	0	2.0%	2	3.0%	4	3.7%	3	0.5%	0	1.1%	1
Improve the nightlife	3.7%	41	7.6%	18	2.9%	2	3.4%	5	5.6%	4	2.6%	2	2.3%	2	3.5%	3	0.0%	0	2.4%	2	0.0%	0	3.9%	2
Parking - make more spaces available	3.6%	39	2.5%	6	3.3%	2	7.8%	13	8.2%	6	0.5%	0	3.4%	3	0.7%	1	1.0%	1	1.9%	2	3.9%	2	8.4%	4
More / better financial services (e.g. banks / building societies)	3.4%	38	8.7%	20	0.0%	0	7.9%	13	0.0%	0	1.0%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Easier to get to by car	3.2%	35	1.8%	4	6.0%	4	0.0%	0	4.6%	4	0.5%	0	0.4%	0	6.9%	6	2.0%	2	10.7%	9	8.1%	4	2.3%	1
Less charity shops	3.1%	35	6.1%	14	3.8%	2	3.2%	5	2.2%	2	0.5%	0	3.8%	3	5.8%	5	0.0%	0	0.0%	0	0.5%	0	4.3%	2
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.1%	34	3.8%	9	0.0%	0	12.3%	20	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	3.2%	2	0.4%	0
Less traffic congestion / improved access	3.0%	33	5.6%	13	1.3%	1	1.6%	3	4.9%	4	4.0%	3	0.9%	1	1.8%	2	4.3%	5	0.5%	0	0.5%	0	2.3%	1
More pedestrianised areas	2.6%	29	5.7%	13	0.0%	0	2.5%	4	0.0%	0	2.0%	2	0.4%	0	4.7%	4	4.3%	5	0.0%	0	0.5%	0	0.0%	0
Easier to get to by bus	2.6%	28	0.0%	0	1.3%	1	6.7%	11	6.9%	5	2.5%	2	5.6%	5	0.7%	1	0.0%	0	4.1%	4	1.0%	1	0.0%	0
Shops - longer opening hours / more open on Sundays	2.5%	27	3.4%	8	0.0%	0	2.2%	4	8.4%	6	0.0%	0	4.6%	4	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
More / better pubs / bars	2.4%	27	2.6%	6	0.0%	0	5.0%	8	2.8%	2	4.3%	4	0.0%	0	0.0%	0	4.3%	5	0.5%	0	0.0%	0	2.0%	1
Shops - more / better range of supermarkets	2.4%	26	6.8%	16	0.4%	0	3.4%	5	3.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.0%	1
Better disabled access	2.4%	26	9.0%	21	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	2.0%	22	2.3%	5	2.3%	1	0.0%	0	5.0%	4	2.6%	2	0.0%	0	2.3%	2	4.3%	5	0.0%	0	0.0%	0	3.9%	2
Less cheap shops	1.9%	21	6.1%	14	6.1%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Shops - more affordable shops	1.9%	20	5.7%	13	2.3%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Better lighting	1.9%	20	4.2%	10	5.2%	3	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Shops - more high quality shops	1.8%	20	3.5%	8	0.0%	0	1.0%	2	2.6%	2	4.3%	4	3.2%	3	1.8%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Cleaner streets / better maintained	1.5%	16	2.5%	6	2.9%	2	1.7%	3	0.0%	0	4.3%	4	0.9%	1	0.0%	0	0.0%	0	0.5%	0	2.4%	1	0.0%	0
Shops - more bakers /	1.5%	16	1.1%	3	0.0%	0	5.6%	9	0.4%	0	0.0%	0	2.9%	2	1.8%	2	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		Zone 9		Zone 10		Zone 11	
butchers / greengrocers																								
Make it more attractive / nicer environment	1.3%	14	1.9%	4	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.4%	0	6.5%	6	0.0%	0	0.0%	0	0.5%	0	0.0%	0
More / better range of other services (e.g. library, hairdresser, vets etc.)	1.3%	14	2.5%	6	2.3%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	4	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Parking - make it free	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	4.7%	4	3.3%	4	0.0%	0	2.4%	1	0.4%	0
Better security / safety	1.0%	11	3.1%	7	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	0	1.8%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Easier to get to by train	0.8%	9	1.5%	3	0.4%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.4%	0
More / better seating areas	0.8%	9	0.0%	0	0.0%	0	3.9%	6	0.0%	0	1.0%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.8%	9	1.9%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	0.8%	9	1.1%	3	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Less takeaways	0.7%	8	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
More rubbish bins	0.7%	7	1.9%	4	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.7%	7	1.9%	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	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.6%	7	1.9%	4	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More social events	0.6%	6	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	0.0%	0	0.0%	0
Better layout / shops closer together	0.5%	6	0.2%	1	0.4%	0	0.3%	1	2.8%	2	0.0%	0	0.0%	0	2.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Parking - make more disabled spaces available	0.5%	6	0.4%	1	0.4%	0	1.3%	2	2.2%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Update / refurbish the shopping area	0.5%	6	1.4%	3	0.0%	0	0.0%	0	0.4%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more mother and child parking	0.4%	5	0.0%	0	0.0%	0	2.8%	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
Quieter / less busy	0.4%	4	0.0%	0	2.9%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper rent	0.4%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Less coffee shops	0.3%	4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Specific store - Primark	0.3%	4	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	0.0%	0	2.0%	1
Less barbers	0.3%	3	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	2.9%	1
Specific store - Waitrose	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Flooding	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Less pedestrianised areas	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More charity shops	0.2%	2	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
Specific store - Iceland	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	0.0%	0	0.0%	0	0.0%	0
Too far away from home	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better cultural facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Specific store - M&S	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - KFC	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Parking - make it cheaper	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - longer parking times	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Better advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to on foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more payment methods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	37.5%	412	13.0%	30	49.8%	29	17.7%	29	48.9%	38	46.6%	39	50.3%	43	55.6%	51	50.7%	62	51.3%	44	52.5%	28	40.0%	19
(Don't know)	6.5%	72	1.8%	4	8.6%	5	3.3%	5	4.3%	3	2.0%	2	5.3%	5	7.8%	7	18.0%	22	12.1%	10	5.8%	3	10.7%	5
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q24 Do you visit Witney Town Centre once a month or more during the evening, either during the week or at weekends?

Yes	27.4%	302	59.1%	137	15.6%	9	39.5%	64	16.0%	12	24.7%	21	24.1%	21	15.1%	14	5.3%	6	7.2%	6	5.2%	3	18.8%	9
No	72.6%	798	40.9%	95	84.4%	50	60.5%	98	84.0%	64	75.3%	63	75.9%	65	84.9%	78	94.7%	116	92.8%	80	94.8%	51	81.2%	38
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q25 When do you tend to visit Witney Town Centre during the evening? [MR/PR]
Those that visit Witney Town Centre once a month or more during the evening at Q24

Friday evenings	52.3%	158	52.3%	72	47.1%	4	43.1%	28	44.7%	5	92.0%	19	47.7%	10	57.7%	8	0.0%	0	100.0%	6	28.1%	1	55.8%	5
Saturday evenings	57.4%	173	62.0%	85	52.9%	5	56.4%	36	30.9%	4	83.5%	17	72.4%	15	42.3%	6	0.0%	0	32.4%	2	81.3%	2	14.0%	1
Sunday to Thursday evenings	49.8%	150	50.9%	70	27.9%	3	51.1%	33	63.2%	8	22.1%	5	71.1%	15	34.0%	5	100.0%	6	32.4%	2	18.7%	1	54.3%	5
Weighted base:		302		137		9		64		12		21		21		14		6		6		3		9
Sample:		148		46		6		23		9		16		14		8		3		3		5		15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [Number of times per month]																								
Q26 How often do visit Witney Town Centre during the evening? *Those that visit Witney Town Centre once a month or more during the evening at Q24*																								
7 times a week	1.2%	4	0.0%	0	0.0%	0	5.5%	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
5 - 6 times a week	1.5%	4	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 times a week	5.6%	17	7.7%	11	0.0%	0	0.0%	0	13.7%	2	10.5%	2	12.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 times a week	4.4%	13	5.2%	7	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	19.5%	59	28.8%	39	18.6%	2	4.3%	3	0.0%	0	2.0%	0	9.4%	2	23.2%	3	81.4%	5	0.0%	0	9.4%	0	41.7%	4
Once a week	16.6%	50	13.1%	18	24.4%	2	12.9%	8	22.8%	3	29.6%	6	34.4%	7	31.2%	4	0.0%	0	0.0%	0	0.0%	0	15.4%	1
Once every 2 weeks	19.1%	58	23.9%	33	14.5%	1	16.9%	11	2.6%	0	24.1%	5	0.0%	0	0.0%	0	0.0%	0	67.6%	4	71.9%	2	14.0%	1
Once a month	10.9%	33	7.3%	10	28.5%	3	10.6%	7	0.0%	0	29.9%	6	26.6%	5	0.0%	0	0.0%	0	0.0%	0	18.7%	1	14.4%	1
Once every 2 months	8.3%	25	6.4%	9	14.0%	1	9.8%	6	43.3%	5	0.0%	0	1.8%	0	22.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every 3 months	6.5%	20	2.5%	3	0.0%	0	20.7%	13	0.0%	0	0.0%	0	3.6%	1	11.2%	2	9.3%	1	0.0%	0	0.0%	0	0.0%	0
Less often than once every 3 months	5.5%	17	0.0%	0	0.0%	0	11.3%	7	17.6%	2	4.0%	1	12.1%	2	0.0%	0	9.3%	1	32.4%	2	0.0%	0	14.4%	1
(Don't know / varies)	1.1%	3	1.9%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*1.23*		*1.53*		*0.79*		*0.97*		*0.83*		*0.96*		*1.10*		*1.16*		*1.64*		*0.34*		*0.60*		*1.10*
Weighted base:		302		137		9		64		12		21		21		14		6		6		3		9
Sample:		148		46		6		23		9		16		14		8		3		3		5		15
Q27 What activities do you do in Witney Town Centre during the evenings? [MR] *Those that visit Witney Town Centre once a month or more during the evening at Q24*																								
Visiting pubs / bars	46.5%	140	54.8%	75	14.0%	1	45.7%	29	51.5%	6	42.1%	9	19.9%	4	42.8%	6	81.4%	5	0.0%	0	18.7%	1	43.3%	4
Visiting cafes	8.4%	25	9.7%	13	14.5%	1	7.2%	5	23.1%	3	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	20.9%	2
Eating out	49.2%	149	37.0%	51	24.4%	2	64.7%	41	60.8%	7	53.9%	11	70.4%	14	88.8%	12	81.4%	5	0.0%	0	9.4%	0	37.8%	3
Visiting the cinema	26.6%	80	16.5%	23	28.5%	3	24.5%	16	36.5%	4	18.1%	4	40.5%	8	45.6%	6	100.0%	6	100.0%	6	81.3%	2	19.4%	2
Visiting the theatre	6.7%	20	11.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	81.4%	5	0.0%	0	0.0%	0	0.0%	0
Visiting live music venues	3.9%	12	3.9%	5	18.6%	2	0.0%	0	2.6%	0	10.0%	2	11.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting nightclubs	6.8%	21	11.6%	16	0.0%	0	4.3%	3	13.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	0	0.0%	0
Visiting arts/cultural venues / museums	7.6%	23	12.3%	17	0.0%	0	0.8%	1	2.6%	0	2.0%	0	9.1%	2	11.6%	2	0.0%	0	0.0%	0	0.0%	0	15.4%	1
Visiting health and fitness	3.5%	11	2.5%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	12.1%	2	0.0%	0	0.0%	0	33.8%	2	0.0%	0	0.0%	0
Visiting places of worship	2.1%	6	4.4%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting family entertainment venues	1.6%	5	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%	2	0.0%	0	0.0%	0
Visiting LGBTQ pubs / bars / venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Going to work	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	0	0.0%	0
(Don't know)	0.9%	3	1.9%	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	0.0%	0	0.0%	0
Weighted base:		302		137		9		64		12		21		21		14		6		6		3		9
Sample:		148		46		6		23		9		16		14		8		3		3		5		15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q28 Do you visit any of these OTHER town centres in the West Oxfordshire local authority area? [MR/PR]																								
Carterton	28.6%	315	27.8%	64	17.4%	10	76.8%	124	11.1%	9	23.3%	20	14.0%	12	12.3%	11	4.8%	6	15.0%	13	61.7%	33	26.6%	13
Chipping Norton	39.9%	439	21.4%	50	86.2%	51	27.0%	44	10.4%	8	5.4%	5	36.2%	31	49.5%	46	73.0%	89	78.4%	68	23.4%	13	76.4%	36
Burford	33.9%	372	31.6%	73	35.9%	21	38.5%	62	26.5%	20	18.9%	16	27.5%	23	22.5%	21	40.8%	50	42.5%	37	62.3%	34	32.7%	15
Woodstock	26.4%	290	21.1%	49	27.0%	16	5.8%	9	11.0%	8	24.2%	20	75.2%	64	52.6%	49	33.4%	41	16.7%	14	3.4%	2	37.3%	18
(None of the above)	27.6%	304	46.5%	108	10.8%	6	13.7%	22	54.2%	42	56.8%	48	14.9%	13	17.4%	16	21.7%	26	9.2%	8	15.6%	8	14.2%	7
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
Q29 Which of those centres do you visit the most? [PR] *Those that visit a centre at Q28*																								
Carterton	32.3%	257	38.8%	48	6.8%	4	88.7%	124	28.2%	10	46.0%	17	11.0%	8	10.3%	8	0.0%	0	7.7%	6	57.1%	26	18.3%	7
Chipping Norton	34.9%	278	15.8%	20	86.9%	46	2.5%	4	5.7%	2	3.4%	1	8.7%	6	34.5%	26	90.7%	87	76.0%	60	0.6%	0	65.6%	26
Burford	15.0%	120	29.7%	37	5.8%	3	5.5%	8	56.7%	20	21.7%	8	5.8%	4	2.5%	2	7.4%	7	13.6%	11	42.3%	19	2.6%	1
Woodstock	17.8%	141	15.7%	19	0.5%	0	3.3%	5	9.4%	3	28.9%	10	74.5%	54	52.7%	40	1.9%	2	2.7%	2	0.0%	0	13.4%	5
Weighted base:		796		124		53		139		35		36		72		76		96		78		46		40
Sample:		814		57		93		81		38		47		82		78		80		90		80		88
Meanscore: [Number of times per month]																								
Q30 How often do you shop in CENTRE MENTIONED AT Q29? *Those that visit a centre at Q28*																								
7 times a week	3.1%	25	0.0%	0	11.7%	6	10.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	7.3%	3	0.0%	0
5 - 6 times a week	2.5%	20	2.1%	3	2.9%	2	9.1%	13	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.1%	1	2.2%	1
4 times a week	3.0%	24	2.1%	3	4.5%	2	8.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.5%	0	1.1%	1	2.3%	1
3 times a week	8.6%	68	7.9%	10	11.7%	6	22.6%	31	4.8%	2	0.0%	0	4.5%	3	2.1%	2	6.8%	6	0.0%	0	8.2%	4	10.3%	4
Twice a week	8.1%	64	10.6%	13	31.2%	16	6.5%	9	6.1%	2	1.1%	0	12.5%	9	4.0%	3	1.9%	2	3.6%	3	3.4%	2	12.0%	5
Once a week	20.7%	165	27.0%	33	23.5%	12	20.6%	29	0.9%	0	1.1%	0	19.2%	14	11.9%	9	23.6%	23	29.4%	23	31.5%	14	17.0%	7
Once every 2 weeks	10.7%	85	6.5%	8	9.5%	5	4.8%	7	5.7%	2	4.6%	2	7.1%	5	16.0%	12	12.6%	12	19.2%	15	13.6%	6	27.6%	11
Once a month	13.8%	110	14.2%	18	1.5%	1	1.9%	3	21.2%	7	35.4%	13	22.6%	16	20.9%	16	15.3%	15	15.6%	12	10.1%	5	12.8%	5
Once every 2 months	3.8%	30	5.5%	7	0.5%	0	0.4%	1	5.7%	2	6.9%	2	3.6%	3	8.9%	7	5.7%	5	2.1%	2	1.7%	1	2.2%	1
Once every 3 months	6.1%	49	4.9%	6	0.0%	0	3.3%	5	1.8%	1	9.4%	3	8.1%	6	12.1%	9	9.1%	9	5.0%	4	13.3%	6	0.4%	0
Less often than once every 3 months	12.9%	103	11.9%	15	0.0%	0	7.7%	11	44.5%	16	38.0%	14	8.6%	6	9.4%	7	12.1%	12	21.0%	16	4.6%	2	11.8%	5
(Don't know / varies)	2.0%	16	4.0%	5	0.0%	0	2.5%	4	1.8%	1	0.0%	0	5.0%	4	2.7%	2	0.6%	1	0.5%	0	0.0%	0	0.4%	0
(Never shop there)	4.6%	37	3.4%	4	3.0%	2	1.9%	3	7.4%	3	3.4%	1	7.8%	6	11.9%	9	6.3%	6	2.1%	2	4.0%	2	0.9%	0
Mean:		*1.29*		*1.09*		*2.50*		*2.74*		*0.41*		*0.19*		*0.86*		*0.50*		*0.93*		*0.61*		*1.42*		*1.13*
Weighted base:		796		124		53		139		35		36		72		76		96		78		46		40
Sample:		814		57		93		81		38		47		82		78		80		90		80		88

Q31 What is usually the main purpose of your trip to CENTRE MENTIONED AT Q29?
Those that visit a centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
FOOD shopping	37.4%	298	22.7%	28	59.3%	31	55.4%	77	8.0%	3	26.6%	10	24.8%	18	16.4%	13	47.2%	45	38.4%	30	43.5%	20	57.7%	23
NON-FOOD shopping	13.2%	105	12.5%	15	14.4%	8	11.8%	16	14.7%	5	22.9%	8	9.9%	7	10.2%	8	12.4%	12	13.8%	11	17.2%	8	15.4%	6
Window shopping / browsing	8.4%	67	16.2%	20	2.4%	1	4.4%	6	16.9%	6	29.7%	11	5.6%	4	8.5%	7	5.0%	5	5.0%	4	5.2%	2	2.2%	1
Health service e.g. doctor, dentist, hospital, opticians	5.4%	43	0.0%	0	2.4%	1	0.4%	1	1.8%	1	1.1%	0	14.9%	11	17.9%	14	1.9%	2	12.3%	10	2.3%	1	7.8%	3
Visiting family / friends who live there	3.9%	31	7.4%	9	1.5%	1	0.0%	0	6.1%	2	3.4%	1	5.2%	4	2.9%	2	4.4%	4	4.7%	4	6.2%	3	3.1%	1
Meeting family / friends to socialise	3.5%	28	8.5%	11	1.0%	1	1.1%	2	1.8%	1	0.0%	0	3.7%	3	8.3%	6	3.2%	3	0.5%	0	3.0%	1	1.3%	1
Daytime drinking	3.4%	27	5.1%	6	0.0%	0	0.0%	0	17.1%	6	3.4%	1	10.3%	7	0.0%	0	6.3%	6	0.0%	0	0.6%	0	0.0%	0
Daytime eating	3.2%	26	2.1%	3	3.3%	2	0.8%	1	16.0%	6	3.4%	1	1.0%	1	4.8%	4	1.9%	2	6.5%	5	4.4%	2	0.4%	0
Visiting cafes / coffee shops	2.7%	22	2.1%	3	1.0%	1	0.8%	1	0.0%	0	0.0%	0	4.1%	3	10.7%	8	0.6%	1	4.1%	3	2.9%	1	2.7%	1
Business meetings	2.1%	17	4.9%	6	2.5%	1	6.6%	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
Night-time drinking	2.0%	16	2.1%	3	4.3%	2	0.0%	0	0.0%	0	0.0%	0	7.9%	6	2.5%	2	0.0%	0	0.0%	0	5.0%	2	2.3%	1
Work there	1.8%	14	2.1%	3	0.0%	0	6.4%	9	0.0%	0	0.0%	0	0.5%	0	2.0%	2	0.0%	0	0.0%	0	1.1%	1	0.4%	0
Other service e.g. laundrette, hairdresser, salon, vets, recycling	1.7%	13	0.4%	1	1.0%	1	0.4%	1	0.0%	0	0.0%	0	3.7%	3	2.9%	2	3.2%	3	4.1%	3	1.7%	1	0.0%	0
Visit museums / galleries	1.1%	9	5.7%	7	0.0%	0	0.0%	0	0.9%	0	1.1%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting gym / leisure centre / swimming pool	1.1%	9	3.1%	4	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.4%	0	0.0%	0	0.0%	0	0.6%	0	2.2%	1
Visit parks / green spaces	1.1%	8	0.0%	0	0.5%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0
Using Post Office	1.0%	8	0.0%	0	0.0%	0	2.9%	4	4.8%	2	0.0%	0	0.5%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Night-time eating	0.9%	7	2.1%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.5%	0	2.0%	2	0.0%	0	0.0%	0	2.9%	1	0.4%	0
Takeaways / fast food	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.4%	0
Walk / walk the dog	0.7%	6	2.5%	3	0.5%	0	0.4%	1	0.9%	0	0.0%	0	1.0%	1	0.4%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Visit daytime theatres / shows	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Visiting place of worship	0.6%	5	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0
Visit night-time theatres / shows	0.6%	5	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Buying fuel	0.6%	4	0.0%	0	0.0%	0	2.3%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	0	0.0%	0
Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.9%	1	2.3%	1
Financial service e.g. bank, building society, cash machine	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Study there	0.1%	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	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Visiting live music venues / gigs	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
Visiting cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubbing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessing transport (e.g. using bus / tube / train station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	7	0.0%	0	0.5%	0	2.3%	3	9.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Weighted base:		796		124		53		139		35		36		72		76		96		78		46		40
Sample:		814		57		93		81		38		47		82		78		80		90		80		88

Q32 How do you think CENTRE MENTIONED AT Q29 could be improved? [MR]
Those that visit a centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Parking - make more spaces available	18.0%	143	3.4%	4	17.3%	9	0.8%	1	18.1%	6	10.3%	4	46.6%	34	24.3%	18	27.8%	27	26.9%	21	13.6%	6	31.3%	13
Better market	10.9%	87	24.2%	30	4.0%	2	23.9%	33	14.2%	5	0.0%	0	4.5%	3	2.1%	2	5.5%	5	0.5%	0	3.8%	2	10.7%	4
Shops - more / better range of non-food shops generally	8.5%	68	9.5%	12	9.1%	5	16.4%	23	4.8%	2	1.1%	0	14.1%	10	0.4%	0	6.8%	6	0.0%	0	17.8%	8	2.6%	1
Less traffic congestion / improved access	7.1%	57	5.7%	7	12.1%	6	3.7%	5	10.3%	4	12.6%	5	2.1%	1	3.7%	3	10.8%	10	14.6%	11	2.9%	1	6.5%	3
Shops - more independent shops	6.5%	52	10.3%	13	10.6%	6	8.6%	12	1.8%	1	0.0%	0	9.7%	7	8.9%	7	3.8%	4	0.5%	0	0.0%	0	6.8%	3
More / better cafés / restaurants	5.7%	46	10.0%	12	3.8%	2	13.2%	18	12.9%	5	0.0%	0	8.4%	6	2.1%	2	0.0%	0	0.0%	0	0.6%	0	0.9%	0
Shops - more / better clothes shops	5.0%	39	4.3%	5	16.2%	9	7.2%	10	6.1%	2	0.0%	0	0.0%	0	3.5%	3	4.4%	4	3.7%	3	7.9%	4	0.0%	0
Parking - make it free	3.7%	29	0.0%	0	2.9%	2	2.0%	3	0.9%	0	0.0%	0	16.4%	12	9.7%	7	1.3%	1	2.6%	2	0.0%	0	5.2%	2
Less empty shops	3.5%	28	4.3%	5	3.9%	2	9.8%	14	6.1%	2	0.0%	0	3.2%	2	0.0%	0	0.6%	1	0.5%	0	1.1%	1	3.1%	1
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.4%	27	0.0%	0	4.3%	2	12.6%	18	4.8%	2	0.0%	0	4.5%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1
More / better pubs / bars	3.1%	25	10.6%	13	0.0%	0	2.5%	4	0.0%	0	0.0%	0	7.7%	6	2.1%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Less cheap shops	2.9%	23	4.3%	5	4.3%	2	3.9%	5	6.1%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	5	2.7%	2	0.0%	0	2.3%	1
Shops - more high quality shops	2.9%	23	4.8%	6	1.0%	1	4.0%	6	0.0%	0	0.0%	0	5.2%	4	0.0%	0	5.5%	5	0.5%	0	3.4%	2	0.0%	0
Shops - longer opening hours / more open on Sundays	2.8%	22	12.1%	15	0.0%	0	0.0%	0	6.1%	2	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Shops - more affordable shops	2.6%	20	3.6%	4	0.5%	0	4.5%	6	4.8%	2	0.0%	0	5.0%	4	0.0%	0	0.0%	0	2.7%	2	0.6%	0	4.6%	2
More / better health facilities (e.g. doctors, dentists, opticians, etc)	2.6%	20	2.1%	3	0.0%	0	4.3%	6	4.8%	2	0.0%	0	7.6%	5	5.3%	4	0.0%	0	0.5%	0	0.0%	0	0.4%	0
Shops - more / better range of supermarkets	2.5%	20	0.0%	0	0.0%	0	2.7%	4	11.9%	4	0.0%	0	5.5%	4	2.5%	2	5.5%	5	0.0%	0	1.7%	1	0.4%	0
Less cafes / restaurants	2.3%	19	0.0%	0	1.0%	1	8.3%	12	0.0%	0	0.0%	0	2.6%	2	0.4%	0	0.0%	0	0.5%	0	3.8%	2	5.1%	2
Better lighting	2.3%	18	9.9%	12	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Shops - more bakers / butchers / greengrocers	2.3%	18	4.3%	5	7.5%	4	0.0%	0	6.1%	2	1.1%	0	4.5%	3	2.0%	2	0.6%	1	0.0%	0	0.0%	0	2.3%	1
Shops - more 'high street' retailers	2.1%	17	2.7%	3	1.5%	1	3.8%	5	0.9%	0	0.0%	0	0.0%	0	4.8%	4	1.9%	2	1.0%	1	0.0%	0	2.2%	1
Easier to get to by car	2.1%	17	0.0%	0	3.9%	2	5.8%	8	6.1%	2	0.0%	0	1.0%	1	2.5%	2	0.0%	0	0.5%	0	0.6%	0	2.3%	1
More / better financial services (e.g. banks / building societies)	2.0%	16	0.0%	0	3.4%	2	2.0%	3	8.1%	3	0.0%	0	4.5%	3	0.4%	0	0.6%	1	0.0%	0	4.6%	2	5.6%	2
More / better range of other	2.0%	16	4.3%	5	0.0%	0	4.5%	6	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
services (e.g. library, hairdresser, vets etc.)																								
Better disabled access	2.0%	16	4.3%	5	4.3%	2	3.3%	5	0.0%	0	0.0%	0	2.6%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make more disabled spaces available	1.6%	13	0.4%	1	0.5%	0	0.8%	1	0.0%	0	0.0%	0	2.7%	2	6.1%	5	3.3%	3	0.0%	0	0.6%	0	2.2%	1
Update / refurbish the shopping area	1.6%	13	0.4%	1	2.0%	1	6.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.1%	1	2.3%	1
Improve the nightlife	1.5%	12	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	5.5%	5	2.7%	2	0.0%	0	0.0%	0
Less charity shops	1.4%	11	0.0%	0	0.5%	0	2.0%	3	4.8%	2	0.0%	0	4.5%	3	3.1%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Less takeaways	1.3%	10	3.6%	4	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	3.8%	2	3.8%	2
Make it more attractive / nicer environment	1.3%	10	2.1%	3	2.9%	2	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Better layout / shops closer together	1.3%	10	7.0%	9	0.5%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	1.2%	9	4.2%	5	0.5%	0	0.0%	0	0.9%	0	2.3%	1	0.5%	0	0.4%	0	0.0%	0	1.5%	1	1.1%	1	0.9%	0
More road crossings	0.7%	5	2.1%	3	0.5%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Parking - make it cheaper	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.1%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
More / better public toilets	0.6%	5	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.6%	5	2.1%	3	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security / safety	0.6%	4	3.6%	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	0.0%	0	0.0%	0
Parking - larger spaces	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	4.5%	4	0.0%	0	0.0%	0
Quieter / less busy	0.4%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	2	1.1%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	0	0.0%	0
Cleaner streets / better maintained	0.4%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0
More / better seating areas	0.4%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by bus	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Stop HGVs entering	0.4%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	0
Parking - more payment methods	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Easier to get to by train	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	3.4%	3	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.3%	3	0.4%	1	0.5%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
More rubbish bins	0.3%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to on foot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less beauty salons	0.3%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.9%	1
More undercover shopping	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - less independent shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Make it less busy	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	0	0.0%	0	0.4%	0
No more new housing	0.2%	1	0.0%	0	0.5%	0	0.4%	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
Parking - longer parking times	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	0
Specific store - M&S	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
More social events	0.1%	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	0.0%	0	0.0%	0	0.0%	0
More shoe shops	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Waitrose	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Stronger decision making	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
about the town																								
Stop pharmacy closures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	24.6%	196	14.1%	17	20.5%	11	12.2%	17	16.8%	6	35.7%	13	13.2%	10	29.2%	22	41.5%	40	44.6%	35	36.5%	17	21.5%	9
(Don't know)	6.9%	55	7.7%	10	6.5%	3	2.3%	3	7.4%	3	38.0%	14	3.6%	3	6.4%	5	0.6%	1	5.0%	4	13.6%	6	11.1%	4
Weighted base:		796		124		53		139		35		36		72		76		96		78		46		40
Sample:		814		57		93		81		38		47		82		78		80		90		80		88

Q33 Are there any types of shops or local services which you consider to be missing from CENTRE MENTIONED AT Q29? [MR]
Those that visit a centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Clothes retailers	14.1%	112	6.4%	8	32.9%	17	25.3%	35	0.0%	0	8.0%	3	7.2%	5	11.1%	8	12.6%	12	7.2%	6	19.1%	9	22.3%	9
Banks / building societies	11.1%	89	12.5%	16	15.5%	8	10.2%	14	1.8%	1	1.1%	0	15.8%	11	7.7%	6	10.7%	10	14.0%	11	13.8%	6	11.8%	5
DIY / hardware store	5.4%	43	2.7%	3	4.8%	3	20.5%	29	0.0%	0	0.0%	0	1.0%	1	2.5%	2	1.3%	1	1.0%	1	8.4%	4	0.0%	0
GP surgery	4.9%	39	12.1%	15	3.5%	2	3.1%	4	0.0%	0	0.0%	0	17.4%	13	5.7%	4	0.0%	0	0.5%	0	0.6%	0	0.4%	0
Book shop	4.5%	35	6.4%	8	2.5%	1	8.4%	12	6.1%	2	0.0%	0	2.7%	2	6.3%	5	5.5%	5	0.0%	0	0.6%	0	0.0%	0
Greengrocer	3.4%	27	0.0%	0	2.9%	2	9.1%	13	5.7%	2	0.0%	0	2.6%	2	5.9%	4	1.3%	1	3.2%	2	0.6%	0	0.9%	0
Dentist	3.2%	25	2.1%	3	4.8%	3	9.3%	13	0.0%	0	0.0%	0	2.6%	2	4.9%	4	0.0%	0	0.5%	0	0.6%	0	2.3%	1
Shoe shop	3.1%	25	0.0%	0	14.7%	8	3.6%	5	0.0%	0	0.0%	0	1.0%	1	2.5%	2	5.0%	5	1.0%	1	3.4%	2	5.4%	2
Supermarket	2.9%	23	0.0%	0	4.3%	2	2.9%	4	14.1%	5	1.1%	0	2.1%	1	9.0%	7	0.0%	0	0.5%	0	4.6%	2	2.3%	1
Amusements / arcade	2.9%	23	10.0%	12	0.0%	0	6.4%	9	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants	2.8%	22	0.0%	0	4.7%	2	7.3%	10	0.0%	0	0.0%	0	8.4%	6	0.8%	1	0.0%	0	2.7%	2	0.0%	0	1.3%	1
ATMs / cash machines	2.8%	22	7.9%	10	0.0%	0	2.3%	3	4.8%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	2.7%	2	0.0%	0	7.7%	3
Bakery	2.5%	20	2.1%	3	0.0%	0	8.4%	12	0.0%	0	0.0%	0	5.7%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better transport links	2.4%	19	7.9%	10	0.0%	0	0.0%	0	10.9%	4	0.0%	0	0.0%	0	4.3%	3	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Council office	2.2%	17	3.6%	4	0.0%	0	6.6%	9	4.8%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist	2.1%	16	0.0%	0	0.0%	0	9.3%	13	0.0%	0	0.0%	0	3.2%	2	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Coffee shop / café	1.9%	15	4.3%	5	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	4.0%	3	0.6%	1	0.0%	0	0.0%	0	8.9%	4
Post office	1.8%	14	3.6%	4	3.8%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.4%	0	5.5%	5	0.0%	0	0.0%	0	0.4%	0
Fish monger	1.6%	13	4.3%	5	2.4%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	4	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Market	1.5%	12	2.1%	3	3.0%	2	3.3%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.5%	0	0.0%	0	2.3%	1
Haberdashery	1.5%	12	4.3%	5	4.2%	2	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Electrical store	1.5%	12	2.1%	3	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.7%	2	1.1%	1	3.8%	2
Department Store	1.4%	11	0.0%	0	1.0%	1	3.3%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.4%	4	0.5%	0	0.0%	0	0.0%	0
More security	1.3%	10	7.9%	10	0.0%	0	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
Library	1.2%	10	2.1%	3	0.0%	0	0.0%	0	10.9%	4	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butcher	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.5%	0	2.9%	2	3.3%	3	0.0%	0	0.6%	0	5.2%	2
Gift shop	1.0%	8	5.5%	7	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bike shop	1.0%	8	0.0%	0	0.0%	0	2.5%	4	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3
Underground station	0.9%	7	2.1%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barber	0.8%	6	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	2.6%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.7%	6	3.6%	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	2.9%	1	0.0%	0
Toy shop	0.7%	6	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Deli	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.6%	2	0.0%	0	0.6%	1	2.6%	2	0.0%	0	0.4%	0
Leisure facilities	0.5%	4	2.7%	3	0.0%	0	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
Jewellers	0.5%	4	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.3%	1
Sports shop	0.4%	4	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Children's clothing	0.4%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Pubs	0.4%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High street stores	0.3%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture store	0.3%	3	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.6%	1
Petrol station	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Parking	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Music shop	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Schools	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Fast food shop	0.2%	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	0.0%	0	1.1%	1	0.4%	0
Pharmacy	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Betting shop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Specialty shops	0.1%	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	0.0%	0	0.0%	0	0.4%	0
Florist	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craft shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stationery shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None	34.2%	272	27.2%	34	27.8%	15	15.2%	21	43.0%	15	52.4%	19	35.2%	25	36.4%	28	53.8%	51	43.7%	34	43.9%	20	23.0%	9
(Don't know)	12.9%	103	15.0%	19	9.5%	5	9.2%	13	10.1%	4	30.2%	11	7.8%	6	7.3%	6	14.1%	13	21.0%	16	10.6%	5	14.8%	6
Weighted base:		796		124		53		139		35		36		72		76		96		78		46		40
Sample:		814		57		93		81		38		47		82		78		80		90		80		88

Q34 How often do you or your household to visit the following leisure attractions? [PR]

Bingo / casino / bookmaker

More than once a week	1.5%	17	1.9%	4	2.9%	2	1.7%	3	2.2%	2	0.5%	0	2.3%	2	1.8%	2	0.0%	0	0.0%	0	0.5%	0	3.9%	2
Once a week	2.0%	21	5.2%	12	0.0%	0	4.7%	8	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Once a fortnight	4.5%	49	9.1%	21	3.8%	2	15.1%	24	0.4%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Once a month	3.5%	39	10.6%	25	2.3%	1	0.0%	0	4.3%	3	4.3%	4	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.4%	0
Once every two months	1.1%	12	2.6%	6	0.9%	1	0.3%	1	2.2%	2	0.0%	0	2.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	1.5%	17	4.9%	11	0.0%	0	0.3%	1	0.0%	0	0.5%	0	0.0%	0	1.8%	2	0.5%	1	2.9%	2	0.0%	0	0.0%	0
Once a year	1.8%	20	4.5%	11	0.0%	0	0.3%	1	0.0%	0	2.6%	2	0.0%	0	3.3%	3	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Less often	0.5%	5	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dont know	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	83.4%	917	60.1%	139	90.1%	53	77.6%	125	90.9%	70	89.5%	75	95.4%	81	87.8%	81	91.7%	112	97.1%	84	99.5%	54	90.4%	43
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Cinema

More than once a week	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	3.9%	2
Once a week	3.0%	33	7.9%	18	3.3%	2	1.7%	3	0.0%	0	3.5%	3	0.4%	0	0.0%	0	4.3%	5	0.5%	0	2.5%	1	0.0%	0
Once a fortnight	5.9%	65	10.9%	25	0.9%	1	8.9%	14	7.2%	6	1.5%	1	0.9%	1	3.5%	3	5.8%	7	2.9%	2	3.2%	2	5.9%	3
Once a month	11.8%	130	12.0%	28	10.1%	6	27.0%	44	0.8%	1	11.1%	9	16.0%	14	11.5%	11	4.9%	6	4.0%	3	6.3%	3	12.3%	6
Once every two months	16.5%	181	18.2%	42	19.8%	12	20.5%	33	11.8%	9	6.4%	5	18.2%	15	18.0%	17	11.7%	14	24.1%	21	16.0%	9	7.7%	4
Once every six months	14.8%	163	14.6%	34	15.1%	9	8.3%	13	21.9%	17	9.8%	8	23.6%	20	21.1%	20	14.1%	17	12.9%	11	11.5%	6	16.5%	8
Once a year	5.3%	58	1.9%	4	0.9%	1	3.1%	5	9.5%	7	12.2%	10	4.4%	4	6.5%	6	10.7%	13	4.5%	4	1.5%	1	6.7%	3
Less often	3.8%	42	5.7%	13	0.9%	1	1.0%	2	0.4%	0	3.0%	2	6.4%	5	3.6%	3	4.5%	6	7.8%	7	1.0%	1	4.6%	2
Dont know	1.8%	19	6.0%	14	0.0%	0	0.3%	1	0.0%	0	2.6%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Never	36.7%	404	22.8%	53	49.1%	29	29.2%	47	48.4%	37	49.9%	42	27.4%	23	35.7%	33	43.9%	54	42.8%	37	58.0%	31	37.2%	17
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Gym / health club / sports facility																								
More than once a week	15.6%	172	8.6%	20	13.1%	8	22.0%	36	7.6%	6	14.7%	12	21.7%	19	26.2%	24	18.3%	22	11.5%	10	12.3%	7	19.2%	9
Once a week	9.0%	99	7.6%	18	7.3%	4	7.8%	13	14.5%	11	6.9%	6	8.4%	7	8.2%	8	12.5%	15	8.3%	7	11.0%	6	10.4%	5
Once a fortnight	5.9%	65	10.7%	25	11.1%	7	8.9%	14	2.8%	2	1.5%	1	7.4%	6	0.0%	0	0.0%	0	8.3%	7	2.4%	1	3.3%	2
Once a month	4.7%	52	9.6%	22	0.9%	1	7.2%	12	0.4%	0	3.1%	3	4.4%	4	5.8%	5	0.5%	1	2.4%	2	0.0%	0	6.6%	3
Once every two months	4.5%	49	6.8%	16	0.0%	0	11.2%	18	3.2%	2	5.1%	4	8.2%	7	0.0%	0	0.5%	1	0.5%	0	1.0%	1	0.0%	0
Once every six months	1.3%	14	2.3%	5	2.3%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Once a year	0.5%	5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.4%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	0
Less often	0.5%	6	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	2.3%	2	0.0%	0	0.0%	0
Dont know	1.2%	14	2.9%	7	0.4%	0	0.0%	0	0.4%	0	2.6%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Never	56.7%	624	51.3%	119	65.0%	38	42.6%	69	67.8%	52	61.9%	52	49.4%	42	53.3%	49	65.6%	80	66.1%	57	73.3%	40	54.2%	25
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
Theatre / concert / music hall																								
More than once a week	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Once a week	1.1%	12	1.9%	4	0.0%	0	1.7%	3	2.6%	2	0.0%	0	0.4%	0	0.3%	0	0.0%	0	0.5%	0	0.0%	0	3.9%	2
Once a fortnight	5.6%	62	8.7%	20	0.4%	0	11.2%	18	0.4%	0	8.0%	7	2.2%	2	3.0%	3	7.3%	9	0.5%	0	2.5%	1	2.3%	1
Once a month	6.7%	74	13.6%	32	9.0%	5	2.0%	3	5.8%	4	3.1%	3	10.5%	9	6.1%	6	0.5%	1	5.8%	5	5.8%	3	7.1%	3
Once every two months	14.8%	163	14.6%	34	9.5%	6	18.9%	31	9.7%	7	12.5%	10	29.9%	25	18.8%	17	7.9%	10	9.2%	8	17.6%	10	10.7%	5
Once every six months	17.4%	191	11.7%	27	24.5%	14	10.0%	16	27.5%	21	12.7%	11	24.1%	20	26.3%	24	22.3%	27	18.7%	16	7.6%	4	20.4%	10
Once a year	9.7%	106	5.9%	14	7.7%	5	16.7%	27	7.6%	6	13.2%	11	5.8%	5	10.1%	9	13.4%	16	6.4%	6	6.1%	3	10.2%	5
Less often	3.4%	37	6.3%	15	3.8%	2	1.0%	2	6.9%	5	0.0%	0	0.4%	0	3.9%	4	4.5%	6	2.3%	2	0.5%	0	4.1%	2
Dont know	0.6%	6	0.0%	0	0.0%	0	2.2%	4	0.4%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Never	40.3%	443	37.3%	86	45.0%	27	36.4%	59	39.1%	30	47.9%	40	24.5%	21	31.6%	29	44.1%	54	53.6%	46	59.8%	32	40.8%	19
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
Museum / gallery or place of historical / cultural interest																								
More than once a week	0.6%	7	1.9%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Once a week	1.1%	13	2.5%	6	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.5%	0	2.4%	1	0.4%	0
Once a fortnight	3.3%	37	8.3%	19	4.2%	2	0.0%	0	4.1%	3	0.5%	0	8.2%	7	0.0%	0	0.5%	1	0.5%	0	2.5%	1	4.3%	2
Once a month	7.4%	82	14.0%	33	4.9%	3	3.7%	6	3.9%	3	1.5%	1	12.5%	11	7.5%	7	6.8%	8	6.3%	5	2.4%	1	7.9%	4
Once every two months	13.5%	148	13.3%	31	12.4%	7	22.4%	36	12.9%	10	6.9%	6	17.3%	15	18.7%	17	6.9%	8	5.9%	5	15.8%	9	8.5%	4
Once every six months	16.2%	178	12.5%	29	12.9%	8	20.2%	33	12.0%	9	16.4%	14	20.5%	17	22.5%	21	14.7%	18	15.9%	14	16.5%	9	15.3%	7
Once a year	8.5%	93	2.0%	5	1.7%	1	16.0%	26	7.6%	6	22.2%	19	7.5%	6	8.8%	8	11.9%	15	4.8%	4	2.4%	1	5.5%	3
Less often	3.0%	33	6.3%	15	0.9%	1	2.3%	4	6.3%	5	1.0%	1	0.0%	0	3.1%	3	2.0%	2	2.3%	2	2.9%	2	0.4%	0
Dont know	2.0%	22	0.2%	1	0.0%	0	4.3%	7	0.0%	0	3.1%	3	0.0%	0	3.9%	4	4.3%	5	0.0%	0	0.5%	0	5.3%	2
Never	44.3%	488	39.0%	90	62.6%	37	31.1%	50	51.0%	39	48.4%	41	31.8%	27	35.6%	33	50.3%	61	63.9%	55	54.0%	29	52.5%	25
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pub / bar / nightclub / live music venue																								
More than once a week	4.2%	46	5.4%	12	0.4%	0	7.7%	12	0.8%	1	6.9%	6	5.0%	4	3.4%	3	1.0%	1	3.7%	3	1.9%	1	3.8%	2
Once a week	17.9%	197	14.2%	33	14.4%	9	17.1%	28	14.9%	11	12.3%	10	30.8%	26	20.8%	19	28.9%	35	7.8%	7	17.7%	10	18.5%	9
Once a fortnight	10.7%	117	16.2%	38	6.0%	4	8.2%	13	12.9%	10	13.8%	12	15.4%	13	4.1%	4	4.9%	6	13.6%	12	6.1%	3	7.8%	4
Once a month	16.2%	178	25.4%	59	9.9%	6	15.5%	25	17.7%	14	6.9%	6	14.0%	12	19.1%	18	10.2%	12	16.5%	14	7.1%	4	19.0%	9
Once every two months	9.5%	105	6.9%	16	19.8%	12	9.0%	14	10.3%	8	9.0%	8	10.9%	9	10.5%	10	9.5%	12	12.5%	11	7.6%	4	3.8%	2
Once every six months	5.7%	63	3.1%	7	3.8%	2	9.5%	15	5.5%	4	4.9%	4	6.1%	5	8.7%	8	7.8%	10	1.4%	1	3.7%	2	8.3%	4
Once a year	1.9%	21	4.2%	10	0.4%	0	3.5%	6	0.0%	0	1.0%	1	0.4%	0	0.0%	0	0.5%	1	3.6%	3	0.5%	0	0.0%	0
Less often	1.0%	11	4.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Dont know	0.8%	9	0.0%	0	0.0%	0	2.2%	4	0.0%	0	2.6%	2	0.4%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	32.1%	353	20.1%	47	45.2%	27	27.4%	44	37.9%	29	42.5%	36	16.9%	14	30.5%	28	37.1%	45	40.9%	35	55.3%	30	38.4%	18
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
Restaurant / café																								
More than once a week	8.7%	96	8.4%	19	4.7%	3	8.1%	13	6.0%	5	7.7%	7	11.4%	10	16.2%	15	7.8%	9	7.9%	7	5.8%	3	10.8%	5
Once a week	13.6%	149	10.3%	24	17.0%	10	10.2%	16	13.6%	10	15.4%	13	29.2%	25	18.1%	17	8.5%	10	6.4%	5	14.0%	8	21.9%	10
Once a fortnight	17.7%	195	21.2%	49	9.4%	6	20.6%	33	22.8%	17	13.8%	12	29.2%	25	13.3%	12	8.7%	11	15.0%	13	16.6%	9	17.3%	8
Once a month	19.9%	219	22.1%	51	13.0%	8	20.3%	33	15.4%	12	17.8%	15	12.2%	10	19.5%	18	21.9%	27	30.1%	26	21.9%	12	15.7%	7
Once every two months	13.4%	147	15.6%	36	20.6%	12	13.9%	22	13.9%	11	12.9%	11	6.1%	5	10.6%	10	15.5%	19	12.6%	11	6.8%	4	13.7%	6
Once every six months	3.7%	40	2.1%	5	2.9%	2	5.4%	9	3.0%	2	4.1%	3	1.7%	1	7.0%	6	5.8%	7	3.7%	3	1.0%	1	1.1%	1
Once a year	0.4%	4	0.0%	0	0.4%	0	0.0%	0	0.4%	0	1.0%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	3.4%	2	0.8%	0
Less often	0.3%	4	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Dont know	0.8%	9	0.0%	0	0.4%	0	0.3%	1	3.0%	2	3.1%	3	2.6%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	0
Never	21.7%	238	18.9%	44	31.5%	19	21.2%	34	22.0%	17	24.2%	20	7.4%	6	15.0%	14	31.3%	38	24.3%	21	30.6%	17	18.1%	9
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
Family entertainment (e.g. tenpin bowling, skating rink, family day out)																								
More than once a week	1.6%	17	2.3%	5	0.0%	0	3.7%	6	2.2%	2	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Once a week	1.3%	14	5.4%	12	1.3%	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	0.0%	0
Once a fortnight	5.1%	56	11.0%	26	0.4%	0	11.3%	18	2.2%	2	2.6%	2	0.4%	0	4.0%	4	0.0%	0	2.9%	2	0.0%	0	3.3%	2
Once a month	8.7%	96	10.9%	25	3.1%	2	18.4%	30	3.2%	2	0.5%	0	5.2%	4	10.5%	10	8.6%	11	9.1%	8	3.0%	2	4.3%	2
Once every two months	8.3%	92	16.5%	38	3.3%	2	2.2%	4	0.0%	0	9.4%	8	5.3%	5	12.4%	11	5.9%	7	14.0%	12	3.9%	2	5.2%	2
Once every six months	5.0%	55	1.7%	4	0.9%	1	8.9%	14	9.8%	8	2.5%	2	11.9%	10	6.7%	6	1.0%	1	5.5%	5	7.0%	4	0.4%	0
Once a year	3.6%	40	4.2%	10	0.9%	1	2.8%	5	6.5%	5	4.8%	4	0.4%	0	3.3%	3	3.6%	4	3.7%	3	6.5%	4	2.9%	1
Less often	1.3%	14	1.1%	3	0.0%	0	0.0%	0	8.4%	6	0.0%	0	0.4%	0	3.0%	3	0.5%	1	0.0%	0	0.0%	0	3.3%	2
Dont know	0.9%	10	0.0%	0	3.8%	2	0.3%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	2.6%	3	0.0%	0	2.4%	1	2.0%	1
Never	64.2%	707	46.9%	109	86.2%	51	52.5%	85	67.6%	52	77.6%	65	71.7%	61	60.1%	56	77.4%	94	64.7%	56	76.8%	42	78.7%	37
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Outdoor / social activities e.g. walking, fishing, horse riding, art / craft classes, choir practice, watching sporting events, etc.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
More than once a week	2.2%	24	0.0%	0	1.3%	1	2.5%	4	0.4%	0	1.0%	1	1.7%	1	3.4%	3	6.9%	8	1.9%	2	4.4%	2	2.5%	1
Once a week	0.9%	10	0.4%	1	5.5%	3	0.0%	0	0.0%	0	3.5%	3	1.7%	1	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0
Once a fortnight	0.3%	3	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	1.1%	12	0.0%	0	0.4%	0	4.2%	7	0.4%	0	0.0%	0	0.0%	0	0.3%	0	2.6%	3	0.5%	0	0.0%	0	2.0%	1
Once every two months	0.5%	6	1.9%	4	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.4%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Dont know	0.8%	9	0.0%	0	3.8%	2	2.2%	4	0.8%	1	2.6%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Never	93.8%	1032	97.6%	226	88.9%	53	90.5%	146	98.3%	75	92.0%	77	93.9%	80	96.3%	89	86.6%	106	96.7%	83	95.6%	52	94.8%	45
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q35 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?
Those that said 'Bingo / casino / bookmaker' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	10.4%	19	15.9%	15	0.0%	0	0.0%	0	0.0%	0	61.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Chipping Norton Town Centre	0.5%	1	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	16.1%	0	0.0%	0	0.0%	0
Zone 3																								
Carterton Town Centre	0.9%	2	0.0%	0	0.0%	0	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
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	0.9%	2	0.0%	0	0.0%	0	0.0%	0	23.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Woodstock Town Centre	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.2%	5	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Zone 10																								
Lechlade-on-Thames Town Centre, GL7 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%	0	0.0%	0	100.0%	0	0.0%	0
Zone 11																								
Enstone Village Centre, OX7 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0
Outside Catchment Area																								
Adderbury Village Centre	1.5%	3	2.9%	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	0.0%	0	0.0%	0
Admiral Casino, Oxford Street, High Wycombe, HP11 2DG	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Admiral Casino, Parson's Street, Banbury, OX16 5LW	10.7%	19	5.7%	5	0.0%	0	34.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	20.5%	1
Banbury Town Centre	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	29.9%	3	0.0%	0	0.0%	0	0.0%	0
Betzone, High Street, Banbury, OX16 5EG	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, Greenbridge Retail Park, Garrard Way, Swindon, SN3 3SQ	7.3%	13	14.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	28.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merkur Slots, Templars Square Shopping Centre, Upper Barr, Oxford, OX4 3UX	22.0%	40	19.8%	18	0.0%	0	52.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.0%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Milton Keynes City Centre, MK9 3	0.1%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	5.5%	10	4.8%	4	61.7%	4	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	10.9%	20	10.5%	10	29.5%	2	7.5%	3	48.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	83.9%	2	0.0%	0	0.0%	0
(Don't know / varies)	19.8%	36	26.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	77.3%	9	0.0%	0	0.0%	0	0.0%	0	20.5%	1
Weighted base:		181		93		6		36		7		7		4		11		10		2		0		4
Sample:		80		29		5		14		5		4		2		8		5		2		1		5

Q36 Which cinema do you or members of your household normally visit?
Those that said 'Cinema' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Cineworld, Marriotts Walk, Witney, OX28 6GW	35.5%	240	36.1%	60	11.7%	4	52.5%	60	15.5%	6	67.5%	27	55.9%	34	6.8%	4	2.6%	2	37.9%	19	71.9%	16	33.5%	9
Witney Town Centre, OX28 6	2.9%	20	11.2%	18	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Chipping Norton Town Centre, OX7 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
The Living Room, High Street, Chipping Norton, OX7 5AD	5.7%	39	2.1%	3	42.1%	13	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.5%	0	12.3%	8	14.4%	7	0.0%	0	17.6%	5
The Theatre, Spring Street, Chipping Norton, OX7 5NL	3.1%	21	0.0%	0	20.9%	6	7.9%	9	0.0%	0	0.0%	0	0.6%	0	0.0%	0	6.2%	4	0.8%	0	0.0%	0	3.9%	1
Zone 5																								
Eynsham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Didcot Town Centre, OX11 8	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	0.0%	0
Woodstock Town Centre, OX20 1	0.7%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Odeon, Heyford Park, Bicester, OX25 5BD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	2
Zone 11																								
Soho Farmhouse, Great Tew, Chipping Norton, OX7 4JS	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Banbury Town Centre, OX16 5	0.1%	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	0.0%	0	0.0%	0	0.7%	0
Bicester Town Centre, OX26 6	0.4%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre, GL50 1	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	7.1%	4	0.0%	0	0.0%	0
Cirencester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Curzon, Westgate Shopping Centre, Oxford, OX1 1NZ	1.8%	12	1.6%	3	0.9%	0	0.0%	0	3.3%	1	0.0%	0	3.0%	2	7.2%	4	0.0%	0	0.8%	0	0.0%	0	5.7%	2
Everyman, Bell Court, Wood Street, Stratford-upon-Avon, CV37 6LP	1.2%	8	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	11.7%	6	0.0%	0	0.0%	0
Everyman, Regent Street, Cheltenham, GL50 1HQ	0.1%	1	0.0%	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	1.2%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kassam Stadium, Grenoble Road, Littlemore, Oxford, OX4 4XP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Milton Keynes City Centre, MK9 3	0.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, George Street, Oxford, OX1 2BL	2.9%	20	5.9%	10	0.0%	0	0.0%	0	0.0%	0	3.1%	1	6.8%	4	3.3%	2	0.0%	0	5.5%	3	0.0%	0	0.0%	0
Oxford City Centre, OX1 1	2.2%	15	5.4%	9	0.0%	0	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Picturehouse, Walton Street, Oxford, OX2 6AE	0.9%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.1%	1	5.0%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	4.1%	1
Regal Cinema, Port Street, Evesham, WR11 3LD	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	7.1%	3	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre, CV37 6	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.8%	0	0.0%	0	0.0%	0
The Abbey Cinema, Abbey Close, Abingdon, OX14 3JD	2.2%	15	0.0%	0	0.0%	0	0.0%	0	18.8%	7	0.0%	0	0.0%	0	0.0%	0	7.7%	5	4.3%	2	1.2%	0	0.0%	0
The Light, Spiceball Park Road, Banbury, OX16 2PA	11.4%	77	8.0%	13	8.3%	2	12.1%	14	0.0%	0	0.0%	0	0.0%	0	20.0%	12	50.1%	34	0.8%	0	0.0%	0	5.0%	1
The Ultimate Picture Palace, Jeune Street, Cowley Road, Oxford, OX4 1BN	2.4%	16	4.8%	8	0.0%	0	3.1%	4	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2
Vue, Greenbridge Retail & Leisure Park, Swindon, SN3 3SQ	5.2%	35	4.3%	7	0.0%	0	8.1%	9	22.1%	9	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	22.3%	5	5.7%	2
Vue, Ozone Leisure Park, Littlemore, Oxford, OX4 4XP	5.3%	36	5.3%	9	0.0%	0	0.0%	0	17.2%	7	10.6%	4	16.6%	10	4.6%	3	0.0%	0	7.1%	4	0.0%	0	0.0%	0
Vue, Pioneer Centre, Bicester, OX26 6FA	5.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	42.8%	25	7.7%	5	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	1.1%	8	0.0%	0	5.7%	2	2.4%	3	4.3%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.1%	48	11.2%	18	0.0%	0	8.6%	10	8.5%	3	15.6%	6	3.8%	2	3.3%	2	6.3%	4	0.8%	0	2.3%	1	3.9%	1
Weighted base:		677		165		30		114		40		40		61		59		68		49		23		27
Sample:		529		62		44		52		42		42		62		47		45		46		32		55

Q37 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
Those that said 'Gym / health club / sports facility' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Estelle Manor, Eynsham, North Leigh, Park, OX29 6PN	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Minster Lovell Village Centre, OX29 0	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	0.0%	0	0.0%	0	0.0%	0
PureGym, Ducklington Lane, Witney, OX28 4JF	6.1%	28	14.2%	15	0.0%	0	5.0%	5	0.0%	0	7.3%	2	5.8%	2	8.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windrush Leisure Centre, Witan Way, Witney, OX28 4YA	5.5%	25	5.6%	6	0.0%	0	7.3%	7	8.9%	2	5.6%	2	7.8%	3	0.0%	0	0.0%	0	6.9%	2	1.8%	0	16.2%	3
Witney Lakes Resort, Downs Road, Witney, OX29 0SY	1.8%	8	0.5%	1	0.0%	0	1.1%	1	0.0%	0	13.5%	4	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Witney Town Centre	5.9%	27	12.0%	13	0.0%	0	4.0%	4	0.0%	0	28.9%	9	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Zone 2																								
Chipping Norton Leisure Centre, Burford Road, Chipping Norton, OX7 5DY	5.5%	25	0.0%	0	50.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	12.4%	5	18.8%	6	0.0%	0	8.0%	2
Chipping Norton Lido, Fox Close, Chipping Norton, OX7 5BZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	2.9%	14	0.0%	0	32.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	2.9%	1	2.8%	1	0.0%	0	16.4%	3
Zone 3																								
Carterton Leisure Centre, Broadshires Way, Carterton, OX18 1AA	10.5%	48	4.9%	5	0.0%	0	37.9%	35	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	6.9%	2	28.6%	4	0.0%	0
Carterton Town Centre	2.5%	12	3.2%	3	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	2	0.0%	0
Zone 4																								
Southmoor Village Centre, OX13 5	0.1%	0	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	0.0%	0	0.0%	0
Zone 5																								
Bartholomew Sports Centre, Back Lane, Eynsham, Witney, OX29 4QP	2.8%	13	9.9%	11	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ducklington Village Hall, Ducklington, Standlake Road, Ducklington, OX29 7UX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln Farm Park, High Street, Standlake, Witney, OX29 7RH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 6																								
Woodstock Town Centre	1.1%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	9.5%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Deddington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Kirtlington Golf Club, Kirtlington, Kidlington, OX5 3JY	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bannatyne Health Club, Oxford Road, Bodicote, Banbury, OX15 4AF	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	18.2%	8	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	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	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Rye Hill Golf Club, Milcombe, Banbury, OX15 4RU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Bledington Village Centre, OX7 6	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.6%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	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	2.8%	1	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	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	10.6%	3	0.0%	0	0.0%	0
The Fire Service College, London Road, Moreton-in-Marsh, GL56 0RH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
The Wychwood Golf Club, Lyneham, Chipping Norton, OX7 6QQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.3%	1	0.5%	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	3.6%	1	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	3	0.0%	0
Zone 11																								
Charlbury Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2
Enstone Village Centre, OX7 4	0.6%	3	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	1.4%	0	0.0%	0	0.9%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Outside Catchment Area																								
Abingdon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Banbury Town Centre	0.2%	1	0.0%	0	1.3%	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	0.9%	0
Barton Leisure Centre, Waynflete Road, Oxford, OX3 8GA	0.9%	4	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Bicester Golf Club, Green Lane, Chesterton, Bicester, OX26 1TH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Leisure Centre, Queens Avenue, Bicester, OX26 2NR	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	7	0.0%	0	7.2%	2	0.0%	0	0.0%	0
Bourton-on-the-Water Village Centre, GL54 2	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	17.5%	5	0.0%	0	0.0%	0
Brackley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Buzz Gym, Westgate Shopping Centre, Queen Street, Oxford, OX1 1NZ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Carlton Village Centre, MK43 7	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.0%	0	0.0%	0	0.0%	0
Chesterton Valley Golf Course, Bridgnorth, WV15 5NX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterton Village Centre, OX26 1	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clanfield Village Centre, PO8 0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Cumnor Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Oxford Business Park, Garsington Road, Oxford, OX4 2JY	1.9%	9	6.7%	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	0.0%	0	8.1%	2
David Lloyd, The Aerodrome, Liverpool, L24 8QD	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	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Wendlebury Road, Bicester, OX25 2BX	2.1%	10	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	2	0.0%	0
Faringdon Leisure Centre, Fernham Road, Faringdon, Oxfordshire, SN7 7LB	1.6%	7	0.0%	0	0.0%	0	0.0%	0	28.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Faringdon Town Centre	0.4%	2	0.0%	0	0.0%	0	0.6%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Ferry Leisure Centre,	3.1%	14	0.0%	0	0.0%	0	9.9%	9	8.9%	2	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Diamond Place, Summertown, Oxford, OX2 7DP																								
Frilford Local Centre, OX13 6	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Village Centre, OX12 7	0.1%	0	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	0.0%	0	0.0%	0
Inkberrow Village Centre, WR7 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Juvenate Health Club, Godstow Road, Wolvercote, Oxford, OX2 8AL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington & Gosford Leisure Centre, Oxford Road, Kidlington, OX5 2NU	0.8%	4	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leys Pools & Leisure Centre, Pegasus Road, Oxford, OX4 6JL	0.3%	1	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Naunton Downs Estate, Naunton, Cheltenham, GL54 3AE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0
Nuffield Health, Woodstock Road, Oxford, OX2 7NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Oxford City Centre	2.5%	11	8.4%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Oxsrad Sports & Leisure Centre, Court Place Farm, Marsh Lane, Headington, Oxford, OX3 0NQ	1.0%	5	4.2%	4	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	1.4%	6	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	7.2%	2	0.0%	0	0.0%	0
PureGym, Oxford Road, Bicester, OX26 1BT	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	3.9%	2	12.6%	5	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre, SN6 8	0.1%	0	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	0.0%	0	0.0%	0
Slip Village Centre, NN14 3	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spiceball Leisure Centre, Cherwell Drive, Banbury, OX16 2BW	4.0%	19	4.2%	4	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	8	0.0%	0	0.0%	0	9.0%	2
Stratford-upon-Avon Town Centre	0.6%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
The Gym Group, Fairacres Retail Park, Marcham	0.7%	3	0.0%	0	0.0%	0	0.0%	0	13.8%	3	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		Zone 9		Zone 10		Zone 11	
Road, Abingdon, OX14 1ST																								
The Gym Group, Headington Retail Park, Horspath Driftway, Oxford, OX3 7JN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Horse Leisure and Tennis Centre, Audlett Drive, Abingdon, Oxfordshire, OX14 3PJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Others																								
Abroad	1.7%	8	0.0%	0	0.0%	0	2.9%	3	13.8%	3	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.5%	53	10.0%	11	8.4%	2	14.4%	13	8.9%	2	7.3%	2	20.9%	9	10.5%	4	14.0%	6	7.2%	2	0.0%	0	9.9%	2
Weighted base:		463		106		20		93		24		30		43		41		42		29		14		19
Sample:		318		41		23		41		20		26		30		32		21		27		20		37

Q38 Where do you or members of your household normally go to visit the theatre, watch a concert or live music?
Those that said 'Theatre / concert / music hall' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	0.7%	5	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Chipping Norton Town Centre	10.2%	66	4.9%	7	43.1%	14	9.3%	9	0.0%	0	1.0%	0	2.3%	1	6.0%	4	26.6%	18	20.8%	8	0.0%	0	14.5%	4
The Theatre, Spring Street, Chipping Norton, OX7 5NL	1.2%	8	0.0%	0	10.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	6.7%	3	1.2%	0	1.3%	0
Zone 3																								
Zone 4																								
Zone 5																								
Eynsham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Zone 6																								
Blenheim Palace, Woodstock, OX20 1PS	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Deddington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Local Centre, OX7 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	0.8%	5	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	0.0%	0	0.0%	0
Zone 9																								
Zone 10																								
Lechlade-on-Thames Town Centre, GL7 3	0.0%	0	0.0%	0	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
Zone 11																								
Charlbury Town Centre	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	5.2%	2	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	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	0.0%	0	1.2%	0	0.0%	0
Ashmolean Museum of Art and Archaeology, Beaumont Street, Oxford, OX1 2PH	2.3%	15	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	7.7%	5	0.0%	0	10.6%	2	0.0%	0
Banbury Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	1.1%	7	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.4%	2	0.0%	0	5.3%	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	0.0%	0
Bristol City Centre, BS1 2	0.0%	0	0.0%	0	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
Central London / West End	15.0%	98	13.2%	19	9.5%	3	10.8%	11	28.6%	13	12.7%	5	15.3%	10	10.0%	6	17.4%	12	13.7%	6	39.2%	9	15.3%	4
Cheltenham Town Centre	1.6%	10	1.8%	3	0.8%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.5%	0	0.0%	0	10.0%	4	4.8%	1	5.6%	2
Cirencester Town Centre	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	0.0%	0	12.1%	3	0.0%	0
Kidlington Village Centre	0.4%	3	1.8%	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	0.0%	0	0.0%	0
Liverpool City Centre, L1 3	0.1%	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	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		Zone 9		Zone 10		Zone 11	
Lowestoft Town Centre, NR32 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.5%	4	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M2 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 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%	0	1.0%	0	0.0%	0	0.0%	0
New Theatre, George Street, Oxford, OX1 2AG	3.2%	21	4.9%	7	0.8%	0	0.5%	1	0.7%	0	1.0%	0	9.7%	6	6.8%	4	0.0%	0	1.0%	0	0.0%	0	4.6%	1
Newbury Town Centre, RG14 5	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre, NE1 5	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	40.5%	263	39.8%	58	9.2%	3	57.1%	57	49.4%	23	66.6%	28	54.2%	35	36.6%	23	23.2%	16	20.5%	8	12.1%	3	37.7%	10
Oxford Playhouse, Beaumont Street, Oxford, OX1 2LW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.9%	1	1.0%	0	0.0%	0	0.0%	0
Plymouth City Centre, PL1 1	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.5%	4	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre, CV31 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Royal Shakespeare Theatre, Waterside, Stratford-upon-Avon, CV37 6BB	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	2.3%	15	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	3	2.5%	2	7.0%	5	7.0%	3	0.0%	0	3.3%	1
Swindon Town Centre	0.8%	5	0.0%	0	0.0%	0	0.5%	1	8.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
The Watermill Theatre, Bagnor, Newbury, RG20 8AE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton House and Gardens, Edge Hill, Banbury, OX15 6HT	0.7%	4	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	1.7%	11	0.0%	0	5.3%	2	0.0%	0	7.3%	3	0.0%	0	3.0%	2	2.6%	2	0.0%	0	5.2%	2	0.0%	0	0.0%	0
(Don't know / varies)	12.9%	84	15.0%	22	9.0%	3	13.7%	14	3.6%	2	15.7%	7	6.6%	4	31.7%	20	5.5%	4	6.7%	3	12.9%	3	14.4%	4
Weighted base:		650		146		33		99		46		42		64		63		68		40		22		28
Sample:		542		54		50		48		47		42		65		54		48		39		38		57

Q39 Where do you or members of your household normally go to visit a museum, gallery, or other place of historical / cultural interest?
Those that said 'Museum / gallery or place of historical / cultural interest' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	1.1%	7	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Zone 2																								
Chipping Norton Town Centre	2.7%	16	2.4%	3	12.8%	3	8.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Bampton Local Centre, OX18 2	0.3%	2	0.0%	0	5.8%	1	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
Zone 4																								
Buscot Park, Lechlade Road, Faringdon, SN7 8BU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Blenheim Palace, Woodstock, OX20 1PS	2.1%	12	6.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	6.7%	2	0.0%	0	0.0%	0
Woodstock Town Centre	3.7%	22	0.4%	1	0.0%	0	0.5%	1	1.7%	1	3.1%	1	18.4%	11	3.3%	2	1.1%	1	7.8%	2	5.3%	1	9.5%	2
Zone 7																								
Rousham House & Gardens, Rousham, Bicester, OX25 4QU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Hook Norton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Zone 9																								
Kingham Village Centre	0.4%	3	1.9%	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	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.1%	1	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	1.1%	0	0.0%	0
Filkins Village Centre, GL7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.4%	3	1.9%	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	0.0%	0	0.0%	0
Ashmolean Museum of Art and Archaeology, Beaumont Street, Oxford, OX1 2PH	11.1%	66	8.8%	12	16.7%	4	1.0%	1	3.4%	1	14.3%	6	12.9%	7	28.0%	16	16.0%	9	12.5%	4	17.8%	4	6.2%	1
Banbury Town Centre	1.4%	8	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	6	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1	0.8%	5	0.0%	0	0.0%	0	4.4%	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
Birmingham City Centre, B2 4	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Motor Museum, Banbury Road, Lighthorne Heath, Warwick, CV35 0BJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Central London / West End	18.3%	108	7.7%	11	10.5%	2	32.0%	33	19.5%	7	4.1%	2	14.1%	8	10.5%	6	33.6%	19	28.9%	9	27.6%	7	20.0%	4
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	2	0.0%	0
Colchester City Centre, CO1 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Compton Verney Local Centre, CV35 9	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	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	1.5%	9	1.9%	3	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duxford Village Centre, CB22 4	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull City Centre, HU1 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Kidlington Village Centre	0.6%	4	1.9%	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	0.0%	0	4.6%	1
Liverpool City Centre, L1 3	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Loxford Local Centre, IG1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre, NE1 5	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	32.4%	191	27.0%	38	30.2%	7	22.5%	23	51.0%	19	69.4%	28	42.9%	25	43.0%	24	15.2%	8	16.8%	5	19.9%	5	40.9%	8
Oxford University Museum of Natural History, Parks Road, Oxford, OX1 3PW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitt Rivers Museum, South Parks Road, Oxford, OX1 3PP	0.4%	3	1.9%	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	0.0%	0	0.0%	0
Portland Museum, Wakeham, Easton, Portland, DT5 1HS	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	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.1%	6	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.4%	3	1.9%	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	0.0%	0	0.0%	0
Swindon Town Centre	0.1%	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
Walton-le-Dale Village Centre, PR5 4	0.4%	3	1.8%	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	0.0%	0	0.0%	0
Warwick Town Centre, CV34 4	0.8%	4	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	0.0%	0	0.0%	0
Others																								
Abroad	4.5%	26	8.8%	12	7.8%	2	2.5%	3	5.3%	2	1.0%	0	1.9%	1	0.6%	0	5.4%	3	8.0%	2	1.1%	0	0.0%	0
(Don't know / varies)	13.1%	78	16.6%	23	15.0%	3	14.9%	16	16.5%	6	7.1%	3	4.6%	3	11.2%	6	12.2%	7	16.7%	5	10.3%	3	14.0%	3
Weighted base:		591		141		22		104		38		41		58		56		55		31		25		20
Sample:		486		53		33		45		40		46		61		46		50		30		39		43

Q40 Where do you or members of your household normally go to visit pubs / bars / nightclubs?
Those that said 'Pub / bar / nightclub / live music venue' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Hailey Village Centre, OX29 9	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leafield Village Centre, OX29 9	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Long Hanborough Village Centre, OX29 6	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minster Lovell Village Centre, OX29 0	1.1%	8	4.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Leigh Village Centre	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	3.2%	1
The Back Lane Tavern, Park Lane, Woodstock, OX20 1UD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	21.7%	160	56.6%	105	0.0%	0	18.7%	21	9.3%	4	19.6%	9	19.4%	14	0.5%	0	0.0%	0	0.8%	0	8.3%	2	13.7%	4
Woodstock Town Centre	4.4%	32	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	17	18.6%	11	0.8%	1	5.3%	3	0.0%	0	0.6%	0
Zone 2																								
Chipping Norton Town Centre	4.2%	31	0.0%	0	52.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	9	0.8%	0	0.0%	0	15.5%	4
Salford Village Centre, OX7 5	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Zone 3																								
Bampton Local Centre, OX18 2	0.3%	2	0.0%	0	0.0%	0	1.8%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	5.8%	43	0.0%	0	0.0%	0	37.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Appleton Village Centre, OX13 5	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Bessels Leigh Local centre, OX13 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckland Village Centre	0.4%	3	1.4%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longworth Village Centre, OX13 5	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.3%	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	0.0%	0	7.2%	2	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Ducklington Village Centre, OX29 7	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	2.4%	18	0.0%	0	0.0%	0	2.8%	3	0.0%	0	30.6%	14	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbridge Local Centre, OX29 7	0.4%	3	0.3%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Stanton Harcourt Village Centre, OX29 5	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Green Local Centre, OX29 5	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Barford St Michael Village Centre, OX15 0	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	10	0.0%	0	0.8%	0	0.0%	0	3.1%	1
Duns Tew Village Centre, OX25 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Middle Barton Local Centre, OX7 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Aston Village Centre, OX25 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	1.7%	13	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	6	4.1%	2	0.0%	0	0.0%	0
Bodicote Village 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	4.7%	4	0.0%	0	0.0%	0	0.0%	0
Freeland Village Centre, OX29 8	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	1.5%	11	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	10	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.9%	7	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	1.6%	1	0.0%	0	0.0%	0
Sibford Gower Local Centre, OX15 5	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%	2	0.0%	0	0.0%	0	0.0%	0
Stonesfield Village Centre, OX29 8	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	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%	3	0.0%	0	0.0%	0	0.0%	0
Whichford Village Centre, CV36 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Ascott-under-Wychwood Village Centre, OX7 6	0.1%	0	0.0%	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
Bledington Village Centre, OX7 6	0.9%	7	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	0.1%	0	0.0%	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
Churchill Local Centre, OX7 6	0.7%	5	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	2.4%	1	0.0%	0	0.6%	0
Kingham Village Centre	1.0%	8	1.4%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	5	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	11.1%	6	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	12	0.0%	0	0.0%	0
Shipton-under-Wychwood	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	6.3%	3	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Village Centre																								
Zone 10																								
Asthall Village Centre, OX18 4	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	0.0%	0	6.5%	2	0.0%	0
Burford Town Centre, OX18 4	0.6%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.8%	1	0.8%	0	7.8%	2	0.0%	0
Filkins Village Centre, GL7 3	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	0.0%	0	15.9%	4	0.0%	0
Fulbrook Village Centre, OX18 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	1.0%	8	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	6	0.0%	0
Shilton Village Centre, OX18 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Swinbrook Village Centre, OX18 4	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	2	0.0%	0
Zone 11																								
Chadlington Village Centre	1.0%	8	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	9.1%	3
Charlbury Town Centre	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	0.0%	0	0.0%	0	23.9%	7
Enstone Village Centre, OX7 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Finstock Village 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	0.0%	0	0.0%	0	5.5%	2
Ramsden Local Centre, OX7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Outside Catchment Area																								
Abingdon Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	14.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Alderminster Village Centre, CV37 8	0.1%	0	0.0%	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
Aynho Village Centre, OX17 3	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	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	2.9%	21	0.0%	0	0.8%	0	12.6%	14	0.0%	0	0.0%	0	0.0%	0	2.6%	2	6.3%	5	0.0%	0	0.0%	0	0.6%	0
Binsey Village Centre, OX2 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton on the Water Village Centre, GL54 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Hill Local Centre, GL56 9	0.1%	0	0.0%	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
Central London / West End	1.1%	8	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	6.9%	5	0.0%	0	0.0%	0	0.6%	0
Charlton-on-Otmoor Local Centre, OX5 2	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	1.1%	0	0.0%	0
Charney Bassett Local Centre, OX12 0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Campden Town	0.1%	0	0.0%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, GL55 6																								
Cirencester Town Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Clanfield Village Centre, PO8 0	0.6%	4	0.0%	0	0.0%	0	3.5%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	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	5.3%	3	0.0%	0	0.0%	0
Faringdon Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	7.5%	4	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre, GU9 7	0.3%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fyfield Village Centre, CM5 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Coxwell Village Centre, SN7 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Poyle Village Centre, OX5 2	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamwell Village Centre, OX17 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kineton Village Centre, CV35 0	0.1%	0	0.0%	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
King's Sutton Village Centre, OX17 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Little Coxwell Village Centre, SN7 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Tysoe Village Centre, CV35 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Murcott Village Centre, OX5 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oddington Village Centre, OX5 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Oxford City Centre	8.1%	60	11.0%	20	8.1%	3	0.9%	1	19.9%	9	19.5%	9	0.5%	0	12.8%	8	0.0%	0	9.4%	5	1.1%	0	13.3%	4
Shipston-on-Stour Town Centre, CV36 4	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre, SY1 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.6%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Stratford-upon-Avon 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	4.1%	3	0.8%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.4%	3	0.0%	0	0.0%	0	0.5%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0
Wantage Town Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-on-the-Green Village Centre, OX25 3	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.6%	2	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		Zone 9		Zone 10		Zone 11	
OX1 5																								
Others																								
Abroad	2.6%	19	1.4%	3	5.3%	2	6.4%	7	11.6%	6	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.1%	89	19.0%	35	6.1%	2	11.2%	13	8.4%	4	7.2%	3	8.8%	6	17.1%	11	14.9%	11	0.8%	0	6.5%	2	6.0%	2
Weighted base:		738		185		32		114		48		46		70		61		77		51		24		29
Sample:		633		76		46		57		53		49		74		58		64		56		42		58

Q41 Where do you or members of your household normally go for eating out e.g. cafes and restaurants?
Those that said 'Restaurant / café' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Hailey Village Centre, OX29 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Long Hanborough Village Centre, OX29 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minster Lovell Village Centre, OX29 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	25.6%	218	59.4%	112	0.0%	0	23.0%	29	16.5%	9	38.5%	23	34.5%	26	1.2%	1	3.6%	3	2.5%	2	6.3%	2	25.7%	10
Woodstock Town Centre	2.5%	21	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	14	6.0%	5	0.0%	0	0.0%	0	0.0%	0	5.5%	2
Zone 2																								
Chipping Norton Town Centre	7.0%	59	0.0%	0	57.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	12.8%	11	23.1%	15	0.0%	0	19.8%	8
Zone 3																								
Aston Village Centre, OX18 2	0.6%	5	0.0%	0	0.6%	0	0.4%	1	3.7%	2	0.0%	0	0.5%	0	2.0%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Bampton Local Centre, OX18 2	1.1%	9	1.4%	3	0.0%	0	5.2%	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
Carterton Town Centre	6.4%	55	1.4%	3	0.0%	0	39.5%	50	1.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.5%	0
Zone 4																								
Buckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	0.8%	7	0.0%	0	0.0%	0	2.1%	3	0.0%	0	6.1%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Zone 7																								
Clifton Local Centre, OX15 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns Tew Village Centre, OX25 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Aston Local Centre, OX25 5	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0
North Aston Village Centre, OX25 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tackley Village Centre, OX5 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.9%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Bodicote Village Centre	0.3%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre, OX15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Freeland Village Centre, OX29 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	1.5%	12	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	13.5%	11	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.2%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	0	0.0%	0	0.0%	0
Sibford Gower Local Centre, OX15 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Whichford Village Centre, CV36 5	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	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Ascott-under-Wychwood Village Centre, OX7 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Bledington Village Centre, OX7 6	0.3%	3	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Churchill Local Centre, OX7 6	0.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.6%	5	2.4%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Longborough Local Centre, GL56 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	15.7%	10	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	2.3%	20	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.7%	1	27.9%	18	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	2.2%	19	1.8%	3	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.7%	1	3.1%	2	26.8%	10	2.8%	1
Filkins Village Centre, GL7 3	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	0.0%	0	0.7%	0	0.0%	0
Great Barrington Village Centre, OX18 4	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	1.3%	11	0.0%	0	0.0%	0	0.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	9	0.0%	0
Swinbrook Village Centre, OX18 4	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Zone 11																								
Chadlington Village Centre	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	0.0%	0	0.0%	0	6.9%	3
Charlbury Town Centre	0.9%	8	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.0%	2	0.0%	0	0.6%	0	0.0%	0	8.4%	3
Finstock Village Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Great Tew Local Centre, OX7 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	10.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	3.6%	31	0.0%	0	3.2%	1	3.6%	5	0.0%	0	0.0%	0	0.0%	0	6.8%	5	20.1%	17	4.3%	3	0.0%	0	0.5%	0
Beccles Town Centre, NR34 9	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.8%	7	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Bourton on the Water Village Centre, GL54 2	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.3%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre, RG12 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.4%	12	1.4%	3	0.6%	0	2.5%	3	0.0%	0	0.0%	0	1.0%	1	4.3%	3	0.0%	0	0.6%	0	4.2%	2	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0
Chipping Campden Town Centre, GL55 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Cirencester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Clanfield Village Centre, PO8 0	0.2%	2	0.0%	0	0.0%	0	0.4%	1	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Coleshill Village Centre, SN6 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dedham Village Centre, CO7 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre, SO50 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Evesham Town Centre, WR11 4	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	4.1%	3	0.0%	0	0.0%	0
Faringdon Town Centre	1.1%	9	1.4%	3	0.0%	0	0.0%	0	11.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre, GU9 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frilford Local Centre, OX13 6	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	0.0%	0	0.0%	0	0.0%	0
Fyfield Village Centre, CM5 0	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	0.0%	0	0.0%	0	0.0%	0
Great Coxwell Village Centre, SN7 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardington Mandeville Village Centre, BA22 9	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haworth Village Centre, BD22 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kidlington Village Centre	1.6%	13	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.4%	2	3.0%	2	11.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Sutton Village Centre, OX17 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Manchester City Centre, M1 5	0.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	10.2%	87	9.8%	18	11.7%	5	0.8%	1	10.0%	6	34.2%	21	13.0%	10	17.1%	13	1.4%	1	4.4%	3	4.2%	2	18.2%	7
Sandford-on-Thames Village Centre, OX4 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
St Mawes Village Centre, TR2 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Town Centre, PE9 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Mandeville Village Centre, HP22 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5	1.2%	1	0.0%	0	0.0%	0
Swindon Town Centre	0.8%	7	0.0%	0	0.0%	0	0.8%	1	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0
Teddington Local Centre, TW11 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenbury Wells Town Centre, WR15 8	0.4%	4	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury Town Centre, GL20 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	1.4%	12	0.0%	0	4.3%	2	5.8%	7	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	14.7%	126	16.2%	31	6.5%	3	11.8%	15	16.6%	10	11.7%	7	18.2%	14	28.0%	22	18.1%	15	1.8%	1	13.7%	5	9.1%	3
Weighted base:		853		188		40		127		58		61		77		78		83		65		38		38
Sample:		829		80		70		74		72		73		85		76		67		72		75		85

Q42 Where do you or members of your household normally go for family entertainment e.g. tenpin bowling, skating rink?
Those that said 'Family entertainment (e.g. tenpin bowling, skating rink, family day out)' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Cogges Manor Farm, Church Lane, Witney, OX28 3LA	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	6.9%	2	0.0%	0	0.0%	0
Witney Town Centre	4.0%	15	7.9%	10	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	1
Zone 2																								
Chipping Norton Town Centre	0.3%	1	0.0%	0	13.1%	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	0.0%	0
Fairytale Farm, Southcombe, OX7 5QH	1.4%	5	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Brize Norton Village Centre, OX18 3	1.3%	5	0.0%	0	0.0%	0	6.7%	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
Carterton Town Centre	3.0%	11	0.0%	0	0.0%	0	14.1%	11	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0
Crocodiles of the World, Burford Road, Brize Norton, Carterton, OX18 3NX	0.8%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Buckland Village Centre	0.7%	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	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	1.3%	5	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Blenheim Local Centre, OX20 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	3.3%	13	8.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	1.3%	0	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Moreton-in-Marsh Town Centre, GL56 0	1.2%	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	15.5%	5	0.0%	0	0.0%	0
Zone 10																								
Cotswold Wildlife Park & Gardens, Bradwell Grove, Burford, OX18 4JP	0.4%	1	0.4%	1	0.0%	0	0.0%	0	1.3%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Lechlade-on-Thames Town Centre, GL7 3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	1	0.0%	0
Zone 11																								
Dean Local Centre, OX7 3	0.1%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Aylesbury Town Centre, HP20 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Bowl, Cherwell	6.8%	26	0.0%	0	42.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0	13.1%	5	26.4%	6	33.7%	10	0.0%	0	18.9%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, George Street, Banbury, OX16 5BH																								
Banbury Town Centre	2.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	9	2.5%	1	1.3%	0	0.0%	0	0.0%	0
Barnt Green Village Centre, B45 8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Bicester Town Centre	1.8%	7	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	8.0%	2	7.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre, RG12 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre, CF10 1	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	3.1%	12	6.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	4	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	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	8.8%	3	0.0%	0	0.0%	0
Cirencester Town Centre	0.3%	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	0.0%	0	2.3%	0	0.0%	0
Cotswold Farm Park, Guiting Power, Cheltenham, GL54 5FL	0.1%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Local Centre, OX4 2	0.9%	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	0.0%	0	0.0%	0	0.0%	0
Frome Town Centre, BA11 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Hollywood Bowl, Ozone Leisure Park, Grenoble Road, Littlemore, Oxford, OX4 4XP	10.6%	40	7.1%	9	0.0%	0	12.0%	9	20.3%	5	38.5%	6	21.2%	5	13.1%	5	0.0%	0	0.0%	0	0.0%	0	13.0%	1
Kassam Stadium, Grenoble Road, Littlemore, Oxford, OX4 4XP	1.6%	6	0.0%	0	0.0%	0	3.6%	3	0.0%	0	16.7%	3	1.5%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.7%	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	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	18.3%	70	29.1%	36	27.2%	2	22.4%	17	17.4%	4	15.5%	3	10.3%	2	0.0%	0	4.9%	1	8.8%	3	2.3%	0	22.2%	2
Oxford Ice Rink, Oxpens Road, Oxford, OX1 1RX	2.8%	11	0.0%	0	0.0%	0	9.5%	7	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	15.6%	2	0.0%	0
Peterborough City Centre, PE1 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre, PR1 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.3%	0	0.0%	0	0.0%	0
Stroud Bowl, Stroud, GL5 1QA	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	0.0%	0	0.0%	0	0.0%	0
Tenpin, Whitehill Way, Shaw Ridge Leisure Park, Swindon, SN5 7DN	2.8%	11	0.0%	0	0.0%	0	0.0%	0	20.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	46.7%	5	0.0%	0
Thornbury Town Centre, BS35 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0
Waddesdon Manor, Waddesdon, Aylesbury, HP18 0JH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre, CV34 4	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	8.8%	3	0.0%	0	0.0%	0
Wellesbourne Village Centre, CV35 9	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Weston-super-Mare Town Centre, BS23 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%	0	1.3%	0	0.0%	0	0.0%	0
Others																								
Abroad	1.8%	7	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	2	2.5%	1	6.9%	2	0.0%	0	0.0%	0
(Don't know / varies)	24.1%	92	21.4%	26	8.7%	1	21.4%	16	32.2%	8	24.3%	4	43.1%	10	36.0%	13	36.8%	9	0.0%	0	14.5%	2	31.9%	3
Weighted base:		383		123		6		76		25		17		24		37		24		30		11		9
Sample:		204		46		13		25		14		10		15		21		17		19		12		12

Q43 Where do you or members of your household normally go for outdoor / social activities e.g. walking, fishing, horse riding, art / craft classes, choir practice, watching sporting events, etc.
Those that said 'Other activity' at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	1.7%	1	18.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	3.0%	2	0.0%	0	6.0%	0	0.0%	0	0.0%	0	9.1%	0	21.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Chipping Norton Town Centre	4.6%	3	0.0%	0	54.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	0	0.0%	0	0.0%	0
Zone 3																								
Bampton Local Centre, OX18 2	0.9%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	6.0%	4	0.0%	0	0.0%	0	29.6%	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
Zone 4																								
Appleton Village Centre, OX13 5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.6%	2	0.0%	0	0.0%	0	0.0%	0	14.3%	0	0.0%	0	0.0%	0
Standlake Village Centre	3.2%	2	0.0%	0	0.0%	0	8.9%	1	0.0%	0	18.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Deddington Town Centre	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Heyford Village Centre, OX25 5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Local Centre, OX7 7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over Worton Local Centre, OX7 7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	3	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	2.9%	2	0.0%	0	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	2.0%	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	0.0%	0	0.0%	0	0.0%	0
Stonesfield Village Centre, OX29 8	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Bledington Village Centre, OX7 6	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	3	0.0%	0	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	0	0.0%	0	0.0%	0
Churchill Local Centre, OX7 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	0.0%	0	14.3%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	4.6%	3	0.0%	0	0.0%	0	23.1%	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
Moreton-in-Marsh Town Centre, GL56 0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 10																								
Burford Town Centre, OX18 4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	8.6%	5	0.0%	0	0.0%	0	29.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.7%	2	0.0%	0
Zone 11																								
Enstone Village Centre, OX7 4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.1%	1
Outside Catchment Area																								
Alderminster Village Centre, CV37 8	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	3	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	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	14.3%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	3	0.0%	0	0.0%	0	0.0%	0
Central London / West End	7.6%	4	81.4%	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	0.0%	0	0.0%	0
Cheltenham 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	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Coleshill Village Centre, SN6 7	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	0	0.0%	0
Draycote Local Centre, CV23 9	1.0%	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	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	0	18.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydney Town Centre, GL15 5	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	0
Oxford City Centre	2.8%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	0	9.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	1
Shipston-on-Stour Town Centre, CV36 4	1.0%	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	0.0%	0	0.0%	0	0.0%	0
Silverstone Racing Circuit, Silverstone, Towcester NN12 8TN	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre, ST16 2	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	14.3%	0	0.0%	0	0.0%	0
Stratford-upon-Avon 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	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Swindon 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	0.0%	0	11.1%	0	0.0%	0
Others																								
Abroad	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	0
(Don't know / varies)	4.6%	3	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	7.1%	0	45.5%	2	0.0%	0	0.0%	0	11.1%	0	0.0%	0
Weighted base:		59		5		4		12		1		5		5		3		16		3		2		2
Sample:		69		3		7		7		2		7		10		7		10		7		5		4

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q44 What improvements could be made to the leisure offer in the West Oxfordshire authority area that would make you visit / partake in leisure activities more often? [MR]																								
Cheaper prices to access leisure facilities / events	6.1%	68	15.2%	35	3.8%	2	13.5%	22	0.0%	0	0.0%	0	0.4%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	2
More / better car parking	5.1%	56	9.0%	21	2.3%	1	2.8%	5	8.0%	6	0.5%	0	6.5%	6	3.8%	3	4.8%	6	2.4%	2	5.7%	3	6.6%	3
More / better cafes / coffee shops	3.7%	41	11.0%	26	5.6%	3	0.0%	0	5.9%	5	0.0%	0	2.3%	2	5.8%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Augmented reality gaming centre	3.7%	41	10.7%	25	2.9%	2	5.6%	9	0.0%	0	0.0%	0	3.8%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema - multi-screen cinema	3.6%	40	8.4%	20	2.3%	1	4.7%	8	2.2%	2	6.9%	6	4.4%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
More leisure facilities / activities for teenagers	3.5%	39	4.7%	11	4.7%	3	6.0%	10	0.4%	0	5.0%	4	2.7%	2	5.4%	5	0.0%	0	1.9%	2	3.7%	2	0.4%	0
More local sports & recreation facilities (e.g. football pitches, tennis courts)	3.5%	39	5.9%	14	8.4%	5	1.0%	2	0.0%	0	5.0%	4	4.3%	4	0.7%	1	2.5%	3	0.5%	0	4.2%	2	9.9%	5
Improved public transport	3.3%	36	5.4%	12	0.0%	0	0.6%	1	3.7%	3	3.1%	3	9.0%	8	8.0%	7	0.0%	0	0.5%	0	1.0%	1	2.7%	1
Cinema - art house cinema	3.2%	36	7.3%	17	2.7%	2	4.5%	7	0.0%	0	2.6%	2	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0	3.3%	2
Swimming pool - indoor	3.1%	34	0.2%	1	5.5%	3	2.8%	5	0.4%	0	4.3%	4	7.2%	6	7.2%	7	0.0%	0	6.1%	5	3.9%	2	2.7%	1
Leisure / sports centre	2.8%	31	9.0%	21	0.4%	0	1.7%	3	2.2%	2	0.0%	0	0.4%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	2
More leisure facilities / activities for young children	2.8%	31	9.2%	21	4.7%	3	0.3%	1	0.4%	0	2.5%	2	0.4%	0	1.8%	2	0.0%	0	1.9%	2	0.5%	0	0.4%	0
Casino	2.7%	30	2.6%	6	0.4%	0	7.4%	12	5.9%	5	4.3%	4	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Indoor soft play areas	2.7%	30	4.2%	10	3.8%	2	6.0%	10	3.7%	3	0.0%	0	0.4%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Improved security / CCTV / more police	2.4%	27	7.2%	17	0.0%	0	1.7%	3	2.8%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	2.0%	1
More leisure facilities / activities for families	2.4%	27	3.8%	9	3.8%	2	6.2%	10	0.0%	0	0.0%	0	5.2%	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
More / better parks / green spaces	2.3%	26	2.6%	6	0.4%	0	1.7%	3	2.2%	2	4.8%	4	3.8%	3	1.8%	2	4.3%	5	0.0%	0	0.0%	0	2.0%	1
More / better pubs / bars	2.3%	25	3.8%	9	0.4%	0	5.8%	9	2.8%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	2.4%	2	0.5%	0	0.0%	0
Crazy golf	2.2%	24	2.3%	5	2.9%	2	9.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
More family-friendly pubs / restaurants	2.1%	23	3.4%	8	0.4%	0	5.3%	9	2.2%	2	0.0%	0	0.4%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comedy clubs	2.0%	22	6.5%	15	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	1.9%	21	4.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6	0.0%	0	0.0%	0	2.4%	2	0.0%	0	2.0%	1
More / better health clubs / indoor gyms	1.8%	20	2.8%	7	0.0%	0	2.2%	4	0.4%	0	5.0%	4	0.0%	0	3.0%	3	0.0%	0	0.5%	0	2.9%	2	2.3%	1
Ten-pin bowling	1.8%	20	3.8%	9	3.8%	2	2.0%	3	2.8%	2	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0
More / better disabled access	1.8%	20	4.5%	11	0.0%	0	2.8%	5	2.8%	2	0.0%	0	0.4%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Improved cycle access (more / better cycle paths)	1.7%	19	3.1%	7	0.0%	0	2.2%	4	8.4%	6	0.5%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	1.7%	19	2.3%	5	0.4%	0	2.5%	4	0.0%	0	0.0%	0	2.6%	2	7.2%	7	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Ice rink	1.7%	18	3.1%	7	0.0%	0	5.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.5%	0	0.0%	0
Hotels - cheaper hotels	1.6%	18	3.8%	9	2.9%	2	1.7%	3	2.2%	2	0.0%	0	3.8%	3	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		Zone 9		Zone 10		Zone 11	
More / better publicity / advertising / social media updates of what's on / available	1.5%	16	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	7.4%	9	0.0%	0	0.0%	0	0.0%	0
More / better cultural facilities	1.4%	15	4.9%	11	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
More food / farmers markets	1.4%	15	2.6%	6	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotels - more / better hotels	1.3%	15	3.8%	9	2.9%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.8%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Improved pedestrian access	1.3%	14	3.4%	8	2.3%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.0%	1
Increased availability for leisure activities	1.2%	14	0.2%	1	0.4%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	6	2.3%	2	0.5%	0	0.0%	0
Bingo venue	1.1%	12	1.9%	4	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
More / better shopping	0.8%	9	1.5%	3	0.0%	0	0.0%	0	3.7%	3	0.5%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment (make it look more attractive)	0.8%	8	0.0%	0	2.3%	1	2.2%	4	2.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved road quality	0.7%	8	0.0%	0	0.0%	0	2.2%	4	2.5%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.5%	0	0.5%	0	0.0%	0
More pedestrianised areas	0.6%	7	1.1%	3	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Swimming pool - outdoor	0.6%	6	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.0%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Trampoline park	0.6%	6	0.0%	0	0.0%	0	2.8%	5	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating areas	0.5%	6	0.0%	0	0.0%	0	2.2%	4	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public transport services	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0	4.1%	4	0.5%	0	1.9%	1
More / better signposting and street information	0.5%	5	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Theatres	0.5%	5	0.2%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.5%	0	0.0%	0	2.0%	1
Climbing	0.4%	5	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities / activities for the elderly	0.4%	5	1.1%	3	2.6%	2	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
Swimming pool - sauna	0.4%	5	0.0%	0	0.0%	0	2.8%	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
Outdoor gyms	0.4%	4	0.0%	0	0.0%	0	1.7%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bike facilities	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.5%	1	3.1%	3	0.0%	0	0.0%	0
Museums	0.3%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Arts / crafts classes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
More outdoor festivals / events / carnivals	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theme park	0.2%	3	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	0.0%	0	0.0%	0
More live music venues	0.2%	3	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	0.0%	0	0.0%	0
Easier to get to by car	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
More art galleries	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more spaces available	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	0.0%	0	3.7%	2	0.0%	0
Water sports	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	0.0%	0	3.2%	2	0.0%	0
Outdoor sports centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Art classes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	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		Zone 9		Zone 10		Zone 11	
Swimming pool - warmer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Cleaner facilities	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobile library	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street cleaning / cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Racket sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Indoor bowls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Skate park	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More betting shops	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better libraries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 nightclubs / better nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	47.3%	520	23.8%	55	51.2%	30	27.5%	44	57.6%	44	65.5%	55	46.7%	40	48.3%	45	71.5%	87	63.5%	55	70.3%	38	56.8%	27
(Don't know)	5.8%	64	4.5%	10	6.1%	4	4.5%	7	3.5%	3	2.0%	2	7.3%	6	4.7%	4	7.4%	9	13.7%	12	3.9%	2	9.7%	5
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

GEN Gender of respondent:

Male	41.9%	461	49.5%	115	34.0%	20	42.5%	69	45.2%	35	46.0%	39	37.8%	32	35.8%	33	42.1%	51	28.7%	25	37.3%	20	48.3%	23
Female	58.1%	639	50.6%	117	66.0%	39	57.5%	93	54.8%	42	54.0%	45	62.2%	53	64.2%	59	57.9%	71	71.3%	61	62.7%	34	51.7%	24
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

AGE Can I ask how old you are please?

18-24	8.8%	97	16.0%	37	4.5%	3	6.8%	11	6.6%	5	7.7%	6	6.8%	6	10.6%	10	5.1%	6	4.9%	4	5.0%	3	11.8%	6
25-34	10.1%	111	20.6%	48	4.5%	3	11.8%	19	6.6%	5	5.2%	4	4.6%	4	7.0%	6	5.1%	6	7.3%	6	5.0%	3	13.7%	6
35-44	18.2%	200	26.9%	62	11.4%	7	28.4%	46	11.1%	8	8.7%	7	11.5%	10	20.7%	19	13.0%	16	12.3%	11	8.5%	5	19.8%	9
45-54	19.4%	213	24.9%	58	23.3%	14	26.0%	42	28.1%	22	3.3%	3	14.6%	12	15.8%	15	13.2%	16	18.7%	16	19.4%	11	12.6%	6
55-64	18.0%	198	4.4%	10	24.0%	14	6.5%	11	16.9%	13	37.1%	31	30.6%	26	25.4%	23	24.7%	30	21.0%	18	24.3%	13	17.0%	8
65+	25.6%	281	7.2%	17	32.2%	19	20.4%	33	30.7%	24	38.0%	32	31.9%	27	20.6%	19	38.9%	47	35.9%	31	37.8%	20	25.2%	12
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
ETH The following question will be used in a statistical format only, and will help to ensure we get a representative sample of the community. What is your ethnic background?																								
White	82.7%	910	65.7%	152	89.2%	53	76.8%	124	84.1%	65	88.5%	74	97.7%	83	91.4%	84	89.1%	109	90.4%	78	82.3%	45	91.4%	43
Mixed / multiple ethnic groups	1.8%	19	3.1%	7	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	4.3%	5	2.3%	2	0.0%	0	0.4%	0
Asian / Asian British	5.3%	59	15.4%	36	2.9%	2	6.0%	10	3.7%	3	0.0%	0	2.3%	2	1.8%	2	1.0%	1	2.4%	2	0.0%	0	3.9%	2
Black / African / Caribbean / Black British	2.1%	24	6.5%	15	0.0%	0	3.2%	5	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	1.0%	11	0.0%	0	0.0%	0	5.7%	9	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.4%	1	0.0%	0
(Refused)	7.0%	77	9.3%	22	7.9%	5	6.3%	10	7.4%	6	11.5%	10	0.0%	0	5.1%	5	5.1%	6	4.9%	4	15.3%	8	4.3%	2
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
QUOTA Zone:																								
Zone 1	21.1%	232	100.0%	232	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	5.4%	59	0.0%	0	100.0%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	14.7%	162	0.0%	0	0.0%	0	100.0%	162	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	7.0%	77	0.0%	0	0.0%	0	0.0%	0	100.0%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	7.6%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	7.7%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	8.4%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	11.1%	122	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	122	0.0%	0	0.0%	0	0.0%	0
Zone 9	7.8%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	86	0.0%	0	0.0%	0
Zone 10	4.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	54	0.0%	0
Zone 11	4.3%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	47
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

PC Postcode Sector:	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
CV36 5	3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	34	0.0%	0	0.0%	0	0.0%	0
GL56 0	3.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.9%	42	0.0%	0	0.0%	0
GL7 3	3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.5%	34	0.0%	0
OX13 5	3.2%	36	0.0%	0	0.0%	0	0.0%	0	46.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX15 0	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX15 4	2.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	32	0.0%	0	0.0%	0	0.0%	0
OX15 5	5.1%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.0%	56	0.0%	0	0.0%	0	0.0%	0
OX18 1	6.9%	76	0.0%	0	0.0%	0	46.9%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX18 2	3.1%	34	0.0%	0	0.0%	0	21.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX18 3	4.7%	52	0.0%	0	0.0%	0	32.0%	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
OX18 4	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.5%	20	0.0%	0
OX20 1	3.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 4	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 5	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 6	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 1	3.4%	38	16.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 2	0.7%	8	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 3	0.7%	8	3.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 4	0.8%	9	4.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 5	5.0%	55	23.6%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 6	7.0%	77	33.4%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 0	2.3%	25	10.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 4	4.6%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.6%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 5	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 6	0.7%	7	3.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 7	2.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 8	4.6%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.1%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 9	0.4%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX5 3	2.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX7 3	2.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.7%	31
OX7 4	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	16
OX7 5	5.4%	59	0.0%	0	100.0%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX7 6	4.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.1%	44	0.0%	0	0.0%	0
OX7 7	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN7 8	3.7%	41	0.0%	0	0.0%	0	0.0%	0	53.5%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Appendix 3:

Data Tabulations

By Zone Filtered Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q01 Where do you normally undertake your household's main food and grocery shopping? *Excl. Nulls*																								
Zone 1																								
Co-op, High Street, Witney, OX28 6HW	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	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	2.2%	24	9.0%	9	0.0%	0	2.0%	2	0.0%	0	3.0%	3	4.0%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.0%	4
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.8%	9	2.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	9.6%	106	27.0%	27	0.0%	0	10.0%	10	2.0%	2	25.0%	25	14.0%	14	0.0%	0	0.0%	0	8.0%	8	11.0%	11	9.0%	9
Tesco Express, Fettiplace Road, Witney, OX28 5AP	0.5%	5	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	0.0%	0	1.0%	1
Tesco Express, The Neighbourhood Centre, Cogges Hill Road, Witney, OX28 3XY	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	8.7%	96	11.0%	11	1.0%	1	9.0%	9	2.0%	2	18.0%	18	18.0%	18	1.0%	1	0.0%	0	6.0%	6	10.0%	10	20.0%	20
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	6.5%	71	0.0%	0	32.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	10.0%	10	10.0%	10	0.0%	0	14.0%	14
Co-op, High Street, Chipping Norton, OX7 5AB	4.4%	48	0.0%	0	24.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	6.0%	6	0.0%	0	14.0%	14
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	1.9%	21	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	3.0%	3	0.0%	0	6.0%	6
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.3%	14	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	3.9%	43	2.0%	2	0.0%	0	20.0%	20	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	14.0%	14	3.0%	3
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	3.3%	36	5.0%	5	2.0%	2	20.0%	20	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Kipling Court, Brize Meadows, Carterton,	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	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		Zone 9		Zone 10		Zone 11	
OX18 3PQ																								
Co-op, Market Square, Bampton, OX18 2JJ	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	3.8%	42	3.0%	3	0.0%	0	22.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	13.0%	13	1.0%	1
Zone 4																								
Co-op, High Street, Stanford in the Vale, SN7 8LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Long Hanborough, Witney, OX29 8BD	0.4%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	2.4%	26	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.0%	7	17.0%	17	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Chipping Norton, OX7 6JH																								
Zone 10																								
Budgens, Burford Street, Lechlade, GL7 3AP	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	0.0%	0	2.0%	2	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, High Street, Burford, OX18 4QF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 11																								
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	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	0.0%	0	0.0%	0	3.0%	3
Outside Catchment Area																								
Aldi, Botley Road, Oxford, OX2 0HA	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	2.1%	23	0.0%	0	0.0%	0	0.0%	0	18.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	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	0.0%	0	5.0%	5	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.8%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Aldi, Wootton Road, Abingdon, OX14 1FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Cherwell Valley Services, Ardley, Bicester, OX27 7RD	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Grovelands Shopping Centre, Savile Way, Grove, Wantage, OX12 0PT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Queensway Shopping Centre, Banbury, OX16 9PQ	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	0.0%	0	0.0%	0	0.0%	0
Iceland, Sterling House,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
High Street, Kidlington, OX5 2DH																								
Iceland, West Way, Botley, Oxford, OX2 9LJ	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	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	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	0.0%	0	0.0%	0	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.4%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	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	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.8%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thames Avenue, Swindon, SN25 1JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Banbury Road, Summertown, Oxford, OX2 7HN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	3.7%	41	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	19.0%	19	18.0%	18	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	2.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	13.0%	13	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	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	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		Zone 9		Zone 10		Zone 11	
Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP																								
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Loxley Road, Wellesbourne, Warwick, CV35 9JY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon, SN3 4EW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Farringdon Road, London, EC1M 3JB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	1.8%	20	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	12.0%	12	1.0%	1	0.0%	0	1.0%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.9%	21	2.0%	2	0.0%	0	0.0%	0	16.0%	16	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Tesco Superstore, Ambassador Avenue, Oxford, OX4 6XJ	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	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	2.6%	29	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	21.0%	21	0.0%	0	1.0%	1
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	1.0%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	2.0%	22	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0
Waitrose (Little), London Road, Headington, Oxford, OX3 7RD	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.6%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.3%	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	0.0%	0	0.0%	0	1.0%	1
Waitrose, Henry Blake Way,	1.0%	11	0.0%	0	0.0%	0	1.0%	1	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Faringdon Retail Park, Faringdon, SN7 7GQ																								
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Old High Street, Headington, Oxford, OX3 9JT	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	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	0.0%	0	3.0%	3	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.5%	6	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.0%	3	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Internet - delivered	16.3%	179	22.0%	22	8.0%	8	10.0%	10	14.0%	14	24.0%	24	28.0%	28	17.0%	17	15.0%	15	12.0%	12	11.0%	11	18.0%	18
Internet - collection (Click & collect)	0.5%	5	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telephone / delivery order from a local independent business	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q02 When you visit STORE MENTIONED AT Q01 for your main food shopping, do you usually combine your shopping with other activities (for example non-food shopping, leisure, entertainment, services or visiting restaurants, bars, banks, etc.)? [MR]

Not those that do their main food shopping via the internet or delivery at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Yes – NON-FOOD shopping	20.5%	187	27.0%	20	11.0%	10	20.2%	18	19.8%	17	32.9%	25	31.0%	22	18.3%	15	20.0%	17	10.2%	9	12.4%	11	28.0%	23
Yes – other FOOD shopping	16.4%	150	17.6%	13	11.0%	10	19.1%	17	8.1%	7	19.7%	15	23.9%	17	15.9%	13	28.2%	24	10.2%	9	15.7%	14	13.4%	11
Yes – visiting café / pub / restaurant	7.4%	68	5.4%	4	6.6%	6	11.2%	10	9.3%	8	7.9%	6	8.5%	6	8.5%	7	4.7%	4	5.7%	5	4.5%	4	9.8%	8
Yes – visiting banks and other financial services (including cashpoints)	5.3%	48	2.7%	2	2.2%	2	4.5%	4	4.7%	4	7.9%	6	8.5%	6	2.4%	2	7.1%	6	4.5%	4	5.6%	5	8.5%	7
Yes – visiting family / friends	3.3%	30	8.1%	6	0.0%	0	7.9%	7	3.5%	3	0.0%	0	1.4%	1	0.0%	0	3.5%	3	3.4%	3	4.5%	4	3.7%	3
Yes – getting petrol	3.1%	28	4.1%	3	2.2%	2	1.1%	1	4.7%	4	2.6%	2	1.4%	1	6.1%	5	4.7%	4	3.4%	3	3.4%	3	0.0%	0
Yes – visiting chemist / pharmacy	3.0%	27	10.8%	8	4.4%	4	6.7%	6	2.3%	2	1.3%	1	2.8%	2	0.0%	0	3.5%	3	0.0%	0	0.0%	0	1.2%	1
Yes – leisure activity (e.g. gym, leisure centre, cinema, etc.)	3.0%	27	0.0%	0	1.1%	1	3.4%	3	2.3%	2	5.3%	4	0.0%	0	6.1%	5	4.7%	4	0.0%	0	6.7%	6	2.4%	2
Yes – visiting health service such as doctor, dentist, hospital, opticians	2.4%	22	1.4%	1	3.3%	3	2.2%	2	7.0%	6	1.3%	1	0.0%	0	0.0%	0	1.2%	1	2.3%	2	2.2%	2	4.9%	4
Yes – visiting other services such as hairdressers, barbers, salons, laundrette, recycling, vets, etc.	2.4%	22	0.0%	0	2.2%	2	4.5%	4	1.2%	1	0.0%	0	2.8%	2	3.7%	3	1.2%	1	1.1%	1	5.6%	5	3.7%	3
Yes – travelling to / from work	2.1%	19	4.1%	3	0.0%	0	5.6%	5	2.3%	2	2.6%	2	1.4%	1	4.9%	4	0.0%	0	1.1%	1	0.0%	0	1.2%	1
Yes – window shopping / browsing	2.1%	19	4.1%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	5.6%	4	1.2%	1	0.0%	0	2.3%	2	1.1%	1	6.1%	5
Yes – visiting market	1.5%	14	8.1%	6	1.1%	1	3.4%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Yes – visiting library	1.2%	11	1.4%	1	1.1%	1	1.1%	1	3.5%	3	0.0%	0	1.4%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Yes – travelling to / from school / college / university (includes school run)	0.7%	6	0.0%	0	2.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.2%	1
Yes – walking the dog / go for a walk	0.5%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.2%	1	0.0%	0	0.0%	0	1.2%	1
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	0.0%	0	0.0%	0	0.0%	0
Yes – visiting place of worship	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 activity)	50.3%	459	45.9%	34	65.9%	60	51.7%	46	57.0%	49	43.4%	33	38.0%	27	48.8%	40	48.2%	41	61.4%	54	49.4%	44	37.8%	31
(Don't know)	1.2%	11	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	2.4%	2	0.0%	0	1.1%	1	3.4%	3	1.2%	1
Base:		913		74		91		89		86		76		71		82		85		88		89		82

Q03 When you combine your trip with other activities, where do you normally go?
Not those that said 'No activity' or 'Don't know' at Q02 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Lidl, New Close Lane, Witney, OX28 4TT	0.5%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Long Hanborough Village Centre, OX29 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.7%	7	2.9%	1	0.0%	0	2.4%	1	0.0%	0	4.9%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.5%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.2%	5	5.9%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	1.0%	4	2.9%	1	0.0%	0	7.3%	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
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	27.6%	116	44.1%	15	0.0%	0	22.0%	9	8.3%	3	61.0%	25	58.5%	24	3.0%	1	0.0%	0	18.2%	6	28.6%	12	43.8%	21
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.2%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	11.2%	47	0.0%	0	50.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	9.5%	4	27.3%	9	0.0%	0	35.4%	17
Co-op, High Street, Chipping Norton, OX7 5AB	1.9%	8	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	6.1%	2	0.0%	0	2.1%	1
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	1.4%	6	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	3.0%	1	0.0%	0	6.3%	3
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Topside Pharmacy, High Street, Chipping Norton, OX7 5AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	1.0%	4	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	1.7%	7	0.0%	0	0.0%	0	12.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Bampton Local Centre, OX18 2	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Post Office, Black Bourton Road, Carterton OX18 3HQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Carterton Town Centre	5.2%	22	0.0%	0	0.0%	0	26.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	21.4%	9	2.1%	1
Morrisons, Black Bourton Road, Carterton, OX18 3HA	1.9%	8	2.9%	1	0.0%	0	7.3%	3	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	2	2.1%	1
Zone 4																								
Buckland Village Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Zone 5																								
Eynsham Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Deddington Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.7%	3	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	15.2%	5	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.5%	2	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	2.1%	9	0.0%	0	0.0%	0	0.0%	0	22.2%	8	2.4%	1	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		Zone 9		Zone 10		Zone 11	
Aldi, Botley Road, Oxford, OX2 0HA	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Asda Living, Templar Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.2%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	1.0%	4	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	3.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Banbury Town Centre	6.9%	29	8.8%	3	10.0%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	12.1%	4	38.1%	16	3.0%	1	0.0%	0	2.1%	1
Bicester Town Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	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	3.0%	1	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.7%	3	2.9%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Chessington Local Centre, KT9 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Co-op, Loxley Close, Wellesbourne, Warwick, CV35 9RU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.2%	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	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		Zone 9		Zone 10		Zone 11	
Esso, Ermont Way, Banbury, OX16 8SZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	1.9%	8	0.0%	0	0.0%	0	0.0%	0	19.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Great Western Way, Swindon, SN2 1US	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Kidlington Village Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	12.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Roman Road, Station Road, Stow-on-the-Wold, Cheltenham, GL54 3AJ	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	3.0%	1	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	1.2%	5	2.9%	1	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.7%	7	0.0%	0	0.0%	0	7.3%	3	2.8%	1	2.4%	1	2.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	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		Zone 9		Zone 10		Zone 11	
OX5 2PE																								
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	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	9.1%	3	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.7%	3	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.0%	4	0.0%	0	0.0%	0	0.0%	0	8.3%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	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	3.0%	1	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.5%	2	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.2%	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	0.0%	0	0.0%	0	0.0%	0
The Range, Cherwell Street, Banbury, OX16 2BB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The White Horse Medical Centre, Volunteer Way, Faringdon, SN7 7YU	0.2%	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	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.5%	2	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon,	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	3.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
CV37 8LU																								
Wantage Town Centre, OX12 9	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Others																								
Base:		421		34		30		41		36		41		41		33		42		33		42		48

Q04 Where else do you undertake your household's main food shopping (in addition to STORE MENTIONED AT Q01)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Co-op, High Street, Witney, OX28 6HW	0.9%	6	3.0%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	3.7%	25	13.4%	9	0.0%	0	3.0%	2	0.0%	0	7.1%	4	12.2%	6	1.8%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Local shops, Witney Town Centre, OX28 6	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	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.9%	13	3.0%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	3	6.1%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.9%	4
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	8.4%	57	14.9%	10	0.0%	0	7.6%	5	3.6%	2	28.6%	16	14.3%	7	3.6%	2	0.0%	0	2.9%	2	3.0%	2	16.2%	11
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Valence Crescent, Edington Road, Witney, OX28 5YP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	8.9%	60	16.4%	11	0.0%	0	6.1%	4	1.8%	1	26.8%	15	20.4%	10	3.6%	2	1.6%	1	2.9%	2	7.6%	5	13.2%	9
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	4.0%	27	0.0%	0	11.1%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	1	7.1%	4	6.6%	4	8.8%	6	0.0%	0	7.4%	5
Co-op, High Street, Chipping Norton, OX7 5AB	3.7%	25	3.0%	2	12.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.9%	3	8.8%	6	0.0%	0	7.4%	5
Local shops, Chipping Norton Town Centre OX7 5	0.4%	3	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	3.7%	25	0.0%	0	14.3%	9	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	6.6%	4	5.9%	4	0.0%	0	8.8%	6
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	3.3%	22	0.0%	0	30.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.5%	1
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.1%	1	0.0%	0	0.0%	0	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
Zone 3																								
Aldi, Alvescot Road,	3.3%	22	4.5%	3	0.0%	0	12.1%	8	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	12.1%	8	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Carterton, OX18 3JH																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	3.8%	26	6.0%	4	1.6%	1	18.2%	12	0.0%	0	1.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	6.1%	4	4.4%	3
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.3%	2	1.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	5.5%	37	4.5%	3	0.0%	0	25.8%	17	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	5	15.2%	10	1.5%	1
Zone 4																								
Co-op, High Street, Stanford in the Vale, SN7 8LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.3%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	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	0.0%	0	0.0%	0	0.0%	0
The Market Garden (Farm Shop), Mill Street, Eynsham, Witney, OX29 4JS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	8	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.9%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	5.9%	4	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Daylesford Organic (Farm Shop), Daylesford, Moreton-in-Marsh, GL56 0YG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Zone 10																								
Co-op, High Street, Burford, OX18 4QF	0.6%	4	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Zone 11																								
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	1
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.1%	1	0.0%	0	0.0%	0	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
Outside Catchment Area																								
Aldi, Botley Road, Oxford, OX2 0HA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cricklade Road, Cirencester, GL7 1NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	1.5%	10	0.0%	0	0.0%	0	0.0%	0	8.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	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	0.0%	0	7.6%	5	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Wootton Road, Abingdon, OX14 1FE	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Cherwell Valley Services, Ardley, Bicester, OX27 7RD	0.6%	4	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
B&M, Worcester Road, Worcestershire, WR11 4XF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Coln Community Stores, Main Street, Coln St Aldwyns, Cirencester, GL7 5AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Co-op, Banbury Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kidlington, OX5 1AL																								
Co-op, High Street, Shipston-on-Stour, CV36 4AB	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bourton-on-the-Water, Cheltenham, GL54 2BQ	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	2.9%	2	0.0%	0	0.0%	0
Co-op, Walton Street, Oxford, OX2 6AH	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Lockheed Close, Banbury, OX16 1LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Iceland (Food Warehouse), Banbury Cross Retail Park, Banbury ,OX16 1LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Love Lane, Cirencester, GL7 1YG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.4%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	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	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.1%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Maybird Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
M&S, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.9%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Evesham, WR11 1DX																								
Morrisons, Swan Close Road, Banbury, OX16 5AQ	3.6%	24	1.5%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	8.9%	5	18.0%	11	0.0%	0	0.0%	0	5.9%	4
Sainsbury's Local, Park End Street, Oxford, OX1 1HR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.6%	4	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	3.1%	21	0.0%	0	7.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	16.4%	10	0.0%	0	0.0%	0	2.9%	2
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	1.8%	12	0.0%	0	1.6%	1	0.0%	0	3.6%	2	0.0%	0	8.2%	4	8.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Loxley Road, Wellesbourne, Warwick, CV35 9JY	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon, SN3 4EW	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	2.7%	18	1.5%	1	4.8%	3	3.0%	2	0.0%	0	0.0%	0	2.0%	1	3.6%	2	4.9%	3	1.5%	1	0.0%	0	7.4%	5
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.8%	12	1.5%	1	0.0%	0	1.5%	1	10.7%	6	3.6%	2	2.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.9%	2	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	2.1%	14	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	14.7%	10	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.9%	6	1.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	4.1%	2	1.8%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Lakeview	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	6.1%	3	8.9%	5	0.0%	0	0.0%	0	1.5%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Drive, Bicester, OX26 1DE																								
Tesco Superstore, Park Road, Faringdon, SN7 7BP	3.3%	22	0.0%	0	0.0%	0	4.5%	3	21.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	7	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.7%	5	0.0%	0	0.0%	0	0.0%	0	8.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	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	0.0%	0	4.5%	3	0.0%	0
Waitrose, Shipston Road, Stratford-upon-Avon, CV37 8LU	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	1.6%	11	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	2	11.5%	7	0.0%	0	0.0%	0	1.5%	1
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.5%	1	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wykham Park Farm, Wykham Lane, Banbury, OX16 9UP	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	0.0%	0	0.0%	0	0.0%	0
Others																								
Internet - delivered	4.4%	30	6.0%	4	3.2%	2	6.1%	4	3.6%	2	3.6%	2	6.1%	3	8.9%	5	0.0%	0	1.5%	1	7.6%	5	2.9%	2
Internet - collection (Click & collect)	1.2%	8	4.5%	3	0.0%	0	1.5%	1	0.0%	0	1.8%	1	2.0%	1	1.8%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Telephone / delivery order from a local independent business	0.4%	3	3.0%	2	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
Base:		676		67		63		66		56		56		49		56		61		68		66		68

Q05 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Bakers Butchers, Market Square, Witney, OX28 6AA	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	0.0%	0	0.0%	0	0.0%	0
Bp, Hailey Road, Witney, OX28 1HQ	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, (BP Garage), Cannon Pool Service Station, Hailey Road, Witney, OX28 1HQ	0.5%	4	2.2%	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	0.0%	0	1.3%	1
Co-op, High Street, Witney, OX28 6HW	0.7%	6	4.5%	4	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Northfield Farm Lane, Witney, OX28 1FH	0.4%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	2.0%	17	3.4%	3	0.0%	0	0.0%	0	0.0%	0	12.7%	10	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1
Local shops, Witney Town Centre, OX28 6	0.2%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	2.0%	17	3.4%	3	0.0%	0	2.7%	2	0.0%	0	5.1%	4	5.7%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
North Leigh Convenience Store, War Memorial Hall Park Lane, Witney, OX29 6SA	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Witney, OX28 6HH	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	2.4%	20	6.7%	6	0.0%	0	2.7%	2	0.0%	0	3.8%	3	3.4%	3	1.4%	1	0.0%	0	0.0%	0	1.3%	1	5.0%	4
Spar, Brize Norton Road, Minster Lovell, Witney, OX29 0SE	0.4%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	1.0%	8	5.6%	5	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fettiplace Road, Witney, OX28 5AP	0.4%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Neighbourhood Centre, Cogges Hill Road, Witney, OX28 3XY	0.4%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Valence	1.3%	11	9.0%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Crescent, Edington Road, Witney, OX28 5YP																								
Waitrose (Little), Shell Garage, Ducklington, Witney, OX28 4TT	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	3.3%	28	10.1%	9	0.0%	0	5.5%	4	0.0%	0	8.9%	7	4.6%	4	0.0%	0	0.0%	0	1.3%	1	1.3%	1	2.5%	2
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	1.6%	13	0.0%	0	7.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	2.6%	2	0.0%	0	5.0%	4
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	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	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	5.7%	48	0.0%	0	39.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	6	6.5%	5	0.0%	0	11.3%	9
Local shops, Chipping Norton Town Centre OX7 5	0.4%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	2.0%	17	0.0%	0	9.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.8%	4	3.9%	3	0.0%	0	2.5%	2
QD, High Street, Chipping Norton, OX7 5AB	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	2.1%	18	0.0%	0	18.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	3.9%	3	0.0%	0	0.0%	0
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	2.0%	17	2.2%	2	0.0%	0	12.3%	9	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	2.4%	20	0.0%	0	0.0%	0	20.5%	15	1.5%	1	1.3%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Aston Community Shop, The Square, Aston, Bampton, OX18 2DL	0.2%	2	0.0%	0	0.0%	0	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
Bampton Community Shop,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Rosemary Lane, Bampton, OX18 2NF																								
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.4%	3	0.0%	0	0.0%	0	2.7%	2	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, Kipling Court, Brize Meadows, Carterton, OX18 3PQ	0.4%	3	0.0%	0	0.0%	0	2.7%	2	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, Market Square, Bampton, OX18 2JJ	1.3%	11	3.4%	3	0.0%	0	11.0%	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
Local shops, Bampton Local Centre, OX18 2	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	1.7%	14	1.1%	1	0.0%	0	12.3%	9	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Zone 4																								
Appleton Community Shop, Eaton Road, Appleton, Abingdon, OX13 5JH	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanford in the Vale, SN7 8LH	1.7%	14	0.0%	0	0.0%	0	0.0%	0	20.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	1.2%	10	0.0%	0	0.0%	0	0.0%	0	13.2%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	1.2%	10	0.0%	0	0.0%	0	0.0%	0	11.8%	8	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cherrytree Close, Southmoor, Abingdon, OX13 5BB	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	3.8%	32	1.1%	1	0.0%	0	0.0%	0	0.0%	0	39.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Eynsham Village Centre, OX29 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Spar, Spareacre Lane, Eynsham, Witney, OX29 4NL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	0.7%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	1.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Main Road, Long Hanborough, Witney, OX29 8BD	4.1%	34	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Hampers Food & Wine, Oxford Street, Woodstock, OX20 1TH	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Stonesfield Village Centre, OX29 8	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodstock Town Centre, OX20 1	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	0.0%	0	0.0%	0	0.0%	0
Suriya Express, Pendle Court, Pond Hill, Stonesfield, Witney, OX29 8PZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	11	0.0%	0	0.0%	0	4.0%	3	1.3%	1
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harris Stores, South Side, Bicester, OX25 4SQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Steeple Aston Village Centre, OX25 4	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tackley Village Centre, OX5 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Steeple Aston, Bicester, OX25 5QQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Stores, Worton Road, Middle Barton, Chipping Norton, OX7 7EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Post Office, South Side, Steeple Aston, Bicester, OX25 4SQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tackley Village Shop, Medcroft Road, Tackley, Kidlington, OX5 3AH	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Asda Express Petrol (Esso), Oxford Road, Bodicote, Banbury, OX15 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Hook Norton, OX15 5NQ	0.8%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.0%	0	1.3%	1
Co-op, High Street, Bloxham, OX15 4LU	1.4%	12	0.0%	0	0.0%	0	4.1%	3	1.5%	1	0.0%	0	0.0%	0	4.3%	3	7.2%	5	0.0%	0	0.0%	0	0.0%	0
Hook Norton Butchers, Queen Street, Hook Norton, Banbury, OX15 5EG	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Bodicote Village Centre, OX15 4	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Hook Norton Village Centre, OX15 5	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0
Londis, Molyneux Drive, Bodicote, Banbury, OX15 4AX	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	0.0%	0	0.0%	0	0.0%	0
North Cotswolds Dairy Co, Butlers Road, Long Compton, Chipping Norton, CV36 5LQ	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	0.0%	0	0.0%	0	0.0%	0
Paddock Farm Butchery, Feldon Centre, High St, OX15 5HN	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	0.0%	0	0.0%	0	0.0%	0
Sibford Ferris Post Office, Main Street, Banbury, OX15 5RG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
The Village Shop & Post Office, High Street, Hook Norton, Banbury, OX15 5NQ	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Stores, Long Compton, Shipston-on-Stour, CV36 5JJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	1.0%	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	10.4%	8	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Bledington Community Shop and Cafe, Church Street, Bledington, OX7 6XB	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	5.2%	4	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	15.6%	12	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	2.3%	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	22.1%	17	2.7%	2	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingham Village Centre, OX7 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Shipton Under Wychwood Post Office, Milton Road, Shipton-under-Wychwood, Chipping Norton, OX7 6BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Station Road Garage, Station Road, Shipton-under-Wychwood, Chipping Norton, OX7 6BQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Zone 10																								
Bakery on the Hill, High Street, Burford, OX18 4QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Budgens, Burford Street, Lechlade, GL7 3AP	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	0.0%	0	13.3%	10	0.0%	0
Burford Post Office, Lower High Street, Burford, OX18 4RN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	1.8%	15	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	14	0.0%	0
Co-op, High Street, Burford, OX18 4QF	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	13	0.0%	0
Cutler & Cashin, Oak Street, Lechlade, GL7 3AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local shops, Burford Town Centre, OX18 4	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Lechlade-on-Thames	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	0.0%	0	4.0%	3	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Town Centre GL7 3																								
Zone 11																								
Adams of Enstone, The Green, Enstone, Chipping Norton, OX7 4NX	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	0.0%	0	0.0%	0	3.8%	3
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	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	0.0%	0	0.0%	0	3.8%	3
Charlbury Deli & Café, Market Street, Charlbury, Chipping Norton, OX7 3PL	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	0.0%	0	0.0%	0	2.5%	2
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	4.4%	37	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.3%	33
Local shops, Chadlington Village Centre OX7 3	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	0.0%	0	0.0%	0	2.5%	2
Local shops, Charlbury Town Centre OX7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local shops, Enstone Village Centre, OX7 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Londis, Sturt Road, Charlbury, Chipping Norton, OX7 3SX	0.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Slatters Butchers, West End, Chipping Norton, OX7 3NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Outside Catchment Area																								
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.4%	3	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wootton Road, Abingdon, OX14 1FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartlett's Butchers, High Street, Kidlington, OX5 2DH	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	0.0%	0	0.0%	0	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coln Community Stores, Main Street, Coln St Aldwyns, Cirencester, GL7 5AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Co-op, Banbury Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kidlington, OX5 1AL																								
Co-op, Besselsleigh Road, Wootton, Boars Hill, Abingdon, OX13 6DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Chatsworth Drive, Cherwell Heights, Banbury, OX16 9YJ	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grovelands Shopping Centre, Savile Way, Grove, Wantage, OX12 0PT	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	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Market Place, Fairford, GL7 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	13	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Co-op, Rose Hill, Iffley, Oxford, OX4 4JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Milton Post Office & Stores, Great Milton, Oxford, OX44 7NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Maybrook Retail Park, Maybrook Road, Stratford-upon-Avon, CV37 0BT	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	0.0%	0	0.0%	0	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Fairford Town Centre, GL7 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local shops, Sidford Village Centre, EX10 9	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	1	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		Zone 9		Zone 10		Zone 11	
Sainsbury's Local, Walker Road, Banbury, OX16 1HE	0.4%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.5%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steve Betts Butchers, Church Lane, Banbury, OX16 5LR	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Magdalen Street, Oxford, OX1 3AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	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	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.7%	6	2.2%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	7	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.4%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.3%	11	0.0%	0	0.0%	0	4.1%	3	8.8%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.7%	6	0.0%	0	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Convenience Store, Bedford Road, Wootton, Bedford, MK43 9JT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Internet - delivered	4.5%	38	13.5%	12	1.4%	1	8.2%	6	4.4%	3	1.3%	1	2.3%	2	7.1%	5	1.4%	1	3.9%	3	2.7%	2	2.5%	2
Internet - collection (Click & collect)	0.7%	6	5.6%	5	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
Telephone / delivery order from a local independent business	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		838		89		71		73		68		79		87		70		69		77		75		80

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q06 In addition to STORE MENTIONED AT Q05, where else do you regularly use for your household's small scale top-up food shopping? *Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q05 AND Excl. Nulls*																								
Zone 1																								
Bakers Butchers, Market Square, Witney, OX28 6AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bp, Hailey Road, Witney, OX28 1HQ	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Budgens, (BP Garage), Cannon Pool Service Station, Hailey Road, Witney, OX28 1HQ	0.7%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Co-op, High Street, Witney, OX28 6HW	1.4%	6	2.5%	1	0.0%	0	2.3%	1	0.0%	0	4.7%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Northfield Farm Lane, Witney, OX28 1FH	0.7%	3	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grape Tree, High Street, Witney, OX28 6HB	0.5%	2	0.0%	0	2.4%	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	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	2.8%	12	2.5%	1	0.0%	0	4.5%	2	3.7%	1	9.3%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3
Local shops, Witney Town Centre, OX28 6	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Hailey Road, Witney, OX28 1HJ	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	3.3%	14	15.0%	6	0.0%	0	2.3%	1	0.0%	0	7.0%	3	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Majestic Wine, High Street, Witney, OX28 6HS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
North Leigh Convenience Store, War Memorial Hall Park Lane, Witney, OX29 6SA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	3.7%	16	2.5%	1	0.0%	0	2.3%	1	3.7%	1	11.6%	5	6.7%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	2	7.0%	3
Spar, Brize Norton Road, Minster Lovell, Witney, OX29 0SE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	0.5%	2	2.5%	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	0.0%	0	0.0%	0
Tesco Express, Fettiplace Road, Witney, OX28 5AP	0.7%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Shell Garage, Ducklington,	0.2%	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	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		Zone 9		Zone 10		Zone 11	
Witney, OX28 4TT																								
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	4.0%	17	15.0%	6	0.0%	0	2.3%	1	0.0%	0	9.3%	4	4.4%	2	0.0%	0	0.0%	0	5.3%	2	2.6%	1	2.3%	1
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	3.0%	13	0.0%	0	19.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	3.2%	1	0.0%	0	0.0%	0	7.0%	3
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.9%	4	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	4.0%	17	0.0%	0	16.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	4	7.9%	3	0.0%	0	7.0%	3
Local shops, Chipping Norton Town Centre OX7 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	2.6%	11	0.0%	0	9.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	9.3%	4
Oats, High Street, Chipping Norton, OX7 5AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Roger's, New Street, Chipping Norton, OX7 5LJ	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	2.6%	11	0.0%	0	16.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.6%	1	0.0%	0	4.7%	2
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	1.4%	6	0.0%	0	0.0%	0	13.6%	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
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	3.7%	16	5.0%	2	0.0%	0	20.5%	9	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	10.3%	4	0.0%	0
Bread Bin Bakery and Café, Giles Centre, Alvescot Road, Carterton, OX18 3DH	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Kipling Court, Brize	1.4%	6	0.0%	0	2.4%	1	9.1%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meadows, Carterton, OX18 3PQ																								
Co-op, Market Square, Bampton, OX18 2JJ	1.6%	7	0.0%	0	0.0%	0	11.4%	5	3.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bampton Local Centre, OX18 2	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	3.0%	13	0.0%	0	0.0%	0	15.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	6	0.0%	0
Patrick Strainge, Bridge Street, Witney, Bampton, OX18 2HA	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Co-op, Southmoor, Abingdon, OX13 5HE	1.4%	6	0.0%	0	0.0%	0	0.0%	0	18.5%	5	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	0.9%	4	0.0%	0	0.0%	0	0.0%	0	14.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cherrytree Close, Southmoor, Abingdon, OX13 5BB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Spareacre Lane, Eynsham, Witney, OX29 4NL	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	2.1%	9	2.5%	1	0.0%	0	0.0%	0	0.0%	0	14.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
The Market Garden (Farm Shop), Mill Street, Eynsham, Witney, OX29 4JS	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	5	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Long Hanborough, Witney, OX29 8BD	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	15.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stonesfield Village Centre, OX29 8	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodstock Town Centre, OX20 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suriya Express, Pendle Court, Pond Hill, Stonesfield, Witney, OX29	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
8PZ																								
Woodstock Butchers, Market Street, Woodstock, OX20 1UY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Grocers, Market Street, Woodstock, OX20 1SX	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Steeple Aston Village Centre, OX25 4	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Post Office, South Side, Steeple Aston, Bicester, OX25 4SQ	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Baldwin News, Feldon Centre, Lower Brailes, Banbury, OX15 5AP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Hook Norton, OX15 5NQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Bloxham, OX15 4LU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Hook Norton Butchers, Queen Street, Hook Norton, Banbury, OX15 5EG	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Stores, Long Compton, Shipston-on-Stour, CV36 5JJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	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	5.3%	2	0.0%	0	0.0%	0
Co-op, High Street,	1.2%	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	13.2%	5	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Moreton-in-Marsh, GL56 0AH																								
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	1.2%	5	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0
Daylesford Organic (Farm Shop), Daylesford, Moreton-in-Marsh, GL56 0YG	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	15.8%	6	0.0%	0	0.0%	0
Zone 10																								
Budgens, Burford Street, Lechlade, GL7 3AP	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	6	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	6	0.0%	0
Co-op, High Street, Burford, OX18 4QF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Cutler & Cashin, Oak Street, Lechlade, GL7 3AX	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	4	0.0%	0
Local shops, Lechlade-on-Thames Town Centre GL7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Lynwood & Co Burford, High Street, Burford, OX18 4QU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Zone 11																								
Adams of Enstone, The Green, Enstone, Chipping Norton, OX7 4NX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Charlbury Deli & Café, Market Street, Charlbury, Chipping Norton, OX7 3PL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Clarkson's Farm Shop, Chipping Norton Road, Chadlington, Chipping Norton, OX7 3PE	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Spendlove Centre,	2.6%	11	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	2	2.8%	1	0.0%	0	2.6%	1	0.0%	0	14.0%	6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Charlbury, Chipping Norton, OX7 3QR																								
Glebe Farm Shop, Spelsbury, Chipping Norton, OX7 3JR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Local shops, Chadlington Village Centre OX7 3	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Local shops, Charlbury Town Centre OX7 3	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Outside Catchment Area																								
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.5%	2	2.5%	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	0.0%	0	0.0%	0
Asda Supermarket, Chesterton Drive, Sydenham, Leamington Spa, CV31 1YD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, North Swindon District Centre, Swindon, SN25 4BG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, (Shell Garage), Frilford Service Station, Marcham Road, Frilford, OX13 6QL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, London Road, Fairford, GL7 4AH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Co-op, Brewery Street, Highworth, Swindon, SN6 7AJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Co-op, High Street, Kidlington, OX5 2DH	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Queensway Shopping	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	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		Zone 9		Zone 10		Zone 11	
Centre, Banbury, OX16 9PQ																								
Co-op, The Square, Stow-on-the-Wold, Cheltenham GL54 1AF	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Farmfoods, Calthorpe Street, Banbury, OX16 5EX	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fairford Town Centre, GL7 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Local shops, Kidlington Village Centre, OX5 1	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Oxford City Centre, OX1 1	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Shipston-on-Stour Town Centre, CV36 4	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.6%	1	0.0%	0	0.0%	0
Local shops, Sidford Village Centre, EX10 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanton Village Centre, WR12 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.2%	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	0.0%	0	0.0%	0	0.0%	0
M&S, Worcester Road, Evesham, WR11 4AB	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	2.6%	1	0.0%	0	0.0%	0
Morrisons, Caernarvon Road, Cheltenham, GL51 3BW	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	2.6%	1	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	3.2%	1	0.0%	0	0.0%	0	2.3%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford Road, Banbury, OX16 9XA																								
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Church Street, Shipston-on-Stour, CV36 4AT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Banbury, OX16 5EG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.7%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.3%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.5%	2	0.0%	0	2.4%	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	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	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	7.9%	3	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.9%	4	0.0%	0	0.0%	0	0.0%	0	14.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todenham Manor Farm, Moreton-in-Marsh, GL56 9PQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Turners, Market Place, Shipston-on-Stour, CV36 4AG	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.6%	1	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Weston Pantry Shop, Blacksmiths Close, Weston-on-the-Green, Bicester, OX25 3FL	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Wootton Village Convenience Store, Bedford Road, Wootton, Bedford, MK43 9JT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wykham Park Farm,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	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		Zone 9		Zone 10		Zone 11	
Wykham Lane, Banbury, OX16 9UP																								
Others																								
Internet - delivered	2.8%	12	20.0%	8	2.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0
Internet - collection (Click & collect)	1.2%	5	5.0%	2	2.4%	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	2.3%	1
Telephone / delivery order from a local independent business	0.5%	2	2.5%	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	0.0%	0	0.0%	0
Base:		428		40		42		44		27		43		45		36		31		38		39		43

Meanscore: [%]

Q07 Of all the money you spend on your main and top-up food shopping, what % share goes to your main food shopping?
Not those that said 'Don't do this type of shopping' at Q05

1 - 10%	0.8%	7	2.2%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1
11 - 20%	4.8%	40	19.1%	17	4.2%	3	13.7%	10	0.0%	0	0.0%	0	2.3%	2	1.4%	1	1.4%	1	1.3%	1	1.3%	1	5.0%	4
21 - 30%	1.2%	10	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	2.7%	2	0.0%	0
31 - 40%	1.0%	8	1.1%	1	0.0%	0	1.4%	1	1.5%	1	1.3%	1	1.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	2
41 - 50%	6.0%	50	4.5%	4	4.2%	3	2.7%	2	4.4%	3	11.4%	9	10.3%	9	5.7%	4	2.9%	2	5.2%	4	10.7%	8	2.5%	2
51 - 60%	8.0%	67	7.9%	7	12.7%	9	8.2%	6	8.8%	6	7.6%	6	2.3%	2	8.6%	6	10.1%	7	7.8%	6	9.3%	7	6.3%	5
61 - 70%	11.5%	96	5.6%	5	12.7%	9	20.5%	15	14.7%	10	7.6%	6	8.0%	7	8.6%	6	14.5%	10	10.4%	8	14.7%	11	11.3%	9
71 - 80%	28.0%	235	19.1%	17	29.6%	21	26.0%	19	25.0%	17	30.4%	24	26.4%	23	28.6%	20	37.7%	26	26.0%	20	26.7%	20	35.0%	28
81 - 90%	21.6%	181	18.0%	16	15.5%	11	11.0%	8	25.0%	17	20.3%	16	35.6%	31	25.7%	18	14.5%	10	28.6%	22	22.7%	17	18.8%	15
91 - 99%	5.7%	48	5.6%	5	7.0%	5	2.7%	2	7.4%	5	11.4%	9	6.9%	6	4.3%	3	1.4%	1	9.1%	7	4.0%	3	2.5%	2
100% (Don't do top-up 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	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	10.0%	84	5.6%	5	9.9%	7	13.7%	10	13.2%	9	8.9%	7	4.6%	4	17.1%	12	10.1%	7	9.1%	7	6.7%	5	13.8%	11
(Refused)	1.4%	12	4.5%	4	1.4%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	2.9%	2	1.3%	1	1.3%	1	1.3%	1
Mean:		*72.53*		*59.28*		*70.97*		*65.11*		*77.49*		*76.65*		*77.23*		*77.28*		*72.83*		*77.72*		*73.26*		*71.85*
Base:		838		89		71		73		68		79		87		70		69		77		75		80

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q08 Where do you do most of your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)? *Excl. Nulls*																								
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Witney, OX28 6HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet Options, Avenue Four, Station Lane, Witney, OX28 4BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just for Pets, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leafield Village Centre, OX29 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Hanborough Village Centre, OX29 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	4.3%	45	9.7%	9	0.0%	0	6.3%	6	3.3%	3	11.0%	11	4.1%	4	0.0%	0	1.1%	1	3.2%	3	4.2%	4	4.2%	4
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.5%	5	2.2%	2	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Next, Witan Way, Market Square, Witney, OX28 6AP	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Leigh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Relics of Witney, The Old Works, Corn Street, Witney, OX28 6BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Dyas, Market Square, Witney, OX28 6AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Witan Way, Witney, OX28 4FF	1.5%	16	2.2%	2	0.0%	0	1.1%	1	0.0%	0	7.0%	7	2.0%	2	0.0%	0	0.0%	0	1.1%	1	2.1%	2	1.1%	1
Screwfix, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sobell House, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Entertainer, Welch Way, Witney, OX28 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Woolgate Centre,	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	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		Zone 9		Zone 10		Zone 11	
Market Square, Witney, OX28 6AP																								
Toolstation, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Witan Way, Woolgate, Witney, OX28 6AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WFS Country Shop Ltd, Burford Road, Witney, OX29 0RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Woolgate Shopping Centre, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	12.9%	135	18.3%	17	6.2%	6	20.0%	19	14.1%	13	22.0%	22	21.4%	21	2.2%	2	0.0%	0	7.4%	7	8.3%	8	21.1%	20
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Applegarth Nurseries, Banbury Road, Chipping Norton, OX7 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	1.0%	10	0.0%	0	8.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Carpets, Worcester Road Industrial Estate, Chipping Norton, OX7 5XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain Warehouse, London Road, Chipping Norton, OX7 5EJ	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Windmill Square, London Road, Chipping Norton, OX7 5EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QD, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Market Street, Chipping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Norton, OX7 5NA																								
Topside Pharmacy, High Street, Chipping Norton, OX7 5AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Station Road, Chipping Norton, OX7 5HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
A K Timms, Station Road, Brize Norton, Carterton, OX18 3QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Alvescot Road, Carterton, OX18 3JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.3%	3	0.0%	0	0.0%	0	3.2%	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
Aston Village Centre, OX18 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bampton Local Centre, OX18 2	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brize Norton Village Centre, OX18 3	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Post Office, Black Bourton Road, Carterton OX18 3HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.2%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Bampton, OX18 2JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Black Bourton Road, Carterton, OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Ventura Business Park, Carterton OX18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Buckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	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	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		Zone 9		Zone 10		Zone 11	
Southmoor Village Centre, OX13 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Cassington Nurseries, Yarnton Road, Cassington, Witney, OX29 4DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curbridge Village Centre, OX29 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eynsham, Witney, OX29 4EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Co-op, High Street, Woodstock, OX20 1TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeland Nurseries, Wroslyn Road, Freeland, Witney, OX29 8AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Bunkers Hill Garden Shop, Bunkers Hill, Kidlington, OX5 3BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicholsons, The Park, Bicester, OX25 6HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rousham Village Centre, OX25 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Bloxham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bodicote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX15 4																								
Cotefield Nurseries, Oxford Road, Bodicote, Banbury, OX15 4AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.4%	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	1.1%	1	0.0%	0	2.1%	2
Sophie Oliver Jewellery, High Street, Moreton-in-Marsh, GL56 0AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
StowAg, Moreton Road, Longborough, Moreton-in-Marsh, GL56 0QJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Cotswold Business Park, London Road, Moreton-in-Marsh, GL56 0JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Burford Town Centre, OX18 4	0.5%	5	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Station Road, Lechlade, GL7 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filkins Village Centre, GL7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Pavers, Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	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%	0	0.0%	0	1.0%	1	0.0%	0
Zone 11																								
Chadlington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Horspath Driftway Retail Park, Headington, Oxford, OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Ruscote Avenue, Banbury, OX16 2GU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wootton Road, Abingdon, OX14 1FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple, Midsummer Place Shopping Centre, Midsummer Boulevard, Milton Keynes, MK9 3GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, The Maybird Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stratford-upon-Avon, CV37 0HZ																								
Asda Living, Maybird Retail Park, Stratford-upon-Avon, CV37 0HZ	0.1%	1	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
Asda Living, Templar Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, North Swindon District Centre, Swindon, SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Westlea, Swindon, SN5 7DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aspen Carpets & Flooring, Maldon Road, Danbury, Chelmsford, CM3 4QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre, HP20 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Southam Road, Banbury, OX16 2AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Worcester Road, Worcestershire, WR11 4XF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Four Pools Retail Park, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Great Western Way, Wiltshire, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Nuffield Way, Abingdon, OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Seacourt Tower, Retail Park, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, The Maybird Centre, Stratford-upon-Avon, CV37 0HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury,	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX16 1LX																								
Banbury Express, Warwick Road, Banbury, OX16 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	6.0%	63	1.1%	1	15.5%	15	1.1%	1	0.0%	0	0.0%	0	0.0%	0	22.8%	21	15.8%	15	3.2%	3	0.0%	0	7.4%	7
Banbury Town Centre	3.4%	36	2.2%	2	7.2%	7	1.1%	1	0.0%	0	0.0%	0	1.0%	1	6.5%	6	11.6%	11	6.3%	6	0.0%	0	2.1%	2
Batsford Arboretum and Garden Centre, Batsford, Moreton-in-Marsh, GL56 9AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bennetts Family Furnishing, Warwick Road, Banbury, OX16 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Bicester Town Centre	0.2%	2	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	1.1%	1
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwell's Bookshop, Broad Street, Oxford, OX1 3BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Cornmarket Street, Oxford, OX1 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Market Place, Fairford, GL7 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	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	0.0%	0	0.0%	0	0.0%	0
Botley Village Centre, OX2 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers Decorator Centres, Penhill Industrial Park, Beaumont Road, Banbury, OX16 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Swindon, SN5 7YF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
British Red Cross, Wallingford Street, Wantage, OX12 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetland, Parson's Street, Banbury, OX16 5NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / West End	1.1%	12	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	2.2%	2	0.0%	0	3.2%	3	3.1%	3	2.1%	2
Centre:mk, Silbury Boulevard, Milton Keynes, MK9 3ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlecote Garden Centre, Charlecote, Warwick, CV35 9ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	1.9%	20	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	13	5.2%	5	0.0%	0
Chessington Local Centre, KT9 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Childrey Village Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	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	0.0%	0	6.3%	6	0.0%	0
Clarendon Centre, Cornmarket Street, Oxford, OX1 3JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Loxley Close, Wellesbourne, Warwick, CV35 9RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Cotswold Outdoor, Bicester, OX25 2NY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Spine Road East, Cirencester, GL7 5TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Local Centre, OX4 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol, BS34 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croft Pet Foods, Broad Street, Banbury, OX16 5BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cumnor Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Currys, Botley Road, Oxford, OX2 0HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Springfield Drive, Evesham, WR11 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Place Retail Park, Elder Gate, Milton Keynes, MK9 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Decathlon, Kensington High Street, London, W8 7RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 City Centre, DE1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.9%	9	0.0%	0	0.0%	0	3.2%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.1%	2	0.0%	0
DFS, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Village Centre, OX14 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulux Decorator Centre, The Broadway, Kidlington, OX5 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Meadowside Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Park, Lamarsh Road, Oxford, OX2 0FE																								
Dunelm, Southam Road, Banbury, OX16 2RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Challow Village Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ella's Toy Shop, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esso, Ermont Way, Banbury, OX16 8SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Garden Centre, The Valley, Evesham, WR11 4DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Shopping Park, Evesham, WR11 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Finmere Local Centre, MK18 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Pools Retail Park, Four Pools Lane, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Tewkesbury Road, Cheltenham, GL51 9RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Quays, St Ann	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Way, Gloucester, GL1 5SH																								
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Halfords, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammonds Furniture, Fairacres Retail Park, Nuffield Way, Abingdon, OX14 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Poyle Village Centre, OX5 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre, SA61 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haynes Of Challow, Faringdon Road, Wantage, OX12 9TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hewetts Electrical, Cricklade Street, Cirencester, GL7 1JF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Golden Valley Retail Park, Hatherley Lane, Cheltenham, GL51 6PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Great Western Way, Swindon, SN2 1US	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Horspath Driftway, Oxford, OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road Retail Park, Launton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Road, Bicester, OX26 4JQ																								
Homesense, Bath Road, Taplow, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Kingsditch Lane, Cheltenham, GL51 9PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Labels Shopping, Netherton Road, Ross-on-Wye, HR9 7QJ	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	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Marcham Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Abingdon, OX14 1TP																								
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Regis Town Centre, DT7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M1 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Furniture, Cheney Manor Road, Swindon, SN2 2QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Marlborough Road, Swindon, SN3 6AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks and Spencer (M&S) Simply Food, Roman Road, Station Road, Stow-on-the-Wold, Cheltenham, GL54 3AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Bridge Street, Stratford-upon-Avon, CV37 6AS	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	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1%	1	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
Marks and Spencer (M&S), Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Park Avenue, Aberystwyth, SY23 1PB	0.1%	1	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
Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Greenbridge Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Park, Stratton Road, Swindon, SN3 3SG																								
Matlock Town Centre, DE4 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	1	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
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham Town Centre, SN12 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
MKM Building Supplies, Station Approach, Kidlington, OX5 1JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine Road East, Cirencester, GL7 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Swan Close Road, Banbury, OX16 5AQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre, CW5 5	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	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre, DL7 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Garden Centre, Tewkesbury Road, Twigworth, Gloucester, GL2 9PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Oxford City Centre	7.7%	81	5.4%	5	5.2%	5	3.2%	3	16.3%	15	16.0%	16	13.3%	13	9.8%	9	2.1%	2	5.3%	5	0.0%	0	8.4%	8
Oxford Garden Centre, Southern By-Pass Road, Oxford, OX1 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Ambassador Avenue, Oxford, OX4 6XJ																								
Pavers, Avenue Garden Centre, Oxford Road, Bicester, OX25 2NY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavers, The Valley, Evesham, WR11 4DS	0.1%	1	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
Pavers, Yarnton Nurseries & Shopping Village, Sandy Lane, Kidlington, OX5 1PA	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	0.0%	0	0.0%	0	0.0%	0
Peachcroft Shopping Centre, Peachcroft Road, Abingdon, OX14 2RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Four Pools Lane, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Yarnton Home & Gardens, Sandy Lane, Yarnton, Oxford, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitlochry Town Centre, PH16 5	0.1%	1	0.0%	0	0.0%	0	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
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, Elder Gate, Milton Keynes, MK9 1LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, West Way, Botley Road, Oxford, OX2 0JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale Town Centre, OL11 1	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rohan, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	0.1%	1	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Rosebird Community Hall, Shipston Road, Alderminster, Stratford-upon-Avon, CV37 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre, CV31 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Royal Wootton Bassett Town Centre, SN4 7AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Oxford Road, Banbury, OX16 9XA	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	5.3%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Paddington Drive, Swindon, SN5 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Pioneer Square, Bicester, OX26 6FA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Tewkesbury Road, Cheltenham, GL51 9RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Westgate, Oxford, OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Beech Court,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Bourton-on-the-Water, Cheltenham, GL54 2SB																								
Screwfix, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Horspath Industrial Estate, Pony Road, Oxford, OX4 2SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Mercian Close, Cirencester, GL7 1LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Station Field Industrial Estate, Kidlington, OX5 1JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Road, Bicester, OX26 4AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Wildmere Road Industrial Estate, Banbury, OX16 3JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford, OX2 0JJ	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	0.0%	0	0.0%	0	0.0%	0
Seasalt, Bourton-on-the-Water, Cheltenham, GL54 3WN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Eastern Avenue Retail Park, Southbrook Road, Eastern Avenue, Gloucester, GL4 3BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Patriot Drive, Milton Keynes, MK13 8PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofas & Stuff, Tripp Hill, Pulborough, RH20 1ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre, B91 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Tower Retail Park, West Way, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford Road, Swindon, SN3 4ES																								
Stalls Lifestyle, Preston Lane, Stratford-upon-Avon, CV37 8DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonor Village Centre, RG9 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Garden Centre, Campden Road, Clifford Chambers, Stratford-upon-Avon, CV37 8LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	10	3.2%	3	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug, Westgate Shopping Centre, Queen Street, Oxford, OX1 1PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	1.0%	10	0.0%	0	0.0%	0	4.2%	4	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Symondsbury Village Centre, DT6 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tapi Carpets & Floors, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Square, Pound Way, Oxford, OX4 3XH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Lockheed Close, Banbury, OX16 1LX	0.3%	3	0.0%	0	1.0%	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	1.1%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	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	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.1%	1	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
Tesco Superstore, Fosse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Way, Stow-on-the-Wold, GL54 1BX																								
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.4%	4	1.1%	1	0.0%	0	2.1%	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
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Kidlington Centre, High Street, Kidlington, OX5 2DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cherwell Street, Banbury, OX16 2BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Valley, Evesham, WR11 4DS	0.1%	1	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
The White Horse Medical Centre, Volunteer Way, Faringdon, SN7 7YU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge, CB1 3ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Pioneer Road, Faringdon, SN7 7BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Liskeard, Trago Mills, Two Waters Foot, Liskeard, PL14 6HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Maybrook Industrial Estate, Maybrook Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tysoe Village Stores, Main Street, Warwick, CV35 0SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Botley Road, Oxford,OX2 0HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Church Hill Junction 8A, M40, Oxford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
OX33 1LJ																								
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Meadow Row, Buckingham, MK18 1RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Manor Road, Brackley, NN13 6BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Old High Street, Headington, Oxford, OX3 9JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Southam Road, Banbury, OX16 2FN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Western By-Pass Road, Peartree Interchange, A34/A40/A44, Oxford, OX2 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-le-Dale Village Centre, PR5 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterperry Gardens (Garden Centre), Waterperry, Oxford, OX33 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre, NN8 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield, Ariel Way, London, W12 7GF	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	1.3%	14	2.2%	2	0.0%	0	1.1%	1	3.3%	3	1.0%	1	3.1%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.2%	3
Weston-on-the-Green Village Centre, OX25 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Cromer Road West, Hounslow, TW6 1QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Kings Walk Shopping Centre, Kings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Park, Wantage, OX12 9AJ																								
Wickes, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Gipsy Lane, Swindon, SN2 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Metric Trade Park, Love Lane, Cirencester, GL7 1YQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Southam Road, Banbury, OX16 2RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham, GL51 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre, GU46 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO1 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	4	1.1%	1	2.1%	2	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
Internet	38.2%	400	48.4%	45	32.0%	31	44.2%	42	34.8%	32	36.0%	36	35.7%	35	40.2%	37	36.8%	35	33.7%	32	41.7%	40	36.8%	35
Mail order / catalogue	5.2%	55	3.2%	3	13.4%	13	2.1%	2	9.8%	9	1.0%	1	8.2%	8	2.2%	2	5.3%	5	3.2%	3	4.2%	4	5.3%	5
TV shopping	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of 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	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1048		93		97		95		92		100		98		92		95		95		96		95

Q09 Which internet / home delivery retailer do you use most often for your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?

Those that do their clothing and footwear shopping via the internet or delivery at Q08 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Amazon	23.2%	82	42.9%	18	17.9%	7	38.2%	13	16.1%	5	18.5%	5	16.7%	5	20.0%	7	16.1%	5	23.1%	6	29.0%	9	7.4%	2
Asda (George)	1.1%	4	4.8%	2	0.0%	0	2.9%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASOS	1.1%	4	7.1%	3	0.0%	0	2.9%	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
Bonmarche	0.6%	2	0.0%	0	2.6%	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	0.0%	0
Clarks	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	4.8%	17	0.0%	0	10.3%	4	0.0%	0	6.5%	2	3.7%	1	6.7%	2	0.0%	0	16.1%	5	3.8%	1	6.5%	2	0.0%	0
Debenhams	0.6%	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	0.0%	0	0.0%	0	3.7%	1
Dorothy Perkins	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	2.3%	8	2.4%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	5.7%	2	3.2%	1	0.0%	0	3.2%	1	7.4%	2
House of Fraser	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Jacamo	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
John Lewis	4.8%	17	0.0%	0	2.6%	1	8.8%	3	6.5%	2	3.7%	1	3.3%	1	11.4%	4	0.0%	0	7.7%	2	3.2%	1	7.4%	2
Littlewoods	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	15.6%	55	7.1%	3	20.5%	8	11.8%	4	19.4%	6	14.8%	4	20.0%	6	5.7%	2	16.1%	5	26.9%	7	19.4%	6	14.8%	4
Morrisons (Nutmeg)	0.6%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.9%	3	4.8%	2	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	0.0%	0
Next	6.8%	24	14.3%	6	0.0%	0	11.8%	4	3.2%	1	7.4%	2	6.7%	2	2.9%	1	6.5%	2	3.8%	1	6.5%	2	11.1%	3
Nike	1.1%	4	0.0%	0	0.0%	0	5.9%	2	3.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks	0.6%	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	0.0%	0	0.0%	0	3.7%	1
Pretty Green	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (Tu Clothing)	1.4%	5	0.0%	0	0.0%	0	8.8%	3	0.0%	0	0.0%	0	3.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Zara	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atlas for Men	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Bass Pro	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	3.8%	1	0.0%	0	0.0%	0
Big Dude Clothing	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Boden	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	2.9%	1	0.0%	0	3.8%	1	6.5%	2	0.0%	0
Charles Clinkard	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	3.7%	1
Charles Tyrwhitt	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Chums	0.9%	3	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Converse	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Cosyfeet	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Crew Clothing	1.1%	4	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	3.2%	1	0.0%	0
Damart	4.0%	14	2.4%	1	7.7%	3	0.0%	0	6.5%	2	3.7%	1	10.0%	3	2.9%	1	0.0%	0	3.8%	1	3.2%	1	3.7%	1
David Nieper	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Fatface	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotter Shoes	1.1%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	3.8%	1	3.2%	1	0.0%	0
JD Williams	1.1%	4	0.0%	0	2.6%	1	0.0%	0	3.2%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
James Meade	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jeanstore	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jigsaw	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Joe Browns	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	3.8%	1	0.0%	0	0.0%	0
John Norris	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	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		Zone 9		Zone 10		Zone 11	
Jolliman Essentials	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Lacoste	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lands' End	2.3%	8	0.0%	0	0.0%	0	2.9%	1	3.2%	1	7.4%	2	6.7%	2	0.0%	0	0.0%	0	3.8%	1	0.0%	0	3.7%	1
MandM	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moshulu	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain Warehouse	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Patra Selections	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavers	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Peter Christian	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	3.8%	1	0.0%	0	0.0%	0
Plumo	0.6%	2	0.0%	0	0.0%	0	2.9%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poetry	0.3%	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	0.0%	0	0.0%	0	0.0%	0
QVC	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Roman	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt Cornwall	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Shein	1.4%	5	2.4%	1	5.1%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Skechers	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Sports Direct	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Temu	1.7%	6	2.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	3.8%	1	3.2%	1	0.0%	0
The House of Bruar	0.9%	3	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
The White Company	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Urban Menswear	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Vinted	2.0%	7	0.0%	0	2.6%	1	0.0%	0	3.2%	1	3.7%	1	3.3%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	7.4%	2
Weird Fish	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
White Stuff	2.0%	7	0.0%	0	2.6%	1	0.0%	0	3.2%	1	7.4%	2	0.0%	0	5.7%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0
WoolOvers	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Yours Clothing	0.6%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		353		42		39		34		31		27		30		35		31		26		31		27

Q10 In addition to LOCATION MENTIONED AT Q08, where else do you regularly shop for your household's men's, women's, children's and baby clothing and footwear purchases?
Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q08 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	3.7%	24	5.8%	4	0.0%	0	3.3%	2	4.1%	2	6.3%	4	8.5%	6	0.0%	0	0.0%	0	1.6%	1	4.3%	2	4.8%	3
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	1.4%	9	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	6.5%	4
Next, Witan Way, Market Square, Witney, OX28 6AP	0.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.8%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	1.6%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.9%	6	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.6%	1
Witney Town Centre	12.3%	80	7.2%	5	8.6%	5	14.8%	9	12.2%	6	18.8%	12	15.5%	11	1.8%	1	1.9%	1	14.3%	9	25.5%	12	14.5%	9
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	0.8%	5	0.0%	0	3.4%	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	4.8%	3
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.6%	4	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Zone 4																								
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Woodstock Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Zone 7																								
Rousham Village Centre, OX25 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Zone 10																								
Burford Town Centre, OX18 4	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.9%	1	1.6%	1	2.1%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
GL7 3DP																								
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.6%	4	1.4%	1	0.0%	0	0.0%	0	4.1%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	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	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.5%	3	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	5.8%	38	2.9%	2	15.5%	9	0.0%	0	2.0%	1	0.0%	0	5.6%	4	16.4%	9	11.3%	6	7.9%	5	0.0%	0	3.2%	2
Banbury Town Centre	4.3%	28	0.0%	0	17.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	13.2%	7	7.9%	5	0.0%	0	8.1%	5
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.5%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	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	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	3.6%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Birmingham City Centre, B2 4	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3	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	1.6%	1	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.1%	14	0.0%	0	1.7%	1	0.0%	0	2.0%	1	1.6%	1	1.4%	1	1.8%	1	1.9%	1	3.2%	2	6.4%	3	4.8%	3
Centre:mk, Silbury Boulevard, Milton Keynes, MK9 3ES	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	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	1.7%	11	2.9%	2	5.2%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	4	2.1%	1	0.0%	0
Cirencester Town Centre	1.2%	8	1.4%	1	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1	4.3%	2	1.6%	1
Clarendon Centre, Cornmarket Street, Oxford, OX1 3JE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	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		Zone 9		Zone 10		Zone 11	
Costco, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Cowley Local Centre, OX4 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Decathlon, Kensington High Street, London, W8 7RL	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	1.6%	1	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	2.3%	15	1.4%	1	0.0%	0	9.8%	6	10.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.1%	1	1.6%	1
Didcot Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	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	1.6%	1	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Gloucester Quays, St Ann Way, Gloucester, GL1 5SH	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	1.6%	1	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.3%	2	0.0%	0	0.0%	0	1.6%	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
Haverfordwest Town Centre, SA61 2	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	1.6%	1	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1	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	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	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	1.6%	1	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AY	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S),	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG																								
Matalan, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine Road East, Cirencester, GL7 5QA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre, DL7 8	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	1.6%	1	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.5%	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	0.0%	0	4.3%	2	0.0%	0
Oxford City Centre	14.3%	93	14.5%	10	6.9%	4	13.1%	8	16.3%	8	35.9%	23	16.9%	12	16.4%	9	5.7%	3	4.8%	3	6.4%	3	16.1%	10
Pavers, Avenue Garden Centre, Oxford Road, Bicester, OX25 2NY	0.3%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre, CV31 3	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.9%	1	1.6%	1	0.0%	0	1.6%	1
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Tewkesbury Road, Cheltenham, GL51 9RR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Seasalt, Bourton-on-the-Water, Cheltenham, GL54 3WN	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	1.6%	1	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4	6.3%	4	0.0%	0	0.0%	0
Swindon Town Centre	1.1%	7	1.4%	1	1.7%	1	3.3%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Templars Square, Pound	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Way, Oxford, OX4 3XH																								
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.5%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-le-Dale Village Centre, PR5 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Wantage Town Centre, OX12 9	0.3%	2	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield, Ariel Way, London, W12 7GF	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	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.6%	1	1.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	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	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre, GU46 7	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.6%	4	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	24.2%	158	39.1%	27	24.1%	14	36.1%	22	18.4%	9	17.2%	11	16.9%	12	29.1%	16	24.5%	13	20.6%	13	19.1%	9	19.4%	12
Mail order / catalogue	2.9%	19	2.9%	2	5.2%	3	1.6%	1	2.0%	1	4.7%	3	4.2%	3	3.6%	2	1.9%	1	3.2%	2	2.1%	1	0.0%	0
TV shopping	0.9%	6	5.8%	4	0.0%	0	0.0%	0	2.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		652		69		58		61		49		64		71		55		53		63		47		62

Q11 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.3%	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	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.5%	2	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	3.0%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.8%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Witney Town Centre	14.4%	56	18.9%	10	3.0%	1	26.5%	9	3.4%	1	34.6%	9	17.0%	8	3.4%	1	2.6%	1	0.0%	0	31.0%	9	21.2%	7
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.5%	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	0.0%	0	0.0%	0	3.0%	1
Chipping Norton Town Centre	1.3%	5	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	3.0%	1
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.3%	1	0.0%	0	0.0%	0	2.9%	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
Zone 4																								
Zone 5																								
Zone 6																								
Woodstock Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Zone 10																								
Burford Town Centre, OX18 4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	0.5%	2	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	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Banbury Town Centre	4.6%	18	1.9%	1	12.1%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	1	10.3%	3	15.4%	6	5.6%	2	0.0%	0	3.0%	1
Bicester Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	1.3%	5	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0
Cirencester Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Evesham Town Centre, WR11 4	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	2.8%	1	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Kidlington Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	3.6%	14	1.9%	1	3.0%	1	0.0%	0	3.4%	1	11.5%	3	6.4%	3	10.3%	3	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.8%	3	0.0%	0	0.0%	0	8.8%	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
Stow-on-the-Wold Town Centre, GL54 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	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Swindon Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Internet	63.7%	247	56.6%	30	69.7%	23	61.8%	21	86.2%	25	38.5%	10	61.7%	29	58.6%	17	76.9%	30	75.0%	27	48.3%	14	63.6%	21
Mail order / catalogue	2.1%	8	3.8%	2	6.1%	2	0.0%	0	6.9%	2	3.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		388		53		33		34		29		26		47		29		39		36		29		33

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q12 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, iPad, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)? *Excl. Nulls*																								
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.1%	1	0.0%	0	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
Robert Dyas, Market Square, Witney, OX28 6AD	0.1%	1	0.0%	0	0.0%	0	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
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	2.6%	26	6.7%	6	1.1%	1	3.3%	3	1.1%	1	6.2%	6	3.2%	3	0.0%	0	0.0%	0	2.3%	2	2.2%	2	2.3%	2
The Woolgate Centre, Market Square, Witney, OX28 6AP	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	0.0%	0	0.0%	0	2.3%	2
Witney Town Centre	7.8%	78	18.9%	17	1.1%	1	14.1%	13	3.3%	3	11.3%	11	12.9%	12	0.0%	0	0.0%	0	2.3%	2	14.4%	13	6.8%	6
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.2%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	6.4%	64	0.0%	0	34.7%	33	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	6.5%	6	17.2%	15	0.0%	0	9.1%	8
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.2%	2	0.0%	0	0.0%	0	2.2%	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
Carterton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Zone 5																								
Eynsham Village Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	12	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Moreton-in-Marsh Town Centre, GL56 0	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.3%	2	0.0%	0	0.0%	0
Shipton-under-Wychwood Village 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	2.3%	2	0.0%	0	0.0%	0
Zone 10																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Burford Town Centre, OX18 4	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	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Chadlington Village Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	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	0.0%	0	0.0%	0	0.0%	0
Apple, Midsummer Place Shopping Centre, Midsummer Boulevard, Milton Keynes, MK9 3GA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Living, Maybird Retail Park, Stratford-upon-Avon, CV37 0HZ	0.2%	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	1.1%	1	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	0.1%	1	0.0%	0	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
B&M, Worcester Road, Worcestershire, WR11 4XF	0.1%	1	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
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	7.4%	74	2.2%	2	15.8%	15	1.1%	1	3.3%	3	0.0%	0	0.0%	0	21.2%	18	25.0%	23	2.3%	2	0.0%	0	11.4%	10
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.3%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Banbury Town Centre	2.7%	27	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	7.1%	6	14.1%	13	3.4%	3	0.0%	0	0.0%	0
Bicester Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	7.1%	71	5.6%	5	0.0%	0	10.9%	10	11.0%	10	20.6%	20	14.0%	13	7.1%	6	0.0%	0	0.0%	0	2.2%	2	5.7%	5
Central London / West End	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	0.0%	0	2.2%	2	0.0%	0
Cheltenham Town Centre	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	3.4%	3	0.0%	0	0.0%	0
Cirencester 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	0.0%	0	2.2%	2	0.0%	0
Costco, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.1%	1	0.0%	0	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
Currys, Botley Road, Oxford, OX2 0HY	2.5%	25	3.3%	3	1.1%	1	3.3%	3	2.2%	2	2.1%	2	11.8%	11	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.1%	1
Currys, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	1.0%	10	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	8	0.0%	0
Currys, Maybrook Retail Park, Birmingham Road,	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	1.1%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stratford-upon-Avon, CV37 0BT																								
Currys, Springfield Drive, Evesham, WR11 1DX	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.6%	4	0.0%	0	0.0%	0
Currys, The Place Retail Park, Elder Gate, Milton Keynes, MK9 1EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.2%	2	0.0%	0	0.0%	0	2.2%	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
Evesham Shopping Park, Evesham, WR11 4AB	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	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	2.3%	23	0.0%	0	0.0%	0	4.3%	4	8.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	11	0.0%	0
Hewetts Electrical, Cricklade Street, Cirencester, GL7 1JF	0.1%	1	0.0%	0	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
High Wycombe Town Centre, HP11 2	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	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	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.1%	1	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
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.1%	3	3.2%	3	1.2%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M1 5	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	1	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
Milton Keynes City Centre, MK9 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	3.1%	31	3.3%	3	1.1%	1	3.3%	3	7.7%	7	3.1%	3	6.5%	6	2.4%	2	1.1%	1	1.1%	1	0.0%	0	4.5%	4
Oxford Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Ambassador Avenue, Oxford, OX4 6XJ																								
Richer Sounds, Elder Gate, Milton Keynes, MK9 1LR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, West Way, Botley Road, Oxford, OX2 0JB	0.4%	4	0.0%	0	1.1%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	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	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	1.1%	1	0.0%	0	0.0%	0
Swindon Town Centre	0.3%	3	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	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	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	1.2%	12	0.0%	0	0.0%	0	0.0%	0	13.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	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	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	41.0%	410	46.7%	42	34.7%	33	46.7%	43	35.2%	32	35.1%	34	39.8%	37	44.7%	38	31.5%	29	43.7%	38	45.6%	41	48.9%	43
Mail order / catalogue	1.3%	13	4.4%	4	0.0%	0	2.2%	2	2.2%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	2.3%	2
TV shopping	0.4%	4	3.3%	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	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Base:	1000	90	95	92	91	97	93	85	92	87	90	88

Q13 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	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	0.0%	0	3.6%	3	1.1%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.9%	9	2.3%	2	0.0%	0	1.2%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.2%	2
The Woolgate Centre, Market Square, Witney, OX28 6AP	2.2%	21	1.1%	1	0.0%	0	1.2%	1	1.3%	1	7.8%	7	3.2%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3	5.5%	5
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Woolgate Shopping Centre, Market Square, Witney, OX28 6AP	0.1%	1	0.0%	0	0.0%	0	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
Witney Town Centre	20.2%	192	41.4%	36	0.0%	0	38.1%	32	6.3%	5	36.7%	33	35.8%	34	2.5%	2	0.0%	0	14.6%	13	23.8%	20	18.7%	17
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Chipping Norton Town Centre	11.1%	105	0.0%	0	56.8%	46	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.1%	4	17.8%	16	19.1%	17	0.0%	0	23.1%	21
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	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	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.4%	4	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Aston Village Centre, OX18 2	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	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.9%	9	1.1%	1	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	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	0.0%	0	2.4%	2	0.0%	0
Zone 4																								
Southmoor Village Centre, OX13 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Woodstock Town Centre	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	11	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bodicote Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	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	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.1%	1	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
Moreton-in-Marsh Town Centre, GL56 0	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	3.4%	3	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.5%	5	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	4.8%	4	0.0%	0
Co-op, Station Road, Lechlade, GL7 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury Town Centre	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	0.0%	0	0.0%	0	3.3%	3
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.1%	1	0.0%	0	0.0%	0	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
Outside Catchment Area																								
Abingdon Town Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	8.8%	7	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	3.9%	37	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	15.2%	12	21.1%	19	0.0%	0	0.0%	0	2.2%	2
Bicester Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwell's Bookshop, Broad Street, Oxford, OX1 3BQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	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	0.0%	0	0.0%	0	0.0%	0
British Red Cross, Wallingford Street, Wantage, OX12 8AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	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	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.5%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Central London / West End	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Cheltenham Town Centre	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	3.4%	3	0.0%	0	0.0%	0
Cirencester Town Centre	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	0.0%	0	8.3%	7	0.0%	0
Cumnor Village Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	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	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.1%	1	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
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lyme Regis Town Centre, DT7 3	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	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	3.8%	36	1.1%	1	3.7%	3	0.0%	0	16.3%	13	7.8%	7	2.1%	2	7.6%	6	0.0%	0	0.0%	0	1.2%	1	3.3%	3
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.1%	2	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		Zone 9		Zone 10		Zone 11	
Stow-on-the-Wold Town Centre, GL54 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	8	4.5%	4	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon 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	0.0%	0	2.4%	2	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.5%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.4%	4	0.0%	0	0.0%	0	1.2%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.6%	6	0.0%	0	0.0%	0	0.0%	0	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	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	1.1%	1	0.0%	0	0.0%	0
WHSmith, Cromer Road West, Hounslow, TW6 1QG	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	0.0%	0	0.0%	0	0.0%	0
WHSmith, Kings Walk Shopping Centre, Kings Park, Wantage, OX12 9AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.2%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO1 8	0.1%	1	0.0%	0	0.0%	0	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
Others																								
Internet	38.0%	361	42.5%	37	28.4%	23	44.0%	37	42.5%	34	30.0%	27	35.8%	34	38.0%	30	40.0%	36	46.1%	41	38.1%	32	33.0%	30
Mail order / catalogue	1.1%	10	2.3%	2	2.5%	2	1.2%	1	0.0%	0	0.0%	0	3.2%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1
TV shopping	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		950		87		81		84		80		90		95		79		90		89		84		91

Q14 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	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	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	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	0.0%	0	0.0%	0	0.0%	0
Just for Pets, Market Square, Witney, OX28 6AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Lidl, New Close Lane, Witney, OX28 4TT	0.1%	1	0.0%	0	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
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.6%	4	1.3%	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	3.6%	2	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.4%	10	4.0%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	6.3%	4
The Entertainer, Welch Way, Witney, OX28 6JH	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	0.0%	0	0.0%	0	0.0%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.8%	6	2.7%	2	0.0%	0	1.4%	1	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
WFS Country Shop Ltd, Burford Road, Witney, OX29 0RB	0.4%	3	1.3%	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	1.8%	1	0.0%	0
Witney Town Centre	11.0%	79	24.0%	18	0.0%	0	21.6%	16	7.5%	4	16.2%	11	17.8%	13	1.6%	1	0.0%	0	4.8%	3	9.1%	5	12.7%	8
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	2.9%	21	0.0%	0	26.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	4.8%	3
Co-op, High Street, Chipping Norton, OX7 5AB	0.1%	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	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	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	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Windmill Square, London Road, Chipping Norton, OX7 5EJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.1%	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	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		Zone 9		Zone 10		Zone 11	
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	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	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.7%	5	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.6%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.6%	1
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	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	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Standlake Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	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	3.2%	2	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.2%	2	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.1%	1	0.0%	0	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
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	5	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Zone 11																								
Charlbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Outside Catchment Area																								
Abingdon Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	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	0.0%	0	0.0%	0	0.0%	0
Argos, The Maybird Centre, Stratford-upon-Avon, CV37 0HZ	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	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park,	1.0%	7	1.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.9%	2	1.6%	1	0.0%	0	1.6%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lockheed Close, Banbury, OX16 1LX																								
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.4%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	1
Banbury Town Centre	4.2%	30	1.3%	1	13.3%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	10.9%	7	11.4%	8	3.2%	2	0.0%	0	4.8%	3
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.7%	5	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	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	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	1.8%	13	1.3%	1	0.0%	0	0.0%	0	1.9%	1	11.8%	8	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	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	3.2%	2	0.0%	0	1.6%	1
Childrey Village Centre, OX12 9	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	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Co-op, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	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	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Spine Road East, Cirencester, GL7 5TL	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	0.0%	0	0.0%	0	0.0%	0
Croft Pet Foods, Broad Street, Banbury, OX16 5BX	0.4%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Decathlon, Kensington High Street, London, W8 7RL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Drayton Village Centre, OX14 4	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	0.0%	0	0.0%	0	0.0%	0
Ella's Toy Shop, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	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	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Faringdon Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Pools Retail Park, Four	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pools Lane, Evesham, WR11 1DJ																								
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Halfords, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Poyle Village Centre, OX5 2	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	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	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	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	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	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	0.0%	0	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	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	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	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	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	2.0%	14	4.0%	3	3.3%	2	0.0%	0	3.8%	2	4.4%	3	2.7%	2	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0
Pets at Home, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Pets at Home, Four Pools Lane, Evesham, WR11 1DJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Pets at Home, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	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	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Oxford Road, Swindon, SN3 4ES	0.3%	2	0.0%	0	0.0%	0	1.4%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pets Corner, Yarnton Home & Gardens, Sandy Lane, Yarnton, Oxford, OX5 1PA	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	0.0%	0	0.0%	0	0.0%	0
Rosebird Community Hall, Shipston Road, Alderminster, Stratford-upon-Avon, CV37 8LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	5.7%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.1%	1	0.0%	0	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
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Eastern Avenue Retail Park, Southbrook Road, Eastern Avenue, Gloucester, GL4 3BU	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	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Patriot Drive, Milton Keynes, MK13 8PU	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	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Ambassador Avenue, Oxford, OX4 6XJ	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Tower Retail Park, West Way, Oxford, OX2 0JJ	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	0.0%	0	0.0%	0	0.0%	0
St Margaret's Retail Park, Oxford Road, Swindon, SN3 4ES	0.3%	2	0.0%	0	0.0%	0	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
Stow-on-the-Wold Town Centre, GL54 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	1.6%	1	0.0%	0	0.0%	0
Swindon Town Centre	0.6%	4	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.4%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road,	0.6%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	3	1.5%	1	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		Zone 9		Zone 10		Zone 11	
Abingdon, OX14 1TU																								
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	0.4%	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	3.2%	2	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	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	0.0%	0	0.0%	0	0.0%	0
Trago Liskeard, Trago Mills, Two Waters Foot, Liskeard, PL14 6HY	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Western By-Pass Road, Peartree Interchange, A34/A40/A44, Oxford, OX2 8JZ	0.4%	3	1.3%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre, NN8 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Weston-on-the-Green Village Centre, OX25 3	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	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.4%	3	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	50.0%	359	45.3%	34	40.0%	24	56.8%	42	34.0%	18	44.1%	30	56.2%	41	51.6%	33	52.9%	37	60.3%	38	45.5%	25	58.7%	37
Mail order / catalogue	0.7%	5	2.7%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		718		75		60		74		53		68		73		64		70		63		55		63

Q15 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Carpet Options, Avenue Four, Station Lane, Witney, OX28 4BN	2.3%	16	2.5%	2	0.0%	0	4.2%	3	0.0%	0	1.4%	1	5.7%	4	0.0%	0	1.7%	1	1.6%	1	1.8%	1	4.8%	3
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	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	0.0%	0	0.0%	0	0.0%	0
Screwfix, Avenue One, Witney, OX28 4XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	12.7%	89	19.8%	16	1.8%	1	21.1%	15	5.2%	3	27.5%	19	18.6%	13	0.0%	0	0.0%	0	6.6%	4	10.7%	6	19.4%	12
Zone 2																								
Chipping Norton Town Centre	2.0%	14	0.0%	0	10.5%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.8%	1	3.4%	2	3.3%	2	0.0%	0	3.2%	2
Cotswold Carpets, Worcester Road Industrial Estate, Chipping Norton, OX7 5XW	1.4%	10	0.0%	0	8.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	6.6%	4	0.0%	0	0.0%	0
Zone 3																								
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Woodstock Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Zone 7																								
Zone 8																								
Broughton Village Centre, OX15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Zone 11																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Charlbury Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	1.9%	13	1.2%	1	0.0%	0	1.4%	1	10.3%	6	4.3%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Aspen Carpets & Flooring, Maldon Road, Danbury, Chelmsford, CM3 4QH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Aylesbury Town Centre, HP20 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	3.0%	21	1.2%	1	10.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	6.8%	4	3.3%	2	0.0%	0	6.5%	4
Banbury Express, Warwick Road, Banbury, OX16 1AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.4%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	5.0%	35	1.2%	1	17.5%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	1	12.5%	7	18.6%	11	6.6%	4	1.8%	1	0.0%	0
Bennetts Family Furnishing, Warwick Road, Banbury, OX16 2AB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	4.9%	34	3.7%	3	0.0%	0	5.6%	4	3.4%	2	15.9%	11	12.9%	9	1.8%	1	0.0%	0	0.0%	0	3.6%	2	3.2%	2
Botley Village Centre, OX2 9	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	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Swindon, SN5 7YF	0.1%	1	0.0%	0	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
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.1%	1	0.0%	0	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
Carpetland, Parson's Street, Banbury, OX16 5NB	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	0.0%	0	0.0%	0	0.0%	0
Carpetright, Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.1%	1	0.0%	0	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
Central London / West End	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.8%	1	1.6%	1
Cheltenham Town Centre	1.0%	7	1.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0	0.0%	0
Cirencester Town Centre	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	1.6%	1	5.4%	3	0.0%	0
Clarendon Centre,	0.3%	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	1.6%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Cornmarket Street, Oxford, OX1 3JE																								
Cribbs Causeway, Bristol, BS34 5DG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Derby City Centre, DE1 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.4%	3	0.0%	0	0.0%	0	1.4%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
DFS, Lockheed Close, Banbury, OX16 1LX	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.7%	1	3.3%	2	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.1%	1	0.0%	0	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
Didcot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.7%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Southam Road, Banbury, OX16 2RX	1.7%	12	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	5.1%	3	1.6%	1	0.0%	0	4.8%	3
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	1.9%	13	0.0%	0	0.0%	0	8.5%	6	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	6	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.6%	1	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	3.6%	25	1.2%	1	0.0%	0	7.0%	5	15.5%	9	8.7%	6	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Faringdon Town Centre	0.9%	6	0.0%	0	0.0%	0	1.4%	1	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Furniture Village, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.4%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Gallagher Retail Park, Tewkesbury Road, Cheltenham, GL51 9RR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.1%	1	0.0%	0	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
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Hammonds Furniture, Fairacres Retail Park, Nuffield Way, Abingdon, OX14 1BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.4%	1	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		Zone 9		Zone 10		Zone 11	
Homebase, Horspath Driftway, Oxford, OX3 7JN	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	1.7%	12	4.9%	4	1.8%	1	0.0%	0	1.7%	1	0.0%	0	4.3%	3	1.8%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Ikea, Park Lane, Wednesbury, WS10 9SF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	0.9%	6	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	1.3%	9	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.8%	1	1.7%	1	1.6%	1	1.8%	1	3.2%	2
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.3%	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	0.0%	0	0.0%	0	1.6%	1
Kidlington Village Centre	0.3%	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	0.0%	0	0.0%	0	1.6%	1
Kingsditch Retail Park, Kingsditch Lane, Cheltenham, GL51 9PX	0.1%	1	0.0%	0	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
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Furniture, Cheney Manor Road, Swindon, SN2 2QE	0.1%	1	0.0%	0	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
Marks and Spencer (M&S), Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	1.9%	13	2.5%	2	0.0%	0	2.8%	2	0.0%	0	1.4%	1	7.1%	5	3.6%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Melksham Town Centre, SN12 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	5.0%	35	7.4%	6	5.3%	3	5.6%	4	5.2%	3	7.2%	5	8.6%	6	3.6%	2	0.0%	0	3.3%	2	0.0%	0	6.5%	4
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.3%	2	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	1.6%	1
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.6%	4	1.2%	1	1.8%	1	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Sofas & Stuff, Tripp Hill, Pulborough, RH20 1ER	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	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre, B91 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Stalls Lifestyle, Preston Lane, Stratford-upon-Avon, CV37 8DZ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.6%	1	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Stratford-upon-Avon Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	1.6%	1	0.0%	0	0.0%	0
Swindon Town Centre	0.7%	5	0.0%	0	0.0%	0	2.8%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Tapi Carpets & Floors, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tysoe Village Stores, Main Street, Warwick, CV35 0SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Others																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Abroad	0.6%	4	2.5%	2	1.8%	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	0.0%	0
Internet	25.4%	178	35.8%	29	24.6%	14	31.0%	22	22.4%	13	17.4%	12	17.1%	12	25.0%	14	22.0%	13	27.9%	17	30.4%	17	24.2%	15
Mail order / catalogue	2.7%	19	2.5%	2	0.0%	0	0.0%	0	1.7%	1	4.3%	3	4.3%	3	3.6%	2	3.4%	2	3.3%	2	5.4%	3	1.6%	1
TV shopping	0.4%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Base:		700		81		57		71		58		69		70		56		59		61		56		62

Q16 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	21.2%	199	46.5%	40	2.5%	2	37.5%	33	1.3%	1	31.5%	29	30.2%	26	0.0%	0	0.0%	0	21.0%	17	22.7%	20	34.4%	31
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.1%	1	0.0%	0	0.0%	0	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
Relics of Witney, The Old Works, Corn Street, Witney, OX28 6BZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Screwfix, Avenue One, Witney, OX28 4XZ	1.2%	11	2.3%	2	0.0%	0	2.3%	2	1.3%	1	1.1%	1	2.3%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.1%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Avenue One, Witney, OX28 4XZ	0.3%	3	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	5.7%	53	8.1%	7	0.0%	0	8.0%	7	3.9%	3	8.7%	8	9.3%	8	0.0%	0	0.0%	0	0.0%	0	10.2%	9	12.2%	11
Zone 2																								
Applegarth Nurseries, Banbury Road, Chipping Norton, OX7 5SY	1.2%	11	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.4%	3	1.2%	1	0.0%	0	3.3%	3
Chipping Norton Town Centre	5.8%	54	0.0%	0	33.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	11.5%	10	8.6%	7	0.0%	0	8.9%	8
Travis Perkins, Station Road, Chipping Norton, OX7 5HX	0.4%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1
Zone 3																								
A K Timms, Station Road, Brize Norton, Carterton, OX18 3QB	0.4%	4	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	1.0%	9	0.0%	0	0.0%	0	3.4%	3	1.3%	1	2.2%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bampton Local Centre, OX18 2	0.4%	4	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Brize Norton Village Centre, OX18 3	0.3%	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	0.0%	0	1.1%	1	0.0%	0
Carterton Town Centre	0.6%	6	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Screwfix, Ventura Business Park, Carterton OX18 1AD	0.7%	7	0.0%	0	0.0%	0	6.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Zone 4																								
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	1.8%	17	1.2%	1	0.0%	0	2.3%	2	14.3%	11	2.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Cassington Nurseries, Yarnton Road, Cassington, Witney, OX29 4DY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curbridge Village Centre, OX29 7	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	2.7%	25	0.0%	0	0.0%	0	0.0%	0	1.3%	1	25.0%	23	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.2%	2	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Freeland Nurseries, Wroslyn Road, Freeland, Witney, OX29 8AQ	1.2%	11	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	7	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1
Woodstock Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Bunkers Hill Garden Shop, Bunkers Hill, Kidlington, OX5 3BA	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	0.0%	0	0.0%	0	0.0%	0
Nicholsons, The Park, Bicester, OX25 6HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Broughton Village Centre, OX15 4	0.1%	1	0.0%	0	0.0%	0	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
Cotefield Nurseries, Oxford Road, Bodicote, Banbury, OX15 4AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	1.7%	16	0.0%	0	5.0%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	4.6%	4	8.6%	7	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	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	6.2%	5	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
StowAg, Moreton Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	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		Zone 9		Zone 10		Zone 11	
Longborough, Moreton-in-Marsh, GL56 0QJ																								
Travis Perkins, Cotswold Business Park, London Road, Moreton-in-Marsh, GL56 0JQ	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	3.7%	3	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	1.3%	12	2.3%	2	0.0%	0	0.0%	0	1.3%	1	1.1%	1	2.3%	2	1.2%	1	0.0%	0	2.5%	2	1.1%	1	2.2%	2
Burford Town Centre, OX18 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	3.0%	28	0.0%	0	0.0%	0	1.1%	1	2.6%	2	1.1%	1	0.0%	0	4.9%	4	3.4%	3	0.0%	0	19.3%	17	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	2.1%	20	0.0%	0	1.3%	1	0.0%	0	1.3%	1	1.1%	1	1.2%	1	1.2%	1	0.0%	0	3.7%	3	1.1%	1	12.2%	11
Outside Catchment Area																								
Abingdon Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Southam Road, Banbury, OX16 2AD	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.1%	1	0.0%	0	0.0%	0	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
B&Q, Four Pools Retail Park, Evesham, WR11 1DJ	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	8	0.0%	0	0.0%	0
B&Q, Great Western Way, Wiltshire, Swindon SN2 2DJ	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	0.0%	0	1.1%	1	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	7.6%	71	0.0%	0	31.3%	25	1.1%	1	0.0%	0	0.0%	0	1.2%	1	18.3%	15	27.6%	24	4.9%	4	0.0%	0	1.1%	1
B&Q, Nuffield Way, Abingdon, OX14 1RL	1.1%	10	0.0%	0	0.0%	0	0.0%	0	13.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Seacourt Tower, Retail Park, Oxford, OX2 0JJ	1.7%	16	1.2%	1	1.3%	1	0.0%	0	6.5%	5	2.2%	2	3.5%	3	3.7%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0
B&Q, The Maybird 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	2.3%	2	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		Zone 9		Zone 10		Zone 11	
Stratford-upon-Avon, CV37 0HZ																								
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	1.2%	11	4.7%	4	1.3%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.3%	3
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Banbury Town Centre	1.8%	17	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	10.3%	9	1.2%	1	0.0%	0	1.1%	1
Batsford Arboretum and Garden Centre, Batsford, Moreton-in-Marsh, GL56 9AT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	1.6%	15	2.3%	2	0.0%	0	0.0%	0	3.9%	3	4.3%	4	4.7%	4	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers Decorator Centres, Penhill Industrial Park, Beaumont Road, Banbury, OX16 1RW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlecote Garden Centre, Charlecote, Warwick, CV35 9ER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Cirencester Town Centre	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	0.0%	0	4.5%	4	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulux Decorator Centre, The Broadway, Kidlington, OX5 1EF	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	0.0%	0	0.0%	0	0.0%	0
East Challow Village Centre, OX12 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Evesham Garden Centre, The Valley, Evesham, WR11 4DS	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Evesham Shopping Park, Evesham, WR11 4AB	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	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	1.2%	11	0.0%	0	0.0%	0	3.4%	3	7.8%	6	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.1%	1	0.0%	0	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
Haynes Of Challow, Faringdon Road, Wantage, OX12 9TB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.1%	1	0.0%	0	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
Homebase, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Homebase, Horspath Driftway, Oxford, OX3 7JN	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	0.0%	0	0.0%	0	0.0%	0
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	0.3%	3	2.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
MKM Building Supplies, Station Approach, Kidlington, OX5 1JD	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	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine	0.1%	1	0.0%	0	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Road East, Cirencester, GL7 5QA																								
Norton Garden Centre, Tewkesbury Road, Twigworth, Gloucester, GL2 9PU	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Oxford Garden Centre, Southern By-Pass Road, Oxford, OX1 5AR	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Beech Court, Bourton-on-the-Water, Cheltenham, GL54 2SB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Screwfix, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Mercian Close, Cirencester, GL7 1LT	0.1%	1	0.0%	0	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
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	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	0.0%	0	3.4%	3	0.0%	0
Screwfix, Station Field Industrial Estate, Kidlington, OX5 1JD	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Road, Bicester, OX26 4AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Wildmere Road Industrial Estate, Banbury, OX16 3JU	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	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	7	0.0%	0	0.0%	0	0.0%	0
Stratford Garden Centre, Campden Road, Clifford Chambers, Stratford-upon-Avon, CV37 8LW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Toolstation, Pioneer Road, Faringdon, SN7 7BU	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	0.0%	0	1.1%	1	0.0%	0
Travis Perkins, Maybrook Industrial Estate, Maybrook Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stratford-upon-Avon, CV37 0BT																								
Wantage Town Centre, OX12 9	0.4%	4	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Botley Road, Oxford, OX2 0HA	0.5%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Wickes, Gipsy Lane, Swindon, SN2 8DH	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	0.0%	0	2.3%	2	0.0%	0
Wickes, Launton Road, Bicester, OX26 6PZ	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Metric Trade Park, Love Lane, Cirencester, GL7 1YQ	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	0.0%	0	2.3%	2	0.0%	0
Wickes, Southam Road, Banbury, OX16 2RR	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	6.9%	6	0.0%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham, GL51 9AD	0.1%	1	0.0%	0	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
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	1.8%	17	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.4%	5	5.8%	5	3.7%	3	1.1%	1	0.0%	0	0.0%	0	2.2%	2
Others																								
Internet	9.9%	93	20.9%	18	8.8%	7	11.4%	10	10.4%	8	6.5%	6	7.0%	6	8.5%	7	8.0%	7	11.1%	9	9.1%	8	7.8%	7
Mail order / catalogue	0.3%	3	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		937		86		80		88		77		92		86		82		87		81		88		90

Q17 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Boots, High Street, Witney, OX28 6HA	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	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	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	0.7%	8	4.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Long Hanborough Village Centre, OX29 6	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	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	4.3%	46	9.7%	9	0.0%	0	4.0%	4	1.1%	1	10.1%	10	7.1%	7	1.0%	1	0.0%	0	4.0%	4	3.0%	3	7.2%	7
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.4%	4	1.1%	1	0.0%	0	0.0%	0	2.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	2.4%	26	2.2%	2	0.0%	0	3.0%	3	0.0%	0	3.0%	3	5.1%	5	0.0%	0	0.0%	0	3.0%	3	1.0%	1	9.3%	9
Witney Town Centre	16.3%	175	32.3%	30	0.0%	0	18.2%	18	3.2%	3	49.5%	49	31.3%	31	1.0%	1	0.0%	0	6.1%	6	20.2%	20	17.5%	17
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.9%	10	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.1%	3	0.0%	0	0.0%	0	2.1%	2
Chipping Norton Town Centre	11.5%	123	0.0%	0	66.7%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	14.4%	14	20.2%	20	0.0%	0	22.7%	22
Co-op, High Street, Chipping Norton, OX7 5AB	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1
QD, High Street, Chipping Norton, OX7 5AB	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.3%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	0.9%	10	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	1.6%	17	0.0%	0	0.0%	0	10.1%	10	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Bampton Local Centre, OX18 2	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Carterton Town Centre	1.4%	15	0.0%	0	0.0%	0	12.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Co-op, Market Square, Bampton, OX18 2JJ	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	1.9%	20	2.2%	2	0.0%	0	10.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	5.1%	5	0.0%	0
Zone 4																								
Zone 5																								
Eynsham Village Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eynsham, Witney, OX29 4EF	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	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	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	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.1%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village 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	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	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	7.1%	7	0.0%	0	0.0%	0
Shipton-under-Wychwood Village 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	2.0%	2	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	10.1%	10	0.0%	0
Co-op, Station Road, Lechlade, GL7 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	1.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	19	0.0%	0
Zone 11																								
Charlbury Town Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	11
Outside Catchment Area																								
Abingdon Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.4%	7	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		Zone 9		Zone 10		Zone 11	
Aldi, Botley Road, Oxford, OX2 0HA	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.6%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	3.2%	34	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	11	16.5%	16	3.0%	3	0.0%	0	1.0%	1
Bicester Shopping Park, Bicester, OX26 1BT	0.7%	7	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Cornmarket Street, Oxford, OX1 3HL	0.5%	5	1.1%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Boots, Market Place, Fairford, GL7 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	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	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	0.4%	4	2.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	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	1.0%	1	0.0%	0	1.0%	1
Cheltenham Town Centre	0.7%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0	0.0%	0
Cirencester Town Centre	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	1.0%	1	5.1%	5	0.0%	0
Co-op, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	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	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	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	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	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	0.0%	0	2.0%	2	0.0%	0
Faringdon Retail Park, Henry	0.7%	8	0.0%	0	0.0%	0	2.0%	2	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Blake Way, Faringdon, SN7 7GQ																								
Faringdon Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	8.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Golden Valley Retail Park, Hatherley Lane, Cheltenham, GL51 6PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kidlington Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Oxford City Centre	1.7%	18	3.2%	3	1.0%	1	0.0%	0	2.1%	2	2.0%	2	2.0%	2	4.0%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Royal Wootton Bassett Town Centre, SN4 7AF	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	2.1%	23	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	12	10.3%	10	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	1.6%	17	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	8.1%	8	7.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Paddington Drive, Swindon, SN5 7AA	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	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		Zone 9		Zone 10		Zone 11	
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	8	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	1.0%	1	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Superdrug, Westgate Shopping Centre, Queen Street, Oxford, OX1 1PE	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	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Templars Square, Pound Way, Oxford, OX4 3XH	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	1.3%	14	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	6.2%	6	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.3%	14	0.0%	0	0.0%	0	0.0%	0	12.6%	12	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	2.0%	2	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	1.2%	13	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	11.1%	11	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.6%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.2%	13	0.0%	0	0.0%	0	0.0%	0	9.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	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	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	1.0%	11	0.0%	0	0.0%	0	0.0%	0	11.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.3%	3	1.1%	1	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5	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	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	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	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.3%	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	1.0%	1	0.0%	0	1.0%	1
Internet	16.7%	179	26.9%	25	10.4%	10	24.2%	24	14.7%	14	9.1%	9	25.3%	25	18.2%	18	10.3%	10	18.2%	18	11.1%	11	15.5%	15
Mail order / catalogue	0.7%	7	2.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
TV shopping	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1072		93		96		99		95		99		99		99		97		99		99		97

Q18 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Leafield Village Centre, OX29 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.9%	11	4.5%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	3	1.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	5.6%	3
Sobell House, Avenue One, Witney, OX28 4XZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	1.0%	6	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.9%	1
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Witney Town Centre	15.5%	89	20.9%	14	0.0%	0	20.0%	11	13.6%	6	30.9%	17	27.3%	15	1.9%	1	0.0%	0	9.3%	5	20.5%	9	20.4%	11
Zone 2																								
Chipping Norton Town Centre	3.8%	22	0.0%	0	20.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	9.3%	5	0.0%	0	7.4%	4
Co-op, High Street, Chipping Norton, OX7 5AB	0.2%	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	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.3%	2	0.0%	0	0.0%	0	3.6%	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
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.3%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.3%	2	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	2.3%	1	0.0%	0
Aston Village Centre, OX18 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.3%	2	0.0%	0	0.0%	0	3.6%	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
Zone 4																								
Zone 5																								
Eynsham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56	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	3.7%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
0DS																								
Moreton-in-Marsh Town Centre, GL56 0	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	1.9%	1	0.0%	0	0.0%	0
Sophie Oliver Jewellery, High Street, Moreton-in-Marsh, GL56 0AF	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	1.9%	1	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.5%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	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	3.7%	2	0.0%	0	0.0%	0
Banbury Town Centre	4.2%	24	0.0%	0	10.2%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	1	17.3%	9	15.2%	7	3.7%	2	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	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	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.7%	4	4.5%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	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	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	1.0%	6	0.0%	0	0.0%	0	1.8%	1	0.0%	0	7.3%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	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	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.9%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	2.3%	1	1.9%	1
Cheltenham Town Centre	1.4%	8	1.5%	1	2.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	2.3%	1	0.0%	0
Cirencester Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	6.8%	3	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.3%	2	0.0%	0	0.0%	0	3.6%	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
Dunelm, Southam Road, Banbury, OX16 2RX	0.9%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.2%	1	1.9%	1	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	0.3%	2	0.0%	0	0.0%	0	3.6%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Homesense, Bath Road, Taplow, Maidenhead, SL6 0NY	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	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	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.9%	1
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.3%	2	1.5%	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	0.0%	0	0.0%	0
Kidlington Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matlock Town Centre, DE4 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.7%	4	0.0%	0	0.0%	0	1.8%	1	2.3%	1	0.0%	0	1.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	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	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	7.5%	43	6.0%	4	8.2%	4	1.8%	1	11.4%	5	12.7%	7	18.2%	10	13.5%	7	2.2%	1	1.9%	1	2.3%	1	3.7%	2
Royal Wootton Bassett Town Centre, SN4 7AF	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.9%	1	8.7%	4	0.0%	0	0.0%	0	0.0%	0
Stonor Village Centre, RG9 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Stow-on-the-Wold Town Centre, GL54 1	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.3%	1	1.9%	1
Stratford-upon-Avon Town	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	5	1.9%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Swindon Town Centre	0.7%	4	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	6.8%	3	0.0%	0
Symondsbury Village Centre, DT6 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.3%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	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	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge, CB1 3ET	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	1.9%	1	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	1.2%	7	0.0%	0	0.0%	0	0.0%	0	15.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	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	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.3%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.7%	4	1.5%	1	0.0%	0	1.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Internet	40.2%	231	49.3%	33	34.7%	17	50.9%	28	36.4%	16	30.9%	17	29.1%	16	38.5%	20	37.0%	17	44.4%	24	40.9%	18	46.3%	25
Mail order / catalogue	1.2%	7	3.0%	2	2.0%	1	1.8%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
TV shopping	0.3%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		575		67		49		55		44		55		55		52		46		54		44		54

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [Number of times per month]																								
Q19 How often do you or your household visit Witney Town Centre for shopping, services, leisure, work or other town centre uses? [PR]																								
7 times a week	0.6%	7	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.8%	9	3.0%	3	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
4 times a week	2.0%	22	14.0%	14	1.0%	1	1.0%	1	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
3 times a week	4.3%	47	16.0%	16	1.0%	1	2.0%	2	0.0%	0	13.0%	13	5.0%	5	2.0%	2	0.0%	0	1.0%	1	1.0%	1	6.0%	6
Twice a week	8.3%	91	19.0%	19	0.0%	0	13.0%	13	1.0%	1	21.0%	21	14.0%	14	0.0%	0	1.0%	1	1.0%	1	9.0%	9	12.0%	12
Once a week	16.3%	179	20.0%	20	0.0%	0	21.0%	21	6.0%	6	31.0%	31	33.0%	33	6.0%	6	0.0%	0	16.0%	16	17.0%	17	29.0%	29
Once every 2 weeks	8.5%	93	3.0%	3	5.0%	5	19.0%	19	9.0%	9	11.0%	11	9.0%	9	4.0%	4	1.0%	1	6.0%	6	11.0%	11	15.0%	15
Once a month	9.9%	109	4.0%	4	17.0%	17	15.0%	15	10.0%	10	8.0%	8	14.0%	14	5.0%	5	3.0%	3	8.0%	8	12.0%	12	13.0%	13
Once every 2 months	5.8%	64	8.0%	8	6.0%	6	9.0%	9	11.0%	11	1.0%	1	6.0%	6	5.0%	5	2.0%	2	6.0%	6	7.0%	7	3.0%	3
Once every 3 months	5.5%	60	4.0%	4	9.0%	9	6.0%	6	12.0%	12	2.0%	2	4.0%	4	4.0%	4	4.0%	4	6.0%	6	5.0%	5	4.0%	4
Less often than once every 3 months	15.1%	166	1.0%	1	33.0%	33	5.0%	5	29.0%	29	2.0%	2	9.0%	9	23.0%	23	22.0%	22	14.0%	14	22.0%	22	6.0%	6
(Don't know)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2
(Never)	22.5%	248	3.0%	3	28.0%	28	8.0%	8	20.0%	20	4.0%	4	3.0%	3	51.0%	51	67.0%	67	40.0%	40	15.0%	15	9.0%	9
Mean:		*0.92*		*2.24*		*0.22*		*0.85*		*0.29*		*1.58*		*1.08*		*0.33*		*0.12*		*0.48*		*0.62*		*1.00*
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q20 What is the MAIN activity you visit Witney Town Centre for?
Those that visit Witney Town Centre at least once a month at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
FOOD shopping	40.6%	226	44.0%	37	20.8%	5	25.0%	18	22.2%	6	47.3%	43	53.8%	42	23.5%	4	20.0%	1	31.3%	10	45.1%	23	48.7%	37
NON-FOOD shopping	19.4%	108	16.7%	14	20.8%	5	30.6%	22	40.7%	11	24.2%	22	10.3%	8	0.0%	0	40.0%	2	21.9%	7	15.7%	8	11.8%	9
Financial service e.g. bank, building society, cash machine	8.3%	46	3.6%	3	16.7%	4	11.1%	8	11.1%	3	5.5%	5	9.0%	7	5.9%	1	20.0%	1	9.4%	3	3.9%	2	11.8%	9
Window shopping / browsing	8.1%	45	9.5%	8	20.8%	5	13.9%	10	3.7%	1	4.4%	4	7.7%	6	11.8%	2	0.0%	0	6.3%	2	9.8%	5	2.6%	2
Health service e.g. doctor, dentist, hospital, opticians	3.8%	21	2.4%	2	0.0%	0	2.8%	2	0.0%	0	5.5%	5	6.4%	5	5.9%	1	20.0%	1	9.4%	3	2.0%	1	1.3%	1
Visiting cafes / coffee shops	3.1%	17	4.8%	4	8.3%	2	0.0%	0	0.0%	0	3.3%	3	3.8%	3	11.8%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Daytime eating	2.2%	12	2.4%	2	0.0%	0	4.2%	3	3.7%	1	1.1%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.3%	1
Visiting family / friends who live there	1.8%	10	1.2%	1	4.2%	1	1.4%	1	3.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	3.9%	3
Visiting gym / leisure centre / swimming pool	1.8%	10	2.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	3	2.6%	2
Other service e.g. laundrette, hairdresser, salon, vets, recycling	1.8%	10	0.0%	0	8.3%	2	0.0%	0	7.4%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	2.6%	2
Meeting family / friends to socialise	1.4%	8	3.6%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	5.9%	1	0.0%	0	6.3%	2	0.0%	0	0.0%	0
Night-time drinking	1.3%	7	4.8%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work there	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	3.1%	1	2.0%	1	2.6%	2
Walk / walk the dog	0.9%	5	1.2%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Visiting cinema	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Daytime drinking	0.7%	4	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Night-time eating	0.5%	3	0.0%	0	0.0%	0	1.4%	1	3.7%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessing transport (e.g. using bus / tube / train station)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit markets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Nightclubbing	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Study there	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Business meetings	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the area often	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit daytime theatres / shows	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Visiting library	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Free parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Visiting place of worship	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 night-time theatres / shows	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 museums / galleries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeaways / fast food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Using Post Office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 parks / green spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting live music venues / gigs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	0.5%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Base:		557		84		24		72		27		91		78		17		5		32		51		76

Q21 What do you like about Witney Town Centre? [MR]

Those that visit Witney Town Centre at least once a month at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Parking - it's free	32.1%	179	14.3%	12	16.7%	4	31.9%	23	25.9%	7	37.4%	34	50.0%	39	23.5%	4	60.0%	3	25.0%	8	31.4%	16	38.2%	29
Parking - it's easy to find a space	15.3%	85	3.6%	3	12.5%	3	4.2%	3	33.3%	9	25.3%	23	24.4%	19	11.8%	2	0.0%	0	12.5%	4	15.7%	8	14.5%	11
Shops - good range of non-food shops generally	12.2%	68	7.1%	6	4.2%	1	15.3%	11	7.4%	2	14.3%	13	10.3%	8	5.9%	1	20.0%	1	12.5%	4	19.6%	10	14.5%	11
Attractive environment / nice place	12.2%	68	10.7%	9	20.8%	5	8.3%	6	22.2%	6	12.1%	11	12.8%	10	17.6%	3	20.0%	1	15.6%	5	9.8%	5	9.2%	7
Close to home	11.8%	66	8.3%	7	0.0%	0	9.7%	7	0.0%	0	17.6%	16	15.4%	12	5.9%	1	0.0%	0	9.4%	3	3.9%	2	23.7%	18
Good layout / shops close together	11.3%	63	6.0%	5	8.3%	2	9.7%	7	14.8%	4	5.5%	5	20.5%	16	11.8%	2	20.0%	1	18.8%	6	11.8%	6	11.8%	9
Good cafés / restaurants	10.1%	56	26.2%	22	12.5%	3	9.7%	7	0.0%	0	8.8%	8	5.1%	4	11.8%	2	0.0%	0	6.3%	2	2.0%	1	9.2%	7
You can get everything you need there	9.7%	54	11.9%	10	8.3%	2	6.9%	5	0.0%	0	17.6%	16	11.5%	9	0.0%	0	0.0%	0	12.5%	4	5.9%	3	6.6%	5
Shops - good range of independent shops	9.2%	51	3.6%	3	12.5%	3	12.5%	9	14.8%	4	3.3%	3	14.1%	11	17.6%	3	40.0%	2	12.5%	4	3.9%	2	9.2%	7
Nice atmosphere / friendly people	8.3%	46	7.1%	6	4.2%	1	5.6%	4	14.8%	4	16.5%	15	3.8%	3	5.9%	1	0.0%	0	9.4%	3	3.9%	2	9.2%	7
Shops - good range of supermarkets	5.6%	31	2.4%	2	8.3%	2	2.8%	2	3.7%	1	6.6%	6	1.3%	1	11.8%	2	0.0%	0	9.4%	3	7.8%	4	10.5%	8
Shops - good range of 'high street' retailers	5.4%	30	4.8%	4	0.0%	0	8.3%	6	11.1%	3	3.3%	3	6.4%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	10.5%	8
Familiar / know where everything is	4.7%	26	10.7%	9	0.0%	0	0.0%	0	0.0%	0	5.5%	5	2.6%	2	0.0%	0	0.0%	0	9.4%	3	2.0%	1	7.9%	6
Quiet / not too busy	3.4%	19	3.6%	3	0.0%	0	0.0%	0	7.4%	2	3.3%	3	1.3%	1	17.6%	3	0.0%	0	6.3%	2	3.9%	2	3.9%	3
Good pubs / bars	2.9%	16	9.5%	8	0.0%	0	5.6%	4	0.0%	0	2.2%	2	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Shops - good range of affordable shops	2.5%	14	11.9%	10	0.0%	0	1.4%	1	7.4%	2	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get there by car	2.3%	13	4.8%	4	0.0%	0	2.8%	2	3.7%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	6.3%	2	2.0%	1	1.3%	1
Good market	2.3%	13	3.6%	3	0.0%	0	2.8%	2	0.0%	0	3.3%	3	1.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.0%	11	2.4%	2	4.2%	1	2.8%	2	3.7%	1	0.0%	0	2.6%	2	5.9%	1	20.0%	1	0.0%	0	0.0%	0	1.3%	1
Good range of other services (e.g. library, hairdresser, vets etc.)	2.0%	11	3.6%	3	8.3%	2	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	12.5%	4	0.0%	0	0.0%	0
Good for financial services (e.g. banks / building societies)	2.0%	11	1.2%	1	4.2%	1	5.6%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	6.3%	2	0.0%	0	2.6%	2
Good bus service	1.8%	10	0.0%	0	4.2%	1	1.4%	1	0.0%	0	4.4%	4	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.3%	1
Pedestrianised areas	1.8%	10	2.4%	2	4.2%	1	1.4%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	1.3%	1
Shops - good range of charity shops	1.4%	8	2.4%	2	8.3%	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	3.9%	3
Shops - good range of bakers	1.4%	8	3.6%	3	4.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	2.0%	1	1.3%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
/ butchers / greengrocers																								
Traditional / quaint	1.4%	8	1.2%	1	8.3%	2	1.4%	1	0.0%	0	1.1%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.0%	1	1.3%	1
Clean streets / well maintained	1.3%	7	1.2%	1	4.2%	1	0.0%	0	0.0%	0	2.2%	2	2.6%	2	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of clothes shops	1.3%	7	4.8%	4	0.0%	0	1.4%	1	3.7%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	1.1%	6	4.8%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of quality shops	1.1%	6	2.4%	2	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	5.9%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.9%	5	1.2%	1	0.0%	0	0.0%	0	3.7%	1	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Close to friends / relatives	0.9%	5	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.3%	1
Like to support local businesses	0.7%	4	3.6%	3	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of health services (e.g. doctors, dentists, opticians etc.)	0.7%	4	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Good for a day out	0.7%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	11.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open / green spaces / parks	0.5%	3	0.0%	0	0.0%	0	1.4%	1	3.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get there on foot	0.5%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	1.3%	1
Parking - it's cheap	0.5%	3	0.0%	0	0.0%	0	1.4%	1	3.7%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diverse / multi-cultural	0.4%	2	1.2%	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	0.0%	0	0.0%	0
Good toilet facilities	0.4%	2	0.0%	0	4.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Specific store - M&S	0.4%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Specific store - Primark	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has undercover shopping	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Costa	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - good car park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Specific store - Waitrose	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	3.1%	1	0.0%	0	0.0%	0
Dog friendly shops	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good train service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	9.2%	51	7.1%	6	12.5%	3	18.1%	13	3.7%	1	6.6%	6	5.1%	4	5.9%	1	20.0%	1	9.4%	3	19.6%	10	3.9%	3
(Don't know)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.3%	1
Base:		557		84		24		72		27		91		78		17		5		32		51		76

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q22 What do you dislike about Witney Town Centre? [MR]																								
Those that visit Witney Town Centre at least once a month at Q19																								
Too many empty shops	8.4%	47	16.7%	14	0.0%	0	8.3%	6	0.0%	0	7.7%	7	7.7%	6	5.9%	1	20.0%	1	6.3%	2	3.9%	2	10.5%	8
Hard to get to by car	4.5%	25	2.4%	2	4.2%	1	6.9%	5	0.0%	0	7.7%	7	6.4%	5	0.0%	0	0.0%	0	3.1%	1	3.9%	2	2.6%	2
Traffic congestion	4.5%	25	6.0%	5	0.0%	0	4.2%	3	0.0%	0	1.1%	1	6.4%	5	0.0%	0	0.0%	0	3.1%	1	11.8%	6	5.3%	4
Shops - need more independent shops	3.2%	18	2.4%	2	4.2%	1	4.2%	3	0.0%	0	3.3%	3	5.1%	4	5.9%	1	0.0%	0	3.1%	1	3.9%	2	1.3%	1
Too many charity shops	2.9%	16	6.0%	5	0.0%	0	1.4%	1	0.0%	0	3.3%	3	0.0%	0	11.8%	2	0.0%	0	3.1%	1	2.0%	1	3.9%	3
Shops - need more 'high street' retailers	2.7%	15	3.6%	3	4.2%	1	2.8%	2	0.0%	0	2.2%	2	3.8%	3	5.9%	1	0.0%	0	3.1%	1	2.0%	1	1.3%	1
Shops - need more / better clothes shops	2.7%	15	7.1%	6	0.0%	0	5.6%	4	0.0%	0	1.1%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	2.0%	1	1.3%	1
Shops - need more / better range of non-food shops generally	2.7%	15	2.4%	2	0.0%	0	4.2%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	2	9.2%	7
Dirty streets / poorly maintained	2.7%	15	6.0%	5	4.2%	1	1.4%	1	0.0%	0	3.3%	3	2.6%	2	0.0%	0	20.0%	1	0.0%	0	2.0%	1	1.3%	1
Parking - not enough spaces available	2.5%	14	2.4%	2	0.0%	0	2.8%	2	3.7%	1	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	2	6.6%	5
Not enough / poor quality cafés / restaurants	2.5%	14	10.7%	9	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	1.3%	1
Poor nightlife	2.2%	12	6.0%	5	4.2%	1	2.8%	2	3.7%	1	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Lack of pedestrianised areas	2.2%	12	7.1%	6	4.2%	1	1.4%	1	0.0%	0	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.3%	1
Shops - need longer opening hours / more open on Sundays	2.2%	12	3.6%	3	0.0%	0	1.4%	1	14.8%	4	0.0%	0	0.0%	0	5.9%	1	20.0%	1	0.0%	0	0.0%	0	2.6%	2
Too many betting shops	1.6%	9	6.0%	5	8.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Needs an update / revamp	1.6%	9	8.3%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.6%	9	7.1%	6	4.2%	1	1.4%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many coffee shops	1.6%	9	1.2%	1	0.0%	0	1.4%	1	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Shops - need more quality shops	1.4%	8	1.2%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	3.1%	1	0.0%	0	3.9%	3
Too busy / crowded	1.3%	7	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.2%	2	1.3%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	2.6%	2
Poor layout / shops too far apart	1.1%	6	4.8%	4	0.0%	0	2.8%	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
Not enough / poor quality public toilets	0.9%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Shops - need more bakers / butchers / greengrocers	0.9%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	2.6%	2
Lack of undercover shopping	0.9%	5	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Parking - not enough on-street parking	0.9%	5	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.6%	2
Not enough health facilities	0.7%	4	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	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		Zone 9		Zone 10		Zone 11	
(e.g. doctors, dentists, opticians, etc)																								
Poor atmosphere / unfriendly people	0.7%	4	1.2%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Parking - longer parking times	0.7%	4	1.2%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Too many hairdressers	0.7%	4	1.2%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Not enough / poor quality pubs / bars	0.7%	4	2.4%	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	0.0%	0	1.3%	1
Not enough other services (e.g. library, hairdresser, vets etc.)	0.7%	4	2.4%	2	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	0.7%	4	2.4%	2	0.0%	0	0.0%	0	3.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of security / don't feel safe	0.7%	4	2.4%	2	0.0%	0	1.4%	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
Not attractive / poor environment	0.5%	3	1.2%	1	4.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more / better range of supermarkets	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	2.0%	1	0.0%	0
Parking - not enough disabled parking	0.5%	3	1.2%	1	4.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more affordable shops	0.5%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - no free parking	0.5%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Not enough financial services (e.g. banks / building societies)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many takeaways	0.4%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Too far away from home	0.4%	2	0.0%	0	4.2%	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	0.0%	0
No updates on town improvements	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unclear closure times	0.4%	2	1.2%	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	0.0%	0	0.0%	0
Parking - more parent and child parking spaces	0.4%	2	0.0%	0	0.0%	0	1.4%	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
Hard to get to by train	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Hard to get to by bus	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hard to get to on foot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Too much homelessness	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	3.1%	1	0.0%	0	0.0%	0
Not enough / poor quality seating areas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many estate agents	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - need bigger spaces	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Lack of bins	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S is too small	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Nothing unique about the town	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - expensive parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	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		Zone 9		Zone 10		Zone 11	
High rent	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too much pedestrianisation	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many beggars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - cashless payment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	57.1%	318	27.4%	23	54.2%	13	55.6%	40	81.5%	22	64.8%	59	67.9%	53	58.8%	10	40.0%	2	71.9%	23	56.9%	29	57.9%	44
(Don't know)	1.4%	8	2.4%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.1%	1	2.0%	1	1.3%	1
Base:		557		84		24		72		27		91		78		17		5		32		51		76

Q23 What could be improved about Witney Town Centre that would make you visit more often? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Less empty shops	5.4%	59	11.0%	11	4.0%	4	12.0%	12	3.0%	3	7.0%	7	6.0%	6	3.0%	3	4.0%	4	3.0%	3	3.0%	3	3.0%	3
Shops - more / better range of non-food shops generally	4.0%	44	9.0%	9	2.0%	2	9.0%	9	0.0%	0	3.0%	3	7.0%	7	1.0%	1	2.0%	2	3.0%	3	5.0%	5	3.0%	3
Better market	3.8%	42	20.0%	20	2.0%	2	9.0%	9	2.0%	2	0.0%	0	2.0%	2	3.0%	3	1.0%	1	0.0%	0	0.0%	0	3.0%	3
Shops - more 'high street' retailers	3.6%	40	4.0%	4	6.0%	6	11.0%	11	2.0%	2	3.0%	3	5.0%	5	1.0%	1	0.0%	0	3.0%	3	2.0%	2	3.0%	3
Easier to get to by car	3.5%	38	4.0%	4	6.0%	6	0.0%	0	3.0%	3	1.0%	1	1.0%	1	3.0%	3	4.0%	4	9.0%	9	5.0%	5	2.0%	2
Parking - make more spaces available	3.1%	34	3.0%	3	2.0%	2	5.0%	5	4.0%	4	1.0%	1	2.0%	2	2.0%	2	2.0%	2	4.0%	4	4.0%	4	5.0%	5
Shops - more / better clothes shops	3.1%	34	6.0%	6	3.0%	3	6.0%	6	2.0%	2	4.0%	4	3.0%	3	2.0%	2	1.0%	1	1.0%	1	3.0%	3	3.0%	3
Shops - more independent shops	2.9%	32	7.0%	7	1.0%	1	7.0%	7	2.0%	2	2.0%	2	1.0%	1	2.0%	2	2.0%	2	4.0%	4	1.0%	1	3.0%	3
Less traffic congestion / improved access	2.7%	30	6.0%	6	3.0%	3	5.0%	5	2.0%	2	4.0%	4	2.0%	2	1.0%	1	3.0%	3	1.0%	1	1.0%	1	2.0%	2
More / better cafés / restaurants	2.3%	25	9.0%	9	0.0%	0	3.0%	3	5.0%	5	3.0%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Easier to get to by bus	2.0%	22	0.0%	0	3.0%	3	5.0%	5	5.0%	5	1.0%	1	3.0%	3	2.0%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Improve the nightlife	1.6%	18	6.0%	6	1.0%	1	2.0%	2	2.0%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2
More pedestrianised areas	1.5%	17	6.0%	6	0.0%	0	2.0%	2	0.0%	0	4.0%	4	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Less charity shops	1.5%	17	4.0%	4	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	3.0%	3
More / better financial services (e.g. banks / building societies)	1.4%	15	6.0%	6	0.0%	0	3.0%	3	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shops - more high quality shops	1.4%	15	4.0%	4	0.0%	0	3.0%	3	2.0%	2	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shops - more / better range of supermarkets	1.3%	14	5.0%	5	1.0%	1	2.0%	2	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.2%	13	3.0%	3	0.0%	0	6.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Cleaner streets / better maintained	1.1%	12	3.0%	3	1.0%	1	1.0%	1	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Shops - more affordable shops	0.9%	10	4.0%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Less betting shops	0.9%	10	2.0%	2	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Parking - make more disabled spaces available	0.9%	10	2.0%	2	1.0%	1	4.0%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Shops - longer opening hours / more open on Sundays	0.8%	9	2.0%	2	0.0%	0	1.0%	1	3.0%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.8%	9	7.0%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs / bars	0.8%	9	2.0%	2	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
More / better range of other	0.8%	9	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
services (e.g. library, hairdresser, vets etc.)																								
Less cheap shops	0.7%	8	4.0%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Better lighting	0.7%	8	3.0%	3	2.0%	2	2.0%	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
Shops - more bakers / butchers / greengrocers	0.6%	7	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / nicer environment	0.6%	7	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Parking - make it free	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Better layout / shops closer together	0.6%	7	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better security / safety	0.5%	6	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less coffee shops	0.5%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
More / better public toilets	0.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by train	0.5%	5	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better seating areas	0.5%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	0.5%	5	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Update / refurbish the shopping area	0.4%	4	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quieter / less busy	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Less barbers	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
More rubbish bins	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
More social events	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - longer parking times	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More road crossings	0.2%	2	1.0%	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	0.0%	0	0.0%	0
Specific store - KFC	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Less pedestrianised areas	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Primark	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Less takeaways	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Specific store - M&S	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Iceland	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	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	0.0%	0	0.0%	0	0.0%	0
Specific store - Waitrose	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Parking - more mother and child parking	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	0.0%	0	0.0%	0	0.0%	0
More / better cultural facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cheaper rent	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	0.0%	0	0.0%	0	0.0%	0
Flooding	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More charity shops	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	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		Zone 9		Zone 10		Zone 11	
Better advertising	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to on foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more payment methods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	54.4%	598	18.0%	18	61.0%	61	33.0%	33	65.0%	65	54.0%	54	60.0%	60	70.0%	70	55.0%	55	61.0%	61	67.0%	67	54.0%	54
(Don't know)	8.4%	92	4.0%	4	8.0%	8	6.0%	6	6.0%	6	4.0%	4	8.0%	8	7.0%	7	24.0%	24	12.0%	12	4.0%	4	9.0%	9
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q24 Do you visit Witney Town Centre once a month or more during the evening, either during the week or at weekends?

Yes	13.5%	148	46.0%	46	6.0%	6	23.0%	23	9.0%	9	16.0%	16	14.0%	14	8.0%	8	3.0%	3	3.0%	3	5.0%	5	15.0%	15
No	86.5%	952	54.0%	54	94.0%	94	77.0%	77	91.0%	91	84.0%	84	86.0%	86	92.0%	92	97.0%	97	97.0%	97	95.0%	95	85.0%	85
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q25 When do you tend to visit Witney Town Centre during the evening? [MR/PR]
Those that visit Witney Town Centre once a month or more during the evening at Q24

Friday evenings	53.4%	79	52.2%	24	50.0%	3	43.5%	10	55.6%	5	75.0%	12	50.0%	7	62.5%	5	0.0%	0	100.0%	3	60.0%	3	46.7%	7
Saturday evenings	51.4%	76	63.0%	29	50.0%	3	47.8%	11	44.4%	4	75.0%	12	50.0%	7	37.5%	3	0.0%	0	33.3%	1	60.0%	3	20.0%	3
Sunday to Thursday evenings	54.1%	80	50.0%	23	33.3%	2	56.5%	13	77.8%	7	43.8%	7	71.4%	10	37.5%	3	100.0%	3	33.3%	1	40.0%	2	60.0%	9
Base:		148		46		6		23		9		16		14		8		3		3		5		15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [Number of times per month]																								
Q26 How often do visit Witney Town Centre during the evening? *Those that visit Witney Town Centre once a month or more during the evening at Q24*																								
7 times a week	0.7%	1	0.0%	0	0.0%	0	4.3%	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
5 - 6 times a week	0.7%	1	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%	0	0.0%	0	0.0%	0
4 times a week	4.7%	7	8.7%	4	0.0%	0	0.0%	0	11.1%	1	6.3%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 times a week	2.7%	4	4.3%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	16.9%	25	28.3%	13	16.7%	1	4.3%	1	0.0%	0	6.3%	1	7.1%	1	25.0%	2	33.3%	1	0.0%	0	20.0%	1	26.7%	4
Once a week	16.2%	24	15.2%	7	16.7%	1	13.0%	3	33.3%	3	18.8%	3	21.4%	3	25.0%	2	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Once every 2 weeks	18.9%	28	21.7%	10	16.7%	1	21.7%	5	11.1%	1	25.0%	4	0.0%	0	0.0%	0	0.0%	0	66.7%	2	40.0%	2	20.0%	3
Once a month	16.2%	24	8.7%	4	33.3%	2	13.0%	3	0.0%	0	31.3%	5	35.7%	5	0.0%	0	0.0%	0	0.0%	0	40.0%	2	20.0%	3
Once every 2 months	8.1%	12	6.5%	3	16.7%	1	8.7%	2	33.3%	3	0.0%	0	7.1%	1	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every 3 months	6.1%	9	2.2%	1	0.0%	0	17.4%	4	0.0%	0	0.0%	0	14.3%	2	12.5%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Less often than once every 3 months	7.4%	11	0.0%	0	0.0%	0	8.7%	2	11.1%	1	12.5%	2	7.1%	1	0.0%	0	33.3%	1	33.3%	1	0.0%	0	20.0%	3
(Don't know / varies)	1.4%	2	2.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*1.03*		*1.49*		*0.70*		*0.86*		*0.87*		*0.78*		*0.77*		*1.16*		*0.70*		*0.33*		*0.72*		*0.83*
Base:		148		46		6		23		9		16		14		8		3		3		5		15
Q27 What activities do you do in Witney Town Centre during the evenings? [MR] *Those that visit Witney Town Centre once a month or more during the evening at Q24*																								
Visiting pubs / bars	40.5%	60	52.2%	24	16.7%	1	52.2%	12	44.4%	4	31.3%	5	21.4%	3	37.5%	3	33.3%	1	0.0%	0	40.0%	2	33.3%	5
Visiting cafes	7.4%	11	10.9%	5	16.7%	1	4.3%	1	11.1%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Eating out	48.0%	71	39.1%	18	16.7%	1	69.6%	16	44.4%	4	56.3%	9	64.3%	9	87.5%	7	33.3%	1	0.0%	0	20.0%	1	33.3%	5
Visiting the cinema	33.1%	49	17.4%	8	33.3%	2	26.1%	6	44.4%	4	31.3%	5	50.0%	7	50.0%	4	100.0%	3	100.0%	3	60.0%	3	26.7%	4
Visiting the theatre	4.1%	6	10.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Visiting live music venues	4.7%	7	4.3%	2	16.7%	1	0.0%	0	11.1%	1	6.3%	1	14.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting nightclubs	6.1%	9	13.0%	6	0.0%	0	4.3%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Visiting arts/cultural venues / museums	8.1%	12	10.9%	5	0.0%	0	4.3%	1	11.1%	1	6.3%	1	7.1%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Visiting health and fitness	2.7%	4	2.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Visiting places of worship	2.0%	3	4.3%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting family entertainment venues	1.4%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Visiting LGBTQ pubs / bars / venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Going to work	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
(Don't know)	0.7%	1	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%	0	0.0%	0	0.0%	0
Base:		148		46		6		23		9		16		14		8		3		3		5		15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q28 Do you visit any of these OTHER town centres in the West Oxfordshire local authority area? [MR/PR]																								
Carterton	24.1%	265	31.0%	31	10.0%	10	71.0%	71	9.0%	9	19.0%	19	13.0%	13	7.0%	7	2.0%	2	20.0%	20	62.0%	62	21.0%	21
Chipping Norton	43.6%	480	20.0%	20	92.0%	92	15.0%	15	5.0%	5	7.0%	7	32.0%	32	55.0%	55	77.0%	77	85.0%	85	17.0%	17	75.0%	75
Burford	33.1%	364	33.0%	33	29.0%	29	34.0%	34	24.0%	24	22.0%	22	24.0%	24	23.0%	23	42.0%	42	38.0%	38	58.0%	58	37.0%	37
Woodstock	27.0%	297	21.0%	21	23.0%	23	6.0%	6	12.0%	12	21.0%	21	71.0%	71	51.0%	51	31.0%	31	12.0%	12	7.0%	7	42.0%	42
(None of the above)	26.0%	286	43.0%	43	7.0%	7	19.0%	19	62.0%	62	53.0%	53	18.0%	18	22.0%	22	20.0%	20	10.0%	10	20.0%	20	12.0%	12
Base:		1100		100		100		100		100		100		100		100		100		100		100		100
Q29 Which of those centres do you visit the most? [PR] *Those that visit a centre at Q28*																								
Carterton	24.2%	197	43.9%	25	2.2%	2	86.4%	70	23.7%	9	34.0%	16	9.8%	8	5.1%	4	0.0%	0	7.8%	7	57.5%	46	11.4%	10
Chipping Norton	43.7%	356	12.3%	7	94.6%	88	1.2%	1	5.3%	2	6.4%	3	11.0%	9	46.2%	36	91.3%	73	85.6%	77	1.3%	1	67.0%	59
Burford	14.4%	117	29.8%	17	2.2%	2	11.1%	9	55.3%	21	31.9%	15	3.7%	3	2.6%	2	5.0%	4	5.6%	5	41.3%	33	6.8%	6
Woodstock	17.7%	144	14.0%	8	1.1%	1	1.2%	1	15.8%	6	27.7%	13	75.6%	62	46.2%	36	3.8%	3	1.1%	1	0.0%	0	14.8%	13
Base:		814		57		93		81		38		47		82		78		80		90		80		88
Meanscore: [Number of times per month]																								
Q30 How often do you shop in CENTRE MENTIONED AT Q29? *Those that visit a centre at Q28*																								
7 times a week	2.8%	23	0.0%	0	10.8%	10	8.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	6.3%	5	0.0%	0
5 - 6 times a week	2.0%	16	1.8%	1	2.2%	2	7.4%	6	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	2.2%	2	2.5%	2	1.1%	1
4 times a week	2.3%	19	1.8%	1	5.4%	5	7.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.1%	1	2.5%	2	1.1%	1
3 times a week	5.8%	47	5.3%	3	12.9%	12	14.8%	12	2.6%	1	0.0%	0	3.7%	3	1.3%	1	3.8%	3	0.0%	0	7.5%	6	6.8%	6
Twice a week	9.2%	75	7.0%	4	33.3%	31	11.1%	9	2.6%	1	2.1%	1	9.8%	8	2.6%	2	3.8%	3	3.3%	3	7.5%	6	8.0%	7
Once a week	20.3%	165	22.8%	13	24.7%	23	14.8%	12	2.6%	1	2.1%	1	19.5%	16	10.3%	8	25.0%	20	33.3%	30	23.8%	19	25.0%	22
Once every 2 weeks	11.4%	93	7.0%	4	4.3%	4	8.6%	7	5.3%	2	8.5%	4	4.9%	4	14.1%	11	15.0%	12	18.9%	17	12.5%	10	20.5%	18
Once a month	14.0%	114	15.8%	9	3.2%	3	6.2%	5	15.8%	6	23.4%	11	19.5%	16	19.2%	15	11.3%	9	16.7%	15	15.0%	12	14.8%	13
Once every 2 months	5.2%	42	3.5%	2	1.1%	1	1.2%	1	5.3%	2	12.8%	6	8.5%	7	7.7%	6	6.3%	5	4.4%	4	3.8%	3	5.7%	5
Once every 3 months	4.7%	38	3.5%	2	0.0%	0	3.7%	3	5.3%	2	8.5%	4	7.3%	6	10.3%	8	7.5%	6	2.2%	2	5.0%	4	1.1%	1
Less often than once every 3 months	13.5%	110	21.1%	12	0.0%	0	8.6%	7	44.7%	17	36.2%	17	8.5%	7	11.5%	9	13.8%	11	12.2%	11	10.0%	8	12.5%	11
(Don't know / varies)	1.4%	11	3.5%	2	0.0%	0	1.2%	1	5.3%	2	0.0%	0	2.4%	2	1.3%	1	1.3%	1	1.1%	1	0.0%	0	1.1%	1
(Never shop there)	7.5%	61	7.0%	4	2.2%	2	6.2%	5	10.5%	4	6.4%	3	13.4%	11	21.8%	17	7.5%	6	4.4%	4	3.8%	3	2.3%	2
Mean:		*1.17*		*0.87*		*2.47*		*2.37*		*0.29*		*0.21*		*0.87*		*0.44*		*0.87*		*0.76*		*1.46*		*0.91*
Base:		814		57		93		81		38		47		82		78		80		90		80		88

Q31 What is usually the main purpose of your trip to CENTRE MENTIONED AT Q29?
Those that visit a centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
FOOD shopping	41.4%	337	28.1%	16	63.4%	59	58.0%	47	7.9%	3	23.4%	11	25.6%	21	19.2%	15	47.5%	38	47.8%	43	50.0%	40	50.0%	44
NON-FOOD shopping	14.0%	114	10.5%	6	15.1%	14	7.4%	6	21.1%	8	25.5%	12	9.8%	8	11.5%	9	17.5%	14	14.4%	13	11.3%	9	17.0%	15
Window shopping / browsing	8.7%	71	15.8%	9	1.1%	1	4.9%	4	18.4%	7	21.3%	10	8.5%	7	9.0%	7	10.0%	8	4.4%	4	11.3%	9	5.7%	5
Health service e.g. doctor, dentist, hospital, opticians	6.5%	53	0.0%	0	1.1%	1	1.2%	1	5.3%	2	2.1%	1	15.9%	13	17.9%	14	3.8%	3	8.9%	8	5.0%	4	6.8%	6
Visiting family / friends who live there	3.7%	30	7.0%	4	3.2%	3	0.0%	0	2.6%	1	6.4%	3	2.4%	2	3.8%	3	3.8%	3	5.6%	5	3.8%	3	3.4%	3
Daytime eating	3.3%	27	1.8%	1	1.1%	1	2.5%	2	13.2%	5	6.4%	3	2.4%	2	5.1%	4	3.8%	3	3.3%	3	2.5%	2	1.1%	1
Visiting cafes / coffee shops	2.9%	24	1.8%	1	2.2%	2	2.5%	2	0.0%	0	0.0%	0	4.9%	4	9.0%	7	1.3%	1	4.4%	4	1.3%	1	2.3%	2
Meeting family / friends to socialise	2.8%	23	5.3%	3	2.2%	2	3.7%	3	5.3%	2	0.0%	0	3.7%	3	5.1%	4	1.3%	1	1.1%	1	1.3%	1	3.4%	3
Other service e.g. laundrette, hairdresser, salon, vets, recycling	2.2%	18	1.8%	1	2.2%	2	1.2%	1	0.0%	0	0.0%	0	3.7%	3	3.8%	3	1.3%	1	4.4%	4	3.8%	3	0.0%	0
Daytime drinking	2.1%	17	7.0%	4	0.0%	0	0.0%	0	7.9%	3	6.4%	3	4.9%	4	0.0%	0	2.5%	2	0.0%	0	1.3%	1	0.0%	0
Night-time eating	1.2%	10	1.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	4	3.8%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Work there	1.1%	9	1.8%	1	0.0%	0	3.7%	3	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	2.5%	2	1.1%	1
Walk / walk the dog	1.1%	9	3.5%	2	1.1%	1	1.2%	1	2.6%	1	0.0%	0	2.4%	2	1.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Night-time drinking	1.0%	8	1.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	2.6%	2	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Visiting gym / leisure centre / swimming pool	0.9%	7	3.5%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Visit museums / galleries	0.7%	6	3.5%	2	0.0%	0	0.0%	0	2.6%	1	2.1%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	1.2%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Using Post Office	0.6%	5	0.0%	0	0.0%	0	2.5%	2	2.6%	1	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business meetings	0.6%	5	3.5%	2	1.1%	1	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
Buying fuel	0.6%	5	0.0%	0	0.0%	0	2.5%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0
Visiting place of worship	0.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Visit night-time theatres / shows	0.5%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Takeaways / fast food	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1
Visit daytime theatres / shows	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Visit parks / green spaces	0.4%	3	0.0%	0	1.1%	1	1.2%	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
Financial service e.g. bank, building society, cash machine	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Study there	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	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		Zone 9		Zone 10		Zone 11	
Visiting live music venues / gigs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubbing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessing transport (e.g. using bus / tube / train station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	6	0.0%	0	1.1%	1	2.5%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Base:		814		57		93		81		38		47		82		78		80		90		80		88

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q32 How do you think CENTRE MENTIONED AT Q29 could be improved? [MR] *Those that visit a centre at Q28*																								
Parking - make more spaces available	21.3%	173	7.0%	4	19.4%	18	2.5%	2	26.3%	10	19.1%	9	41.5%	34	25.6%	20	23.8%	19	25.6%	23	17.5%	14	22.7%	20
Less traffic congestion / improved access	8.6%	70	7.0%	4	14.0%	13	2.5%	2	7.9%	3	14.9%	7	4.9%	4	6.4%	5	11.3%	9	12.2%	11	6.3%	5	8.0%	7
Shops - more / better range of non-food shops generally	6.0%	49	8.8%	5	9.7%	9	12.3%	10	2.6%	1	2.1%	1	8.5%	7	1.3%	1	3.8%	3	0.0%	0	12.5%	10	2.3%	2
Better market	4.2%	34	15.8%	9	4.3%	4	12.3%	10	5.3%	2	0.0%	0	1.2%	1	1.3%	1	1.3%	1	1.1%	1	1.3%	1	4.5%	4
Shops - more / better clothes shops	4.1%	33	3.5%	2	12.9%	12	6.2%	5	2.6%	1	0.0%	0	0.0%	0	3.8%	3	3.8%	3	3.3%	3	5.0%	4	0.0%	0
Shops - more independent shops	3.9%	32	7.0%	4	4.3%	4	11.1%	9	5.3%	2	0.0%	0	3.7%	3	5.1%	4	2.5%	2	1.1%	1	0.0%	0	3.4%	3
Parking - make it free	3.6%	29	0.0%	0	2.2%	2	1.2%	1	2.6%	1	0.0%	0	14.6%	12	7.7%	6	2.5%	2	1.1%	1	0.0%	0	4.5%	4
Less empty shops	3.1%	25	3.5%	2	8.6%	8	6.2%	5	2.6%	1	0.0%	0	2.4%	2	0.0%	0	1.3%	1	1.1%	1	2.5%	2	3.4%	3
More / better cafés / restaurants	2.7%	22	7.0%	4	2.2%	2	8.6%	7	5.3%	2	0.0%	0	3.7%	3	1.3%	1	0.0%	0	0.0%	0	1.3%	1	2.3%	2
Shops - more 'high street' retailers	2.3%	19	1.8%	1	3.2%	3	7.4%	6	2.6%	1	0.0%	0	0.0%	0	2.6%	2	3.8%	3	2.2%	2	0.0%	0	1.1%	1
More / better health facilities (e.g. doctors, dentists, opticians, etc)	2.1%	17	1.8%	1	0.0%	0	3.7%	3	2.6%	1	0.0%	0	8.5%	7	3.8%	3	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Shops - more / better range of supermarkets	2.0%	16	0.0%	0	0.0%	0	3.7%	3	7.9%	3	0.0%	0	3.7%	3	2.6%	2	1.3%	1	0.0%	0	3.8%	3	1.1%	1
Easier to get to by car	2.0%	16	0.0%	0	4.3%	4	4.9%	4	2.6%	1	0.0%	0	2.4%	2	2.6%	2	0.0%	0	1.1%	1	1.3%	1	1.1%	1
More / better financial services (e.g. banks / building societies)	1.8%	15	0.0%	0	3.2%	3	1.2%	1	2.6%	1	0.0%	0	1.2%	1	1.3%	1	1.3%	1	0.0%	0	5.0%	4	3.4%	3
More pedestrianised areas	1.8%	15	3.5%	2	1.1%	1	0.0%	0	2.6%	1	4.3%	2	1.2%	1	1.3%	1	0.0%	0	3.3%	3	2.5%	2	2.3%	2
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.6%	13	0.0%	0	1.1%	1	9.9%	8	2.6%	1	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Shops - more high quality shops	1.6%	13	3.5%	2	2.2%	2	3.7%	3	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.3%	1	1.1%	1	2.5%	2	0.0%	0
Update / refurbish the shopping area	1.6%	13	1.8%	1	4.3%	4	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	2	1.1%	1
Make it more attractive / nicer environment	1.6%	13	1.8%	1	6.5%	6	4.9%	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
Less cafes / restaurants	1.4%	11	0.0%	0	2.2%	2	3.7%	3	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	1.1%	1	1.3%	1	2.3%	2
Parking - make more disabled spaces available	1.4%	11	1.8%	1	1.1%	1	2.5%	2	0.0%	0	0.0%	0	1.2%	1	3.8%	3	1.3%	1	0.0%	0	1.3%	1	1.1%	1
Shops - more affordable shops	1.4%	11	1.8%	1	1.1%	1	2.5%	2	2.6%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.1%	1	1.3%	1	2.3%	2
Shops - more bakers /	1.2%	10	3.5%	2	2.2%	2	0.0%	0	2.6%	1	2.1%	1	1.2%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.1%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
butchers / greengrocers																								
More / better pubs / bars	1.2%	10	7.0%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.7%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Cleaner streets / better maintained	1.2%	10	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.3%	1	2.2%	2	0.0%	0	0.0%	0
Shops - longer opening hours / more open on Sundays	1.1%	9	8.8%	5	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Less cheap shops	1.1%	9	3.5%	2	1.1%	1	2.5%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	1.1%	1
Less charity shops	1.0%	8	0.0%	0	1.1%	1	1.2%	1	2.6%	1	0.0%	0	1.2%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Parking - make it cheaper	0.9%	7	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.1%	1	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.7%	6	3.5%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Better disabled access	0.7%	6	3.5%	2	1.1%	1	1.2%	1	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.7%	6	5.3%	3	1.1%	1	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
Stop HGVs entering	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.3%	2
Less takeaways	0.6%	5	1.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	1.1%	1
Better lighting	0.6%	5	5.3%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Easier to get to by bus	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Improve the nightlife	0.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Parking - more payment methods	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Make it less busy	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Quieter / less busy	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0
Nicer atmosphere / friendlier people	0.5%	4	1.8%	1	1.1%	1	1.2%	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
More road crossings	0.5%	4	1.8%	1	1.1%	1	1.2%	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
Parking - longer parking times	0.5%	4	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1
No more new housing	0.4%	3	0.0%	0	1.1%	1	1.2%	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 beauty salons	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1
More / better public toilets	0.2%	2	0.0%	0	1.1%	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	0.0%	0
Easier to get to on foot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.2%	2	1.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shoe shops	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - M&S	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Better security / safety	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More rubbish bins	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating areas	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	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	0.0%	0	0.0%	0	0.0%	0
Specific store - Waitrose	0.1%	1	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
More social events	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	0.0%	0	0.0%	0	0.0%	0
Shops - less independent 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	0.0%	0	1.3%	1	0.0%	0
Easier to get to by train	0.1%	1	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
Parking - larger spaces	0.1%	1	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
Stop pharmacy closures	0.1%	1	0.0%	0	0.0%	0	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stronger decision making about the town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	29.9%	243	19.3%	11	21.5%	20	18.5%	15	26.3%	10	31.9%	15	14.6%	12	35.9%	28	45.0%	36	43.3%	39	35.0%	28	33.0%	29
(Don't know)	8.6%	70	15.8%	9	5.4%	5	7.4%	6	10.5%	4	27.7%	13	8.5%	7	5.1%	4	1.3%	1	4.4%	4	10.0%	8	10.2%	9
Base:		814		57		93		81		38		47		82		78		80		90		80		88

Q33 Are there any types of shops or local services which you consider to be missing from CENTRE MENTIONED AT Q29? [MR]
Those that visit a centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Clothes retailers	15.7%	128	5.3%	3	34.4%	32	24.7%	20	0.0%	0	6.4%	3	7.3%	6	7.7%	6	15.0%	12	15.6%	14	17.5%	14	20.5%	18
Banks / building societies	12.3%	100	10.5%	6	21.5%	20	11.1%	9	5.3%	2	2.1%	1	13.4%	11	11.5%	9	11.3%	9	13.3%	12	15.0%	12	10.2%	9
Shoe shop	5.7%	46	0.0%	0	23.7%	22	4.9%	4	0.0%	0	0.0%	0	2.4%	2	2.6%	2	5.0%	4	2.2%	2	7.5%	6	4.5%	4
GP surgery	4.1%	33	8.8%	5	3.2%	3	4.9%	4	0.0%	0	0.0%	0	17.1%	14	5.1%	4	0.0%	0	1.1%	1	1.3%	1	1.1%	1
DIY / hardware store	3.3%	27	1.8%	1	2.2%	2	13.6%	11	0.0%	0	0.0%	0	2.4%	2	2.6%	2	2.5%	2	2.2%	2	6.3%	5	0.0%	0
Supermarket	2.9%	24	0.0%	0	1.1%	1	2.5%	2	10.5%	4	2.1%	1	4.9%	4	7.7%	6	0.0%	0	1.1%	1	5.0%	4	1.1%	1
Greengrocer	2.6%	21	0.0%	0	2.2%	2	7.4%	6	5.3%	2	0.0%	0	1.2%	1	3.8%	3	2.5%	2	2.2%	2	1.3%	1	2.3%	2
Restaurants	2.1%	17	0.0%	0	4.3%	4	4.9%	4	0.0%	0	0.0%	0	3.7%	3	2.6%	2	0.0%	0	1.1%	1	0.0%	0	3.4%	3
Book shop	1.7%	14	5.3%	3	1.1%	1	4.9%	4	2.6%	1	0.0%	0	1.2%	1	2.6%	2	1.3%	1	0.0%	0	1.3%	1	0.0%	0
Dentist	1.7%	14	1.8%	1	2.2%	2	6.2%	5	0.0%	0	0.0%	0	1.2%	1	2.6%	2	0.0%	0	1.1%	1	1.3%	1	1.1%	1
Chemist	1.4%	11	0.0%	0	0.0%	0	6.2%	5	0.0%	0	0.0%	0	2.4%	2	2.6%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Coffee shop / café	1.2%	10	3.5%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.6%	2	1.3%	1	0.0%	0	0.0%	0	4.5%	4
ATMs / cash machines	1.2%	10	5.3%	3	0.0%	0	2.5%	2	2.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0	2.3%	2
Haberdashery	1.1%	9	3.5%	2	3.2%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Fish monger	1.1%	9	3.5%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Electrical store	1.1%	9	1.8%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.1%	1	2.5%	2	1.1%	1
Bakery	1.1%	9	1.8%	1	0.0%	0	4.9%	4	0.0%	0	0.0%	0	3.7%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butcher	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	3.8%	3	1.3%	1	0.0%	0	1.3%	1	2.3%	2
Amusements / arcade	1.0%	8	7.0%	4	0.0%	0	3.7%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department Store	1.0%	8	0.0%	0	2.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.8%	3	1.1%	1	0.0%	0	0.0%	0
Better transport links	1.0%	8	5.3%	3	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Post office	0.9%	7	1.8%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.1%	1
Market	0.9%	7	1.8%	1	2.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Gift shop	0.7%	6	3.5%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Council office	0.6%	5	1.8%	1	0.0%	0	2.5%	2	2.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deli	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0	1.3%	1	1.1%	1	0.0%	0	1.1%	1
Bike shop	0.6%	5	0.0%	0	0.0%	0	1.2%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Furniture store	0.6%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.3%	2
More security	0.5%	4	5.3%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toy shop	0.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Fast food shop	0.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.1%	1
Pharmacy	0.5%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Library	0.5%	4	1.8%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barber	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petrol station	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Jewellers	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Underground station	0.4%	3	1.8%	1	0.0%	0	1.2%	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
Children's clothing	0.4%	3	0.0%	0	1.1%	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	1.1%	1
Florist	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pubs	0.2%	2	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	0.0%	0	0.0%	0
Leisure facilities	0.2%	2	1.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialty shops	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	0.0%	0	0.0%	0	1.1%	1
Betting shop	0.2%	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	1.1%	1	0.0%	0	0.0%	0
Cinema	0.2%	2	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	1.3%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craft shop	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	0.0%	0	0.0%	0	0.0%	0
Stationery shop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Music shop	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	0.0%	0	0.0%	0	0.0%	0
Parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Schools	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	0.0%	0	0.0%	0	0.0%	0
Sports shop	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	0.0%	0	0.0%	0	0.0%	0
High street stores	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None	40.3%	328	40.4%	23	24.7%	23	23.5%	19	50.0%	19	55.3%	26	36.6%	30	43.6%	34	53.8%	43	47.8%	43	43.8%	35	37.5%	33
(Don't know)	12.3%	100	17.5%	10	8.6%	8	11.1%	9	18.4%	7	29.8%	14	13.4%	11	7.7%	6	12.5%	10	11.1%	10	6.3%	5	11.4%	10
Base:		814		57		93		81		38		47		82		78		80		90		80		88

Q34 How often do you or your household to visit the following leisure attractions? [PR]

Bingo / casino / bookmaker

More than once a week	0.9%	10	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Once a week	0.8%	9	4.0%	4	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Once a fortnight	1.5%	17	6.0%	6	1.0%	1	7.0%	7	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Once a month	1.4%	15	8.0%	8	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Once every two months	0.7%	8	2.0%	2	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.9%	10	4.0%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Once a year	0.8%	9	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Less often	0.2%	2	1.0%	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	0.0%	0	0.0%	0
Dont know	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	0.0%	0	0.0%	0	0.0%	0
Never	92.6%	1019	71.0%	71	95.0%	95	86.0%	86	95.0%	95	95.0%	95	98.0%	98	92.0%	92	95.0%	95	98.0%	98	99.0%	99	95.0%	95
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Cinema

More than once a week	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Once a week	1.4%	15	5.0%	5	2.0%	2	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Once a fortnight	3.3%	36	9.0%	9	2.0%	2	4.0%	4	3.0%	3	3.0%	3	2.0%	2	2.0%	2	4.0%	4	2.0%	2	1.0%	1	4.0%	4
Once a month	8.0%	88	9.0%	9	11.0%	11	14.0%	14	2.0%	2	10.0%	10	7.0%	7	6.0%	6	6.0%	6	3.0%	3	9.0%	9	11.0%	11
Once every two months	12.8%	141	16.0%	16	10.0%	10	18.0%	18	14.0%	14	5.0%	5	16.0%	16	16.0%	16	10.0%	10	18.0%	18	6.0%	6	12.0%	12
Once every six months	12.7%	140	16.0%	16	15.0%	15	8.0%	8	13.0%	13	10.0%	10	16.0%	16	13.0%	13	11.0%	11	12.0%	12	10.0%	10	16.0%	16
Once a year	5.9%	65	3.0%	3	2.0%	2	4.0%	4	9.0%	9	9.0%	9	10.0%	10	7.0%	7	8.0%	8	4.0%	4	3.0%	3	6.0%	6
Less often	3.6%	40	4.0%	4	2.0%	2	3.0%	3	1.0%	1	2.0%	2	9.0%	9	3.0%	3	5.0%	5	5.0%	5	2.0%	2	4.0%	4
Dont know	0.8%	9	4.0%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Never	51.1%	562	34.0%	34	56.0%	56	47.0%	47	58.0%	58	57.0%	57	37.0%	37	53.0%	53	55.0%	55	54.0%	54	68.0%	68	43.0%	43
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Gym / health club / sports facility																								
More than once a week	12.0%	132	11.0%	11	9.0%	9	13.0%	13	6.0%	6	12.0%	12	14.0%	14	18.0%	18	10.0%	10	11.0%	11	10.0%	10	18.0%	18
Once a week	8.4%	92	7.0%	7	7.0%	7	14.0%	14	8.0%	8	6.0%	6	7.0%	7	9.0%	9	8.0%	8	8.0%	8	7.0%	7	11.0%	11
Once a fortnight	2.8%	31	7.0%	7	4.0%	4	5.0%	5	1.0%	1	3.0%	3	3.0%	3	0.0%	0	0.0%	0	4.0%	4	1.0%	1	3.0%	3
Once a month	2.3%	25	8.0%	8	2.0%	2	3.0%	3	1.0%	1	2.0%	2	2.0%	2	3.0%	3	1.0%	1	1.0%	1	0.0%	0	2.0%	2
Once every two months	1.9%	21	5.0%	5	0.0%	0	5.0%	5	2.0%	2	2.0%	2	3.0%	3	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Once every six months	0.8%	9	2.0%	2	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Once a year	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Less often	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Dont know	0.7%	8	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Never	70.4%	774	57.0%	57	76.0%	76	59.0%	59	79.0%	79	73.0%	73	70.0%	70	67.0%	67	79.0%	79	73.0%	73	80.0%	80	61.0%	61
Base:		1100		100		100		100		100		100		100		100		100		100		100		100
Theatre / concert / music hall																								
More than once a week	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	1.0%	1	0.0%	0	0.0%	0
Once a week	0.8%	9	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Once a fortnight	2.4%	26	6.0%	6	1.0%	1	5.0%	5	1.0%	1	4.0%	4	1.0%	1	1.0%	1	3.0%	3	1.0%	1	1.0%	1	2.0%	2
Once a month	5.2%	57	10.0%	10	7.0%	7	2.0%	2	4.0%	4	2.0%	2	8.0%	8	4.0%	4	1.0%	1	4.0%	4	8.0%	8	7.0%	7
Once every two months	12.5%	138	11.0%	11	8.0%	8	14.0%	14	9.0%	9	13.0%	13	21.0%	21	16.0%	16	12.0%	12	10.0%	10	13.0%	13	11.0%	11
Once every six months	16.2%	178	14.0%	14	21.0%	21	11.0%	11	20.0%	20	12.0%	12	23.0%	23	19.0%	19	16.0%	16	15.0%	15	8.0%	8	19.0%	19
Once a year	9.3%	102	5.0%	5	12.0%	12	12.0%	12	6.0%	6	11.0%	11	9.0%	9	10.0%	10	11.0%	11	6.0%	6	7.0%	7	13.0%	13
Less often	2.7%	30	7.0%	7	1.0%	1	3.0%	3	5.0%	5	0.0%	0	1.0%	1	3.0%	3	5.0%	5	1.0%	1	1.0%	1	3.0%	3
Dont know	0.4%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Never	50.4%	554	46.0%	46	50.0%	50	51.0%	51	52.0%	52	57.0%	57	35.0%	35	46.0%	46	52.0%	52	61.0%	61	62.0%	62	42.0%	42
Base:		1100		100		100		100		100		100		100		100		100		100		100		100
Museum / gallery or place of historical / cultural interest																								
More than once a week	0.4%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Once a week	0.7%	8	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Once a fortnight	2.4%	26	6.0%	6	4.0%	4	0.0%	0	2.0%	2	1.0%	1	7.0%	7	0.0%	0	1.0%	1	1.0%	1	1.0%	1	3.0%	3
Once a month	5.9%	65	11.0%	11	3.0%	3	3.0%	3	5.0%	5	3.0%	3	9.0%	9	8.0%	8	6.0%	6	5.0%	5	5.0%	5	7.0%	7
Once every two months	10.5%	115	9.0%	9	9.0%	9	14.0%	14	8.0%	8	10.0%	10	16.0%	16	12.0%	12	10.0%	10	7.0%	7	11.0%	11	9.0%	9
Once every six months	13.5%	149	12.0%	12	10.0%	10	13.0%	13	13.0%	13	13.0%	13	19.0%	19	14.0%	14	16.0%	16	9.0%	9	13.0%	13	17.0%	17
Once a year	8.0%	88	5.0%	5	4.0%	4	12.0%	12	6.0%	6	17.0%	17	9.0%	9	7.0%	7	12.0%	12	6.0%	6	5.0%	5	5.0%	5
Less often	2.8%	31	6.0%	6	2.0%	2	3.0%	3	5.0%	5	2.0%	2	0.0%	0	5.0%	5	4.0%	4	1.0%	1	2.0%	2	1.0%	1
Dont know	1.1%	12	1.0%	1	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	2.0%	2
Never	54.7%	602	46.0%	46	67.0%	67	53.0%	53	60.0%	60	52.0%	52	39.0%	39	51.0%	51	49.0%	49	70.0%	70	60.0%	60	55.0%	55
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pub / bar / nightclub / live music venue																								
More than once a week	4.0%	44	4.0%	4	1.0%	1	6.0%	6	2.0%	2	6.0%	6	3.0%	3	6.0%	6	2.0%	2	4.0%	4	4.0%	4	6.0%	6
Once a week	13.5%	149	12.0%	12	10.0%	10	13.0%	13	10.0%	10	9.0%	9	20.0%	20	19.0%	19	21.0%	21	7.0%	7	13.0%	13	15.0%	15
Once a fortnight	9.6%	106	14.0%	14	6.0%	6	9.0%	9	11.0%	11	10.0%	10	11.0%	11	8.0%	8	10.0%	10	11.0%	11	7.0%	7	9.0%	9
Once a month	13.3%	146	23.0%	23	13.0%	13	12.0%	12	13.0%	13	6.0%	6	16.0%	16	10.0%	10	13.0%	13	16.0%	16	9.0%	9	15.0%	15
Once every two months	9.9%	109	9.0%	9	12.0%	12	8.0%	8	12.0%	12	10.0%	10	13.0%	13	9.0%	9	11.0%	11	13.0%	13	6.0%	6	6.0%	6
Once every six months	5.4%	59	6.0%	6	3.0%	3	6.0%	6	5.0%	5	6.0%	6	10.0%	10	6.0%	6	6.0%	6	3.0%	3	2.0%	2	6.0%	6
Once a year	1.5%	16	5.0%	5	1.0%	1	3.0%	3	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0
Less often	0.4%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dont know	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	42.1%	463	24.0%	24	54.0%	54	42.0%	42	47.0%	47	50.0%	50	25.0%	25	41.0%	41	36.0%	36	44.0%	44	58.0%	58	42.0%	42
Base:		1100		100		100		100		100		100		100		100		100		100		100		100
Restaurant / café																								
More than once a week	8.3%	91	8.0%	8	5.0%	5	11.0%	11	6.0%	6	10.0%	10	6.0%	6	9.0%	9	8.0%	8	9.0%	9	8.0%	8	11.0%	11
Once a week	14.6%	161	13.0%	13	16.0%	16	15.0%	15	9.0%	9	11.0%	11	25.0%	25	16.0%	16	13.0%	13	8.0%	8	15.0%	15	20.0%	20
Once a fortnight	15.6%	172	21.0%	21	12.0%	12	14.0%	14	19.0%	19	16.0%	16	24.0%	24	14.0%	14	8.0%	8	14.0%	14	15.0%	15	15.0%	15
Once a month	18.6%	205	20.0%	20	16.0%	16	16.0%	16	19.0%	19	20.0%	20	16.0%	16	14.0%	14	19.0%	19	26.0%	26	22.0%	22	17.0%	17
Once every two months	13.4%	147	13.0%	13	19.0%	19	13.0%	13	15.0%	15	10.0%	10	10.0%	10	15.0%	15	15.0%	15	11.0%	11	10.0%	10	16.0%	16
Once every six months	3.7%	41	4.0%	4	1.0%	1	5.0%	5	3.0%	3	4.0%	4	4.0%	4	7.0%	7	4.0%	4	4.0%	4	2.0%	2	3.0%	3
Once a year	0.9%	10	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	2.0%	2
Less often	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dont know	1.0%	11	0.0%	0	1.0%	1	1.0%	1	3.0%	3	2.0%	2	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Never	23.6%	260	20.0%	20	29.0%	29	25.0%	25	25.0%	25	25.0%	25	13.0%	13	24.0%	24	32.0%	32	28.0%	28	25.0%	25	14.0%	14
Base:		1100		100		100		100		100		100		100		100		100		100		100		100
Family entertainment (e.g. tenpin bowling, skating rink, family day out)																								
More than once a week	0.8%	9	2.0%	2	0.0%	0	3.0%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Once a week	0.7%	8	4.0%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	2.4%	26	9.0%	9	1.0%	1	8.0%	8	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Once a month	3.9%	43	11.0%	11	3.0%	3	8.0%	8	2.0%	2	1.0%	1	2.0%	2	5.0%	5	2.0%	2	4.0%	4	2.0%	2	3.0%	3
Once every two months	5.1%	56	14.0%	14	2.0%	2	1.0%	1	0.0%	0	5.0%	5	4.0%	4	7.0%	7	8.0%	8	7.0%	7	4.0%	4	4.0%	4
Once every six months	2.7%	30	2.0%	2	2.0%	2	4.0%	4	5.0%	5	1.0%	1	4.0%	4	4.0%	4	2.0%	2	2.0%	2	3.0%	3	1.0%	1
Once a year	2.2%	24	3.0%	3	2.0%	2	1.0%	1	2.0%	2	2.0%	2	1.0%	1	2.0%	2	3.0%	3	4.0%	4	2.0%	2	2.0%	2
Less often	0.7%	8	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Dont know	0.5%	6	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Never	80.9%	890	54.0%	54	86.0%	86	74.0%	74	86.0%	86	89.0%	89	85.0%	85	79.0%	79	82.0%	82	81.0%	81	87.0%	87	87.0%	87
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Outdoor / social activities e.g. walking, fishing, horse riding, art / craft classes, choir practice, watching sporting events, etc.																								
More than once a week	3.1%	34	0.0%	0	3.0%	3	2.0%	2	1.0%	1	2.0%	2	4.0%	4	6.0%	6	6.0%	6	4.0%	4	5.0%	5	1.0%	1
Once a week	1.4%	15	2.0%	2	3.0%	3	0.0%	0	0.0%	0	3.0%	3	4.0%	4	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Once a fortnight	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.8%	9	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Once every two months	0.4%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Once every six months	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	0.0%	0	0.0%	0	0.0%	0
Once a year	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dont know	0.5%	6	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Never	93.2%	1025	97.0%	97	92.0%	92	92.0%	92	96.0%	96	92.0%	92	90.0%	90	93.0%	93	89.0%	89	93.0%	93	95.0%	95	96.0%	96
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q35 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?
Those that said 'Bingo / casino / bookmaker' at Q34 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	10.6%	7	23.8%	5	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Chipping Norton Town Centre	4.5%	3	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Zone 3																								
Carterton Town Centre	4.5%	3	0.0%	0	0.0%	0	21.4%	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
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	1.5%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Woodstock 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	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Zone 10																								
Lechlade-on-Thames Town Centre, GL7 3	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	0.0%	0	100.0%	1	0.0%	0
Zone 11																								
Enstone Village Centre, OX7 4	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	0.0%	0	0.0%	0	25.0%	1
Outside Catchment Area																								
Adderbury Village Centre	1.5%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Admiral Casino, Oxford Street, High Wycombe, HP11 2DG	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Admiral Casino, Parson's Street, Banbury, OX16 5LW	12.1%	8	9.5%	2	0.0%	0	28.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	25.0%	1
Banbury Town Centre	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Betzone, High Street, Banbury, OX16 5EG	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, Greenbridge Retail Park, Garrard Way, Swindon, SN3 3SQ	6.1%	4	19.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	3.0%	2	0.0%	0	0.0%	0	0.0%	0	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merkur Slots, Templars Square Shopping Centre, Upper Barr, Oxford, OX4 3UX	18.2%	12	23.8%	5	0.0%	0	35.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Milton Keynes City Centre, MK9 3	1.5%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	6.1%	4	4.8%	1	40.0%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.5%	1	0.0%	0	0.0%	0	7.1%	1	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 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	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	12.1%	8	14.3%	3	20.0%	1	7.1%	1	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Base:		66		21		5		14		5		4		1		4		5		2		1		4

Q36 Which cinema do you or members of your household normally visit?
Those that said 'Cinema' at Q34 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Cineworld, Marriotts Walk, Witney, OX28 6GW	45.3%	228	53.6%	30	9.1%	4	75.5%	37	27.5%	11	79.5%	31	75.0%	45	6.7%	3	7.1%	3	40.0%	18	76.7%	23	43.4%	23
Witney Town Centre, OX28 6	1.4%	7	10.7%	6	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	0.0%	0
Zone 2																								
Chipping Norton Town Centre, OX7 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
The Living Room, High Street, Chipping Norton, OX7 5AD	9.9%	50	1.8%	1	40.9%	18	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.2%	1	14.3%	6	26.7%	12	0.0%	0	20.8%	11
The Theatre, Spring Street, Chipping Norton, OX7 5NL	5.2%	26	0.0%	0	27.3%	12	6.1%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	7.1%	3	2.2%	1	0.0%	0	11.3%	6
Zone 5																								
Eynsham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Didcot Town Centre, OX11 8	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre, OX20 1	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Odeon, Heyford Park, Bicester, OX25 5BD	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Zone 11																								
Soho Farmhouse, Great Tew, Chipping Norton, OX7 4JS	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Banbury Town Centre, OX16 5	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.9%	1
Bicester Town Centre, OX26 6	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre, GL50 1	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	2.2%	1	0.0%	0	0.0%	0
Cirencester Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Curzon, Westgate Shopping Centre, Oxford, OX1 1NZ	2.2%	11	1.8%	1	2.3%	1	0.0%	0	10.0%	4	0.0%	0	1.7%	1	4.4%	2	0.0%	0	2.2%	1	0.0%	0	1.9%	1
Everyman, Bell Court, Wood Street, Stratford-upon-Avon, CV37 6LP	1.4%	7	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	6.7%	3	0.0%	0	0.0%	0
Everyman, Regent Street, Cheltenham, GL50 1HQ	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	2.2%	1	3.3%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kassam Stadium, Grenoble Road, Littlemore, Oxford, OX4 4XP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Milton Keynes City Centre, MK9 3	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Odeon, George Street, Oxford, OX1 2BL	2.4%	12	5.4%	3	0.0%	0	0.0%	0	0.0%	0	7.7%	3	5.0%	3	4.4%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Oxford City Centre, OX1 1	0.8%	4	3.6%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Picturehouse, Walton Street, Oxford, OX2 6AE	2.2%	11	0.0%	0	0.0%	0	0.0%	0	5.0%	2	5.1%	2	6.7%	4	0.0%	0	2.4%	1	0.0%	0	0.0%	0	3.8%	2
Regal Cinema, Port Street, Evesham, WR11 3LD	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	6.7%	3	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre, CV37 6	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	2.2%	1	0.0%	0	0.0%	0
The Abbey Cinema, Abbey Close, Abingdon, OX14 3JD	1.8%	9	0.0%	0	0.0%	0	0.0%	0	15.0%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.2%	1	3.3%	1	0.0%	0
The Light, Spiceball Park Road, Banbury, OX16 2PA	8.7%	44	7.1%	4	9.1%	4	6.1%	3	0.0%	0	0.0%	0	0.0%	0	22.2%	10	47.6%	20	2.2%	1	0.0%	0	3.8%	2
The Ultimate Picture Palace, Jeune Street, Cowley Road, Oxford, OX4 1BN	1.4%	7	3.6%	2	0.0%	0	2.0%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Vue, Greenbridge Retail & Leisure Park, Swindon, SN3 3SQ	3.4%	17	3.6%	2	0.0%	0	4.1%	2	15.0%	6	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	13.3%	4	1.9%	1
Vue, Ozone Leisure Park, Littlemore, Oxford, OX4 4XP	3.6%	18	5.4%	3	0.0%	0	0.0%	0	17.5%	7	5.1%	2	6.7%	4	2.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Vue, Pioneer Centre, Bicester, OX26 6FA	4.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	48.9%	22	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.8%	4	0.0%	0	2.3%	1	2.0%	1	2.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		503		56		44		49		40		39		60		45		42		45		30		53

Q37 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
Those that said 'Gym / health club / sports facility' at Q34 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Estelle Manor, Eynsham, North Leigh, Park, OX29 6PN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Minster Lovell Village Centre, OX29 0	0.3%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Ducklington Lane, Witney, OX28 4JF	3.4%	10	13.5%	5	0.0%	0	2.8%	1	0.0%	0	4.0%	1	3.8%	1	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windrush Leisure Centre, Witan Way, Witney, OX28 4YA	7.9%	23	10.8%	4	0.0%	0	8.3%	3	5.3%	1	16.0%	4	19.2%	5	0.0%	0	0.0%	0	3.8%	1	5.0%	1	12.5%	4
Witney Lakes Resort, Downs Road, Witney, OX29 0SY	3.1%	9	2.7%	1	0.0%	0	5.6%	2	0.0%	0	16.0%	4	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Witney Town Centre	6.5%	19	21.6%	8	0.0%	0	8.3%	3	0.0%	0	20.0%	5	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Zone 2																								
Chipping Norton Leisure Centre, Burford Road, Chipping Norton, OX7 5DY	8.2%	24	0.0%	0	59.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	15.8%	3	15.4%	4	0.0%	0	9.4%	3
Chipping Norton Lido, Fox Close, Chipping Norton, OX7 5BZ	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	3.8%	1	0.0%	0	0.0%	0
Chipping Norton Town Centre	5.5%	16	0.0%	0	27.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	10.5%	2	7.7%	2	0.0%	0	12.5%	4
Zone 3																								
Carterton Leisure Centre, Broadshires Way, Carterton, OX18 1AA	7.5%	22	5.4%	2	0.0%	0	38.9%	14	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	3.8%	1	20.0%	4	0.0%	0
Carterton Town Centre	2.4%	7	2.7%	1	0.0%	0	11.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Zone 4																								
Southmoor Village Centre, OX13 5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Bartholomew Sports Centre, Back Lane, Eynsham, Witney, OX29 4QP	1.7%	5	8.1%	3	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ducklington Village Hall, Ducklington, Standlake Road, Ducklington, OX29 7UX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln Farm Park, High Street, Standlake, Witney, OX29 7RH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	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		Zone 9		Zone 10		Zone 11	
Zone 6																								
Woodstock Town Centre	1.7%	5	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	11.5%	3	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Deddington Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Kirtlington Golf Club, Kirtlington, Kidlington, OX5 3JY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bannatyne Health Club, Oxford Road, Bodicote, Banbury, OX15 4AF	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	4	15.8%	3	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Rye Hill Golf Club, Milcombe, Banbury, OX15 4RU	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	3.8%	1	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Bledington Village Centre, OX7 6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	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	7.7%	2	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	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	7.7%	2	0.0%	0	0.0%	0
The Fire Service College, London Road, Moreton-in-Marsh, GL56 0RH	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	3.8%	1	0.0%	0	0.0%	0
The Wychwood Golf Club, Lyneham, Chipping Norton, OX7 6QQ	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	1.4%	4	2.7%	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	10.0%	2	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	3	0.0%	0
Zone 11																								
Charlbury Town Centre	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	7
Enstone Village Centre, OX7 4	1.4%	4	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	3.8%	1	0.0%	0	3.1%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Outside Catchment Area																								
Abingdon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Banbury Town Centre	1.0%	3	0.0%	0	4.5%	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	3.1%	1
Barton Leisure Centre, Waynflete Road, Oxford, OX3 8GA	0.7%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Bicester Golf Club, Green Lane, Chesterton, Bicester, OX26 1TH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Leisure Centre, Queens Avenue, Bicester, OX26 2NR	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	6	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Bourton-on-the-Water Village Centre, GL54 2	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0	0.0%	0
Brackley Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Buzz Gym, Westgate Shopping Centre, Queen Street, Oxford, OX1 1NZ	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Carlton Village Centre, MK43 7	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Chesterton Valley Golf Course, Bridgnorth, WV15 5NX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterton Village Centre, OX26 1	0.7%	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	0.0%	0	0.0%	0	0.0%	0
Clanfield Village Centre, PO8 0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Cumnor Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Oxford Business Park, Garsington Road, Oxford, OX4 2JY	1.0%	3	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
David Lloyd, The Aerodrome, Liverpool, L24 8QD	0.3%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Wendlebury Road, Bicester, OX25 2BX	1.4%	4	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Faringdon Leisure Centre, Fernham Road, Faringdon, Oxfordshire, SN7 7LB	2.1%	6	0.0%	0	0.0%	0	0.0%	0	21.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Faringdon Town Centre	1.7%	5	0.0%	0	0.0%	0	2.8%	1	10.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Ferry Leisure Centre,	1.7%	5	0.0%	0	0.0%	0	5.6%	2	5.3%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Diamond Place, Summertown, Oxford, OX2 7DP																								
Frilford Local Centre, OX13 6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Village Centre, OX12 7	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inkberrow Village Centre, WR7 4	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	3.8%	1	0.0%	0	0.0%	0
Juvenate Health Club, Godstow Road, Wolvercote, Oxford, OX2 8AL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington & Gosford Leisure Centre, Oxford Road, Kidlington, OX5 2NU	0.7%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leys Pools & Leisure Centre, Pegasus Road, Oxford, OX4 6JL	0.3%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Naunton Downs Estate, Naunton, Cheltenham, GL54 3AE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Nuffield Health, Woodstock Road, Oxford, OX2 7NZ	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Oxford City Centre	1.7%	5	5.4%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Oxsrad Sports & Leisure Centre, Court Place Farm, Marsh Lane, Headington, Oxford, OX3 0NQ	0.7%	2	2.7%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	1.0%	3	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0
PureGym, Oxford Road, Bicester, OX26 1BT	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	3.3%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre, SN6 8	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slip Village Centre, NN14 3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spiceball Leisure Centre, Cherwell Drive, Banbury, OX16 2BW	2.4%	7	2.7%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	3	0.0%	0	0.0%	0	6.3%	2
Stratford-upon-Avon Town Centre	0.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	1.4%	4	0.0%	0	0.0%	0	0.0%	0	15.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
The Gym Group, Fairacres Retail Park, Marcham	0.7%	2	0.0%	0	0.0%	0	0.0%	0	10.5%	2	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		Zone 9		Zone 10		Zone 11	
Road, Abingdon, OX14 1ST																								
The Gym Group, Headington Retail Park, Horspath Driftway, Oxford, OX3 7JN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Horse Leisure and Tennis Centre, Audlett Drive, Abingdon, Oxfordshire, OX14 3PJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Others																								
Abroad	1.4%	4	0.0%	0	0.0%	0	2.8%	1	10.5%	2	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		292		37		22		36		19		25		26		30		19		26		20		32

Q38 Where do you or members of your household normally go to visit the theatre, watch a concert or live music?
Those that said 'Theatre / concert / music hall' at Q34 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	0.4%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Chipping Norton Town Centre	16.4%	82	8.5%	4	61.7%	29	4.5%	2	0.0%	0	2.6%	1	6.5%	4	9.1%	4	30.4%	14	28.9%	11	0.0%	0	24.1%	13
The Theatre, Spring Street, Chipping Norton, OX7 5NL	2.4%	12	0.0%	0	12.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	2.6%	1	3.0%	1	3.7%	2
Zone 3																								
Zone 4																								
Zone 5																								
Eynsham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Zone 6																								
Blenheim Palace, Woodstock, OX20 1PS	0.4%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Deddington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Local Centre, OX7 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	0.4%	2	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	0.0%	0	0.0%	0
Zone 9																								
Zone 10																								
Lechlade-on-Thames Town Centre, GL7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Zone 11																								
Charlbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Ashmolean Museum of Art and Archaeology, Beaumont Street, Oxford, OX1 2PH	1.0%	5	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	3.0%	1	0.0%	0
Banbury Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.4%	2	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	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.4%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Central London / West End	15.6%	78	12.8%	6	8.5%	4	15.9%	7	17.4%	8	18.4%	7	14.5%	9	18.2%	8	13.0%	6	10.5%	4	27.3%	9	18.5%	10
Cheltenham Town Centre	3.0%	15	2.1%	1	2.1%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.3%	1	0.0%	0	15.8%	6	12.1%	4	1.9%	1
Cirencester Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	6	0.0%	0
Kidlington Village Centre	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre, L1 3	0.2%	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	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		Zone 9		Zone 10		Zone 11	
Lowestoft Town Centre, NR32 2	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	2.6%	1	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M2 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	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	2.6%	1	0.0%	0	0.0%	0
New Theatre, George Street, Oxford, OX1 2AG	3.8%	19	4.3%	2	2.1%	1	2.3%	1	2.2%	1	2.6%	1	8.1%	5	9.1%	4	0.0%	0	2.6%	1	0.0%	0	5.6%	3
Newbury Town Centre, RG14 5	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%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre, NE1 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	41.3%	206	51.1%	24	4.3%	2	65.9%	29	60.9%	28	68.4%	26	58.1%	36	40.9%	18	15.2%	7	18.4%	7	18.2%	6	42.6%	23
Oxford Playhouse, Beaumont Street, Oxford, OX1 2LW	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.3%	1	2.2%	1	2.6%	1	0.0%	0	0.0%	0
Plymouth City Centre, PL1 1	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre, CV31 3	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Royal Shakespeare Theatre, Waterside, Stratford-upon-Avon, CV37 6BB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	3.8%	19	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	4	2.3%	1	17.4%	8	7.9%	3	0.0%	0	1.9%	1
Swindon Town Centre	1.6%	8	0.0%	0	0.0%	0	2.3%	1	8.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0
The Watermill Theatre, Bagnor, Newbury, RG20 8AE	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%	0	0.0%	0	0.0%	0	0.0%	0
Upton House and Gardens, Edge Hill, Banbury, OX15 6HT	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	1.2%	6	0.0%	0	2.1%	1	0.0%	0	4.3%	2	0.0%	0	1.6%	1	2.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Base:		499		47		47		44		46		38		62		44		46		38		33		54

Q39 Where do you or members of your household normally go to visit a museum, gallery, or other place of historical / cultural interest?
Those that said 'Museum / gallery or place of historical / cultural interest' at Q34 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	0.9%	4	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	2.9%	1	0.0%	0
Zone 2																								
Chipping Norton Town Centre	2.5%	11	2.2%	1	23.3%	7	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Bampton Local Centre, OX18 2	0.5%	2	0.0%	0	3.3%	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	0.0%	0
Zone 4																								
Buscot Park, Lechlade Road, Faringdon, SN7 8BU	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	3.7%	1	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Blenheim Palace, Woodstock, OX20 1PS	1.4%	6	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	2.3%	1	3.7%	1	0.0%	0	0.0%	0
Woodstock Town Centre	8.4%	37	2.2%	1	0.0%	0	2.5%	1	5.4%	2	7.0%	3	32.8%	19	4.8%	2	2.3%	1	7.4%	2	2.9%	1	12.8%	5
Zone 7																								
Rousham House & Gardens, Rousham, Bicester, OX25 4QU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Hook Norton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Zone 9																								
Kingham Village Centre	0.2%	1	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%	0	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Filkins Village Centre, GL7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.2%	1	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%	0	0.0%	0	0.0%	0
Ashmolean Museum of Art and Archaeology, Beaumont Street, Oxford, OX1 2PH	13.4%	59	13.3%	6	10.0%	3	5.0%	2	10.8%	4	14.0%	6	10.3%	6	26.2%	11	16.3%	7	14.8%	4	20.0%	7	7.7%	3
Banbury Town Centre	1.4%	6	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	5	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1	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	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.2%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Motor Museum, Banbury Road, Lighthorne Heath, Warwick, CV35 0BJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	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		Zone 9		Zone 10		Zone 11	
Central London / West End	19.4%	85	8.9%	4	16.7%	5	32.5%	13	13.5%	5	9.3%	4	17.2%	10	16.7%	7	30.2%	13	25.9%	7	22.9%	8	23.1%	9
Cheltenham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2	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	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4	0.0%	0
Colchester City Centre, CO1 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Compton Verney Local Centre, CV35 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	0.7%	3	2.2%	1	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duxford Village Centre, CB22 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull City Centre, HU1 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Kidlington Village Centre	0.5%	2	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%	0	0.0%	0	2.6%	1
Liverpool City Centre, L1 3	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	0.0%	0	0.0%	0	0.0%	0
Loxford Local Centre, IG1 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Milton Keynes City Centre, MK9 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre, NE1 5	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	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	39.2%	172	33.3%	15	40.0%	12	32.5%	13	56.8%	21	65.1%	28	27.6%	16	45.2%	19	23.3%	10	33.3%	9	25.7%	9	51.3%	20
Oxford University Museum of Natural History, Parks Road, Oxford, OX1 3PW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitt Rivers Museum, South Parks Road, Oxford, OX1 3PP	0.2%	1	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%	0	0.0%	0	0.0%	0
Portland Museum, Wakeham, Easton, Portland, DT5 1HS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.5%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	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	3.7%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.2%	1	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%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-le-Dale Village Centre, PR5 4	0.2%	1	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%	0	0.0%	0	0.0%	0
Warwick Town Centre, CV34 4	0.2%	1	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%	0	0.0%	0	0.0%	0
Others																								
Abroad	3.9%	17	8.9%	4	3.3%	1	2.5%	1	5.4%	2	2.3%	1	5.2%	3	2.4%	1	2.3%	1	7.4%	2	2.9%	1	0.0%	0
Base:		439		45		30		40		37		43		58		42		43		27		35		39

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q40 Where do you or members of your household normally go to visit pubs / bars / nightclubs? *Those that said 'Pub / bar / nightclub / live music venue' at Q34 AND Excl. Nulls*																								
Zone 1																								
Hailey Village Centre, OX29 9	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	0.0%	0	0.0%	0	0.0%	0
Leafield Village Centre, OX29 9	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Hanborough Village Centre, OX29 6	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minster Lovell Village Centre, OX29 0	0.5%	3	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	0.0%	0	0.0%	0
North Leigh Village Centre	0.5%	3	1.6%	1	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	1.8%	1
The Back Lane Tavern, Park Lane, Woodstock, OX20 1UD	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	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	16.3%	93	68.9%	42	0.0%	0	25.5%	13	8.2%	4	24.4%	10	21.4%	15	2.0%	1	0.0%	0	1.8%	1	5.6%	2	8.9%	5
Woodstock Town Centre	5.3%	30	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	27.1%	19	13.7%	7	1.8%	1	1.8%	1	0.0%	0	1.8%	1
Zone 2																								
Chipping Norton Town Centre	8.1%	46	0.0%	0	70.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	1.8%	1	0.0%	0	17.9%	10
Salford Village Centre, OX7 5	0.4%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Zone 3																								
Bampton Local Centre, OX18 2	0.9%	5	0.0%	0	0.0%	0	7.8%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	3.0%	17	0.0%	0	0.0%	0	33.3%	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
Zone 4																								
Appleton Village Centre, OX13 5	0.5%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bessels Leigh Local centre, OX13 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckland Village Centre	0.4%	2	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longworth Village Centre, OX13 5	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.7%	4	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Ducklington Village Centre, OX29 7	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	3.0%	17	0.0%	0	0.0%	0	3.9%	2	0.0%	0	34.1%	14	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbridge Local Centre, OX29 7	0.4%	2	1.6%	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	0.0%	0	0.0%	0
Northmoor Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Stanton Harcourt Village Centre, OX29 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Green Local Centre, OX29 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Barford St Michael Village Centre, OX15 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	11	0.0%	0	1.8%	1	0.0%	0	1.8%	1
Duns Tew Village Centre, OX25 6	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Middle Barton Local Centre, OX7 7	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Aston Village Centre, OX25 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	1.4%	8	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6	1.8%	1	0.0%	0	0.0%	0
Bodicote Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Freeland Village Centre, OX29 8	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	1.9%	11	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	9	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	1.8%	10	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	7	3.6%	2	0.0%	0	0.0%	0
Sibford Gower Local Centre, OX15 5	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0
Stonesfield Village Centre, OX29 8	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Whichford Village Centre, CV36 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Ascott-under-Wychwood Village Centre, OX7 6	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	1.8%	1	0.0%	0	0.0%	0
Bledington Village Centre, OX7 6	0.9%	5	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Churchill Local Centre, OX7 6	1.1%	6	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.5%	3	0.0%	0	1.8%	1
Kingham Village Centre	0.7%	4	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	10.9%	6	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	2.5%	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	25.5%	14	0.0%	0	0.0%	0
Shipton-under-Wychwood	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	7.3%	4	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Village Centre																								
Zone 10																								
Asthall Village Centre, OX18 4	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Burford Town Centre, OX18 4	1.4%	8	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.8%	1	1.8%	1	8.3%	3	0.0%	0
Filkins Village Centre, GL7 3	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	5	0.0%	0
Fulbrook Village Centre, OX18 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	2.5%	14	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.1%	13	0.0%	0
Shilton Village Centre, OX18 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Swinbrook Village Centre, OX18 4	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0
Zone 11																								
Chadlington Village Centre	1.2%	7	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	5.4%	3
Charlbury Town Centre	2.6%	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	0.0%	0	0.0%	0	26.8%	15
Enstone Village Centre, OX7 4	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4
Finstock Village Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	5
Ramsden Local Centre, OX7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Outside Catchment Area																								
Abingdon Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Alderminster Village Centre, CV37 8	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	1.8%	1	0.0%	0	0.0%	0
Aynho Village Centre, OX17 3	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.9%	11	0.0%	0	2.3%	1	7.8%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	7.0%	4	0.0%	0	0.0%	0	1.8%	1
Binsey Village Centre, OX2 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton on the Water Village Centre, GL54 2	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	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Hill Local Centre, GL56 9	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	1.8%	1	0.0%	0	0.0%	0
Central London / West End	0.7%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.8%	1	0.0%	0	0.0%	0	1.8%	1
Charlton-on-Otmoor Local Centre, OX5 2	0.4%	2	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	2.8%	1	0.0%	0
Charney Bassett Local Centre, OX12 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.4%	2	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Campden Town	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	1.8%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, GL55 6																								
Cirencester Town Centre	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clanfield Village Centre, PO8 0	0.5%	3	0.0%	0	0.0%	0	3.9%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	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	1.8%	1	0.0%	0	0.0%	0
Faringdon Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	6.1%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre, GU9 7	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fyfield Village Centre, CM5 0	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Coxwell Village Centre, SN7 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Poyle Village Centre, OX5 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamwell Village Centre, OX17 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kineton Village Centre, CV35 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
King's Sutton Village Centre, OX17 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Little Coxwell Village Centre, SN7 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Tysoe Village Centre, CV35 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Murcott Village Centre, OX5 2	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	0.0%	0	0.0%	0	0.0%	0
Oddington Village Centre, OX5 2	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Oxford City Centre	6.1%	35	11.5%	7	4.5%	2	3.9%	2	12.2%	6	12.2%	5	1.4%	1	7.8%	4	0.0%	0	3.6%	2	2.8%	1	8.9%	5
Shipston-on-Stour Town Centre, CV36 4	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre, SY1 1	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	1.8%	1	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0
Swindon Town Centre	0.5%	3	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Wantage Town Centre, OX12 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-on-the-Green Village Centre, OX25 3	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	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.4%	1	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		Zone 9		Zone 10		Zone 11	
OX1 5																								
Others																								
Abroad	1.4%	8	1.6%	1	2.3%	1	3.9%	2	6.1%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		571		61		44		51		49		41		70		51		57		55		36		56

Q41 Where do you or members of your household normally go for eating out e.g. cafes and restaurants?
Those that said 'Restaurant / café' at Q34 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Hailey Village Centre, OX29 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Long Hanborough Village Centre, OX29 6	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	0.0%	0	0.0%	0	0.0%	0
Minster Lovell Village Centre, OX29 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	25.3%	185	75.7%	53	0.0%	0	32.4%	22	15.4%	10	48.4%	31	39.5%	30	5.1%	3	1.7%	1	5.8%	4	13.8%	9	30.1%	22
Woodstock Town Centre	3.3%	24	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	23.7%	18	5.1%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Zone 2																								
Chipping Norton Town Centre	10.4%	76	0.0%	0	56.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	17.2%	10	17.4%	12	0.0%	0	20.5%	15
Zone 3																								
Aston Village Centre, OX18 2	0.8%	6	0.0%	0	1.6%	1	1.5%	1	1.5%	1	0.0%	0	1.3%	1	1.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bampton Local Centre, OX18 2	1.1%	8	1.4%	1	0.0%	0	10.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	4.2%	31	1.4%	1	0.0%	0	33.8%	23	3.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	1.4%	1
Zone 4																								
Buckland Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	1.5%	11	0.0%	0	0.0%	0	1.5%	1	0.0%	0	14.1%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.3%	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	1.4%	1	0.0%	0	0.0%	0
Zone 7																								
Clifton Local Centre, OX15 0	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	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns Tew Village Centre, OX25 6	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	0.0%	0	0.0%	0	0.0%	0
Middle Aston Local Centre, OX25 5	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
North Aston Village Centre, OX25 6	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	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tackley Village Centre, OX5 3	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	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	8.6%	5	0.0%	0	0.0%	0	2.7%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Bodicote Village Centre	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre, OX15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Freeland Village Centre, OX29 8	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	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	1.2%	9	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	8.6%	5	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.8%	6	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	1	0.0%	0	0.0%	0
Sibford Gower Local Centre, OX15 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Whichford Village Centre, CV36 5	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Ascott-under-Wychwood Village Centre, OX7 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bledington Village Centre, OX7 6	0.4%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Churchill Local Centre, OX7 6	0.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.4%	3	1.4%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Longborough Local Centre, GL56 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	11.6%	8	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	3.3%	24	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.7%	1	29.0%	20	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	3.6%	26	1.4%	1	0.0%	0	0.0%	0	3.1%	2	3.1%	2	0.0%	0	0.0%	0	1.7%	1	1.4%	1	26.2%	17	2.7%	2
Filkins Village Centre, GL7 3	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Great Barrington Village Centre, OX18 4	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	2.6%	19	0.0%	0	0.0%	0	2.9%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	16	0.0%	0
Swinbrook Village Centre, OX18 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Zone 11																								
Chadlington Village Centre	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	0.0%	0	0.0%	0	4.1%	3
Charlbury Town Centre	2.6%	19	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	6	1.7%	1	0.0%	0	1.4%	1	0.0%	0	13.7%	10
Finstock Village Centre	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Great Tew Local Centre, OX7 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	12.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	3.7%	27	0.0%	0	7.8%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	8.5%	5	20.7%	12	4.3%	3	0.0%	0	1.4%	1
Beccles Town Centre, NR34 9	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	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.8%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Bourton on the Water Village Centre, GL54 2	0.3%	2	1.4%	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	0.0%	0	0.0%	0
Brackley Town Centre	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre, RG12 1	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	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 3	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	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.6%	12	1.4%	1	1.6%	1	2.9%	2	0.0%	0	0.0%	0	2.6%	2	5.1%	3	0.0%	0	1.4%	1	3.1%	2	0.0%	0
Cheltenham Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0
Chipping Campden Town Centre, GL55 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cirencester Town Centre	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	0.0%	0	4.6%	3	0.0%	0
Clanfield Village Centre, PO8 0	0.5%	4	0.0%	0	0.0%	0	1.5%	1	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Coleshill Village Centre, SN6 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dedham Village Centre, CO7 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre, SO50 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Evesham Town Centre, WR11 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Faringdon Town Centre	1.2%	9	1.4%	1	0.0%	0	0.0%	0	12.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre, GU9 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frilford Local Centre, OX13 6	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fyfield Village Centre, CM5 0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Coxwell Village Centre, SN7 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardington Mandeville Village Centre, BA22 9	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haworth Village Centre, BD22 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kidlington Village Centre	1.5%	11	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1	2.6%	2	11.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Sutton Village Centre, OX17 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Manchester City Centre, M1 5	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	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	9.4%	69	8.6%	6	9.4%	6	2.9%	2	12.3%	8	21.9%	14	9.2%	7	13.6%	8	3.4%	2	4.3%	3	3.1%	2	15.1%	11
Sandford-on-Thames Village Centre, OX4 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	5	0.0%	0	0.0%	0	0.0%	0
St Mawes Village Centre, TR2 5	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	0.0%	0	0.0%	0	0.0%	0
Stamford Town Centre, PE9 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Mandeville Village Centre, HP22 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	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	4.3%	3	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	2.9%	2	0.0%	0	0.0%	0
Swindon Town Centre	1.2%	9	0.0%	0	0.0%	0	2.9%	2	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0
Teddington Local Centre, TW11 0	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	0.0%	0	0.0%	0	0.0%	0
Tenbury Wells Town Centre, WR15 8	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury Town Centre, GL20 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.8%	6	0.0%	0	1.6%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Base:		731		70		64		68		65		64		76		59		58		69		65		73

Q42 Where do you or members of your household normally go for family entertainment e.g. tenpin bowling, skating rink?
Those that said 'Family entertainment (e.g. tenpin bowling, skating rink, family day out)' at Q34 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Cogges Manor Farm, Church Lane, Witney, OX28 3LA	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	5.3%	1	0.0%	0	0.0%	0
Witney Town Centre	3.1%	5	8.1%	3	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Zone 2																								
Chipping Norton Town Centre	2.5%	4	0.0%	0	27.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Fairytale Farm, Southcombe, OX7 5QH	1.2%	2	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Brize Norton Village Centre, OX18 3	1.2%	2	0.0%	0	0.0%	0	10.0%	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
Carterton Town Centre	4.3%	7	0.0%	0	0.0%	0	25.0%	5	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Crocodiles of the World, Burford Road, Brize Norton, Carterton, OX18 3NX	1.2%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Buckland Village Centre	0.6%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	1.2%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Blenheim Local Centre, OX20 1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	4.3%	7	10.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	2	5.3%	1	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Moreton-in-Marsh Town Centre, GL56 0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	0.0%	0
Zone 10																								
Cotswold Wildlife Park & Gardens, Bradwell Grove, Burford, OX18 4JP	2.5%	4	2.7%	1	0.0%	0	0.0%	0	11.1%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Lechlade-on-Thames Town Centre, GL7 3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Zone 11																								
Dean Local Centre, OX7 3	0.6%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Aylesbury Town Centre, HP20 2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Bowl, Cherwell	9.9%	16	0.0%	0	36.4%	4	0.0%	0	0.0%	0	0.0%	0	9.1%	1	15.4%	2	21.4%	3	21.1%	4	0.0%	0	22.2%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, George Street, Banbury, OX16 5BH																								
Banbury Town Centre	4.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.5%	5	7.1%	1	5.3%	1	0.0%	0	0.0%	0
Barnt Green Village Centre, B45 8	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	5.3%	1	0.0%	0	0.0%	0
Bicester Town Centre	1.9%	3	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	9.1%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre, RG12 1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre, CF10 1	0.6%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	3.7%	6	10.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	2	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Cirencester Town Centre	1.9%	3	5.4%	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	10.0%	1	0.0%	0
Cotswold Farm Park, Guiting Power, Cheltenham, GL54 5FL	0.6%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Local Centre, OX4 2	0.6%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome Town Centre, BA11 1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Hollywood Bowl, Ozone Leisure Park, Grenoble Road, Littlemore, Oxford, OX4 4XP	9.9%	16	8.1%	3	0.0%	0	10.0%	2	33.3%	3	37.5%	3	18.2%	2	15.4%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Kassam Stadium, Grenoble Road, Littlemore, Oxford, OX4 4XP	2.5%	4	0.0%	0	0.0%	0	5.0%	1	0.0%	0	12.5%	1	9.1%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Kidlington Village Centre	0.6%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	19.3%	31	32.4%	12	18.2%	2	25.0%	5	22.2%	2	25.0%	2	9.1%	1	0.0%	0	14.3%	2	5.3%	1	10.0%	1	33.3%	3
Oxford Ice Rink, Oxpens Road, Oxford, OX1 1RX	2.5%	4	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Peterborough City Centre, PE1 1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre, PR1 2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Stratford-upon-Avon Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	5.3%	1	0.0%	0	0.0%	0
Stroud Bowl, Stroud, GL5 1QA	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	0.0%	0	0.0%	0	0.0%	0
Tenpin, Whitehill Way, Shaw Ridge Leisure Park, Swindon, SN5 7DN	3.7%	6	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	30.0%	3	0.0%	0
Thornbury Town Centre, BS35 2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Waddesdon Manor, Waddesdon, Aylesbury, HP18 0JH	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre, CV34 4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Wellesbourne Village Centre, CV35 9	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	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		Zone 9		Zone 10		Zone 11	
Weston-super-Mare Town Centre, BS23 3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Others																								
Abroad	2.5%	4	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	7.1%	1	5.3%	1	0.0%	0	0.0%	0
Base:		161		37		11		20		9		8		11		13		14		19		10		9

Q43 Where do you or members of your household normally go for outdoor / social activities e.g. walking, fishing, horse riding, art / craft classes, choir practice, watching sporting events, etc.
Those that said 'Other activity' at Q34 AND Excl. Nulls

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																							
Witney Town Centre	3.1%	2	66.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	7.7%	5	0.0%	0	14.3%	1	0.0%	0	0.0%	0	14.3%	1	33.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																							
Chipping Norton Town Centre	9.2%	6	0.0%	0	71.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Zone 3																							
Bampton Local Centre, OX18 2	1.5%	1	0.0%	0	0.0%	0	16.7%	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
Carterton Town Centre	1.5%	1	0.0%	0	0.0%	0	16.7%	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 4																							
Appleton Village Centre, OX13 5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																							
Eynsham Village Centre	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	2	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Standlake Village Centre	6.2%	4	0.0%	0	0.0%	0	33.3%	2	0.0%	0	28.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																							
Deddington Town Centre	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Heyford Village Centre, OX25 5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Local Centre, OX7 7	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over Worton Local Centre, OX7 7	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																							
Bloxham Village 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	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	1.5%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0	0.0%	0	0.0%	0
Stonesfield Village Centre, OX29 8	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																							
Bledington Village Centre, OX7 6	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Churchill Local Centre, OX7 6	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	14.3%	1	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	1.5%	1	0.0%	0	0.0%	0	16.7%	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
Moreton-in-Marsh Town Centre, GL56 0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 10																								
Burford Town Centre, OX18 4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	4.6%	3	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0
Zone 11																								
Enstone Village Centre, OX7 4	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	0.0%	0	0.0%	0	25.0%	1
Outside Catchment Area																								
Alderminster Village Centre, CV37 8	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Banbury 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	14.3%	1	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.5%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham 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	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Coleshill Village Centre, SN6 7	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	0.0%	0	25.0%	1	0.0%	0
Draycote Local Centre, CV23 9	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	33.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydney Town Centre, GL15 5	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	0.0%	0	0.0%	0	25.0%	1
Oxford City Centre	4.6%	3	0.0%	0	0.0%	0	0.0%	0	50.0%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Shipston-on-Stour Town Centre, CV36 4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Silverstone Racing Circuit, Silverstone, Towcester NN12 8TN	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre, ST16 2	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	14.3%	1	0.0%	0	0.0%	0
Stratford-upon-Avon 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	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Swindon 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	0.0%	0	25.0%	1	0.0%	0
Others																								
Abroad	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	0.0%	0	0.0%	0	25.0%	1
Base:		65		3		7		6		2		7		9		6		10		7		4		4

Q44 What improvements could be made to the leisure offer in the West Oxfordshire authority area that would make you visit / partake in leisure activities more often? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
More / better car parking	2.7%	30	7.0%	7	1.0%	1	3.0%	3	5.0%	5	1.0%	1	3.0%	3	3.0%	3	2.0%	2	1.0%	1	2.0%	2	2.0%	2
Improved public transport	2.5%	28	4.0%	4	0.0%	0	2.0%	2	3.0%	3	2.0%	2	5.0%	5	6.0%	6	0.0%	0	1.0%	1	2.0%	2	3.0%	3
Swimming pool - indoor	2.5%	28	1.0%	1	3.0%	3	1.0%	1	1.0%	1	3.0%	3	3.0%	3	4.0%	4	0.0%	0	5.0%	5	4.0%	4	3.0%	3
More local sports & recreation facilities (e.g. football pitches, tennis courts)	2.5%	28	5.0%	5	4.0%	4	3.0%	3	0.0%	0	2.0%	2	2.0%	2	2.0%	2	1.0%	1	1.0%	1	3.0%	3	5.0%	5
More leisure facilities / activities for teenagers	2.5%	28	4.0%	4	5.0%	5	3.0%	3	1.0%	1	2.0%	2	2.0%	2	4.0%	4	0.0%	0	4.0%	4	2.0%	2	1.0%	1
Cheaper prices to access leisure facilities / events	2.5%	27	10.0%	10	1.0%	1	7.0%	7	0.0%	0	0.0%	0	1.0%	1	5.0%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	3
More leisure facilities / activities for young children	2.1%	23	7.0%	7	5.0%	5	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	4.0%	4	1.0%	1	1.0%	1
More / better cafes / coffee shops	1.6%	18	8.0%	8	3.0%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cinema - multi-screen cinema	1.5%	16	6.0%	6	1.0%	1	3.0%	3	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cinema - art house cinema	1.4%	15	5.0%	5	2.0%	2	2.0%	2	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Augmented reality gaming centre	1.2%	13	7.0%	7	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure / sports centre	1.2%	13	6.0%	6	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
More / better health clubs / indoor gyms	1.2%	13	3.0%	3	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	2.0%	2
More / better restaurants	1.2%	13	2.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0	2.0%	2	5.0%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Casino	1.1%	12	2.0%	2	1.0%	1	3.0%	3	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
More / better pubs / bars	1.1%	12	3.0%	3	1.0%	1	4.0%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Indoor soft play areas	1.1%	12	3.0%	3	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ten-pin bowling	1.1%	12	3.0%	3	1.0%	1	2.0%	2	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
More family-friendly pubs / restaurants	1.0%	11	3.0%	3	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities / activities for families	1.0%	11	3.0%	3	1.0%	1	3.0%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improved security / CCTV / more police	1.0%	11	6.0%	6	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better parks / green spaces	1.0%	11	2.0%	2	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More / better public toilets	0.9%	10	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better disabled access	0.7%	8	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improved cycle access (more / better cycle paths)	0.7%	8	2.0%	2	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crazy golf	0.7%	8	2.0%	2	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Swimming pool - outdoor	0.7%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Hotels - cheaper hotels	0.6%	7	3.0%	3	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased availability for	0.6%	7	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
leisure activities																								
More / better comedy clubs	0.6%	7	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.6%	7	2.0%	2	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Improved pedestrian access	0.6%	7	3.0%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Hotels - more / better hotels	0.5%	6	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Improved road quality	0.5%	6	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
More / better cultural facilities	0.5%	6	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better publicity / advertising / social media updates of what's on / available	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Theatres	0.5%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
More food / farmers markets	0.5%	5	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public transport services	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Improvements in the built environment (make it look more attractive)	0.4%	4	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities / activities for the elderly	0.4%	4	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better shopping	0.4%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Climbing	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More outdoor festivals / events / carnivals	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo venue	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bike facilities	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
More art galleries	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating areas	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museums	0.2%	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	1.0%	1	0.0%	0	0.0%	0
Art classes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline park	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming pool - warmer	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Parking - more spaces available	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	0.0%	0	2.0%	2	0.0%	0
More / better signposting and street information	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Easier to get to by car	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Outdoor sports centre	0.2%	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	0.0%	0	1.0%	1	0.0%	0
Outdoor gyms	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street cleaning / cleaner streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More live music venues	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	0.0%	0	0.0%	0	0.0%	0
Indoor bowls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Racket sports	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Cleaner facilities	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	0.0%	0	0.0%	0	0.0%	0
More / better libraries	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More betting shops	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theme park	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	0.0%	0	0.0%	0	0.0%	0
Arts / crafts classes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Swimming pool - sauna	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	0.0%	0	0.0%	0	0.0%	0
Mobile library	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	0.0%	0	0.0%	0	0.0%	0
Skate park	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Water sports	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 nightclubs / better nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	64.3%	707	36.0%	36	62.0%	62	46.0%	46	74.0%	74	76.0%	76	61.0%	61	62.0%	62	78.0%	78	71.0%	71	70.0%	70	71.0%	71
(Don't know)	7.3%	80	8.0%	8	10.0%	10	10.0%	10	4.0%	4	4.0%	4	9.0%	9	4.0%	4	11.0%	11	10.0%	10	4.0%	4	6.0%	6
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

GEN Gender of respondent:

Male	41.1%	452	51.0%	51	33.0%	33	45.0%	45	49.0%	49	41.0%	41	39.0%	39	37.0%	37	42.0%	42	30.0%	30	43.0%	43	42.0%	42
Female	58.9%	648	49.0%	49	67.0%	67	55.0%	55	51.0%	51	59.0%	59	61.0%	61	63.0%	63	58.0%	58	70.0%	70	57.0%	57	58.0%	58
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

AGE Can I ask how old you are please?

18-24	4.3%	47	14.0%	14	2.0%	2	4.0%	4	3.0%	3	3.0%	3	3.0%	3	6.0%	6	2.0%	2	2.0%	2	2.0%	2	6.0%	6
25-34	4.7%	52	18.0%	18	2.0%	2	7.0%	7	3.0%	3	2.0%	2	2.0%	2	4.0%	4	2.0%	2	3.0%	3	2.0%	2	7.0%	7
35-44	5.1%	56	14.0%	14	3.0%	3	10.0%	10	3.0%	3	2.0%	2	3.0%	3	7.0%	7	3.0%	3	3.0%	3	2.0%	2	6.0%	6
45-54	7.4%	81	17.0%	17	8.0%	8	12.0%	12	10.0%	10	1.0%	1	5.0%	5	7.0%	7	4.0%	4	6.0%	6	6.0%	6	5.0%	5
55-64	9.9%	109	4.0%	4	11.0%	11	4.0%	4	8.0%	8	15.0%	15	14.0%	14	15.0%	15	10.0%	10	9.0%	9	10.0%	10	9.0%	9
65+	68.6%	755	33.0%	33	74.0%	74	63.0%	63	73.0%	73	77.0%	77	73.0%	73	61.0%	61	79.0%	79	77.0%	77	78.0%	78	67.0%	67
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

ETH The following question will be used in a statistical format only, and will help to ensure we get a representative sample of the community. What is your ethnic background?

White	92.1%	1013	74.0%	74	95.0%	95	87.0%	87	94.0%	94	93.0%	93	99.0%	99	95.0%	95	94.0%	94	96.0%	96	92.0%	92	94.0%	94
Mixed / multiple ethnic groups	0.7%	8	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Asian / Asian British	2.1%	23	11.0%	11	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	2.0%	2
Black / African / Caribbean / Black British	0.8%	9	5.0%	5	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.5%	5	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
(Refused)	3.8%	42	8.0%	8	4.0%	4	4.0%	4	2.0%	2	7.0%	7	0.0%	0	3.0%	3	2.0%	2	2.0%	2	7.0%	7	3.0%	3
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
QUOTA Zone:																								
Zone 1	9.1%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	9.1%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	9.1%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	9.1%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 9	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 10	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 11	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
PC Postcode Sector:																								
CV36 5	3.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	36	0.0%	0	0.0%	0	0.0%	0
GL56 0	4.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.0%	46	0.0%	0	0.0%	0
GL7 3	6.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.0%	66	0.0%	0
OX13 5	4.8%	53	0.0%	0	0.0%	0	0.0%	0	53.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX15 0	2.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX15 4	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0
OX15 5	3.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	38	0.0%	0	0.0%	0	0.0%	0
OX18 1	3.0%	33	0.0%	0	0.0%	0	33.0%	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
OX18 2	2.9%	32	0.0%	0	0.0%	0	32.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX18 3	3.2%	35	0.0%	0	0.0%	0	35.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX18 4	3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	34	0.0%	0
OX20 1	3.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 4	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 5	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 6	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 1	1.5%	17	17.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 2	0.3%	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	0.0%	0	0.0%	0	0.0%	0
OX28 3	0.5%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 4	0.4%	4	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	0.0%	0	0.0%	0
OX28 5	2.3%	25	25.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 6	2.4%	26	26.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 0	0.9%	10	10.0%	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	0.0%	0	0.0%	0
OX29 4	5.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 5	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 6	0.5%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 7	2.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 8	5.6%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 9	0.3%	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	0.0%	0	0.0%	0	0.0%	0
OX5 3	2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX7 3	6.9%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	76.0%	76
OX7 4	2.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	24
OX7 5	9.1%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX7 6	4.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.0%	54	0.0%	0	0.0%	0
OX7 7	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN7 8	4.3%	47	0.0%	0	0.0%	0	0.0%	0	47.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Appendix 4:

Data Tabulations

By Zone Filtered Nulls

(Weighted)

Q01 Where do you normally undertake your household's main food and grocery shopping?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Co-op, High Street, Witney, OX28 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	2.5%	28	5.4%	12	0.0%	0	3.2%	5	0.0%	0	3.6%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	3	6.7%	3
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.5%	6	1.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	10.3%	113	17.8%	41	0.0%	0	8.3%	13	3.2%	2	26.9%	23	18.2%	15	0.0%	0	0.0%	0	11.2%	10	9.2%	5	7.8%	4
Tesco Express, Fettiplace Road, Witney, OX28 5AP	1.3%	14	5.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco Express, The Neighbourhood Centre, Cogges Hill Road, Witney, OX28 3XY	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	6.8%	75	8.4%	19	0.4%	0	6.6%	11	3.2%	2	12.9%	11	18.3%	16	0.3%	0	0.0%	0	4.7%	4	12.6%	7	9.1%	4
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	5.3%	58	0.0%	0	39.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	10.7%	13	7.3%	6	0.0%	0	21.0%	10
Co-op, High Street, Chipping Norton, OX7 5AB	2.1%	23	0.0%	0	19.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.7%	4	0.0%	0	9.9%	5
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	1.3%	14	0.0%	0	11.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	1.0%	1	3.3%	3	0.0%	0	6.9%	3
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.3%	14	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	5.3%	6	2.4%	2	0.0%	0	2.0%	1
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	3.5%	39	2.2%	5	0.0%	0	14.0%	23	0.0%	0	0.5%	0	0.9%	1	0.0%	0	0.0%	0	0.5%	0	14.3%	8	3.3%	2
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	7.4%	82	6.8%	16	4.5%	3	31.3%	51	0.0%	0	0.0%	0	3.8%	3	5.9%	5	0.0%	0	0.0%	0	6.9%	4	0.0%	0
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.2%	3	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	0.0%	0	0.0%	0
Co-op, Kipling Court, Brize Meadows, Carterton,	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX18 3PQ																								
Co-op, Market Square, Bampton, OX18 2JJ	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	4.7%	52	3.3%	8	0.0%	0	18.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	16.8%	9	3.3%	2
Zone 4																								
Co-op, High Street, Stanford in the Vale, SN7 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Long Hanborough, Witney, OX29 8BD	0.8%	8	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	2.2%	24	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	5.4%	7	19.8%	17	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Chipping Norton, OX7 6JH																								
Zone 10																								
Budgens, Burford Street, Lechlade, GL7 3AP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Co-op, High Street, Burford, OX18 4QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Zone 11																								
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	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	0.0%	0	0.0%	0	4.0%	2
Outside Catchment Area																								
Aldi, Botley Road, Oxford, OX2 0HA	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	7	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	1.8%	20	0.0%	0	0.0%	0	0.0%	0	23.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	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	0.0%	0	5.2%	3	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.7%	8	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.9%	6	0.0%	0	0.0%	0	0.0%	0
Aldi, Wootton Road, Abingdon, OX14 1FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Cherwell Valley Services, Ardley, Bicester, OX27 7RD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grovelands Shopping Centre, Savile Way, Grove, Wantage, OX12 0PT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Co-op, Queensway Shopping Centre, Banbury, OX16 9PQ	0.4%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sterling House,	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	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		Zone 9		Zone 10		Zone 11	
High Street, Kidlington, OX5 2DH																								
Iceland, West Way, Botley, Oxford, OX2 9LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.8%	9	0.0%	0	0.4%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.5%	5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	2.7%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thames Avenue, Swindon, SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Banbury Road, Summertown, Oxford, OX2 7HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	3.2%	35	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	10.5%	10	19.7%	24	0.0%	0	0.0%	0	0.4%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	2.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5	13.4%	11	13.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.3%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP																								
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Loxley Road, Wellesbourne, Warwick, CV35 9JY	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon, SN3 4EW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Express, Farringdon Road, London, EC1M 3JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	1.2%	13	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.7%	1	8.7%	11	0.5%	0	0.0%	0	0.4%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.6%	18	2.6%	6	0.0%	0	0.0%	0	13.7%	10	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco Superstore, Ambassador Avenue, Oxford, OX4 6XJ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.5%	0	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	1.5%	17	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	16.3%	14	0.0%	0	0.4%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	1.0%	11	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.2%	13	0.0%	0	0.0%	0	0.0%	0	13.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0
Waitrose (Little), London Road, Headington, Oxford, OX3 7RD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Waitrose, Henry Blake Way,	0.8%	8	0.0%	0	0.0%	0	0.3%	1	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Faringdon Retail Park, Faringdon, SN7 7GQ																								
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Waitrose, Old High Street, Headington, Oxford, OX3 9JT	0.2%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	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	0.0%	0	3.4%	2	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.9%	10	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	4.0%	3	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Internet - delivered	20.2%	222	31.3%	73	7.7%	5	10.8%	17	16.0%	12	23.9%	20	25.2%	21	26.1%	24	19.2%	23	14.7%	13	8.1%	4	18.8%	9
Internet - collection (Click & collect)	1.3%	14	4.5%	11	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telephone / delivery order from a local independent business	0.6%	7	1.1%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q02 When you visit STORE MENTIONED AT Q01 for your main food shopping, do you usually combine your shopping with other activities (for example non-food shopping, leisure, entertainment, services or visiting restaurants, bars, banks, etc.)? [MR]
Not those that do their main food shopping via the internet or delivery at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Yes – NON-FOOD shopping	29.1%	249	37.3%	54	10.7%	6	32.3%	46	30.8%	20	35.4%	23	43.5%	27	24.2%	16	34.9%	34	11.6%	9	8.0%	4	29.3%	11
Yes – other FOOD shopping	21.3%	183	20.5%	30	10.8%	6	24.6%	35	11.3%	7	26.5%	17	24.7%	15	19.6%	13	36.6%	36	11.6%	9	21.8%	11	11.5%	4
Yes – visiting café / pub / restaurant	8.2%	71	4.3%	6	2.9%	2	11.8%	17	14.6%	9	14.3%	9	8.6%	5	5.9%	4	10.6%	10	2.7%	2	2.1%	1	12.2%	5
Yes – visiting chemist / pharmacy	7.2%	61	16.2%	24	9.8%	5	12.7%	18	3.0%	2	5.7%	4	3.7%	2	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.5%	0
Yes – visiting family / friends	5.7%	49	13.3%	20	0.0%	0	11.5%	16	7.2%	5	0.0%	0	0.6%	0	0.0%	0	1.8%	2	1.6%	1	7.2%	4	3.3%	1
Yes – visiting banks and other financial services (including cashpoints)	5.1%	44	3.4%	5	3.7%	2	4.4%	6	4.9%	3	3.9%	2	8.7%	5	2.9%	2	10.8%	11	2.2%	2	8.8%	4	3.2%	1
Yes – getting petrol	4.9%	42	4.0%	6	3.0%	2	1.9%	3	12.9%	8	1.3%	1	0.6%	0	10.9%	7	7.2%	7	3.9%	3	9.8%	5	0.0%	0
Yes – travelling to / from work	4.3%	37	4.5%	7	0.0%	0	9.3%	13	5.9%	4	4.0%	3	3.0%	2	11.2%	7	0.0%	0	0.5%	0	0.0%	0	2.3%	1
Yes – leisure activity (e.g. gym, leisure centre, cinema, etc.)	4.2%	36	0.0%	0	0.5%	0	5.6%	8	1.0%	1	7.9%	5	0.0%	0	6.2%	4	13.1%	13	0.0%	0	8.4%	4	3.6%	1
Yes – visiting market	3.5%	30	11.2%	16	4.3%	2	6.3%	9	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Yes – visiting other services such as hairdressers, barbers, salons, laundrette, recycling, vets, etc.	3.2%	28	0.0%	0	1.0%	1	6.7%	9	2.5%	2	0.0%	0	1.2%	1	3.3%	2	5.3%	5	0.5%	0	10.9%	5	5.3%	2
Yes – window shopping / browsing	2.1%	18	1.0%	2	0.0%	0	4.0%	6	0.0%	0	0.0%	0	10.5%	6	0.5%	0	0.0%	0	1.1%	1	0.5%	0	8.8%	3
Yes – visiting health service such as doctor, dentist, hospital, opticians	1.7%	15	1.8%	3	3.5%	2	3.9%	5	3.0%	2	0.6%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	1	1.1%	1	1.9%	1
Yes – visiting library	1.6%	14	2.3%	3	4.3%	2	2.5%	4	4.4%	3	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Yes – walking the dog / go for a walk	1.5%	13	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	3	5.3%	5	0.0%	0	0.0%	0	4.1%	2
Yes – travelling to / from school / college / university (includes school run)	1.2%	11	0.0%	0	4.9%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	3.7%	3	0.0%	0	2.3%	1
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	0.0%	0	0.0%	0	0.0%	0
Yes – visiting place of worship	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 activity)	44.0%	378	39.7%	58	64.4%	34	42.3%	60	46.2%	30	34.6%	22	30.3%	19	40.9%	27	41.7%	41	69.3%	51	41.2%	20	40.0%	15
(Don't know)	0.8%	7	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.9%	1	0.0%	0	0.5%	0	3.7%	2	0.5%	0
Weighted base:		857		146		53		141		64		64		62		67		99		74		50		38
Sample:		913		74		91		89		86		76		71		82		85		88		89		82

Q03 When you combine your trip with other activities, where do you normally go?
Not those that said 'No activity' or 'Don't know' at Q02 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Lidl, New Close Lane, Witney, OX28 4TT	1.1%	5	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	0.0%	0	0.9%	0
Long Hanborough Village Centre, OX29 6	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.5%	6	0.7%	1	0.0%	0	3.6%	3	0.0%	0	2.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	1.4%	6	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.6%	3	1.4%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	2.9%	12	4.6%	3	0.0%	0	11.8%	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
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	23.3%	99	31.2%	23	0.0%	0	14.0%	11	14.3%	5	51.4%	19	59.1%	23	1.3%	0	0.0%	0	10.9%	2	26.5%	7	37.6%	8
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	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	0.0%	0	0.0%	0	0.0%	0
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.3%	1	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	7.1%	30	0.0%	0	39.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	9.8%	5	41.2%	9	0.0%	0	39.3%	8
Co-op, High Street, Chipping Norton, OX7 5AB	1.2%	5	0.0%	0	15.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	3.6%	1	0.0%	0	0.9%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.8%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.8%	0	0.0%	0	9.6%	2
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	6	0.0%	0	0.0%	0	0.0%	0
Topside Pharmacy, High Street, Chipping Norton, OX7 5AD	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	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	0.6%	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	0.0%	0	6.7%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	1.8%	7	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	3	0.0%	0
Bampton Local Centre, OX18 2	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	0.0%	0	0.0%	0	0.0%	0
Carterton Post Office, Black Bourton Road, Carterton OX18 3HQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Carterton Town Centre	5.9%	25	0.0%	0	0.0%	0	23.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	21.9%	6	0.9%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	3.0%	13	6.0%	4	0.0%	0	7.4%	6	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.9%	0
Zone 4																								
Buckland Village Centre	0.6%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Deddington Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	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	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	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	0.0%	0	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.3%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	9.1%	2	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	1.7%	7	9.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 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%	0	0.0%	0	1.0%	0	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	7.9%	3	1.1%	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		Zone 9		Zone 10		Zone 11	
Aldi, Botley Road, Oxford, OX2 0HA	0.6%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	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	0.0%	0	0.0%	0	0.0%	0
Asda Living, Templar Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.3%	1	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	1.1%	4	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	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.7%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	6.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Banbury Town Centre	8.1%	34	7.8%	6	14.9%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	10.1%	2	43.5%	21	1.8%	0	0.0%	0	4.6%	1
Bicester Town Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	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	9.5%	2	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	2.5%	10	3.6%	3	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0
Cheltenham 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	1.8%	0	0.0%	0	0.0%	0
Chessington Local Centre, KT9 2	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	0.0%	0	0.0%	0	0.0%	0
Cirencester 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	0.0%	0	1.0%	0	0.0%	0
Co-op, Loxley Close, Wellesbourne, Warwick, CV35 9RU	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.6%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Esso, Ermont Way, Banbury, OX16 8SZ	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	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	1.5%	6	0.0%	0	0.0%	0	0.0%	0	18.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Great Western Way, Swindon, SN2 1US	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Kidlington Village Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	1.0%	4	0.0%	0	0.0%	0	0.0%	0	13.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Roman Road, Station Road, Stow-on-the-Wold, Cheltenham, GL54 3AJ	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	9.5%	2	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	3.2%	14	4.6%	3	0.0%	0	12.1%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	3.7%	16	0.0%	0	0.0%	0	12.8%	10	1.0%	0	5.7%	2	4.8%	2	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington,	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2	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		Zone 9		Zone 10		Zone 11	
OX5 2PE																								
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	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	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	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	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 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	0.0%	0	5.4%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.3%	1	0.0%	0	2.8%	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	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.0%	4	0.0%	0	0.0%	0	0.0%	0	11.2%	4	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	0.1%	0	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%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.4%	2	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Cherwell Street, Banbury, OX16 2BB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The White Horse Medical Centre, Volunteer Way, Faringdon, SN7 7YU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.8%	3	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.2%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon,	0.1%	0	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%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
CV37 8LU																								
Wantage Town Centre, OX12 9	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.7%	3	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Weighted base:		422		75		19		76		33		38		39		25		49		22		27		20
Sample:		421		34		30		41		36		41		41		33		42		33		42		48

Q04 Where else do you undertake your household's main food shopping (in addition to STORE MENTIONED AT Q01)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Co-op, High Street, Witney, OX28 6HW	1.5%	10	5.9%	9	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	4.8%	34	12.4%	19	0.0%	0	3.6%	4	0.0%	0	6.9%	3	13.3%	6	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Local shops, Witney Town Centre, OX28 6	0.4%	3	1.8%	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	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.7%	12	3.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	2	6.5%	2
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	7.2%	50	13.5%	20	0.0%	0	4.3%	5	1.4%	1	31.0%	15	10.7%	5	1.1%	1	0.0%	0	1.4%	1	1.3%	1	8.4%	3
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	0.4%	3	1.8%	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	0.0%	0	0.0%	0
Tesco Express, Valence Crescent, Edington Road, Witney, OX28 5YP	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	7.1%	50	8.4%	13	0.0%	0	1.9%	2	4.7%	2	23.3%	11	23.6%	10	1.1%	1	4.1%	3	1.4%	1	5.9%	2	13.9%	4
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	3.5%	25	0.0%	0	13.1%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	2	4.3%	2	3.3%	2	16.5%	10	0.0%	0	11.5%	4
Co-op, High Street, Chipping Norton, OX7 5AB	2.5%	18	4.7%	7	8.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.4%	2	4.2%	2	0.0%	0	5.0%	2
Local shops, Chipping Norton Town Centre OX7 5	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	1.7%	12	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	3.3%	2	2.8%	2	0.0%	0	7.9%	3
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.8%	13	0.0%	0	31.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.6%	0
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Zone 3																								
Aldi, Alvescot Road,	4.9%	34	2.4%	4	0.0%	0	16.5%	19	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	18.3%	7	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Carterton, OX18 3JH																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	4.4%	31	5.6%	8	6.1%	2	11.0%	12	0.0%	0	0.9%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	6.3%	3	6.3%	2
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.5%	3	1.8%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	5.3%	37	2.9%	4	0.0%	0	22.5%	25	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	11.9%	5	0.6%	0
Zone 4																								
Co-op, High Street, Stanford in the Vale, SN7 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.7%	5	1.8%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	0.4%	3	1.8%	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	0.0%	0	0.0%	0
The Market Garden (Farm Shop), Mill Street, Eynsham, Witney, OX29 4JS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	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	8.5%	5	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	1.1%	7	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	2.8%	2	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Daylesford Organic (Farm Shop), Daylesford, Moreton-in-Marsh, GL56 0YG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	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	4.7%	3	0.0%	0	0.0%	0
Zone 10																								
Co-op, High Street, Burford, OX18 4QF	1.3%	9	0.0%	0	0.0%	0	7.9%	9	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 11																								
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.9%	1
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Outside Catchment Area																								
Aldi, Botley Road, Oxford, OX2 0HA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cricklade Road, Cirencester, GL7 1NP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	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	0.0%	0	7.0%	3	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Wootton Road, Abingdon, OX14 1FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Cherwell Valley Services, Ardley, Bicester, OX27 7RD	1.0%	7	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2
B&M, Worcester Road, Worcestershire, WR11 4XF	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	6.1%	4	0.0%	0	0.0%	0
Coln Community Stores, Main Street, Coln St Aldwyns, Cirencester, GL7 5AN	0.0%	0	0.0%	0	0.0%	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
Co-op, Banbury Road,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	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		Zone 9		Zone 10		Zone 11	
Kidlington, OX5 1AL																								
Co-op, High Street, Shipston-on-Stour, CV36 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bourton-on-the-Water, Cheltenham, GL54 2BQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Co-op, Walton Street, Oxford, OX2 6AH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Lockheed Close, Banbury, OX16 1LX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Iceland (Food Warehouse), Banbury Cross Retail Park, Banbury ,OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Love Lane, Cirencester, GL7 1YG	0.0%	0	0.0%	0	0.0%	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
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.2%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.7%	1	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Maybird Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
M&S, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road,	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.3%	5	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Evesham, WR11 1DX																								
Morrisons, Swan Close Road, Banbury, OX16 5AQ	3.1%	22	2.3%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.7%	2	18.6%	14	0.0%	0	0.0%	0	7.7%	2
Sainsbury's Local, Park End Street, Oxford, OX1 1HR	0.0%	0	0.0%	0	0.0%	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
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	2.8%	20	0.0%	0	10.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	19.3%	14	0.0%	0	0.0%	0	1.1%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	2.5%	18	0.0%	0	3.6%	1	0.0%	0	5.4%	2	0.0%	0	16.5%	7	11.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Loxley Road, Wellesbourne, Warwick, CV35 9JY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon, SN3 4EW	0.8%	5	0.0%	0	0.0%	0	0.0%	0	10.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	3.7%	26	1.8%	3	4.9%	2	8.1%	9	0.0%	0	0.0%	0	0.8%	0	5.5%	3	5.9%	4	3.5%	2	0.0%	0	8.2%	3
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.3%	9	1.8%	3	0.0%	0	0.5%	1	7.2%	3	1.7%	1	0.8%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	1.4%	1	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	1.4%	10	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	13.9%	8	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	1.4%	10	2.3%	3	0.0%	0	3.1%	4	0.0%	0	0.0%	0	1.7%	1	0.5%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Tesco Superstore, Lakeview	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.5%	1	7.1%	4	0.0%	0	0.0%	0	3.3%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Drive, Bicester, OX26 1DE																								
Tesco Superstore, Park Road, Faringdon, SN7 7BP	2.5%	17	0.0%	0	0.0%	0	3.2%	4	23.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.8%	5	0.0%	0	0.0%	0	0.0%	0	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	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	0.0%	0	7.5%	3	0.0%	0
Waitrose, Shipston Road, Stratford-upon-Avon, CV37 8LU	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%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	2.5%	18	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	2	13.6%	10	0.0%	0	0.0%	0	3.7%	1
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	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	0.0%	0	0.0%	0	0.0%	0
Wykham Park Farm, Wykham Lane, Banbury, OX16 9UP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Others																								
Internet - delivered	6.9%	48	8.5%	13	4.2%	2	10.0%	11	5.4%	2	1.7%	1	5.9%	3	15.2%	9	0.0%	0	3.6%	2	8.5%	3	6.6%	2
Internet - collection (Click & collect)	3.0%	21	6.5%	10	0.0%	0	2.4%	3	0.0%	0	4.5%	2	4.4%	2	4.7%	3	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Telephone / delivery order from a local independent business	1.0%	7	3.5%	5	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		700		150		37		113		46		48		44		58		74		58		40		32
Sample:		676		67		63		66		56		56		49		56		61		68		66		68

Q05 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Bakers Butchers, Market Square, Witney, OX28 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bp, Hailey Road, Witney, OX28 1HQ	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, (BP Garage), Cannon Pool Service Station, Hailey Road, Witney, OX28 1HQ	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Co-op, High Street, Witney, OX28 6HW	1.1%	10	2.9%	6	3.2%	1	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Northfield Farm Lane, Witney, OX28 1FH	0.4%	4	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	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	2.2%	19	3.1%	7	0.0%	0	0.0%	0	0.0%	0	14.7%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.4%	1
Local shops, Witney Town Centre, OX28 6	0.6%	5	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.4%	13	2.7%	6	0.0%	0	0.9%	1	0.0%	0	2.5%	2	4.7%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
North Leigh Convenience Store, War Memorial Hall Park Lane, Witney, OX29 6SA	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Witney, OX28 6HH	0.5%	4	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	2.3%	21	6.5%	14	0.0%	0	0.9%	1	0.0%	0	1.9%	1	4.5%	3	0.5%	0	0.0%	0	0.0%	0	0.6%	0	1.8%	1
Spar, Brize Norton Road, Minster Lovell, Witney, OX29 0SE	0.4%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	2.6%	23	8.7%	18	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fettiplace Road, Witney, OX28 5AP	0.4%	4	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	0.0%	0	0.0%	0
Tesco Express, The Neighbourhood Centre, Cogges Hill Road, Witney, OX28 3XY	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Valence	2.7%	24	8.1%	17	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.6%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Crescent, Edington Road, Witney, OX28 5YP																								
Waitrose (Little), Shell Garage, Ducklington, Witney, OX28 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	3.0%	27	7.4%	16	0.0%	0	1.7%	2	0.0%	0	4.3%	3	4.2%	3	0.0%	0	0.0%	0	3.6%	3	0.6%	0	0.9%	0
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.9%	8	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.7%	1	1.1%	1	0.0%	0	9.9%	4
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	3.7%	33	0.0%	0	30.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	7	8.0%	6	0.0%	0	19.0%	7
Local shops, Chipping Norton Town Centre OX7 5	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	1.2%	11	0.0%	0	9.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	5.3%	5	1.6%	1	0.0%	0	0.9%	0
QD, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.5%	14	0.0%	0	18.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	1.6%	1	0.0%	0	0.0%	0
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	1.8%	16	3.3%	7	0.0%	0	3.9%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	4	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	4.6%	41	0.0%	0	0.0%	0	27.2%	33	0.5%	0	0.6%	0	0.0%	0	8.0%	5	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Aston Community Shop, The Square, Aston, Bampton, OX18 2DL	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	0.0%	0	0.0%	0	0.0%	0
Bampton Community Shop,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Rosemary Lane, Bampton, OX18 2NF																								
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.9%	8	0.0%	0	0.0%	0	6.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Co-op, Kipling Court, Brize Meadows, Carterton, OX18 3PQ	0.9%	8	0.0%	0	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Co-op, Market Square, Bampton, OX18 2JJ	1.4%	12	3.8%	8	0.0%	0	3.4%	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
Local shops, Bampton Local Centre, OX18 2	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	2.0%	18	1.6%	3	0.0%	0	9.8%	12	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Zone 4																								
Appleton Community Shop, Eaton Road, Appleton, Abingdon, OX13 5JH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanford in the Vale, SN7 8LH	1.3%	11	0.0%	0	0.0%	0	0.0%	0	18.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	0.9%	8	0.0%	0	0.0%	0	0.0%	0	11.9%	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	1.3%	12	0.0%	0	0.0%	0	0.0%	0	15.3%	9	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cherrytree Close, Southmoor, Abingdon, OX13 5BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	3.7%	33	1.6%	3	0.0%	0	0.0%	0	0.0%	0	44.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Eynsham Village Centre, OX29 4	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Spar, Spareacre Lane, Eynsham, Witney, OX29 4NL	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	0.9%	8	1.3%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Main Road, Long Hanborough, Witney, OX29 8BD	3.6%	32	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Hampers Food & Wine, Oxford Street, Woodstock, OX20 1TH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stonesfield Village Centre, OX29 8	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodstock Town Centre, OX20 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suriya Express, Pendle Court, Pond Hill, Stonesfield, Witney, OX29 8PZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	10	0.0%	0	0.0%	0	3.9%	2	0.5%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harris Stores, South Side, Bicester, OX25 4SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Steeple Aston Village Centre, OX25 4	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Tackley Village Centre, OX5 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Steeple Aston, Bicester, OX25 5QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Stores, Worton Road, Middle Barton, Chipping Norton, OX7 7EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Post Office, South Side, Steeple Aston, Bicester, OX25 4SQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tackley Village Shop, Medcroft Road, Tackley, Kidlington, OX5 3AH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Asda Express Petrol (Esso), Oxford Road, Bodicote, Banbury, OX15 4AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Hook Norton, OX15 5NQ	1.4%	12	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	10	0.0%	0	0.0%	0	0.5%	0
Co-op, High Street, Bloxham, OX15 4LU	2.3%	21	0.0%	0	0.0%	0	7.3%	9	3.5%	2	0.0%	0	0.0%	0	1.4%	1	9.7%	9	0.0%	0	0.0%	0	0.0%	0
Hook Norton Butchers, Queen Street, Hook Norton, Banbury, OX15 5EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Bodicote Village Centre, OX15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Hook Norton Village Centre, OX15 5	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Londis, Molyneux Drive, Bodicote, Banbury, OX15 4AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
North Cotswolds Dairy Co, Butlers Road, Long Compton, Chipping Norton, CV36 5LQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Paddock Farm Butchery, Feldon Centre, High St, OX15 5HN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sibford Ferris Post Office, Main Street, Banbury, OX15 5RG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
The Village Shop & Post Office, High Street, Hook Norton, Banbury, OX15 5NQ	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Stores, Long Compton, Shipston-on-Stour, CV36 5JJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	7	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Bledington Community Shop and Cafe, Church Street, Bledington, OX7 6XB	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	6.7%	5	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	2.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	26.7%	20	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	13	3.4%	2	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingham Village Centre, OX7 6	0.1%	1	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
Shipton Under Wychwood Post Office, Milton Road, Shipton-under-Wychwood, Chipping Norton, OX7 6BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Station Road Garage, Station Road, Shipton-under-Wychwood, Chipping Norton, OX7 6BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	0.1%	1	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
Zone 10																								
Bakery on the Hill, High Street, Burford, OX18 4QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Budgens, Burford Street, Lechlade, GL7 3AP	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	0.0%	0	10.1%	5	0.0%	0
Burford Post Office, Lower High Street, Burford, OX18 4RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	1.0%	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	0.0%	0	16.5%	8	0.0%	0
Co-op, High Street, Burford, OX18 4QF	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	7	0.0%	0
Cutler & Cashin, Oak Street, Lechlade, GL7 3AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Local shops, Burford Town Centre, OX18 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Lechlade-on-Thames	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	0.0%	0	4.1%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Town Centre GL7 3																								
Zone 11																								
Adams of Enstone, The Green, Enstone, Chipping Norton, OX7 4NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Charlbury Deli & Café, Market Street, Charlbury, Chipping Norton, OX7 3PL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	1.5%	14	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	12
Local shops, Chadlington Village Centre OX7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Local shops, Charlbury Town Centre OX7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Local shops, Enstone Village Centre, OX7 4	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Londis, Sturt Road, Charlbury, Chipping Norton, OX7 3SX	0.3%	3	0.0%	0	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	4.0%	2
Slatters Butchers, West End, Chipping Norton, OX7 3NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Outside Catchment Area																								
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	1.1%	10	0.0%	0	0.0%	0	8.0%	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
Aldi, Wootton Road, Abingdon, OX14 1FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartlett's Butchers, High Street, Kidlington, OX5 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coln Community Stores, Main Street, Coln St Aldwyns, Cirencester, GL7 5AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Co-op, Banbury Road,	0.3%	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	0.0%	0	0.0%	0	2.4%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kidlington, OX5 1AL																								
Co-op, Besselsleigh Road, Wootton, Boars Hill, Abingdon, OX13 6DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Chatsworth Drive, Cherwell Heights, Banbury, OX16 9YJ	0.3%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grovelands Shopping Centre, Savile Way, Grove, Wantage, OX12 0PT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Market Place, Fairford, GL7 4AB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	15	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	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	3.3%	2	0.0%	0	0.0%	0
Co-op, Rose Hill, Iffley, Oxford, OX4 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Milton Post Office & Stores, Great Milton, Oxford, OX44 7NF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Maybrook Retail Park, Maybrook Road, Stratford-upon-Avon, CV37 0BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	5.7%	5	0.0%	0	0.0%	0	0.0%	0
Local shops, Fairford Town Centre, GL7 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Local shops, Sidford Village Centre, EX10 9	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.8%	4	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.7%	1	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		Zone 9		Zone 10		Zone 11	
Sainsbury's Local, Walker Road, Banbury, OX16 1HE	1.0%	9	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	2.7%	2	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.3%	3	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.7%	1	0.5%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	4.6%	3	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.3%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steve Betts Butchers, Church Lane, Banbury, OX16 5LR	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Magdalen Street, Oxford, OX1 3AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.1%	10	2.9%	6	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	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	3.8%	3	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	1.2%	11	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	5.8%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.4%	12	0.0%	0	0.0%	0	4.6%	6	9.4%	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	1.1%	10	0.0%	0	0.0%	0	0.0%	0	13.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Waitrose, Wallingford Street, Wantage, OX12 8BD	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	0.0%	0	0.0%	0	0.0%	0
Wootton Village Convenience Store, Bedford Road, Wootton, Bedford, MK43 9JT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Internet - delivered	9.7%	87	20.0%	42	4.1%	2	15.9%	19	3.8%	2	3.1%	2	1.0%	1	10.7%	7	0.7%	1	6.2%	5	7.5%	4	6.4%	2
Internet - collection (Click & collect)	2.2%	20	8.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telephone / delivery order from a local independent business	0.5%	5	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		894		212		41		122		62		67		71		68		91		74		47		38
Sample:		838		89		71		73		68		79		87		70		69		77		75		80

Q06 In addition to STORE MENTIONED AT Q05, where else do you regularly use for your household's small scale top-up food shopping?
Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q05 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Bakers Butchers, Market Square, Witney, OX28 6AA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bp, Hailey Road, Witney, OX28 1HQ	1.0%	5	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, (BP Garage), Cannon Pool Service Station, Hailey Road, Witney, OX28 1HQ	1.1%	5	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Co-op, High Street, Witney, OX28 6HW	0.6%	3	0.5%	1	0.0%	0	0.7%	1	0.0%	0	2.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Northfield Farm Lane, Witney, OX28 1FH	1.2%	6	5.9%	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	0.0%	0	0.0%	0
Grape Tree, High Street, Witney, OX28 6HB	0.5%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	2.9%	13	0.5%	1	0.0%	0	6.5%	5	9.6%	2	10.4%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2
Local shops, Witney Town Centre, OX28 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Hailey Road, Witney, OX28 1HJ	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	2.6%	12	8.2%	8	0.0%	0	0.7%	1	0.0%	0	3.9%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Majestic Wine, High Street, Witney, OX28 6HS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
North Leigh Convenience Store, War Memorial Hall Park Lane, Witney, OX29 6SA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	2.7%	13	0.5%	1	0.0%	0	0.7%	1	9.6%	2	11.7%	4	10.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.6%	1
Spar, Brize Norton Road, Minster Lovell, Witney, OX29 0SE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	1.2%	5	2.7%	3	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fettiplace Road, Witney, OX28 5AP	1.8%	8	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	5	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Shell Garage, Ducklington,	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	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		Zone 9		Zone 10		Zone 11	
Witney, OX28 4TT																								
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	5.0%	23	18.1%	18	0.0%	0	0.7%	1	0.0%	0	5.2%	2	5.9%	2	0.0%	0	0.0%	0	1.9%	1	1.0%	0	0.8%	0
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	2.0%	9	0.0%	0	22.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.5%	1	0.0%	0	0.0%	0	8.6%	2
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	2.9%	13	0.0%	0	22.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	5	2.8%	1	0.0%	0	2.4%	1
Local shops, Chipping Norton Town Centre OX7 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	1.6%	7	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	9.6%	2
Oats, High Street, Chipping Norton, OX7 5AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Roger's, New Street, Chipping Norton, OX7 5LJ	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.6%	7	0.0%	0	9.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	6.3%	3	0.0%	0	4.8%	1
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	2.0%	9	0.0%	0	0.0%	0	11.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	4.6%	21	6.0%	6	0.0%	0	14.0%	11	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	4	0.0%	0
Bread Bin Bakery and Café, Giles Centre, Alvescot Road, Carterton, OX18 3DH	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Kipling Court, Brize	3.5%	16	0.0%	0	7.6%	2	16.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meadows, Carterton, OX18 3PQ																								
Co-op, Market Square, Bampton, OX18 2JJ	3.0%	14	0.0%	0	0.0%	0	16.6%	13	1.4%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bampton Local Centre, OX18 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	2.9%	13	0.0%	0	0.0%	0	13.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0
Patrick Strainge, Bridge Street, Witney, Bampton, OX18 2HA	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	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Co-op, Southmoor, Abingdon, OX13 5HE	0.7%	3	0.0%	0	0.0%	0	0.0%	0	13.2%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cherrytree Close, Southmoor, Abingdon, OX13 5BB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Spareacre Lane, Eynsham, Witney, OX29 4NL	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	2.4%	11	3.5%	3	0.0%	0	0.0%	0	0.0%	0	18.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2
The Market Garden (Farm Shop), Mill Street, Eynsham, Witney, OX29 4JS	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	4	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Long Hanborough, Witney, OX29 8BD	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	16.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stonesfield Village Centre, OX29 8	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodstock Town Centre, OX20 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suriya Express, Pendle Court, Pond Hill, Stonesfield, Witney, OX29	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	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		Zone 9		Zone 10		Zone 11	
8PZ																								
Woodstock Butchers, Market Street, Woodstock, OX20 1UY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Grocers, Market Street, Woodstock, OX20 1SX	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Steeple Aston Village Centre, OX25 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	12.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Post Office, South Side, Steeple Aston, Bicester, OX25 4SQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Baldwin News, Feldon Centre, Lower Brailes, Banbury, OX15 5AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Hook Norton, OX15 5NQ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Bloxham, OX15 4LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Hook Norton Butchers, Queen Street, Hook Norton, Banbury, OX15 5EG	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Stores, Long Compton, Shipston-on-Stour, CV36 5JJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	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	1.9%	1	0.0%	0	0.0%	0
Co-op, High Street,	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	13.8%	6	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Moreton-in-Marsh, GL56 0AH																								
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	2.6%	12	7.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	5	0.0%	0	0.0%	0
Daylesford Organic (Farm Shop), Daylesford, Moreton-in-Marsh, GL56 0YG	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	2.2%	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	22.0%	9	0.0%	0	0.0%	0
Zone 10																								
Budgens, Burford Street, Lechlade, GL7 3AP	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	4	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	4	0.0%	0
Co-op, High Street, Burford, OX18 4QF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Cutler & Cashin, Oak Street, Lechlade, GL7 3AX	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0
Local shops, Lechlade-on-Thames Town Centre GL7 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%	0	0.0%	0	1.0%	0	0.0%	0
Lynwood & Co Burford, High Street, Burford, OX18 4QU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Zone 11																								
Adams of Enstone, The Green, Enstone, Chipping Norton, OX7 4NX	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Charlbury Deli & Café, Market Street, Charlbury, Chipping Norton, OX7 3PL	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Clarkson's Farm Shop, Chipping Norton Road, Chadlington, Chipping Norton, OX7 3PE	0.6%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spendlove Centre,	1.8%	8	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.9%	0	0.0%	0	0.9%	0	0.0%	0	11.5%	3

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Charlbury, Chipping Norton, OX7 3QR																								
Glebe Farm Shop, Spelsbury, Chipping Norton, OX7 3JR	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Local shops, Chadlington Village Centre OX7 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%	0	0.0%	0	0.0%	0	1.6%	0
Local shops, Charlbury Town Centre OX7 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%	0	0.0%	0	0.0%	0	1.6%	0
Outside Catchment Area																								
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	14.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	1.0%	5	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Chesterton Drive, Sydenham, Leamington Spa, CV31 1YD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, North Swindon District Centre, Swindon, SN25 4BG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, (Shell Garage), Frilford Service Station, Marcham Road, Frilford, OX13 6QL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, London Road, Fairford, GL7 4AH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Co-op, Brewery Street, Highworth, Swindon, SN6 7AJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Co-op, High Street, Kidlington, OX5 2DH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Queensway Shopping	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	5	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		Zone 9		Zone 10		Zone 11	
Centre, Banbury, OX16 9PQ																								
Co-op, The Square, Stow-on-the-Wold, Cheltenham GL54 1AF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Farmfoods, Calthorpe Street, Banbury, OX16 5EX	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fairford Town Centre, GL7 4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0
Local shops, Kidlington Village Centre, OX5 1	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oxford City Centre, OX1 1	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Shipston-on-Stour Town Centre, CV36 4	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.7%	2	0.0%	0	0.0%	0
Local shops, Sidford Village Centre, EX10 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanton Village Centre, WR12 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.3%	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	0.0%	0	0.0%	0	0.0%	0
M&S, Worcester Road, Evesham, WR11 4AB	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	4.9%	2	0.0%	0	0.0%	0
Morrisons, Caernarvon Road, Cheltenham, GL51 3BW	0.1%	0	0.0%	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
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	14.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.5%	1	0.0%	0	0.0%	0	5.3%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford Road, Banbury, OX16 9XA																								
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Church Street, Shipston-on-Stour, CV36 4AT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Banbury, OX16 5EG	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.4%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	4.1%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.4%	2	0.0%	0	4.5%	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	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	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	8.1%	3	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.1%	5	0.0%	0	0.0%	0	0.0%	0	22.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todenham Manor Farm, Moreton-in-Marsh, GL56 9PQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Turners, Market Place, Shipston-on-Stour, CV36 4AG	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	0.9%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Weston Pantry Shop, Blacksmiths Close, Weston-on-the-Green, Bicester, OX25 3FL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Convenience Store, Bedford Road, Wootton, Bedford, MK43 9JT	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wykham Park Farm,	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	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		Zone 9		Zone 10		Zone 11	
Wykham Lane, Banbury, OX16 9UP																								
Others																								
Internet - delivered	6.6%	31	24.1%	24	4.5%	1	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Internet - collection (Click & collect)	3.1%	14	9.1%	9	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	7.0%	2
Telephone / delivery order from a local independent business	0.9%	4	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		466		98		29		78		23		32		38		36		39		43		27		22
Sample:		428		40		42		44		27		43		45		36		31		38		39		43

Meanscore: [%]

Q07 Of all the money you spend on your main and top-up food shopping, what % share goes to your main food shopping?
Not those that said 'Don't do this type of shopping' at Q05

1 - 10%	1.6%	14	3.4%	7	7.4%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	4.0%	2
11 - 20%	12.0%	107	27.4%	58	12.8%	5	26.1%	32	0.0%	0	0.0%	0	5.4%	4	2.4%	2	0.7%	1	2.7%	2	0.6%	0	9.6%	4
21 - 30%	2.5%	23	7.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	1.1%	1	0.0%	0
31 - 40%	1.2%	11	1.3%	3	0.0%	0	0.4%	1	3.5%	2	3.1%	2	2.6%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.8%	1
41 - 50%	5.9%	53	5.2%	11	5.4%	2	4.2%	5	7.8%	5	15.4%	10	6.8%	5	4.4%	3	5.1%	5	2.2%	2	11.1%	5	0.9%	0
51 - 60%	8.9%	80	6.6%	14	10.7%	4	10.9%	13	10.4%	6	9.7%	7	1.0%	1	12.6%	9	13.5%	12	7.7%	6	11.8%	5	6.1%	2
61 - 70%	10.7%	95	3.6%	8	14.1%	6	18.1%	22	17.4%	11	11.0%	7	7.9%	6	12.8%	9	9.2%	8	11.9%	9	15.2%	7	7.8%	3
71 - 80%	25.0%	223	17.2%	37	25.0%	10	24.1%	29	25.2%	16	27.5%	18	25.3%	18	27.3%	19	40.4%	37	24.9%	18	23.5%	11	26.7%	10
81 - 90%	18.7%	167	15.2%	32	14.1%	6	6.8%	8	22.0%	14	17.5%	12	42.5%	30	17.2%	12	6.6%	6	37.3%	28	29.3%	14	16.2%	6
91 - 99%	3.7%	33	2.6%	5	3.1%	1	2.7%	3	6.9%	4	5.6%	4	3.1%	2	5.9%	4	3.3%	3	3.8%	3	1.7%	1	6.4%	2
100% (Don't do top-up 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	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	7.3%	66	5.9%	13	4.3%	2	6.7%	8	6.8%	4	6.8%	5	2.1%	1	17.4%	12	7.4%	7	6.1%	5	5.2%	2	19.0%	7
(Refused)	2.3%	21	4.0%	8	3.1%	1	0.0%	0	0.0%	0	3.2%	2	0.5%	0	0.0%	0	6.7%	6	2.8%	2	0.6%	0	0.5%	0
Mean:		*65.45*		*51.58*		*60.82*		*56.97*		*74.48*		*72.34*		*75.26*		*74.87*		*69.97*		*78.42*		*74.35*		*66.67*
Weighted base:		894		212		41		122		62		67		71		68		91		74		47		38
Sample:		838		89		71		73		68		79		87		70		69		77		75		80

Q08 Where do you do most of your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Witney, OX28 6HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet Options, Avenue Four, Station Lane, Witney, OX28 4BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just for Pets, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leafield Village Centre, OX29 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Hanborough Village Centre, OX29 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	2.9%	30	3.1%	7	0.0%	0	3.9%	6	1.3%	1	7.5%	6	1.8%	1	0.0%	0	4.6%	5	1.5%	1	2.0%	1	1.6%	1
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.5%	5	1.8%	4	0.0%	0	0.0%	0	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Next, Witan Way, Market Square, Witney, OX28 6AP	0.4%	4	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Leigh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Relics of Witney, The Old Works, Corn Street, Witney, OX28 6BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Dyas, Market Square, Witney, OX28 6AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Witan Way, Witney, OX28 4FF	0.8%	8	0.5%	1	0.0%	0	1.7%	3	0.0%	0	3.5%	3	0.9%	1	0.0%	0	0.0%	0	0.5%	0	1.0%	1	0.4%	0
Screwfix, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sobell House, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Entertainer, Welch Way, Witney, OX28 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Woolgate Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Market Square, Witney, OX28 6AP																								
Toolstation, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Witan Way, Woolgate, Witney, OX28 6AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WFS Country Shop Ltd, Burford Road, Witney, OX29 0RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Woolgate Shopping Centre, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	9.3%	98	14.2%	30	2.7%	2	11.0%	17	10.1%	7	16.8%	14	14.6%	12	0.7%	1	0.0%	0	3.5%	3	6.8%	4	16.6%	7
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	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	0.0%	0	0.0%	0	0.0%	0
Applegarth Nurseries, Banbury Road, Chipping Norton, OX7 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	0.5%	6	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Carpets, Worcester Road Industrial Estate, Chipping Norton, OX7 5XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain Warehouse, London Road, Chipping Norton, OX7 5EJ	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Windmill Square, London Road, Chipping Norton, OX7 5EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QD, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Market Street, Chipping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Norton, OX7 5NA																								
Topside Pharmacy, High Street, Chipping Norton, OX7 5AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Station Road, Chipping Norton, OX7 5HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
A K Timms, Station Road, Brize Norton, Carterton, OX18 3QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Alvescot Road, Carterton, OX18 3JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.9%	10	0.0%	0	0.0%	0	6.2%	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
Aston Village Centre, OX18 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bampton Local Centre, OX18 2	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brize Norton Village Centre, OX18 3	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Post Office, Black Bourton Road, Carterton OX18 3HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Bampton, OX18 2JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Black Bourton Road, Carterton, OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Ventura Business Park, Carterton OX18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Buckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Southmoor Village Centre, OX13 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Cassington Nurseries, Yarnton Road, Cassington, Witney, OX29 4DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curbridge Village Centre, OX29 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	0.2%	2	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
Northmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eynsham, Witney, OX29 4EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Co-op, High Street, Woodstock, OX20 1TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeland Nurseries, Wroslyn Road, Freeland, Witney, OX29 8AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Bunkers Hill Garden Shop, Bunkers Hill, Kidlington, OX5 3BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicholsons, The Park, Bicester, OX25 6HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rousham Village Centre, OX25 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Bloxham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bodicote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX15 4																								
Cotefield Nurseries, Oxford Road, Bodicote, Banbury, OX15 4AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	0	0.0%	0	4.1%	2
Sophie Oliver Jewellery, High Street, Moreton-in-Marsh, GL56 0AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
StowAg, Moreton Road, Longborough, Moreton-in-Marsh, GL56 0QJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Cotswold Business Park, London Road, Moreton-in-Marsh, GL56 0JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.1%	1	0.0%	0	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%	1	0.0%	0
Burford Town Centre, OX18 4	0.6%	6	0.0%	0	0.4%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	4.8%	3	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Station Road, Lechlade, GL7 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filkins Village Centre, GL7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.2%	2	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	3.5%	2	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Pavers, Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Zone 11																								
Chadlington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Horspath Driftway Retail Park, Headington, Oxford, OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Ruscote Avenue, Banbury, OX16 2GU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wootton Road, Abingdon, OX14 1FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple, Midsummer Place Shopping Centre, Midsummer Boulevard, Milton Keynes, MK9 3GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, The Maybird Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stratford-upon-Avon, CV37 0HZ																								
Asda Living, Maybird Retail Park, Stratford-upon-Avon, CV37 0HZ	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	4.4%	4	0.0%	0	0.0%	0
Asda Living, Templar Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, North Swindon District Centre, Swindon, SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Westlea, Swindon, SN5 7DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Aspen Carpets & Flooring, Maldon Road, Danbury, Chelmsford, CM3 4QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre, HP20 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Southam Road, Banbury, OX16 2AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Worcester Road, Worcestershire, WR11 4XF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Four Pools Retail Park, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Great Western Way, Wiltshire, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Nuffield Way, Abingdon, OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Seacourt Tower, Retail Park, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, The Maybird Centre, Stratford-upon-Avon, CV37 0HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury,	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX16 1LX																								
Banbury Express, Warwick Road, Banbury, OX16 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	4.5%	47	1.2%	3	12.9%	7	2.9%	5	0.0%	0	0.0%	0	0.0%	0	15.2%	13	14.3%	16	1.5%	1	0.0%	0	4.4%	2
Banbury Town Centre	2.3%	24	0.5%	1	5.0%	3	0.3%	1	0.0%	0	0.0%	0	0.4%	0	5.2%	4	8.0%	9	5.9%	5	0.0%	0	2.4%	1
Batsford Arboretum and Garden Centre, Batsford, Moreton-in-Marsh, GL56 9AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bennetts Family Furnishing, Warwick Road, Banbury, OX16 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Bicester Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwell's Bookshop, Broad Street, Oxford, OX1 3BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Cornmarket Street, Oxford, OX1 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Market Place, Fairford, GL7 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Village Centre, OX2 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers Decorator Centres, Penhill Industrial Park, Beaumont Road, Banbury, OX16 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Swindon, SN5 7YF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
British Red Cross, Wallingford Street, Wantage, OX12 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetland, Parson's Street, Banbury, OX16 5NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / West End	0.6%	7	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	0	0.7%	1	0.0%	0	1.5%	1	5.5%	3	2.5%	1
Centre:mk, Silbury Boulevard, Milton Keynes, MK9 3ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlecote Garden Centre, Charlecote, Warwick, CV35 9ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	1.6%	16	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	13	4.4%	2	0.0%	0
Chessington Local Centre, KT9 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Childrey Village Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	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	0.0%	0	5.0%	3	0.0%	0
Clarendon Centre, Cornmarket Street, Oxford, OX1 3JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Loxley Close, Wellesbourne, Warwick, CV35 9RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Cotswold Outdoor, Bicester, OX25 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Spine Road East, Cirencester, GL7 5TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Local Centre, OX4 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol, BS34 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croft Pet Foods, Broad Street, Banbury, OX16 5BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cumnor Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Botley Road, Oxford, OX2 0HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Springfield Drive, Evesham, WR11 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Place Retail Park, Elder Gate, Milton Keynes, MK9 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Decathlon, Kensington High Street, London, W8 7RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 City Centre, DE1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	1.3%	13	0.0%	0	0.0%	0	5.5%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	3.0%	2	0.0%	0
DFS, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Village Centre, OX14 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulux Decorator Centre, The Broadway, Kidlington, OX5 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Meadowside Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Park, Lamarsh Road, Oxford, OX2 0FE																								
Dunelm, Southam Road, Banbury, OX16 2RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Challow Village Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ella's Toy Shop, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esso, Ermont Way, Banbury, OX16 8SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Garden Centre, The Valley, Evesham, WR11 4DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Shopping Park, Evesham, WR11 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finmere Local Centre, MK18 4	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Pools Retail Park, Four Pools Lane, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Tewkesbury Road, Cheltenham, GL51 9RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Quays, St Ann	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Way, Gloucester, GL1 5SH																								
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Halfords, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammonds Furniture, Fairacres Retail Park, Nuffield Way, Abingdon, OX14 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Poyle Village Centre, OX5 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre, SA61 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haynes Of Challow, Faringdon Road, Wantage, OX12 9TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hewetts Electrical, Cricklade Street, Cirencester, GL7 1JF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Golden Valley Retail Park, Hatherley Lane, Cheltenham, GL51 6PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Great Western Way, Swindon, SN2 1US	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Horspath Driftway, Oxford, OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road Retail Park, Launton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Road, Bicester, OX26 4JQ																								
Homesense, Bath Road, Taplow, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Kingsditch Lane, Cheltenham, GL51 9PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Labels Shopping, Netherton Road, Ross-on-Wye, HR9 7QJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Marcham Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Abingdon, OX14 1TP																								
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Regis Town Centre, DT7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M1 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Furniture, Cheney Manor Road, Swindon, SN2 2QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Marlborough Road, Swindon, SN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Roman Road, Station Road, Stow-on-the-Wold, Cheltenham, GL54 3AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Bridge Street, Stratford-upon-Avon, CV37 6AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Park Avenue, Aberystwyth, SY23 1PB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Greenbridge Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Park, Stratton Road, Swindon, SN3 3SG																								
Matlock Town Centre, DE4 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham Town Centre, SN12 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
MKM Building Supplies, Station Approach, Kidlington, OX5 1JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine Road East, Cirencester, GL7 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Swan Close Road, Banbury, OX16 5AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre, CW5 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre, DL7 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Garden Centre, Tewkesbury Road, Twigworth, Gloucester, GL2 9PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.1%	1	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	2.0%	1	0.0%	0
Oxford City Centre	7.8%	82	4.9%	10	4.0%	2	3.6%	6	16.3%	12	22.6%	19	22.3%	19	7.6%	6	1.1%	1	4.5%	4	0.0%	0	6.4%	3
Oxford Garden Centre, Southern By-Pass Road, Oxford, OX1 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Ambassador Avenue, Oxford, OX4 6XJ																								
Pavers, Avenue Garden Centre, Oxford Road, Bicester, OX25 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavers, The Valley, Evesham, WR11 4DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Pavers, Yarnton Nurseries & Shopping Village, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peachcroft Shopping Centre, Peachcroft Road, Abingdon, OX14 2RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Four Pools Lane, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Yarnton Home & Gardens, Sandy Lane, Yarnton, Oxford, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitlochry Town Centre, PH16 5	0.1%	1	0.0%	0	0.0%	0	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
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, Elder Gate, Milton Keynes, MK9 1LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, West Way, Botley Road, Oxford, OX2 0JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale Town Centre, OL11 1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rohan, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Rosebird Community Hall, Shipston Road, Alderminster, Stratford-upon-Avon, CV37 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre, CV31 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Royal Wootton Bassett Town Centre, SN4 7AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Oxford Road, Banbury, OX16 9XA	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Paddington Drive, Swindon, SN5 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Pioneer Square, Bicester, OX26 6FA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Tewkesbury Road, Cheltenham, GL51 9RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Westgate, Oxford, OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Beech Court,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Bourton-on-the-Water, Cheltenham, GL54 2SB																								
Screwfix, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Horspath Industrial Estate, Pony Road, Oxford, OX4 2SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Mercian Close, Cirencester, GL7 1LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Station Field Industrial Estate, Kidlington, OX5 1JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Road, Bicester, OX26 4AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Wildmere Road Industrial Estate, Banbury, OX16 3JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Seasalt, Bourton-on-the-Water, Cheltenham, GL54 3WN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Eastern Avenue Retail Park, Southbrook Road, Eastern Avenue, Gloucester, GL4 3BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Patriot Drive, Milton Keynes, MK13 8PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofas & Stuff, Tripp Hill, Pulborough, RH20 1ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre, B91 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Tower Retail Park, West Way, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford Road, Swindon, SN3 4ES																								
Stalls Lifestyle, Preston Lane, Stratford-upon-Avon, CV37 8DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonor Village Centre, RG9 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Garden Centre, Campden Road, Clifford Chambers, Stratford-upon-Avon, CV37 8LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	1.5%	1	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug, Westgate Shopping Centre, Queen Street, Oxford, OX1 1PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	1.1%	12	0.0%	0	0.0%	0	5.3%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Symondsbury Village Centre, DT6 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tapi Carpets & Floors, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Square, Pound Way, Oxford, OX4 3XH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Lockheed Close, Banbury, OX16 1LX	0.2%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.0%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Superstore, Fosse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Way, Stow-on-the-Wold, GL54 1BX																								
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	1.2%	13	1.6%	3	0.0%	0	5.9%	9	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Kidlington Centre, High Street, Kidlington, OX5 2DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cherwell Street, Banbury, OX16 2BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Valley, Evesham, WR11 4DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
The White Horse Medical Centre, Volunteer Way, Faringdon, SN7 7YU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge, CB1 3ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Pioneer Road, Faringdon, SN7 7BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Liskeard, Trago Mills, Two Waters Foot, Liskeard, PL14 6HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Maybrook Industrial Estate, Maybrook Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tysoe Village Stores, Main Street, Warwick, CV35 0SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Botley Road, Oxford,OX2 0HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Church Hill Junction 8A, M40, Oxford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
OX33 1LJ																								
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Meadow Row, Buckingham, MK18 1RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Manor Road, Brackley, NN13 6BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Old High Street, Headington, Oxford, OX3 9JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Southam Road, Banbury, OX16 2FN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Western By-Pass Road, Peartree Interchange, A34/A40/A44, Oxford, OX2 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-le-Dale Village Centre, PR5 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterperry Gardens (Garden Centre), Waterperry, Oxford, OX33 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre, NN8 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield, Ariel Way, London, W12 7GF	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	2.8%	29	2.5%	5	0.0%	0	2.2%	4	9.2%	7	2.5%	2	8.5%	7	0.0%	0	0.0%	0	2.6%	2	0.0%	0	5.9%	3
Weston-on-the-Green Village Centre, OX25 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Cromer Road West, Hounslow, TW6 1QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Kings Walk Shopping Centre, Kings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Park, Wantage, OX12 9AJ																								
Wickes, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Gipsy Lane, Swindon, SN2 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Metric Trade Park, Love Lane, Cirencester, GL7 1YQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Southam Road, Banbury, OX16 2RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham, GL51 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre, GU46 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO1 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	5	1.2%	3	2.8%	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	0.0%	0
Internet	49.3%	516	62.4%	134	50.6%	29	48.4%	76	43.2%	31	39.8%	33	37.1%	31	57.5%	49	49.3%	56	39.9%	32	44.8%	24	45.1%	20
Mail order / catalogue	3.0%	32	2.6%	5	10.3%	6	0.7%	1	6.5%	5	0.5%	0	3.5%	3	2.3%	2	2.6%	3	3.5%	3	2.0%	1	5.0%	2
TV shopping	0.3%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of 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	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:		1047		214		57		157		73		84		84		85		114		80		53		45
Sample:		1048		93		97		95		92		100		98		92		95		95		96		95

Q09 Which internet / home delivery retailer do you use most often for your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?

Those that do their clothing and footwear shopping via the internet or delivery at Q08 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Amazon	32.7%	149	48.0%	63	27.7%	8	47.1%	32	28.3%	8	20.1%	5	14.1%	3	26.8%	12	7.0%	3	24.1%	6	33.0%	6	10.4%	2
Asda (George)	2.2%	10	4.0%	5	0.0%	0	4.0%	3	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASOS	2.3%	11	6.0%	8	0.0%	0	4.0%	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
Bonmarche	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	1.5%	7	0.0%	0	3.4%	1	0.0%	0	2.2%	1	1.6%	0	3.1%	1	0.0%	0	7.0%	3	1.7%	0	3.1%	1	0.0%	0
Debenhams	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Dorothy Perkins	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	2.6%	12	2.0%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	7.3%	3	7.0%	3	0.0%	0	1.6%	0	14.7%	2
House of Fraser	0.6%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jacamo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
John Lewis	2.4%	11	0.0%	0	5.6%	2	2.3%	2	2.2%	1	1.6%	0	1.5%	0	11.0%	5	0.0%	0	3.3%	1	1.6%	0	2.1%	0
Littlewoods	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	11.1%	51	5.8%	8	16.3%	5	3.0%	2	10.9%	3	12.6%	3	27.2%	7	6.8%	3	25.7%	11	11.7%	3	27.0%	5	8.6%	1
Morrisons (Nutmeg)	1.6%	7	5.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	1.7%	8	4.6%	6	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	11.1%	51	13.9%	18	0.0%	0	16.4%	11	5.4%	2	9.5%	2	11.8%	3	0.7%	0	10.7%	5	14.6%	4	12.0%	2	22.1%	4
Nike	2.0%	9	0.0%	0	0.0%	0	7.9%	5	5.7%	2	8.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks	0.7%	3	0.0%	0	7.4%	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	5.6%	1
Pretty Green	1.0%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (Tu Clothing)	2.4%	11	0.0%	0	0.0%	0	13.0%	9	0.0%	0	0.0%	0	1.5%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	0.5%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zara	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Atlas for Men	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Bass Pro	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	8.4%	2	0.0%	0	0.0%	0
Big Dude Clothing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boden	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	3.6%	2	0.0%	0	8.4%	2	9.4%	2	0.0%	0
Charles Clinkard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.1%	0
Charles Tyrwhitt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Chums	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Converse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Cosyfeet	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	0.0%	0	0.0%	0	0.0%	0
Crew Clothing	1.0%	4	0.0%	0	5.6%	2	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	0	1.6%	0	0.0%	0
Damart	1.0%	5	0.4%	1	2.5%	1	0.0%	0	2.2%	1	1.6%	0	4.6%	1	0.7%	0	0.0%	0	1.7%	0	1.6%	0	1.1%	0
David Nieper	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fatface	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotter Shoes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.7%	0	1.6%	0	0.0%	0
JD Williams	0.2%	1	0.0%	0	0.8%	0	0.0%	0	1.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
James Meade	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jeanstore	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jigsaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Joe Browns	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	8.4%	2	0.0%	0	0.0%	0
John Norris	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	4	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		Zone 9		Zone 10		Zone 11	
Jolliman Essentials	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Lacoste	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Lands' End	0.7%	3	0.0%	0	0.0%	0	0.8%	1	1.1%	0	3.2%	1	3.1%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.1%	0
MandM	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moshulu	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain Warehouse	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Patra Selections	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Peter Christian	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Plumo	0.2%	1	0.0%	0	0.0%	0	0.8%	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
Poetry	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Roman	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt Cornwall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Shein	1.5%	7	2.0%	3	8.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Skechers	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temu	2.7%	12	3.4%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.0%	0	11.2%	3	1.6%	0	0.0%	0
The House of Bruar	0.7%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
The White Company	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	0.0%	0	0.0%	0	0.0%	0
Urban Menswear	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0
Vinted	2.8%	13	0.0%	0	5.6%	2	0.0%	0	5.7%	2	8.2%	2	7.7%	2	0.0%	0	7.0%	3	0.0%	0	0.0%	0	14.3%	2
Weird Fish	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
White Stuff	1.8%	8	0.0%	0	0.8%	0	0.0%	0	5.4%	2	9.8%	3	0.0%	0	1.4%	1	7.0%	3	0.0%	0	0.0%	0	0.0%	0
WoolOvers	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Yours Clothing	1.2%	5	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		457		132		31		69		30		26		24		45		43		24		17		17
Sample:		353		42		39		34		31		27		30		35		31		26		31		27

Q10 In addition to LOCATION MENTIONED AT Q08, where else do you regularly shop for your household's men's, women's, children's and baby clothing and footwear purchases?
Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q08 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	2.5%	18	6.2%	11	0.0%	0	0.8%	1	1.8%	1	3.2%	2	3.6%	2	0.0%	0	0.0%	0	0.7%	0	1.8%	1	2.0%	1
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.7%	5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	2	6.4%	2
Next, Witan Way, Market Square, Witney, OX28 6AP	1.1%	8	2.5%	4	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.9%	6	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.7%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	1.3%	9	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	3.3%	1
Witney Town Centre	10.5%	76	2.6%	5	11.1%	4	15.0%	19	10.6%	4	23.8%	12	18.2%	11	0.6%	0	0.9%	1	14.2%	8	32.9%	9	8.7%	2
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.3%	2	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	1.5%	11	0.0%	0	0.0%	0	5.5%	7	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	6.1%	2	0.0%	0
Zone 4																								
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.1%	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 5																								
Zone 6																								
Woodstock Town Centre	0.3%	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	0.0%	0	0.0%	0	4.4%	1
Zone 7																								
Rousham Village Centre, OX25 4	0.1%	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 8																								
Zone 9																								
Zone 10																								
Burford Town Centre, OX18 4	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	1	0.7%	0	4.5%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade,	0.1%	1	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	0.9%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
GL7 3DP																								
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.7%	5	1.5%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	1.0%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5	0.0%	0	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.4%	3	0.0%	0	5.7%	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	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	4.6%	33	3.4%	6	16.7%	6	0.0%	0	0.9%	0	0.0%	0	2.4%	1	20.2%	11	9.2%	6	3.4%	2	0.0%	0	4.0%	1
Banbury Town Centre	2.1%	15	0.0%	0	7.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	10.1%	7	3.4%	2	0.0%	0	13.5%	4
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Birmingham City Centre, B2 4	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3	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	3.4%	2	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.0%	14	0.0%	0	0.7%	0	0.0%	0	0.9%	0	0.8%	0	3.0%	2	5.1%	3	0.9%	1	8.0%	5	6.4%	2	5.7%	2
Centre:mk, Silbury Boulevard, Milton Keynes, MK9 3ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.6%	4	0.6%	1	2.2%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.9%	0	0.0%	0
Cirencester Town Centre	0.7%	5	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	0	7.0%	2	3.3%	1
Clarendon Centre, Cornmarket Street, Oxford, OX1 3JE	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Costco, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.0%	0	0.0%	0	0.0%	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
Cowley Local Centre, OX4 2	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Decathlon, Kensington High Street, London, W8 7RL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	2.8%	20	1.4%	3	0.0%	0	7.3%	9	15.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.9%	0	0.7%	0
Didcot Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.0%	0	0.0%	0	0.0%	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
Gloucester Quays, St Ann Way, Gloucester, GL1 5SH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.9%	6	0.0%	0	0.0%	0	3.6%	5	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre, SA61 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	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
Kidlington Village Centre	0.4%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S),	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG																								
Matalan, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	0.5%	4	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.9%	2	6.2%	4	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine Road East, Cirencester, GL7 5QA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	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
Northallerton Town Centre, DL7 8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.1%	1	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	1.8%	1	0.0%	0
Oxford City Centre	11.5%	83	12.3%	22	3.0%	1	9.0%	11	12.4%	4	30.8%	16	21.0%	13	13.4%	7	2.8%	2	4.8%	3	2.7%	1	9.4%	3
Pavers, Avenue Garden Centre, Oxford Road, Bicester, OX25 2NY	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre, CV31 3	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.7%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.9%	1	0.7%	0	0.0%	0	0.7%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Tewkesbury Road, Cheltenham, GL51 9RR	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Seasalt, Bourton-on-the-Water, Cheltenham, GL54 3WN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5	11.9%	7	0.0%	0	0.0%	0
Swindon Town Centre	1.0%	7	0.3%	1	0.7%	0	3.2%	4	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0
Templars Square, Pound	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Way, Oxford, OX4 3XH																								
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Walton-le-Dale Village Centre, PR5 4	0.0%	0	0.0%	0	0.0%	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
Wantage Town Centre, OX12 9	0.4%	3	1.4%	3	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
Westfield, Ariel Way, London, W12 7GF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.8%	0	3.1%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre, GU46 7	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	1.0%	7	0.0%	0	0.0%	0	4.9%	6	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	33.9%	245	46.2%	83	39.9%	14	43.7%	56	28.0%	10	21.7%	11	20.1%	13	29.4%	16	25.0%	16	26.9%	16	15.6%	5	26.6%	7
Mail order / catalogue	2.6%	19	3.4%	6	2.2%	1	2.1%	3	0.9%	0	2.4%	1	1.8%	1	1.2%	1	4.6%	3	4.3%	2	0.9%	0	0.0%	0
TV shopping	1.8%	13	6.9%	12	0.0%	0	0.0%	0	0.9%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		724		179		35		127		36		52		63		53		65		59		29		27
Sample:		652		69		58		61		49		64		71		55		53		63		47		62

Q11 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	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	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.5%	3	1.8%	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	0.0%	0	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Witney Town Centre	9.2%	46	9.3%	14	0.9%	0	12.3%	9	1.2%	0	26.1%	5	13.0%	6	0.9%	0	5.8%	3	0.0%	0	30.2%	4	21.2%	4
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.7%	4	1.8%	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	0.0%	0	4.9%	1
Chipping Norton Town Centre	0.8%	4	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.9%	0
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.5%	3	1.8%	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	0.0%	0	0.0%	0
Carterton Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Zone 5																								
Zone 6																								
Woodstock Town Centre	0.1%	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
Zone 7																								
Zone 8																								
Zone 9																								
Zone 10																								
Burford Town Centre, OX18 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.7%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	1.4%	7	4.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Banbury Town Centre	2.7%	14	1.8%	3	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	11.0%	4	6.9%	4	2.1%	1	0.0%	0	0.9%	0
Bicester Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.9%	4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	8.9%	3	0.0%	0	0.0%	0
Cirencester 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	0.0%	0	1.8%	0	0.0%	0
Evesham Town Centre, WR11 4	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	5.4%	2	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.1%	0	0.0%	0	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%	0	0.0%	0
Kidlington Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	3.7%	18	2.3%	3	0.9%	0	0.0%	0	1.2%	0	21.6%	4	9.1%	4	7.5%	3	0.0%	0	7.9%	3	0.0%	0	0.0%	0
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	1.8%	9	0.0%	0	0.0%	0	12.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	2	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	0.1%	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
Others																								
Internet	70.8%	356	68.0%	101	70.6%	20	74.8%	55	95.3%	26	44.2%	9	69.0%	32	58.7%	21	85.0%	44	74.7%	29	49.1%	7	66.2%	13
Mail order / catalogue	1.9%	10	3.6%	5	11.0%	3	0.0%	0	2.4%	1	2.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.5%	3	1.8%	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	0.0%	0	0.0%	0
Weighted base:		504		148		28		74		27		21		46		36		52		39		15		19
Sample:		388		53		33		34		29		26		47		29		39		36		29		33

Q12 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, iPad, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	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	0.0%	0	0.0%	0	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Robert Dyas, Market Square, Witney, OX28 6AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	2.8%	28	6.4%	13	2.4%	1	1.0%	2	0.5%	0	10.2%	8	1.4%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	3.3%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Witney Town Centre	5.9%	59	10.5%	22	0.5%	0	7.2%	11	1.4%	1	9.7%	8	11.0%	9	0.0%	0	0.0%	0	1.1%	1	11.5%	6	4.4%	2
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.6%	6	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	3.0%	31	0.0%	0	20.7%	12	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	0	5.5%	6	10.4%	8	0.0%	0	3.4%	1
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	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	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Zone 5																								
Eynsham Village Centre	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	10	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Moreton-in-Marsh Town Centre, GL56 0	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.2%	3	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Zone 10																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Burford Town Centre, OX18 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Chadlington Village Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple, Midsummer Place Shopping Centre, Midsummer Boulevard, Milton Keynes, MK9 3GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Living, Maybird Retail Park, Stratford-upon-Avon, CV37 0HZ	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	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	0.0%	0	3.4%	2	0.0%	0
B&M, Worcester Road, Worcestershire, WR11 4XF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	5.9%	59	3.4%	7	8.7%	5	1.8%	3	1.4%	1	0.0%	0	0.0%	0	11.8%	10	25.2%	28	1.1%	1	0.0%	0	11.9%	5
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.7%	8	3.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Banbury Town Centre	1.8%	18	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	6.7%	6	9.3%	10	1.6%	1	0.0%	0	0.0%	0
Bicester Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	6.3%	63	6.5%	13	0.0%	0	6.9%	10	9.1%	6	20.4%	16	12.3%	10	3.7%	3	0.0%	0	0.0%	0	1.0%	1	7.5%	3
Central London / West End	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	0.0%	0	3.2%	2	0.0%	0
Cheltenham Town Centre	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	7.1%	5	0.0%	0	0.0%	0
Cirencester Town Centre	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	0.0%	0	5.2%	3	0.0%	0
Costco, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Currys, Botley Road, Oxford, OX2 0HY	2.1%	21	2.7%	5	0.5%	0	5.2%	8	0.9%	1	1.0%	1	6.9%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.4%	0
Currys, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	0.3%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Currys, Maybrook Retail Park, Birmingham Road,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.6%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stratford-upon-Avon, CV37 0BT																								
Currys, Springfield Drive, Evesham, WR11 1DX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.4%	3	0.0%	0	0.0%	0
Currys, The Place Retail Park, Elder Gate, Milton Keynes, MK9 1EN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	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	0.0%	0	0.0%	0	0.0%	0
Evesham Shopping Park, Evesham, WR11 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	1.7%	17	0.0%	0	0.0%	0	4.1%	6	8.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	5	0.0%	0
Hewetts Electrical, Cricklade Street, Cirencester, GL7 1JF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.5%	1	3.3%	3	0.4%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M1 5	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	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	2.9%	30	0.7%	2	0.5%	0	6.4%	10	7.8%	5	1.5%	1	8.2%	7	3.6%	3	0.5%	1	0.6%	0	0.0%	0	1.7%	1
Oxford Retail Park,	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	3.7%	3	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Ambassador Avenue, Oxford, OX4 6XJ																								
Richer Sounds, Elder Gate, Milton Keynes, MK9 1LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, West Way, Botley Road, Oxford, OX2 0JB	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	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%	2	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Stratford-upon-Avon 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	1.6%	2	0.6%	0	0.0%	0	0.0%	0
Swindon Town Centre	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	0.0%	0	2.5%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	0	0.0%	0	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.6%	6	0.0%	0	0.0%	0	0.0%	0	9.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	52.0%	523	53.1%	110	57.8%	33	56.6%	86	52.9%	37	37.9%	31	47.6%	39	61.9%	52	45.5%	50	48.1%	35	54.0%	28	58.4%	24
Mail order / catalogue	2.7%	28	6.0%	12	0.0%	0	5.4%	8	0.9%	1	0.0%	0	2.4%	2	0.0%	0	0.5%	1	2.9%	2	0.0%	0	4.2%	2
TV shopping	1.0%	10	4.2%	9	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	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Weighted base:	1006	206	56	151	70	81	81	84	110	73	52	41
Sample:	1000	90	95	92	91	97	93	85	92	87	90	88

Q13 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	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	0.0%	0	1.7%	1	4.0%	2
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.6%	16	3.4%	7	0.0%	0	3.1%	5	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	2.2%	21	0.3%	1	0.0%	0	2.4%	4	3.6%	2	10.0%	8	4.9%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	2	2.3%	1
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.5%	5	1.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Woolgate Shopping Centre, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Witney Town Centre	17.5%	170	28.3%	56	0.0%	0	20.9%	31	2.7%	2	31.9%	25	32.4%	26	4.0%	3	0.0%	0	9.0%	7	24.6%	11	19.5%	8
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.4%	4	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Chipping Norton Town Centre	6.4%	62	0.0%	0	46.5%	24	0.0%	0	0.0%	0	0.0%	0	0.5%	0	3.3%	2	13.9%	15	14.1%	11	0.0%	0	23.4%	9
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.6%	6	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Aston Village Centre, OX18 2	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	1.4%	14	1.3%	3	0.0%	0	6.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	0.1%	1	0.0%	0	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
Zone 4																								
Southmoor Village Centre, OX13 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Zone 6																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Woodstock Town Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	7	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bodicote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	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	3.8%	3	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	4.6%	2	0.0%	0
Co-op, Station Road, Lechlade, GL7 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Charlbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Outside Catchment Area																								
Abingdon Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.5%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	3.2%	31	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	9.8%	7	18.9%	21	0.0%	0	0.0%	0	3.5%	1
Bicester Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwell's Bookshop, Broad Street, Oxford, OX1 3BQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Red Cross, Wallingford Street, Wantage, OX12 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.3%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.5%	1	0.5%	0	0.0%	0	0.0%	0
Central London / West End	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	3.6%	3	0.0%	0	0.5%	0	0.0%	0	2.4%	1
Cheltenham Town Centre	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	4.6%	3	0.0%	0	0.0%	0
Cirencester Town Centre	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	0.0%	0	6.2%	3	0.0%	0
Cumnor Village Centre	0.5%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Lyme Regis Town Centre, DT7 3	0.3%	3	0.0%	0	0.0%	0	1.8%	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
Milton Keynes City Centre, MK9 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	3.0%	29	1.7%	3	1.5%	1	0.0%	0	15.2%	9	7.9%	6	6.3%	5	4.1%	3	0.0%	0	0.0%	0	0.6%	0	3.3%	1
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	3.5%	3	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		Zone 9		Zone 10		Zone 11	
Stow-on-the-Wold Town Centre, GL54 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	7	6.2%	5	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon 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	0.0%	0	4.3%	2	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.9%	8	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.8%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.2%	1	0.0%	0	0.0%	0	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
WHSmith, Cromer Road West, Hounslow, TW6 1QG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
WHSmith, Kings Walk Shopping Centre, Kings Park, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.7%	7	3.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO1 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Others																								
Internet	48.9%	474	52.1%	103	44.6%	23	61.4%	91	56.8%	35	32.8%	26	36.3%	30	50.9%	39	48.2%	54	55.9%	43	38.6%	18	34.5%	13
Mail order / catalogue	1.2%	11	2.7%	5	3.9%	2	0.4%	1	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.5%	0
TV shopping	0.3%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		968		198		51		149		61		80		82		76		111		76		47		39
Sample:		950		87		81		84		80		90		95		79		90		89		84		91

Q14 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just for Pets, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Lidl, New Close Lane, Witney, OX28 4TT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.3%	3	0.3%	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	5.2%	2	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.0%	8	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.1%	1
The Entertainer, Welch Way, Witney, OX28 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.6%	6	0.5%	1	0.0%	0	2.5%	4	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
WFS Country Shop Ltd, Burford Road, Witney, OX29 0RB	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Witney Town Centre	9.7%	83	17.2%	32	0.0%	0	14.4%	21	2.4%	1	14.9%	10	15.9%	11	0.4%	0	0.0%	0	1.9%	1	8.8%	3	11.3%	4
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	1.1%	9	0.0%	0	15.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	5.8%	2
Co-op, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Windmill Square, London Road, Chipping Norton, OX7 5EJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.3%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	0.3%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	1.2%	10	0.0%	0	0.0%	0	5.0%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.4%	3	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.5%	0
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Standlake Village Centre	0.3%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.8%	3	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.0%	0	0.0%	0	0.0%	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
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Zone 11																								
Charlbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Outside Catchment Area																								
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Argos, The Maybird Centre, Stratford-upon-Avon, CV37 0HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park,	1.3%	11	2.4%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.3%	1	4.1%	3	0.0%	0	2.6%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lockheed Close, Banbury, OX16 1LX																								
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.4%	4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.5%	0
Banbury Town Centre	3.3%	28	2.4%	4	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	9.6%	7	11.8%	11	1.2%	1	0.0%	0	4.5%	2
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.7%	6	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	1.6%	14	1.4%	3	0.0%	0	0.0%	0	0.6%	0	15.6%	10	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	4.5%	2
Childrey Village Centre, OX12 9	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Cirencester 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	0.0%	0	4.2%	2	0.0%	0
Co-op, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Spine Road East, Cirencester, GL7 5TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croft Pet Foods, Broad Street, Banbury, OX16 5BX	0.5%	5	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Decathlon, Kensington High Street, London, W8 7RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.2%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Drayton Village Centre, OX14 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ella's Toy Shop, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.5%	4	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Faringdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Pools Retail Park, Four	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pools Lane, Evesham, WR11 1DJ																								
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Halfords, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.3%	3	0.0%	0	0.0%	0	1.9%	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
Hampton Poyle Village Centre, OX5 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.9%	17	2.4%	4	3.8%	2	0.0%	0	1.2%	1	8.2%	5	3.1%	2	0.0%	0	0.7%	1	3.1%	2	0.0%	0	0.0%	0
Pets at Home, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.5%	5	0.0%	0	0.0%	0	3.2%	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
Pets at Home, Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Pets at Home, Four Pools Lane, Evesham, WR11 1DJ	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	4.1%	3	0.0%	0	0.0%	0
Pets at Home, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Oxford Road, Swindon, SN3 4ES	0.3%	3	0.0%	0	0.0%	0	1.8%	3	0.6%	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		Zone 9		Zone 10		Zone 11	
Pets Corner, Yarnton Home & Gardens, Sandy Lane, Yarnton, Oxford, OX5 1PA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosebird Community Hall, Shipston Road, Alderminster, Stratford-upon-Avon, CV37 8LU	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	4.1%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.0%	0	0.0%	0	0.0%	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
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.8%	6	0.0%	0	0.0%	0	0.0%	0	11.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Eastern Avenue Retail Park, Southbrook Road, Eastern Avenue, Gloucester, GL4 3BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Patriot Drive, Milton Keynes, MK13 8PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Ambassador Avenue, Oxford, OX4 6XJ	0.3%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Tower Retail Park, West Way, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margaret's Retail Park, Oxford Road, Swindon, SN3 4ES	0.6%	5	0.0%	0	0.0%	0	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
Stow-on-the-Wold Town Centre, GL54 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.4%	4	0.0%	0	0.0%	0
Swindon Town Centre	0.5%	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	0.0%	0	7.9%	3	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.6%	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		Zone 9		Zone 10		Zone 11	
Abingdon, OX14 1TU																								
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	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	1.2%	1	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Liskeard, Trago Mills, Two Waters Foot, Liskeard, PL14 6HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.3%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Western By-Pass Road, Peartree Interchange, A34/A40/A44, Oxford, OX2 8JZ	1.5%	13	1.8%	3	0.0%	0	6.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.4%	4	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre, NN8 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	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	0.0%	0	0.0%	0	4.5%	2
Weston-on-the-Green Village Centre, OX25 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	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	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.7%	6	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	55.9%	482	55.7%	103	51.1%	21	58.1%	83	44.6%	24	43.3%	28	60.8%	44	57.5%	42	60.6%	55	63.1%	41	52.7%	20	59.9%	20
Mail order / catalogue	1.1%	10	2.9%	5	4.1%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.5%	4	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		861		185		42		143		54		64		72		74		90		65		39		34
Sample:		718		75		60		74		53		68		73		64		70		63		55		63

Q15 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Carpet Options, Avenue Four, Station Lane, Witney, OX28 4BN	2.0%	16	0.5%	1	0.0%	0	3.6%	5	0.0%	0	0.7%	0	4.6%	3	0.0%	0	3.8%	3	0.7%	0	5.6%	2	5.2%	2
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Avenue One, Witney, OX28 4XZ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	8.9%	71	13.5%	27	0.6%	0	6.2%	8	1.8%	1	16.5%	10	21.5%	14	0.0%	0	0.0%	0	5.3%	3	8.6%	3	19.1%	6
Zone 2																								
Chipping Norton Town Centre	1.2%	10	0.0%	0	12.7%	5	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.5%	0	1.5%	1	1.3%	1	0.0%	0	1.2%	0
Cotswold Carpets, Worcester Road Industrial Estate, Chipping Norton, OX7 5XW	1.3%	10	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	11.7%	7	0.0%	0	0.0%	0
Zone 3																								
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	0.4%	3	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Woodstock Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Zone 7																								
Zone 8																								
Broughton Village Centre, OX15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kingham Village 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	0.7%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Zone 11																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Charlbury Town Centre	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	1.3%	11	0.3%	1	0.0%	0	0.4%	1	8.5%	5	7.9%	5	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Aspen Carpets & Flooring, Maldon Road, Danbury, Chelmsford, CM3 4QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Aylesbury Town Centre, HP20 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	1.7%	13	1.3%	3	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	3.0%	2	1.3%	1	0.0%	0	8.3%	2
Banbury Express, Warwick Road, Banbury, OX16 1AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.3%	2	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	2.5%	20	0.3%	1	11.8%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.9%	3	11.4%	9	2.6%	2	0.8%	0	0.0%	0
Bennetts Family Furnishing, Warwick Road, Banbury, OX16 2AB	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	4.7%	38	4.2%	8	0.0%	0	3.4%	4	4.6%	2	22.2%	13	13.1%	8	0.5%	0	0.0%	0	0.0%	0	1.7%	1	1.2%	0
Botley Village Centre, OX2 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Swindon, SN5 7YF	0.0%	0	0.0%	0	0.0%	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
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	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
Carpetland, Parson's Street, Banbury, OX16 5NB	0.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.0%	0	0.0%	0	0.0%	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
Central London / West End	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.8%	0	0.6%	0
Cheltenham Town Centre	0.3%	3	0.3%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Cirencester Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	5.9%	2	0.0%	0
Clarendon Centre,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Cornmarket Street, Oxford, OX1 3JE																								
Cribbs Causeway, Bristol, BS34 5DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Derby City Centre, DE1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
DFS, Lockheed Close, Banbury, OX16 1LX	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.8%	1	7.7%	5	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	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	0.0%	0	5.6%	2	0.0%	0
Didcot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.5%	4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Southam Road, Banbury, OX16 2RX	1.7%	14	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	9.6%	8	0.7%	0	0.0%	0	4.2%	1
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	1.4%	11	0.0%	0	0.0%	0	5.7%	7	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	2.4%	19	0.3%	1	0.0%	0	5.5%	7	8.9%	5	10.1%	6	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Faringdon Town Centre	0.9%	7	0.0%	0	0.0%	0	3.6%	5	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Furniture Village, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.1%	1	0.3%	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	0.0%	0	0.6%	0
Gallagher Retail Park, Tewkesbury Road, Cheltenham, GL51 9RR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.0%	0	0.0%	0	0.0%	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
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammonds Furniture, Fairacres Retail Park, Nuffield Way, Abingdon, OX14 1BY	0.2%	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	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	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		Zone 9		Zone 10		Zone 11	
Homebase, Horspath Driftway, Oxford, OX3 7JN	0.9%	7	3.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	0.4%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	3.5%	28	7.5%	15	0.6%	0	0.0%	0	0.6%	0	0.0%	0	8.5%	5	3.6%	2	5.8%	5	0.0%	0	0.0%	0	0.0%	0
Ikea, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	1.6%	13	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	6.3%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	1
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.5%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.5%	0	0.8%	1	0.7%	0	0.8%	0	3.7%	1
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Kidlington Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Kingsditch Retail Park, Kingsditch Lane, Cheltenham, GL51 9PX	0.0%	0	0.0%	0	0.0%	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
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Furniture, Cheney Manor Road, Swindon, SN2 2QE	0.0%	0	0.0%	0	0.0%	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
Marks and Spencer (M&S), Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	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	5.8%	4	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	2.8%	23	2.5%	5	0.0%	0	4.0%	5	0.0%	0	4.8%	3	5.2%	3	9.3%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Melksham Town Centre, SN12 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	4.6%	37	5.5%	11	1.9%	1	8.9%	11	4.2%	2	3.6%	2	3.5%	2	7.3%	4	0.0%	0	4.0%	2	0.0%	0	2.4%	1
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.4%	3	0.0%	0	5.7%	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	3.1%	1
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.8%	7	1.3%	3	3.4%	1	0.0%	0	0.0%	0	3.7%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sofas & Stuff, Tripp Hill, Pulborough, RH20 1ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre, B91 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Stalls Lifestyle, Preston Lane, Stratford-upon-Avon, CV37 8DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Stratford-upon-Avon 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	1.5%	1	0.7%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.8%	7	0.0%	0	0.0%	0	2.5%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	3	0.0%	0
Tapi Carpets & Floors, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.3%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0
Tysoe Village Stores, Main Street, Warwick, CV35 0SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Others																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Abroad	0.7%	6	2.6%	5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Internet	38.2%	307	48.1%	96	33.9%	14	50.2%	64	31.8%	17	17.4%	10	21.5%	14	28.0%	16	35.5%	28	38.8%	24	42.3%	13	36.0%	11
Mail order / catalogue	2.2%	18	2.0%	4	0.0%	0	0.0%	0	3.0%	2	2.2%	1	4.2%	3	6.3%	4	1.5%	1	4.0%	2	2.5%	1	0.6%	0
TV shopping	0.7%	6	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Weighted base:		802		200		40		127		53		58		65		58		79		61		31		30
Sample:		700		81		57		71		58		69		70		56		59		61		56		62

Q16 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	22.9%	220	39.8%	78	3.1%	2	34.9%	53	0.5%	0	35.9%	26	16.1%	13	0.0%	0	0.0%	0	32.3%	23	29.5%	14	25.8%	10
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Relics of Witney, The Old Works, Corn Street, Witney, OX28 6BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Screwfix, Avenue One, Witney, OX28 4XZ	1.4%	13	2.0%	4	0.0%	0	0.7%	1	3.5%	2	2.9%	2	0.9%	1	0.0%	0	0.0%	0	3.4%	2	0.0%	0	2.3%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.3%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Avenue One, Witney, OX28 4XZ	0.2%	1	0.3%	1	0.0%	0	0.3%	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
Witney Town Centre	4.6%	44	4.8%	9	0.0%	0	7.2%	11	3.8%	2	6.9%	5	10.3%	8	0.0%	0	0.0%	0	0.0%	0	7.1%	3	11.8%	5
Zone 2																								
Applegarth Nurseries, Banbury Road, Chipping Norton, OX7 5SY	0.6%	6	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.6%	2	0.6%	0	0.0%	0	3.1%	1
Chipping Norton Town Centre	3.8%	37	0.0%	0	29.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	10.6%	12	9.3%	7	0.0%	0	3.5%	1
Travis Perkins, Station Road, Chipping Norton, OX7 5HX	0.3%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.4%	0
Zone 3																								
A K Timms, Station Road, Brize Norton, Carterton, OX18 3QB	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.7%	7	0.0%	0	0.0%	0	1.0%	2	0.5%	0	3.5%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Bampton Local Centre, OX18 2	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Brize Norton Village Centre, OX18 3	0.4%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Carterton Town Centre	0.6%	6	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Screwfix, Ventura Business Park, Carterton OX18 1AD	1.7%	16	0.0%	0	0.0%	0	9.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Zone 4																								
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	1.0%	9	0.3%	1	0.0%	0	0.7%	1	8.0%	5	1.1%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Cassington Nurseries, Yarnton Road, Cassington, Witney, OX29 4DY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curbridge Village Centre, OX29 7	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.5%	0	22.5%	16	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.6%	6	1.3%	3	0.0%	0	2.3%	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																								
Freeland Nurseries, Wroslyn Road, Freeland, Witney, OX29 8AQ	1.0%	9	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	8	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.4%	0
Woodstock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Bunkers Hill Garden Shop, Bunkers Hill, Kidlington, OX5 3BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicholsons, The Park, Bicester, OX25 6HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Broughton Village Centre, OX15 4	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	0.0%	0	0.0%	0	3.8%	2
Cotefield Nurseries, Oxford Road, Bodicote, Banbury, OX15 4AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	1.3%	12	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.2%	2	11.5%	8	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
StowAg, Moreton Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	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		Zone 9		Zone 10		Zone 11	
Longborough, Moreton-in-Marsh, GL56 0QJ																								
Travis Perkins, Cotswold Business Park, London Road, Moreton-in-Marsh, GL56 0JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	1.0%	10	1.6%	3	0.0%	0	0.0%	0	0.5%	0	0.6%	0	2.8%	2	0.4%	0	0.0%	0	1.1%	1	0.5%	0	6.0%	2
Burford Town Centre, OX18 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	1.4%	13	0.0%	0	0.0%	0	0.3%	1	3.2%	2	0.6%	0	0.0%	0	1.6%	1	1.6%	2	0.0%	0	14.4%	7	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.9%	9	0.0%	0	0.5%	0	0.0%	0	0.5%	0	0.6%	0	2.4%	2	0.4%	0	0.0%	0	1.7%	1	0.5%	0	10.8%	4
Outside Catchment Area																								
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Southam Road, Banbury, OX16 2AD	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
B&Q, Four Pools Retail Park, Evesham, WR11 1DJ	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	8.8%	6	0.0%	0	0.0%	0
B&Q, Great Western Way, Wiltshire, Swindon SN2 2DJ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	7.7%	74	0.0%	0	28.7%	14	1.8%	3	0.0%	0	0.0%	0	0.5%	0	18.5%	14	36.5%	41	2.2%	2	0.0%	0	0.4%	0
B&Q, Nuffield Way, Abingdon, OX14 1RL	0.7%	7	0.0%	0	0.0%	0	0.0%	0	11.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Seacourt Tower, Retail Park, Oxford, OX2 0JJ	2.5%	24	2.3%	4	2.7%	1	0.0%	0	8.6%	5	3.5%	2	7.0%	5	6.2%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0
B&Q, The Maybird Centre,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	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		Zone 9		Zone 10		Zone 11	
Stratford-upon-Avon, CV37 0HZ																								
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	2.2%	22	5.8%	11	2.6%	1	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	5.0%	2
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Banbury Town Centre	2.2%	21	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	14.0%	16	0.6%	0	0.0%	0	2.9%	1
Batsford Arboretum and Garden Centre, Batsford, Moreton-in-Marsh, GL56 9AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	1.9%	19	3.1%	6	0.0%	0	0.0%	0	1.6%	1	7.0%	5	7.5%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers Decorator Centres, Penhill Industrial Park, Beaumont Road, Banbury, OX16 1RW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlecote Garden Centre, Charlecote, Warwick, CV35 9ER	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Cirencester 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	0.0%	0	4.3%	2	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulux Decorator Centre, The Broadway, Kidlington, OX5 1EF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Challow Village Centre, OX12 9	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	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		Zone 9		Zone 10		Zone 11	
Evesham Garden Centre, The Valley, Evesham, WR11 4DS	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Evesham Shopping Park, Evesham, WR11 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	1.8%	17	0.0%	0	0.0%	0	5.9%	9	5.3%	3	0.0%	0	2.5%	2	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Haynes Of Challow, Faringdon Road, Wantage, OX12 9TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Homebase, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	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	0.0%	0	0.5%	0	0.0%	0
Homebase, Horspath Driftway, Oxford, OX3 7JN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	1.0%	9	3.6%	7	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	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	0.0%	0	0.0%	0	0.0%	0
MKM Building Supplies, Station Approach, Kidlington, OX5 1JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine	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	0.0%	0	3.6%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Road East, Cirencester, GL7 5QA																								
Norton Garden Centre, Tewkesbury Road, Twigworth, Gloucester, GL2 9PU	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Oxford Garden Centre, Southern By-Pass Road, Oxford, OX1 5AR	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Screwfix, Beech Court, Bourton-on-the-Water, Cheltenham, GL54 2SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Screwfix, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Mercian Close, Cirencester, GL7 1LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Screwfix, Station Field Industrial Estate, Kidlington, OX5 1JD	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Road, Bicester, OX26 4AA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Wildmere Road Industrial Estate, Banbury, OX16 3JU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.5%	5	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
Stratford Garden Centre, Campden Road, Clifford Chambers, Stratford-upon-Avon, CV37 8LW	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	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Toolstation, Pioneer Road, Faringdon, SN7 7BU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Travis Perkins, Maybrook Industrial Estate, Maybrook Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stratford-upon-Avon, CV37 0BT																								
Wantage Town Centre, OX12 9	0.4%	4	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Botley Road, Oxford, OX2 0HA	0.4%	4	0.0%	0	4.5%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Wickes, Gipsy Lane, Swindon, SN2 8DH	0.1%	1	0.0%	0	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
Wickes, Launton Road, Bicester, OX26 6PZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Metric Trade Park, Love Lane, Cirencester, GL7 1YQ	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	0.0%	0	3.2%	2	0.0%	0
Wickes, Southam Road, Banbury, OX16 2RR	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham, GL51 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	1.2%	12	0.0%	0	0.0%	0	0.3%	1	0.0%	0	2.9%	2	4.3%	3	6.3%	5	0.5%	1	0.0%	0	0.0%	0	0.9%	0
Others																								
Internet	17.7%	170	31.8%	63	14.6%	7	20.1%	31	15.4%	9	8.2%	6	11.5%	9	12.8%	10	12.4%	14	15.2%	11	7.3%	4	16.3%	7
Mail order / catalogue	0.6%	6	1.3%	3	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Weighted base:		961		197		50		153		61		72		78		76		112		72		49		40
Sample:		937		86		80		88		77		92		86		82		87		81		88		90

Q17 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Boots, High Street, Witney, OX28 6HA	0.8%	8	2.1%	4	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	1.0%	10	3.3%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.1%	1
Long Hanborough Village Centre, OX29 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	4.3%	46	6.4%	14	0.0%	0	3.2%	5	0.4%	0	9.8%	8	9.1%	8	0.3%	0	0.0%	0	5.6%	5	3.4%	2	8.1%	4
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.7%	7	1.2%	3	0.0%	0	0.0%	0	5.9%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	1.6%	17	1.4%	3	0.0%	0	2.8%	5	0.0%	0	1.5%	1	4.0%	3	0.0%	0	0.0%	0	3.3%	3	0.5%	0	3.6%	2
Witney Town Centre	14.1%	150	22.3%	48	0.0%	0	12.8%	21	1.3%	1	40.5%	34	30.9%	26	0.3%	0	0.0%	0	2.8%	2	23.2%	13	11.5%	5
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.7%	7	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	1.6%	2	0.0%	0	0.0%	0	4.7%	2
Chipping Norton Town Centre	6.7%	71	0.0%	0	61.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	10.5%	12	15.8%	14	0.0%	0	21.6%	10
Co-op, High Street, Chipping Norton, OX7 5AB	0.2%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.4%	0
QD, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	0.7%	7	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.5%	0	1.5%	1	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	3.3%	35	0.0%	0	0.0%	0	14.6%	24	0.0%	0	0.0%	0	2.3%	2	6.0%	5	0.0%	0	0.0%	0	6.8%	4	0.0%	0
Bampton Local Centre, OX18 2	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	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		Zone 9		Zone 10		Zone 11	
Carterton Town Centre	1.4%	15	0.0%	0	0.0%	0	8.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Co-op, Market Square, Bampton, OX18 2JJ	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	1.5%	16	0.5%	1	0.0%	0	7.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.5%	2	0.0%	0
Zone 4																								
Zone 5																								
Eynsham Village Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eynsham, Witney, OX29 4EF	0.2%	2	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
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	4.7%	4	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	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	9.9%	8	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	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	3.6%	3	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	8.8%	5	0.0%	0
Co-op, Station Road, Lechlade, GL7 3ER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	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	0.0%	0	14.0%	8	0.0%	0
Zone 11																								
Charlbury Town Centre	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	0.0%	0	0.0%	0	9.8%	4
Outside Catchment Area																								
Abingdon Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	4	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		Zone 9		Zone 10		Zone 11	
Aldi, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.1%	2	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	0.5%	0	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	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	0.0%	0	3.3%	2	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.7%	8	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	4.3%	5	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	2.2%	23	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	13.7%	15	1.4%	1	0.0%	0	0.4%	0
Bicester Shopping Park, Bicester, OX26 1BT	1.7%	18	5.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Cornmarket Street, Oxford, OX1 3HL	1.2%	13	2.1%	4	0.0%	0	3.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Boots, Market Place, Fairford, GL7 4AB	0.1%	1	0.0%	0	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%	1	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	1.1%	11	2.5%	5	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.1%	1
Cheltenham Town Centre	0.3%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Cirencester Town Centre	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	0.5%	0	4.4%	2	0.0%	0
Co-op, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Faringdon Retail Park, Henry	0.4%	5	0.0%	0	0.0%	0	0.7%	1	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Blake Way, Faringdon, SN7 7GQ																								
Faringdon Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Golden Valley Retail Park, Hatherley Lane, Cheltenham, GL51 6PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.7%	1	0.5%	1	4.1%	4	0.0%	0	0.4%	0
Oxford City Centre	2.3%	25	5.3%	11	0.5%	0	0.0%	0	2.7%	2	5.1%	4	0.9%	1	2.8%	3	0.0%	0	0.0%	0	0.0%	0	8.0%	4
Royal Wootton Bassett Town Centre, SN4 7AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	2.5%	27	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	19.1%	22	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	2.0%	21	2.1%	4	0.0%	0	0.0%	0	2.9%	2	0.0%	0	11.2%	9	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Paddington Drive, Swindon, SN5 7AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	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		Zone 9		Zone 10		Zone 11	
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.5%	0	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.1%	1	0.0%	0	0.0%	0	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
Superdrug, Westgate Shopping Centre, Queen Street, Oxford, OX1 1PE	0.3%	4	0.0%	0	0.0%	0	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
Swindon Town Centre	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5	0.0%	0	0.0%	0	0.0%	0
Templars Square, Pound Way, Oxford, OX4 3XH	0.3%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	1.1%	11	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	2.1%	2	6.2%	7	0.0%	0	0.0%	0	2.1%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.7%	8	0.0%	0	0.0%	0	0.0%	0	9.5%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	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	0.0%	0	0.5%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.9%	1	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	1.0%	11	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	11.7%	10	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.5%	5	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.7%	8	0.0%	0	0.0%	0	0.0%	0	9.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.2%	2	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
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	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	3.1%	3	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.6%	6	0.0%	0	0.0%	0	0.0%	0	8.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.5%	6	1.2%	3	2.4%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.5%	5	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.4%	0
Internet	25.9%	275	34.9%	75	19.3%	11	38.8%	62	29.3%	22	10.5%	9	23.5%	20	30.5%	28	11.8%	13	24.1%	21	12.8%	7	18.5%	8
Mail order / catalogue	1.2%	13	3.7%	8	0.0%	0	0.3%	1	0.0%	0	0.0%	0	2.7%	2	1.8%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0
TV shopping	0.3%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1060		214		55		161		74		83		85		91		113		86		54		44
Sample:		1072		93		96		99		95		99		99		99		97		99		99		97

Q18 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);
Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Leafield Village Centre, OX29 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.5%	11	0.9%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	3	3.2%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	10.1%	3
Sobell House, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	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
The Woolgate Centre, Market Square, Witney, OX28 6AP	1.0%	7	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	3.7%	1
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Witney Town Centre	11.0%	77	12.3%	22	0.0%	0	14.9%	17	11.7%	5	21.4%	10	20.2%	12	0.5%	0	0.0%	0	3.4%	2	26.2%	7	7.7%	2
Zone 2																								
Chipping Norton Town Centre	1.7%	12	0.0%	0	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	5	6.2%	4	0.0%	0	2.8%	1
Co-op, High Street, Chipping Norton, OX7 5AB	0.2%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.9%	6	0.0%	0	0.0%	0	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.2%	2	0.0%	0	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	0.0%	0
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.4%	3	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	1.0%	0	0.0%	0
Aston Village Centre, OX18 2	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Zone 5																								
Eynsham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56	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	4.3%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
0DS																								
Moreton-in-Marsh Town Centre, GL56 0	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.6%	2	0.0%	0	0.0%	0
Sophie Oliver Jewellery, High Street, Moreton-in-Marsh, GL56 0AF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.3%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	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	4.1%	2	0.0%	0	0.0%	0
Banbury Town Centre	2.0%	14	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	4.8%	3	15.4%	9	1.4%	1	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	1.2%	8	4.4%	8	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.8%	6	0.0%	0	0.0%	0	0.5%	1	0.0%	0	10.3%	5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.7%	5	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.7%	0	1.0%	0	3.7%	1
Cheltenham Town Centre	1.1%	7	0.3%	1	0.8%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	8.5%	2	0.0%	0
Cirencester Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	6.8%	2	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.6%	4	0.0%	0	0.0%	0	3.6%	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
Dunelm, Southam Road, Banbury, OX16 2RX	0.4%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	1.0%	1	0.7%	0	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	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	0.0%	0	1.9%	1	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	0.4%	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	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		Zone 9		Zone 10		Zone 11	
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.1%	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	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	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	0.0%	0	0.0%	0	0.0%	0
Homesense, Bath Road, Taplow, Maidenhead, SL6 0NY	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	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	0
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.5%	4	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matlock Town Centre, DE4 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.6%	4	0.0%	0	0.0%	0	0.5%	1	0.7%	0	0.0%	0	0.6%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	5.1%	3	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	8.9%	63	7.3%	13	9.2%	3	2.4%	3	16.5%	7	17.5%	8	30.3%	17	14.3%	8	1.0%	1	0.7%	0	1.0%	0	4.4%	1
Royal Wootton Bassett Town Centre, SN4 7AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.7%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0
Stonor Village Centre, RG9 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Stow-on-the-Wold Town Centre, GL54 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.0%	0	0.7%	0
Stratford-upon-Avon Town	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	6	6.0%	4	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Swindon Town Centre	0.4%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0
Symondsbury Village Centre, DT6 6	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	0.4%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge, CB1 3ET	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	3.5%	2	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.3%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.3%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	0.9%	6	1.5%	3	0.0%	0	2.4%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Internet	51.7%	364	62.3%	112	47.7%	16	62.8%	71	52.8%	23	32.0%	16	24.7%	14	44.9%	26	47.8%	28	53.1%	31	40.6%	11	62.7%	16
Mail order / catalogue	1.8%	13	3.0%	5	3.9%	1	2.4%	3	7.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
TV shopping	0.3%	2	0.0%	0	5.0%	2	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
Weighted base:		704		179		34		113		43		48		57		58		59		58		27		25
Sample:		575		67		49		55		44		55		55		52		46		54		44		54

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [Number of times per month]																								
Q19 How often do you or your household visit Witney Town Centre for shopping, services, leisure, work or other town centre uses? [PR]																								
7 times a week	1.6%	18	5.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	1.1%	12	3.4%	8	0.0%	0	0.3%	1	2.2%	2	1.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
4 times a week	3.4%	37	13.6%	31	2.3%	1	0.3%	1	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
3 times a week	6.0%	66	15.6%	36	3.8%	2	2.0%	3	0.0%	0	10.5%	9	6.5%	6	3.5%	3	0.0%	0	4.1%	4	0.5%	0	7.0%	3
Twice a week	9.6%	105	15.2%	35	0.0%	0	8.8%	14	2.8%	2	26.0%	22	19.0%	16	0.0%	0	4.3%	5	2.3%	2	6.4%	3	10.4%	5
Once a week	14.5%	160	19.1%	44	0.0%	0	15.1%	24	6.7%	5	26.1%	22	26.7%	23	9.4%	9	0.0%	0	13.2%	11	18.6%	10	24.3%	11
Once every 2 weeks	9.4%	104	4.1%	9	9.0%	5	24.6%	40	5.5%	4	15.4%	13	3.9%	3	4.7%	4	2.5%	3	6.7%	6	17.7%	10	13.1%	6
Once a month	8.4%	93	4.8%	11	14.1%	8	11.8%	19	8.3%	6	5.9%	5	11.4%	10	5.0%	5	5.3%	6	11.9%	10	13.8%	7	9.5%	4
Once every 2 months	7.9%	86	10.4%	24	6.2%	4	16.4%	27	8.7%	7	2.6%	2	6.0%	5	5.0%	5	3.0%	4	2.8%	2	8.9%	5	5.6%	3
Once every 3 months	6.8%	75	6.3%	15	10.8%	6	10.7%	17	15.1%	12	1.0%	1	3.6%	3	6.7%	6	2.0%	2	7.3%	6	5.2%	3	7.5%	4
Less often than once every 3 months	12.6%	138	0.2%	1	28.7%	17	3.5%	6	36.6%	28	3.0%	2	14.2%	12	21.3%	20	20.4%	25	16.7%	14	19.3%	10	6.8%	3
(Don't know)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.3%	1
(Never)	18.3%	201	1.6%	4	25.2%	15	6.4%	10	12.0%	9	4.0%	3	3.1%	3	44.5%	41	62.6%	76	34.0%	29	9.2%	5	11.6%	5
Mean:		*1.12*		*2.18*		*0.41*		*0.65*		*0.37*		*1.49*		*1.33*		*0.45*		*0.32*		*0.59*		*0.54*		*1.02*
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q20 What is the MAIN activity you visit Witney Town Centre for?
Those that visit Witney Town Centre at least once a month at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
FOOD shopping	39.2%	234	47.2%	89	33.9%	6	20.9%	21	35.3%	7	39.3%	30	59.9%	37	20.8%	4	35.7%	5	28.9%	10	43.0%	13	36.1%	11
NON-FOOD shopping	21.1%	126	13.0%	25	16.0%	3	36.5%	37	27.6%	5	35.3%	26	4.8%	3	0.0%	0	39.8%	6	18.6%	6	28.4%	9	17.3%	5
Window shopping / browsing	5.8%	35	7.4%	14	13.5%	2	7.2%	7	8.6%	2	2.2%	2	3.6%	2	9.3%	2	0.0%	0	2.4%	1	4.2%	1	4.4%	1
Financial service e.g. bank, building society, cash machine	4.9%	29	0.8%	2	6.0%	1	11.0%	11	5.0%	1	2.8%	2	6.6%	4	1.5%	0	20.4%	3	3.7%	1	1.7%	1	9.8%	3
Visiting cafes / coffee shops	3.8%	23	7.0%	13	20.0%	3	0.0%	0	0.0%	0	1.7%	1	1.8%	1	11.5%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Night-time drinking	3.3%	20	6.8%	13	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	15.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health service e.g. doctor, dentist, hospital, opticians	3.1%	18	1.7%	3	0.0%	0	4.0%	4	0.0%	0	5.0%	4	3.0%	2	1.5%	0	4.1%	1	13.1%	4	0.8%	0	0.6%	0
Meeting family / friends to socialise	2.6%	15	4.4%	8	0.0%	0	2.7%	3	0.0%	0	0.0%	0	3.0%	2	7.8%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Visiting family / friends who live there	2.4%	15	1.4%	3	7.8%	1	4.5%	5	1.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	8.9%	3
Visiting gym / leisure centre / swimming pool	2.4%	14	2.1%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	1	5.5%	2
Daytime eating	1.9%	11	1.7%	3	0.0%	0	1.5%	2	8.3%	2	0.6%	0	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0
Work there	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	2	0.0%	0	10.7%	4	0.8%	0	5.5%	2
Walk / walk the dog	1.3%	8	1.4%	3	0.0%	0	2.7%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Other service e.g. laundrette, hairdresser, salon, vets, recycling	1.2%	7	0.0%	0	3.0%	1	0.0%	0	10.3%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	1.1%	0
Night-time eating	1.1%	7	0.0%	0	0.0%	0	3.4%	4	1.7%	0	0.0%	0	0.0%	0	13.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business meetings	0.7%	4	2.4%	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	0.0%	0	0.0%	0
Visiting cinema	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0
Visit daytime theatres / shows	0.4%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubbing	0.4%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the area often	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community centre	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	6.4%	2	0.0%	0	0.0%	0
Daytime drinking	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Visit markets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessing transport (e.g. using bus / tube / train station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Study 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	0.0%	0	0.8%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Visiting library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Visiting place of worship	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 night-time theatres / shows	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 museums / galleries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeaways / fast food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Using Post Office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 parks / green spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting live music venues / gigs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	6.4%	2	0.0%	0	0.0%	0
Weighted base:		596		189		17		102		20		75		62		21		15		33		31		31
Sample:		557		84		24		72		27		91		78		17		5		32		51		76

Q21 What do you like about Witney Town Centre? [MR]
Those that visit Witney Town Centre at least once a month at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Parking - it's free	26.4%	157	11.7%	22	14.5%	2	33.9%	35	18.5%	4	39.6%	30	46.0%	29	29.0%	6	28.6%	4	24.5%	8	30.6%	9	26.7%	8
Good cafés / restaurants	19.9%	119	34.7%	66	33.1%	6	17.0%	17	0.0%	0	15.5%	12	9.4%	6	20.9%	4	0.0%	0	2.4%	1	4.2%	1	19.2%	6
Attractive environment / nice place	11.9%	71	14.2%	27	19.8%	3	5.2%	5	28.7%	6	12.8%	10	12.8%	8	10.5%	2	4.1%	1	11.3%	4	11.0%	3	8.4%	3
Shops - good range of non-food shops generally	11.5%	69	3.9%	7	1.5%	0	17.8%	18	3.3%	1	18.2%	14	9.6%	6	7.8%	2	35.7%	5	14.4%	5	16.6%	5	18.6%	6
Good layout / shops close together	10.8%	64	6.5%	12	3.0%	1	8.7%	9	13.2%	3	2.8%	2	21.0%	13	11.5%	2	20.4%	3	36.3%	12	16.4%	5	8.3%	3
Parking - it's easy to find a space	10.0%	59	4.0%	8	4.5%	1	3.7%	4	14.9%	3	23.6%	18	21.1%	13	3.0%	1	0.0%	0	9.8%	3	20.2%	6	10.7%	3
You can get everything you need there	10.0%	59	14.4%	27	17.5%	3	2.6%	3	0.0%	0	11.0%	8	14.6%	9	0.0%	0	0.0%	0	10.0%	3	15.8%	5	2.8%	1
Shops - good range of independent shops	9.1%	54	4.0%	8	10.8%	2	14.6%	15	25.4%	5	3.9%	3	13.6%	8	19.3%	4	24.5%	4	9.8%	3	1.7%	1	6.3%	2
Close to home	8.7%	52	7.8%	15	0.0%	0	7.8%	8	0.0%	0	11.2%	8	12.1%	8	7.8%	2	0.0%	0	3.7%	1	1.7%	1	32.2%	10
Nice atmosphere / friendly people	7.4%	44	6.9%	13	1.5%	0	5.0%	5	19.9%	4	16.1%	12	4.2%	3	1.5%	0	0.0%	0	8.8%	3	5.1%	2	6.4%	2
Good pubs / bars	7.3%	43	13.7%	26	0.0%	0	8.6%	9	0.0%	0	7.6%	6	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Shops - good range of affordable shops	7.2%	43	18.2%	34	0.0%	0	2.7%	3	19.7%	4	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of 'high street' retailers	6.1%	36	7.0%	13	0.0%	0	8.1%	8	28.0%	5	6.1%	5	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	9.2%	3
Shops - good range of supermarkets	4.9%	29	2.8%	5	11.5%	2	1.0%	1	8.6%	2	10.0%	7	0.6%	0	3.0%	1	0.0%	0	18.3%	6	6.8%	2	9.2%	3
Familiar / know where everything is	4.5%	27	8.3%	16	0.0%	0	0.0%	0	0.0%	0	9.3%	7	1.2%	1	0.0%	0	0.0%	0	3.7%	1	0.8%	0	5.8%	2
Good market	4.3%	25	5.2%	10	0.0%	0	5.4%	5	0.0%	0	6.2%	5	3.1%	2	7.8%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Good range of other services (e.g. library, hairdresser, vets etc.)	3.9%	23	5.2%	10	14.6%	3	0.5%	1	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	21.9%	7	0.0%	0	0.0%	0
Quiet / not too busy	3.2%	19	4.2%	8	0.0%	0	0.0%	0	10.3%	2	1.7%	1	0.6%	0	19.3%	4	0.0%	0	7.3%	2	1.7%	1	1.7%	1
Easy to get there by car	3.1%	18	7.0%	13	0.0%	0	1.0%	1	1.7%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	7.6%	2	0.8%	0	0.6%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.9%	18	2.8%	5	10.0%	2	1.0%	1	8.6%	2	0.0%	0	1.2%	1	7.5%	2	35.7%	5	0.0%	0	0.0%	0	0.6%	0
Shops - good range of bakers / butchers / greengrocers	2.9%	17	5.2%	10	10.0%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.8%	0	3.0%	1
Shops - good opening hours / open on Sundays	2.7%	16	6.6%	12	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for financial services (e.g. banks / building societies)	2.6%	15	1.4%	3	1.5%	0	6.4%	7	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	9.4%	3	0.0%	0	3.4%	1
Shops - good range of	2.5%	15	2.8%	5	0.0%	0	0.0%	0	12.7%	2	0.0%	0	0.0%	0	7.8%	2	35.7%	5	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		Zone 9		Zone 10		Zone 11	
quality shops																								
Shops - good range of charity shops	2.0%	12	2.8%	5	20.9%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3
Traditional / quaint	2.0%	12	0.3%	1	15.3%	3	2.7%	3	0.0%	0	3.7%	3	0.0%	0	1.5%	0	0.0%	0	0.0%	0	5.6%	2	3.8%	1
Shops - good range of clothes shops	1.9%	11	4.5%	8	0.0%	0	0.5%	1	11.0%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas	1.8%	11	3.2%	6	1.5%	0	0.5%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.6%	0
Clean streets / well maintained	1.8%	10	1.4%	3	1.5%	0	0.0%	0	0.0%	0	1.1%	1	8.2%	5	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of health services (e.g. doctors, dentists, opticians etc.)	1.6%	10	3.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Like to support local businesses	1.6%	9	4.2%	8	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's cheap	1.2%	7	0.0%	0	0.0%	0	4.5%	5	1.7%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good toilet facilities	1.1%	6	0.0%	0	10.0%	2	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	1.0%	6	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	3.1%	2	15.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.8%	5	1.4%	3	0.0%	0	0.0%	0	1.7%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Diverse / multi-cultural	0.8%	5	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has undercover shopping	0.7%	4	2.4%	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	0.0%	0	0.0%	0
Close to friends / relatives	0.7%	4	1.4%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.6%	0
Good bus service	0.6%	4	0.0%	0	1.5%	0	0.5%	1	0.0%	0	2.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0
Open / green spaces / parks	0.5%	3	0.0%	0	0.0%	0	0.5%	1	11.0%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - M&S	0.5%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Specific store - Primark	0.4%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Costa	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get there on foot	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.6%	0
Dog friendly shops	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Specific store - Waitrose	0.1%	0	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
Parking - good car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good train service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	7.2%	43	1.6%	3	4.5%	1	18.7%	19	1.7%	0	5.5%	4	4.8%	3	1.5%	0	35.7%	5	8.6%	3	12.0%	4	1.7%	1
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	3.0%	1
Weighted base:		596		189		17		102		20		75		62		21		15		33		31		31
Sample:		557		84		24		72		27		91		78		17		5		32		51		76

Q22 What do you dislike about Witney Town Centre? [MR]
Those that visit Witney Town Centre at least once a month at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Too many empty shops	12.7%	76	17.8%	34	0.0%	0	18.0%	18	0.0%	0	6.1%	5	8.5%	5	7.8%	2	20.4%	3	7.3%	2	8.4%	3	13.7%	4
Shops - need more / better clothes shops	7.2%	43	11.2%	21	0.0%	0	15.2%	15	0.0%	0	0.6%	0	0.0%	0	10.0%	2	0.0%	0	10.7%	4	0.8%	0	0.6%	0
Not enough / poor quality cafés / restaurants	6.1%	36	14.5%	27	23.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	6.4%	2	0.0%	0	3.0%	1
Dirty streets / poorly maintained	5.6%	33	8.9%	17	10.0%	2	2.7%	3	0.0%	0	4.8%	4	1.2%	1	0.0%	0	35.7%	5	0.0%	0	4.2%	1	3.0%	1
Traffic congestion	5.0%	30	6.1%	12	0.0%	0	7.7%	8	0.0%	0	2.8%	2	7.6%	5	0.0%	0	0.0%	0	1.2%	0	5.1%	2	4.6%	1
Shops - need longer opening hours / more open on Sundays	4.9%	29	5.2%	10	0.0%	0	2.7%	3	41.8%	8	0.0%	0	0.0%	0	7.8%	2	35.7%	5	0.0%	0	0.0%	0	5.9%	2
Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	4.7%	28	11.3%	21	7.8%	1	3.4%	4	8.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more independent shops	4.6%	27	3.8%	7	10.0%	2	1.5%	2	0.0%	0	5.9%	4	11.9%	7	7.8%	2	0.0%	0	6.1%	2	1.7%	1	3.0%	1
Poor nightlife	4.6%	27	7.0%	13	13.1%	2	5.4%	5	11.0%	2	0.0%	0	0.0%	0	15.6%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Too many charity shops	4.5%	27	8.9%	17	0.0%	0	0.5%	1	0.0%	0	1.7%	1	0.0%	0	17.8%	4	0.0%	0	6.1%	2	0.8%	0	7.3%	2
Too many betting shops	3.5%	21	7.0%	13	17.8%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0
Needs an update / revamp	3.5%	21	9.5%	18	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Shops - need more / better range of non-food shops generally	3.4%	20	2.6%	5	0.0%	0	5.5%	6	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	17.6%	5
Shops - need more 'high street' retailers	3.3%	20	4.0%	8	1.5%	0	1.0%	1	0.0%	0	3.4%	3	4.2%	3	10.0%	2	0.0%	0	6.1%	2	4.2%	1	0.6%	0
Lack of pedestrianised areas	3.2%	19	7.6%	14	7.8%	1	0.5%	1	0.0%	0	0.6%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0
Parking - not enough spaces available	2.8%	17	2.1%	4	0.0%	0	6.1%	6	11.0%	2	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	7.3%	2
Hard to get to by car	2.5%	15	0.5%	1	1.5%	0	2.6%	3	0.0%	0	3.9%	3	10.1%	6	0.0%	0	0.0%	0	1.2%	0	1.7%	1	3.5%	1
Shops - need more quality shops	2.0%	12	1.4%	3	13.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	3	0.0%	0	6.1%	2	0.0%	0	6.5%	2
Lack of undercover shopping	2.0%	12	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.2%	3	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0
Not enough other services (e.g. library, hairdresser, vets etc.)	1.9%	11	3.8%	7	0.0%	0	0.5%	1	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough health facilities (e.g. doctors, dentists, opticians, etc)	1.9%	11	2.8%	5	0.0%	0	0.0%	0	0.0%	0	7.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	1.8%	11	3.8%	7	0.0%	0	0.0%	0	8.6%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many hairdressers	1.6%	10	2.4%	4	0.0%	0	3.4%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Poor layout / shops too far apart	1.6%	10	4.5%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	1.5%	9	0.0%	0	1.5%	0	0.0%	0	0.0%	0	1.1%	1	4.0%	2	0.0%	0	35.7%	5	0.0%	0	0.0%	0	1.1%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Shops - need more bakers / butchers / greengrocers	1.5%	9	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	6.4%	2	0.0%	0	7.9%	2
Lack of security / don't feel safe	1.5%	9	4.2%	8	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more affordable shops	1.5%	9	4.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough / poor quality pubs / bars	1.4%	8	2.8%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Parking - longer parking times	1.3%	8	1.4%	3	0.0%	0	2.7%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Too many coffee shops	1.3%	8	1.8%	3	0.0%	0	0.5%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Not enough / poor quality public toilets	1.1%	7	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.1%	2	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Parking - not enough on-street parking	1.1%	7	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	0
Not attractive / poor environment	1.1%	7	2.4%	4	10.0%	2	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
Parking - no free parking	1.1%	7	2.8%	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	4.2%	1	0.0%	0
Poor atmosphere / unfriendly people	1.1%	6	1.4%	3	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Unclear closure times	0.9%	6	1.8%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hard to get to on foot	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.7%	5	0.0%	0	0.0%	0	0.0%	0
Parking - more parent and child parking spaces	0.8%	5	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hard to get to by train	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	8.2%	3	0.0%	0	0.0%	0
Shops - need more / better range of supermarkets	0.7%	4	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.8%	0	0.0%	0
Too many takeaways	0.6%	4	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Hard to get to by bus	0.6%	4	0.0%	0	0.0%	0	3.4%	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
Parking - not enough disabled parking	0.6%	4	0.3%	1	1.5%	0	2.7%	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
Not enough financial services (e.g. banks / building societies)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No updates on town improvements	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - expensive parking	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	0.4%	2	0.0%	0	1.5%	0	0.0%	0	11.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too much homelessness	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	6.4%	2	0.0%	0	0.0%	0
Parking - need bigger spaces	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
Nothing unique about the town	0.1%	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	0.0%	0	0.0%	0	0.0%	0
High rent	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Too many estate agents	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough / poor quality seating areas	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of bins	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
M&S is too small	0.0%	0	0.0%	0	0.0%	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
Too much pedestrianisation	0.0%	0	0.0%	0	0.0%	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
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many beggars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - cashless payment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	39.1%	233	20.5%	39	31.7%	5	38.1%	39	50.0%	10	61.3%	46	60.2%	37	37.9%	8	8.2%	1	52.5%	17	56.2%	17	40.7%	13
(Don't know)	1.5%	9	2.1%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	0	0.8%	0	0.6%	0
Weighted base:		596		189		17		102		20		75		62		21		15		33		31		31
Sample:		557		84		24		72		27		91		78		17		5		32		51		76

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q23 What could be improved about Witney Town Centre that would make you visit more often? [MR]																								
Better market	11.5%	126	29.6%	69	4.5%	3	19.4%	31	6.5%	5	0.0%	0	4.3%	4	6.3%	6	4.3%	5	0.0%	0	0.0%	0	8.6%	4
Less empty shops	8.6%	94	9.2%	21	4.2%	2	16.8%	27	4.7%	4	9.5%	8	6.0%	5	6.4%	6	10.6%	13	5.0%	4	5.3%	3	1.1%	1
Shops - more / better clothes shops	6.0%	66	8.5%	20	4.7%	3	10.2%	16	4.1%	3	6.0%	5	6.5%	6	2.1%	2	4.3%	5	0.5%	0	6.1%	3	5.6%	3
Shops - more / better range of non-food shops generally	6.0%	66	8.0%	19	0.9%	1	12.5%	20	0.0%	0	5.5%	5	9.1%	8	3.0%	3	1.0%	1	5.3%	5	5.2%	3	5.6%	3
More / better cafés / restaurants	5.6%	61	12.2%	28	0.0%	0	5.3%	9	13.1%	10	7.3%	6	3.8%	3	1.8%	2	0.0%	0	2.3%	2	2.4%	1	0.4%	0
Shops - more 'high street' retailers	5.1%	56	4.9%	11	4.4%	3	14.3%	23	0.8%	1	5.5%	5	5.7%	5	2.3%	2	0.0%	0	3.3%	3	2.9%	2	4.9%	2
Shops - more independent shops	4.0%	44	9.8%	23	2.9%	2	4.1%	7	3.2%	2	1.0%	1	0.4%	0	2.0%	2	3.0%	4	3.7%	3	0.5%	0	1.1%	1
Improve the nightlife	3.7%	41	7.6%	18	2.9%	2	3.4%	5	5.6%	4	2.6%	2	2.3%	2	3.5%	3	0.0%	0	2.4%	2	0.0%	0	3.9%	2
Parking - make more spaces available	3.6%	39	2.5%	6	3.3%	2	7.8%	13	8.2%	6	0.5%	0	3.4%	3	0.7%	1	1.0%	1	1.9%	2	3.9%	2	8.4%	4
More / better financial services (e.g. banks / building societies)	3.4%	38	8.7%	20	0.0%	0	7.9%	13	0.0%	0	1.0%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Easier to get to by car	3.2%	35	1.8%	4	6.0%	4	0.0%	0	4.6%	4	0.5%	0	0.4%	0	6.9%	6	2.0%	2	10.7%	9	8.1%	4	2.3%	1
Less charity shops	3.1%	35	6.1%	14	3.8%	2	3.2%	5	2.2%	2	0.5%	0	3.8%	3	5.8%	5	0.0%	0	0.0%	0	0.5%	0	4.3%	2
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.1%	34	3.8%	9	0.0%	0	12.3%	20	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	3.2%	2	0.4%	0
Less traffic congestion / improved access	3.0%	33	5.6%	13	1.3%	1	1.6%	3	4.9%	4	4.0%	3	0.9%	1	1.8%	2	4.3%	5	0.5%	0	0.5%	0	2.3%	1
More pedestrianised areas	2.6%	29	5.7%	13	0.0%	0	2.5%	4	0.0%	0	2.0%	2	0.4%	0	4.7%	4	4.3%	5	0.0%	0	0.5%	0	0.0%	0
Easier to get to by bus	2.6%	28	0.0%	0	1.3%	1	6.7%	11	6.9%	5	2.5%	2	5.6%	5	0.7%	1	0.0%	0	4.1%	4	1.0%	1	0.0%	0
Shops - longer opening hours / more open on Sundays	2.5%	27	3.4%	8	0.0%	0	2.2%	4	8.4%	6	0.0%	0	4.6%	4	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
More / better pubs / bars	2.4%	27	2.6%	6	0.0%	0	5.0%	8	2.8%	2	4.3%	4	0.0%	0	0.0%	0	4.3%	5	0.5%	0	0.0%	0	2.0%	1
Shops - more / better range of supermarkets	2.4%	26	6.8%	16	0.4%	0	3.4%	5	3.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.0%	1
Better disabled access	2.4%	26	9.0%	21	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	2.0%	22	2.3%	5	2.3%	1	0.0%	0	5.0%	4	2.6%	2	0.0%	0	2.3%	2	4.3%	5	0.0%	0	0.0%	0	3.9%	2
Less cheap shops	1.9%	21	6.1%	14	6.1%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Shops - more affordable shops	1.9%	20	5.7%	13	2.3%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Better lighting	1.9%	20	4.2%	10	5.2%	3	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Shops - more high quality shops	1.8%	20	3.5%	8	0.0%	0	1.0%	2	2.6%	2	4.3%	4	3.2%	3	1.8%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Cleaner streets / better maintained	1.5%	16	2.5%	6	2.9%	2	1.7%	3	0.0%	0	4.3%	4	0.9%	1	0.0%	0	0.0%	0	0.5%	0	2.4%	1	0.0%	0
Shops - more bakers /	1.5%	16	1.1%	3	0.0%	0	5.6%	9	0.4%	0	0.0%	0	2.9%	2	1.8%	2	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		Zone 9		Zone 10		Zone 11	
butchers / greengrocers																								
Make it more attractive / nicer environment	1.3%	14	1.9%	4	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.4%	0	6.5%	6	0.0%	0	0.0%	0	0.5%	0	0.0%	0
More / better range of other services (e.g. library, hairdresser, vets etc.)	1.3%	14	2.5%	6	2.3%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	4	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Parking - make it free	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	4.7%	4	3.3%	4	0.0%	0	2.4%	1	0.4%	0
Better security / safety	1.0%	11	3.1%	7	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	0	1.8%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Easier to get to by train	0.8%	9	1.5%	3	0.4%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.4%	0
More / better seating areas	0.8%	9	0.0%	0	0.0%	0	3.9%	6	0.0%	0	1.0%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.8%	9	1.9%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	0.8%	9	1.1%	3	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Less takeaways	0.7%	8	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
More rubbish bins	0.7%	7	1.9%	4	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.7%	7	1.9%	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	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.6%	7	1.9%	4	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More social events	0.6%	6	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	0.0%	0	0.0%	0
Better layout / shops closer together	0.5%	6	0.2%	1	0.4%	0	0.3%	1	2.8%	2	0.0%	0	0.0%	0	2.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Parking - make more disabled spaces available	0.5%	6	0.4%	1	0.4%	0	1.3%	2	2.2%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Update / refurbish the shopping area	0.5%	6	1.4%	3	0.0%	0	0.0%	0	0.4%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more mother and child parking	0.4%	5	0.0%	0	0.0%	0	2.8%	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
Quieter / less busy	0.4%	4	0.0%	0	2.9%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper rent	0.4%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Less coffee shops	0.3%	4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Specific store - Primark	0.3%	4	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	0.0%	0	2.0%	1
Less barbers	0.3%	3	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	2.9%	1
Specific store - Waitrose	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Flooding	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Less pedestrianised areas	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More charity shops	0.2%	2	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
Specific store - Iceland	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	0.0%	0	0.0%	0	0.0%	0
Too far away from home	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better cultural facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Specific store - M&S	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - KFC	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Parking - make it cheaper	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - longer parking times	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Better advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to on foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more payment methods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	37.5%	412	13.0%	30	49.8%	29	17.7%	29	48.9%	38	46.6%	39	50.3%	43	55.6%	51	50.7%	62	51.3%	44	52.5%	28	40.0%	19
(Don't know)	6.5%	72	1.8%	4	8.6%	5	3.3%	5	4.3%	3	2.0%	2	5.3%	5	7.8%	7	18.0%	22	12.1%	10	5.8%	3	10.7%	5
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q24 Do you visit Witney Town Centre once a month or more during the evening, either during the week or at weekends?

Yes	27.4%	302	59.1%	137	15.6%	9	39.5%	64	16.0%	12	24.7%	21	24.1%	21	15.1%	14	5.3%	6	7.2%	6	5.2%	3	18.8%	9
No	72.6%	798	40.9%	95	84.4%	50	60.5%	98	84.0%	64	75.3%	63	75.9%	65	84.9%	78	94.7%	116	92.8%	80	94.8%	51	81.2%	38
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q25 When do you tend to visit Witney Town Centre during the evening? [MR/PR]
Those that visit Witney Town Centre once a month or more during the evening at Q24

Friday evenings	52.3%	158	52.3%	72	47.1%	4	43.1%	28	44.7%	5	92.0%	19	47.7%	10	57.7%	8	0.0%	0	100.0%	6	28.1%	1	55.8%	5
Saturday evenings	57.4%	173	62.0%	85	52.9%	5	56.4%	36	30.9%	4	83.5%	17	72.4%	15	42.3%	6	0.0%	0	32.4%	2	81.3%	2	14.0%	1
Sunday to Thursday evenings	49.8%	150	50.9%	70	27.9%	3	51.1%	33	63.2%	8	22.1%	5	71.1%	15	34.0%	5	100.0%	6	32.4%	2	18.7%	1	54.3%	5
Weighted base:		302		137		9		64		12		21		21		14		6		6		3		9
Sample:		148		46		6		23		9		16		14		8		3		3		5		15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [Number of times per month]																								
Q26 How often do visit Witney Town Centre during the evening? *Those that visit Witney Town Centre once a month or more during the evening at Q24*																								
7 times a week	1.2%	4	0.0%	0	0.0%	0	5.5%	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
5 - 6 times a week	1.5%	4	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 times a week	5.6%	17	7.7%	11	0.0%	0	0.0%	0	13.7%	2	10.5%	2	12.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 times a week	4.4%	13	5.2%	7	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	19.5%	59	28.8%	39	18.6%	2	4.3%	3	0.0%	0	2.0%	0	9.4%	2	23.2%	3	81.4%	5	0.0%	0	9.4%	0	41.7%	4
Once a week	16.6%	50	13.1%	18	24.4%	2	12.9%	8	22.8%	3	29.6%	6	34.4%	7	31.2%	4	0.0%	0	0.0%	0	0.0%	0	15.4%	1
Once every 2 weeks	19.1%	58	23.9%	33	14.5%	1	16.9%	11	2.6%	0	24.1%	5	0.0%	0	0.0%	0	0.0%	0	67.6%	4	71.9%	2	14.0%	1
Once a month	10.9%	33	7.3%	10	28.5%	3	10.6%	7	0.0%	0	29.9%	6	26.6%	5	0.0%	0	0.0%	0	0.0%	0	18.7%	1	14.4%	1
Once every 2 months	8.3%	25	6.4%	9	14.0%	1	9.8%	6	43.3%	5	0.0%	0	1.8%	0	22.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every 3 months	6.5%	20	2.5%	3	0.0%	0	20.7%	13	0.0%	0	0.0%	0	3.6%	1	11.2%	2	9.3%	1	0.0%	0	0.0%	0	0.0%	0
Less often than once every 3 months	5.5%	17	0.0%	0	0.0%	0	11.3%	7	17.6%	2	4.0%	1	12.1%	2	0.0%	0	9.3%	1	32.4%	2	0.0%	0	14.4%	1
(Don't know / varies)	1.1%	3	1.9%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*1.23*		*1.53*		*0.79*		*0.97*		*0.83*		*0.96*		*1.10*		*1.16*		*1.64*		*0.34*		*0.60*		*1.10*
Weighted base:		302		137		9		64		12		21		21		14		6		6		3		9
Sample:		148		46		6		23		9		16		14		8		3		3		5		15
Q27 What activities do you do in Witney Town Centre during the evenings? [MR] *Those that visit Witney Town Centre once a month or more during the evening at Q24*																								
Visiting pubs / bars	46.5%	140	54.8%	75	14.0%	1	45.7%	29	51.5%	6	42.1%	9	19.9%	4	42.8%	6	81.4%	5	0.0%	0	18.7%	1	43.3%	4
Visiting cafes	8.4%	25	9.7%	13	14.5%	1	7.2%	5	23.1%	3	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	20.9%	2
Eating out	49.2%	149	37.0%	51	24.4%	2	64.7%	41	60.8%	7	53.9%	11	70.4%	14	88.8%	12	81.4%	5	0.0%	0	9.4%	0	37.8%	3
Visiting the cinema	26.6%	80	16.5%	23	28.5%	3	24.5%	16	36.5%	4	18.1%	4	40.5%	8	45.6%	6	100.0%	6	100.0%	6	81.3%	2	19.4%	2
Visiting the theatre	6.7%	20	11.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	81.4%	5	0.0%	0	0.0%	0	0.0%	0
Visiting live music venues	3.9%	12	3.9%	5	18.6%	2	0.0%	0	2.6%	0	10.0%	2	11.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting nightclubs	6.8%	21	11.6%	16	0.0%	0	4.3%	3	13.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	0	0.0%	0
Visiting arts/cultural venues / museums	7.6%	23	12.3%	17	0.0%	0	0.8%	1	2.6%	0	2.0%	0	9.1%	2	11.6%	2	0.0%	0	0.0%	0	0.0%	0	15.4%	1
Visiting health and fitness	3.5%	11	2.5%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	12.1%	2	0.0%	0	0.0%	0	33.8%	2	0.0%	0	0.0%	0
Visiting places of worship	2.1%	6	4.4%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting family entertainment venues	1.6%	5	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%	2	0.0%	0	0.0%	0
Visiting LGBTQ pubs / bars / venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Going to work	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	0	0.0%	0
(Don't know)	0.9%	3	1.9%	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	0.0%	0	0.0%	0
Weighted base:		302		137		9		64		12		21		21		14		6		6		3		9
Sample:		148		46		6		23		9		16		14		8		3		3		5		15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q28 Do you visit any of these OTHER town centres in the West Oxfordshire local authority area? [MR/PR]																								
Carterton	28.6%	315	27.8%	64	17.4%	10	76.8%	124	11.1%	9	23.3%	20	14.0%	12	12.3%	11	4.8%	6	15.0%	13	61.7%	33	26.6%	13
Chipping Norton	39.9%	439	21.4%	50	86.2%	51	27.0%	44	10.4%	8	5.4%	5	36.2%	31	49.5%	46	73.0%	89	78.4%	68	23.4%	13	76.4%	36
Burford	33.9%	372	31.6%	73	35.9%	21	38.5%	62	26.5%	20	18.9%	16	27.5%	23	22.5%	21	40.8%	50	42.5%	37	62.3%	34	32.7%	15
Woodstock	26.4%	290	21.1%	49	27.0%	16	5.8%	9	11.0%	8	24.2%	20	75.2%	64	52.6%	49	33.4%	41	16.7%	14	3.4%	2	37.3%	18
(None of the above)	27.6%	304	46.5%	108	10.8%	6	13.7%	22	54.2%	42	56.8%	48	14.9%	13	17.4%	16	21.7%	26	9.2%	8	15.6%	8	14.2%	7
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
Q29 Which of those centres do you visit the most? [PR] *Those that visit a centre at Q28*																								
Carterton	32.3%	257	38.8%	48	6.8%	4	88.7%	124	28.2%	10	46.0%	17	11.0%	8	10.3%	8	0.0%	0	7.7%	6	57.1%	26	18.3%	7
Chipping Norton	34.9%	278	15.8%	20	86.9%	46	2.5%	4	5.7%	2	3.4%	1	8.7%	6	34.5%	26	90.7%	87	76.0%	60	0.6%	0	65.6%	26
Burford	15.0%	120	29.7%	37	5.8%	3	5.5%	8	56.7%	20	21.7%	8	5.8%	4	2.5%	2	7.4%	7	13.6%	11	42.3%	19	2.6%	1
Woodstock	17.8%	141	15.7%	19	0.5%	0	3.3%	5	9.4%	3	28.9%	10	74.5%	54	52.7%	40	1.9%	2	2.7%	2	0.0%	0	13.4%	5
Weighted base:		796		124		53		139		35		36		72		76		96		78		46		40
Sample:		814		57		93		81		38		47		82		78		80		90		80		88
Meanscore: [Number of times per month]																								
Q30 How often do you shop in CENTRE MENTIONED AT Q29? *Those that visit a centre at Q28*																								
7 times a week	3.1%	25	0.0%	0	11.7%	6	10.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	7.3%	3	0.0%	0
5 - 6 times a week	2.5%	20	2.1%	3	2.9%	2	9.1%	13	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.1%	1	2.2%	1
4 times a week	3.0%	24	2.1%	3	4.5%	2	8.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.5%	0	1.1%	1	2.3%	1
3 times a week	8.6%	68	7.9%	10	11.7%	6	22.6%	31	4.8%	2	0.0%	0	4.5%	3	2.1%	2	6.8%	6	0.0%	0	8.2%	4	10.3%	4
Twice a week	8.1%	64	10.6%	13	31.2%	16	6.5%	9	6.1%	2	1.1%	0	12.5%	9	4.0%	3	1.9%	2	3.6%	3	3.4%	2	12.0%	5
Once a week	20.7%	165	27.0%	33	23.5%	12	20.6%	29	0.9%	0	1.1%	0	19.2%	14	11.9%	9	23.6%	23	29.4%	23	31.5%	14	17.0%	7
Once every 2 weeks	10.7%	85	6.5%	8	9.5%	5	4.8%	7	5.7%	2	4.6%	2	7.1%	5	16.0%	12	12.6%	12	19.2%	15	13.6%	6	27.6%	11
Once a month	13.8%	110	14.2%	18	1.5%	1	1.9%	3	21.2%	7	35.4%	13	22.6%	16	20.9%	16	15.3%	15	15.6%	12	10.1%	5	12.8%	5
Once every 2 months	3.8%	30	5.5%	7	0.5%	0	0.4%	1	5.7%	2	6.9%	2	3.6%	3	8.9%	7	5.7%	5	2.1%	2	1.7%	1	2.2%	1
Once every 3 months	6.1%	49	4.9%	6	0.0%	0	3.3%	5	1.8%	1	9.4%	3	8.1%	6	12.1%	9	9.1%	9	5.0%	4	13.3%	6	0.4%	0
Less often than once every 3 months	12.9%	103	11.9%	15	0.0%	0	7.7%	11	44.5%	16	38.0%	14	8.6%	6	9.4%	7	12.1%	12	21.0%	16	4.6%	2	11.8%	5
(Don't know / varies)	2.0%	16	4.0%	5	0.0%	0	2.5%	4	1.8%	1	0.0%	0	5.0%	4	2.7%	2	0.6%	1	0.5%	0	0.0%	0	0.4%	0
(Never shop there)	4.6%	37	3.4%	4	3.0%	2	1.9%	3	7.4%	3	3.4%	1	7.8%	6	11.9%	9	6.3%	6	2.1%	2	4.0%	2	0.9%	0
Mean:		*1.29*		*1.09*		*2.50*		*2.74*		*0.41*		*0.19*		*0.86*		*0.50*		*0.93*		*0.61*		*1.42*		*1.13*
Weighted base:		796		124		53		139		35		36		72		76		96		78		46		40
Sample:		814		57		93		81		38		47		82		78		80		90		80		88

Q31 What is usually the main purpose of your trip to CENTRE MENTIONED AT Q29?
Those that visit a centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
FOOD shopping	37.4%	298	22.7%	28	59.3%	31	55.4%	77	8.0%	3	26.6%	10	24.8%	18	16.4%	13	47.2%	45	38.4%	30	43.5%	20	57.7%	23
NON-FOOD shopping	13.2%	105	12.5%	15	14.4%	8	11.8%	16	14.7%	5	22.9%	8	9.9%	7	10.2%	8	12.4%	12	13.8%	11	17.2%	8	15.4%	6
Window shopping / browsing	8.4%	67	16.2%	20	2.4%	1	4.4%	6	16.9%	6	29.7%	11	5.6%	4	8.5%	7	5.0%	5	5.0%	4	5.2%	2	2.2%	1
Health service e.g. doctor, dentist, hospital, opticians	5.4%	43	0.0%	0	2.4%	1	0.4%	1	1.8%	1	1.1%	0	14.9%	11	17.9%	14	1.9%	2	12.3%	10	2.3%	1	7.8%	3
Visiting family / friends who live there	3.9%	31	7.4%	9	1.5%	1	0.0%	0	6.1%	2	3.4%	1	5.2%	4	2.9%	2	4.4%	4	4.7%	4	6.2%	3	3.1%	1
Meeting family / friends to socialise	3.5%	28	8.5%	11	1.0%	1	1.1%	2	1.8%	1	0.0%	0	3.7%	3	8.3%	6	3.2%	3	0.5%	0	3.0%	1	1.3%	1
Daytime drinking	3.4%	27	5.1%	6	0.0%	0	0.0%	0	17.1%	6	3.4%	1	10.3%	7	0.0%	0	6.3%	6	0.0%	0	0.6%	0	0.0%	0
Daytime eating	3.2%	26	2.1%	3	3.3%	2	0.8%	1	16.0%	6	3.4%	1	1.0%	1	4.8%	4	1.9%	2	6.5%	5	4.4%	2	0.4%	0
Visiting cafes / coffee shops	2.7%	22	2.1%	3	1.0%	1	0.8%	1	0.0%	0	0.0%	0	4.1%	3	10.7%	8	0.6%	1	4.1%	3	2.9%	1	2.7%	1
Business meetings	2.1%	17	4.9%	6	2.5%	1	6.6%	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
Night-time drinking	2.0%	16	2.1%	3	4.3%	2	0.0%	0	0.0%	0	0.0%	0	7.9%	6	2.5%	2	0.0%	0	0.0%	0	5.0%	2	2.3%	1
Work there	1.8%	14	2.1%	3	0.0%	0	6.4%	9	0.0%	0	0.0%	0	0.5%	0	2.0%	2	0.0%	0	0.0%	0	1.1%	1	0.4%	0
Other service e.g. laundrette, hairdresser, salon, vets, recycling	1.7%	13	0.4%	1	1.0%	1	0.4%	1	0.0%	0	0.0%	0	3.7%	3	2.9%	2	3.2%	3	4.1%	3	1.7%	1	0.0%	0
Visit museums / galleries	1.1%	9	5.7%	7	0.0%	0	0.0%	0	0.9%	0	1.1%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting gym / leisure centre / swimming pool	1.1%	9	3.1%	4	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.4%	0	0.0%	0	0.0%	0	0.6%	0	2.2%	1
Visit parks / green spaces	1.1%	8	0.0%	0	0.5%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0
Using Post Office	1.0%	8	0.0%	0	0.0%	0	2.9%	4	4.8%	2	0.0%	0	0.5%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Night-time eating	0.9%	7	2.1%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.5%	0	2.0%	2	0.0%	0	0.0%	0	2.9%	1	0.4%	0
Takeaways / fast food	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.4%	0
Walk / walk the dog	0.7%	6	2.5%	3	0.5%	0	0.4%	1	0.9%	0	0.0%	0	1.0%	1	0.4%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Visit daytime theatres / shows	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Visiting place of worship	0.6%	5	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0
Visit night-time theatres / shows	0.6%	5	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Buying fuel	0.6%	4	0.0%	0	0.0%	0	2.3%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	0	0.0%	0
Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.9%	1	2.3%	1
Financial service e.g. bank, building society, cash machine	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Study there	0.1%	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	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Visiting live music venues / gigs	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
Visiting cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubbing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessing transport (e.g. using bus / tube / train station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	7	0.0%	0	0.5%	0	2.3%	3	9.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Weighted base:		796		124		53		139		35		36		72		76		96		78		46		40
Sample:		814		57		93		81		38		47		82		78		80		90		80		88

Q32 How do you think CENTRE MENTIONED AT Q29 could be improved? [MR]
Those that visit a centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Parking - make more spaces available	18.0%	143	3.4%	4	17.3%	9	0.8%	1	18.1%	6	10.3%	4	46.6%	34	24.3%	18	27.8%	27	26.9%	21	13.6%	6	31.3%	13
Better market	10.9%	87	24.2%	30	4.0%	2	23.9%	33	14.2%	5	0.0%	0	4.5%	3	2.1%	2	5.5%	5	0.5%	0	3.8%	2	10.7%	4
Shops - more / better range of non-food shops generally	8.5%	68	9.5%	12	9.1%	5	16.4%	23	4.8%	2	1.1%	0	14.1%	10	0.4%	0	6.8%	6	0.0%	0	17.8%	8	2.6%	1
Less traffic congestion / improved access	7.1%	57	5.7%	7	12.1%	6	3.7%	5	10.3%	4	12.6%	5	2.1%	1	3.7%	3	10.8%	10	14.6%	11	2.9%	1	6.5%	3
Shops - more independent shops	6.5%	52	10.3%	13	10.6%	6	8.6%	12	1.8%	1	0.0%	0	9.7%	7	8.9%	7	3.8%	4	0.5%	0	0.0%	0	6.8%	3
More / better cafés / restaurants	5.7%	46	10.0%	12	3.8%	2	13.2%	18	12.9%	5	0.0%	0	8.4%	6	2.1%	2	0.0%	0	0.0%	0	0.6%	0	0.9%	0
Shops - more / better clothes shops	5.0%	39	4.3%	5	16.2%	9	7.2%	10	6.1%	2	0.0%	0	0.0%	0	3.5%	3	4.4%	4	3.7%	3	7.9%	4	0.0%	0
Parking - make it free	3.7%	29	0.0%	0	2.9%	2	2.0%	3	0.9%	0	0.0%	0	16.4%	12	9.7%	7	1.3%	1	2.6%	2	0.0%	0	5.2%	2
Less empty shops	3.5%	28	4.3%	5	3.9%	2	9.8%	14	6.1%	2	0.0%	0	3.2%	2	0.0%	0	0.6%	1	0.5%	0	1.1%	1	3.1%	1
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.4%	27	0.0%	0	4.3%	2	12.6%	18	4.8%	2	0.0%	0	4.5%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1
More / better pubs / bars	3.1%	25	10.6%	13	0.0%	0	2.5%	4	0.0%	0	0.0%	0	7.7%	6	2.1%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Less cheap shops	2.9%	23	4.3%	5	4.3%	2	3.9%	5	6.1%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	5	2.7%	2	0.0%	0	2.3%	1
Shops - more high quality shops	2.9%	23	4.8%	6	1.0%	1	4.0%	6	0.0%	0	0.0%	0	5.2%	4	0.0%	0	5.5%	5	0.5%	0	3.4%	2	0.0%	0
Shops - longer opening hours / more open on Sundays	2.8%	22	12.1%	15	0.0%	0	0.0%	0	6.1%	2	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Shops - more affordable shops	2.6%	20	3.6%	4	0.5%	0	4.5%	6	4.8%	2	0.0%	0	5.0%	4	0.0%	0	0.0%	0	2.7%	2	0.6%	0	4.6%	2
More / better health facilities (e.g. doctors, dentists, opticians, etc)	2.6%	20	2.1%	3	0.0%	0	4.3%	6	4.8%	2	0.0%	0	7.6%	5	5.3%	4	0.0%	0	0.5%	0	0.0%	0	0.4%	0
Shops - more / better range of supermarkets	2.5%	20	0.0%	0	0.0%	0	2.7%	4	11.9%	4	0.0%	0	5.5%	4	2.5%	2	5.5%	5	0.0%	0	1.7%	1	0.4%	0
Less cafes / restaurants	2.3%	19	0.0%	0	1.0%	1	8.3%	12	0.0%	0	0.0%	0	2.6%	2	0.4%	0	0.0%	0	0.5%	0	3.8%	2	5.1%	2
Better lighting	2.3%	18	9.9%	12	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Shops - more bakers / butchers / greengrocers	2.3%	18	4.3%	5	7.5%	4	0.0%	0	6.1%	2	1.1%	0	4.5%	3	2.0%	2	0.6%	1	0.0%	0	0.0%	0	2.3%	1
Shops - more 'high street' retailers	2.1%	17	2.7%	3	1.5%	1	3.8%	5	0.9%	0	0.0%	0	0.0%	0	4.8%	4	1.9%	2	1.0%	1	0.0%	0	2.2%	1
Easier to get to by car	2.1%	17	0.0%	0	3.9%	2	5.8%	8	6.1%	2	0.0%	0	1.0%	1	2.5%	2	0.0%	0	0.5%	0	0.6%	0	2.3%	1
More / better financial services (e.g. banks / building societies)	2.0%	16	0.0%	0	3.4%	2	2.0%	3	8.1%	3	0.0%	0	4.5%	3	0.4%	0	0.6%	1	0.0%	0	4.6%	2	5.6%	2
More / better range of other	2.0%	16	4.3%	5	0.0%	0	4.5%	6	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
services (e.g. library, hairdresser, vets etc.)																								
Better disabled access	2.0%	16	4.3%	5	4.3%	2	3.3%	5	0.0%	0	0.0%	0	2.6%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make more disabled spaces available	1.6%	13	0.4%	1	0.5%	0	0.8%	1	0.0%	0	0.0%	0	2.7%	2	6.1%	5	3.3%	3	0.0%	0	0.6%	0	2.2%	1
Update / refurbish the shopping area	1.6%	13	0.4%	1	2.0%	1	6.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.1%	1	2.3%	1
Improve the nightlife	1.5%	12	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	5.5%	5	2.7%	2	0.0%	0	0.0%	0
Less charity shops	1.4%	11	0.0%	0	0.5%	0	2.0%	3	4.8%	2	0.0%	0	4.5%	3	3.1%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Less takeaways	1.3%	10	3.6%	4	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	3.8%	2	3.8%	2
Make it more attractive / nicer environment	1.3%	10	2.1%	3	2.9%	2	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Better layout / shops closer together	1.3%	10	7.0%	9	0.5%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	1.2%	9	4.2%	5	0.5%	0	0.0%	0	0.9%	0	2.3%	1	0.5%	0	0.4%	0	0.0%	0	1.5%	1	1.1%	1	0.9%	0
More road crossings	0.7%	5	2.1%	3	0.5%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Parking - make it cheaper	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.1%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
More / better public toilets	0.6%	5	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.6%	5	2.1%	3	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security / safety	0.6%	4	3.6%	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	0.0%	0	0.0%	0
Parking - larger spaces	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	4.5%	4	0.0%	0	0.0%	0
Quieter / less busy	0.4%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	2	1.1%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	0	0.0%	0
Cleaner streets / better maintained	0.4%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0
More / better seating areas	0.4%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by bus	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Stop HGVs entering	0.4%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	0
Parking - more payment methods	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Easier to get to by train	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	3.4%	3	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.3%	3	0.4%	1	0.5%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
More rubbish bins	0.3%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to on foot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less beauty salons	0.3%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.9%	1
More undercover shopping	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - less independent shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Make it less busy	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	0	0.0%	0	0.4%	0
No more new housing	0.2%	1	0.0%	0	0.5%	0	0.4%	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
Parking - longer parking times	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	0
Specific store - M&S	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
More social events	0.1%	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	0.0%	0	0.0%	0	0.0%	0
More shoe shops	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Waitrose	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Stronger decision making	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
about the town																								
Stop pharmacy closures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	24.6%	196	14.1%	17	20.5%	11	12.2%	17	16.8%	6	35.7%	13	13.2%	10	29.2%	22	41.5%	40	44.6%	35	36.5%	17	21.5%	9
(Don't know)	6.9%	55	7.7%	10	6.5%	3	2.3%	3	7.4%	3	38.0%	14	3.6%	3	6.4%	5	0.6%	1	5.0%	4	13.6%	6	11.1%	4
Weighted base:		796		124		53		139		35		36		72		76		96		78		46		40
Sample:		814		57		93		81		38		47		82		78		80		90		80		88

Q33 Are there any types of shops or local services which you consider to be missing from CENTRE MENTIONED AT Q29? [MR]
Those that visit a centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Clothes retailers	14.1%	112	6.4%	8	32.9%	17	25.3%	35	0.0%	0	8.0%	3	7.2%	5	11.1%	8	12.6%	12	7.2%	6	19.1%	9	22.3%	9
Banks / building societies	11.1%	89	12.5%	16	15.5%	8	10.2%	14	1.8%	1	1.1%	0	15.8%	11	7.7%	6	10.7%	10	14.0%	11	13.8%	6	11.8%	5
DIY / hardware store	5.4%	43	2.7%	3	4.8%	3	20.5%	29	0.0%	0	0.0%	0	1.0%	1	2.5%	2	1.3%	1	1.0%	1	8.4%	4	0.0%	0
GP surgery	4.9%	39	12.1%	15	3.5%	2	3.1%	4	0.0%	0	0.0%	0	17.4%	13	5.7%	4	0.0%	0	0.5%	0	0.6%	0	0.4%	0
Book shop	4.5%	35	6.4%	8	2.5%	1	8.4%	12	6.1%	2	0.0%	0	2.7%	2	6.3%	5	5.5%	5	0.0%	0	0.6%	0	0.0%	0
Greengrocer	3.4%	27	0.0%	0	2.9%	2	9.1%	13	5.7%	2	0.0%	0	2.6%	2	5.9%	4	1.3%	1	3.2%	2	0.6%	0	0.9%	0
Dentist	3.2%	25	2.1%	3	4.8%	3	9.3%	13	0.0%	0	0.0%	0	2.6%	2	4.9%	4	0.0%	0	0.5%	0	0.6%	0	2.3%	1
Shoe shop	3.1%	25	0.0%	0	14.7%	8	3.6%	5	0.0%	0	0.0%	0	1.0%	1	2.5%	2	5.0%	5	1.0%	1	3.4%	2	5.4%	2
Supermarket	2.9%	23	0.0%	0	4.3%	2	2.9%	4	14.1%	5	1.1%	0	2.1%	1	9.0%	7	0.0%	0	0.5%	0	4.6%	2	2.3%	1
Amusements / arcade	2.9%	23	10.0%	12	0.0%	0	6.4%	9	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants	2.8%	22	0.0%	0	4.7%	2	7.3%	10	0.0%	0	0.0%	0	8.4%	6	0.8%	1	0.0%	0	2.7%	2	0.0%	0	1.3%	1
ATMs / cash machines	2.8%	22	7.9%	10	0.0%	0	2.3%	3	4.8%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	2.7%	2	0.0%	0	7.7%	3
Bakery	2.5%	20	2.1%	3	0.0%	0	8.4%	12	0.0%	0	0.0%	0	5.7%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better transport links	2.4%	19	7.9%	10	0.0%	0	0.0%	0	10.9%	4	0.0%	0	0.0%	0	4.3%	3	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Council office	2.2%	17	3.6%	4	0.0%	0	6.6%	9	4.8%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist	2.1%	16	0.0%	0	0.0%	0	9.3%	13	0.0%	0	0.0%	0	3.2%	2	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Coffee shop / café	1.9%	15	4.3%	5	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	4.0%	3	0.6%	1	0.0%	0	0.0%	0	8.9%	4
Post office	1.8%	14	3.6%	4	3.8%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.4%	0	5.5%	5	0.0%	0	0.0%	0	0.4%	0
Fish monger	1.6%	13	4.3%	5	2.4%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	4	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Market	1.5%	12	2.1%	3	3.0%	2	3.3%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.5%	0	0.0%	0	2.3%	1
Haberdashery	1.5%	12	4.3%	5	4.2%	2	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Electrical store	1.5%	12	2.1%	3	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.7%	2	1.1%	1	3.8%	2
Department Store	1.4%	11	0.0%	0	1.0%	1	3.3%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.4%	4	0.5%	0	0.0%	0	0.0%	0
More security	1.3%	10	7.9%	10	0.0%	0	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
Library	1.2%	10	2.1%	3	0.0%	0	0.0%	0	10.9%	4	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butcher	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.5%	0	2.9%	2	3.3%	3	0.0%	0	0.6%	0	5.2%	2
Gift shop	1.0%	8	5.5%	7	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bike shop	1.0%	8	0.0%	0	0.0%	0	2.5%	4	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3
Underground station	0.9%	7	2.1%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barber	0.8%	6	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	2.6%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.7%	6	3.6%	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	2.9%	1	0.0%	0
Toy shop	0.7%	6	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Deli	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.6%	2	0.0%	0	0.6%	1	2.6%	2	0.0%	0	0.4%	0
Leisure facilities	0.5%	4	2.7%	3	0.0%	0	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
Jewellers	0.5%	4	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.3%	1
Sports shop	0.4%	4	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Children's clothing	0.4%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Pubs	0.4%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High street stores	0.3%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture store	0.3%	3	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.6%	1
Petrol station	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Parking	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Music shop	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Schools	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Fast food shop	0.2%	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	0.0%	0	1.1%	1	0.4%	0
Pharmacy	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Betting shop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Specialty shops	0.1%	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	0.0%	0	0.0%	0	0.4%	0
Florist	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craft shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stationery shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None	34.2%	272	27.2%	34	27.8%	15	15.2%	21	43.0%	15	52.4%	19	35.2%	25	36.4%	28	53.8%	51	43.7%	34	43.9%	20	23.0%	9
(Don't know)	12.9%	103	15.0%	19	9.5%	5	9.2%	13	10.1%	4	30.2%	11	7.8%	6	7.3%	6	14.1%	13	21.0%	16	10.6%	5	14.8%	6
Weighted base:		796		124		53		139		35		36		72		76		96		78		46		40
Sample:		814		57		93		81		38		47		82		78		80		90		80		88

Q34 How often do you or your household to visit the following leisure attractions? [PR]

Bingo / casino / bookmaker

More than once a week	1.5%	17	1.9%	4	2.9%	2	1.7%	3	2.2%	2	0.5%	0	2.3%	2	1.8%	2	0.0%	0	0.0%	0	0.5%	0	3.9%	2
Once a week	2.0%	21	5.2%	12	0.0%	0	4.7%	8	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Once a fortnight	4.5%	49	9.1%	21	3.8%	2	15.1%	24	0.4%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Once a month	3.5%	39	10.6%	25	2.3%	1	0.0%	0	4.3%	3	4.3%	4	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.4%	0
Once every two months	1.1%	12	2.6%	6	0.9%	1	0.3%	1	2.2%	2	0.0%	0	2.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	1.5%	17	4.9%	11	0.0%	0	0.3%	1	0.0%	0	0.5%	0	0.0%	0	1.8%	2	0.5%	1	2.9%	2	0.0%	0	0.0%	0
Once a year	1.8%	20	4.5%	11	0.0%	0	0.3%	1	0.0%	0	2.6%	2	0.0%	0	3.3%	3	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Less often	0.5%	5	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dont know	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	83.4%	917	60.1%	139	90.1%	53	77.6%	125	90.9%	70	89.5%	75	95.4%	81	87.8%	81	91.7%	112	97.1%	84	99.5%	54	90.4%	43
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Cinema

More than once a week	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	3.9%	2
Once a week	3.0%	33	7.9%	18	3.3%	2	1.7%	3	0.0%	0	3.5%	3	0.4%	0	0.0%	0	4.3%	5	0.5%	0	2.5%	1	0.0%	0
Once a fortnight	5.9%	65	10.9%	25	0.9%	1	8.9%	14	7.2%	6	1.5%	1	0.9%	1	3.5%	3	5.8%	7	2.9%	2	3.2%	2	5.9%	3
Once a month	11.8%	130	12.0%	28	10.1%	6	27.0%	44	0.8%	1	11.1%	9	16.0%	14	11.5%	11	4.9%	6	4.0%	3	6.3%	3	12.3%	6
Once every two months	16.5%	181	18.2%	42	19.8%	12	20.5%	33	11.8%	9	6.4%	5	18.2%	15	18.0%	17	11.7%	14	24.1%	21	16.0%	9	7.7%	4
Once every six months	14.8%	163	14.6%	34	15.1%	9	8.3%	13	21.9%	17	9.8%	8	23.6%	20	21.1%	20	14.1%	17	12.9%	11	11.5%	6	16.5%	8
Once a year	5.3%	58	1.9%	4	0.9%	1	3.1%	5	9.5%	7	12.2%	10	4.4%	4	6.5%	6	10.7%	13	4.5%	4	1.5%	1	6.7%	3
Less often	3.8%	42	5.7%	13	0.9%	1	1.0%	2	0.4%	0	3.0%	2	6.4%	5	3.6%	3	4.5%	6	7.8%	7	1.0%	1	4.6%	2
Dont know	1.8%	19	6.0%	14	0.0%	0	0.3%	1	0.0%	0	2.6%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Never	36.7%	404	22.8%	53	49.1%	29	29.2%	47	48.4%	37	49.9%	42	27.4%	23	35.7%	33	43.9%	54	42.8%	37	58.0%	31	37.2%	17
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Gym / health club / sports facility																								
More than once a week	15.6%	172	8.6%	20	13.1%	8	22.0%	36	7.6%	6	14.7%	12	21.7%	19	26.2%	24	18.3%	22	11.5%	10	12.3%	7	19.2%	9
Once a week	9.0%	99	7.6%	18	7.3%	4	7.8%	13	14.5%	11	6.9%	6	8.4%	7	8.2%	8	12.5%	15	8.3%	7	11.0%	6	10.4%	5
Once a fortnight	5.9%	65	10.7%	25	11.1%	7	8.9%	14	2.8%	2	1.5%	1	7.4%	6	0.0%	0	0.0%	0	8.3%	7	2.4%	1	3.3%	2
Once a month	4.7%	52	9.6%	22	0.9%	1	7.2%	12	0.4%	0	3.1%	3	4.4%	4	5.8%	5	0.5%	1	2.4%	2	0.0%	0	6.6%	3
Once every two months	4.5%	49	6.8%	16	0.0%	0	11.2%	18	3.2%	2	5.1%	4	8.2%	7	0.0%	0	0.5%	1	0.5%	0	1.0%	1	0.0%	0
Once every six months	1.3%	14	2.3%	5	2.3%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Once a year	0.5%	5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.4%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	0
Less often	0.5%	6	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	2.3%	2	0.0%	0	0.0%	0
Dont know	1.2%	14	2.9%	7	0.4%	0	0.0%	0	0.4%	0	2.6%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Never	56.7%	624	51.3%	119	65.0%	38	42.6%	69	67.8%	52	61.9%	52	49.4%	42	53.3%	49	65.6%	80	66.1%	57	73.3%	40	54.2%	25
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
Theatre / concert / music hall																								
More than once a week	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Once a week	1.1%	12	1.9%	4	0.0%	0	1.7%	3	2.6%	2	0.0%	0	0.4%	0	0.3%	0	0.0%	0	0.5%	0	0.0%	0	3.9%	2
Once a fortnight	5.6%	62	8.7%	20	0.4%	0	11.2%	18	0.4%	0	8.0%	7	2.2%	2	3.0%	3	7.3%	9	0.5%	0	2.5%	1	2.3%	1
Once a month	6.7%	74	13.6%	32	9.0%	5	2.0%	3	5.8%	4	3.1%	3	10.5%	9	6.1%	6	0.5%	1	5.8%	5	5.8%	3	7.1%	3
Once every two months	14.8%	163	14.6%	34	9.5%	6	18.9%	31	9.7%	7	12.5%	10	29.9%	25	18.8%	17	7.9%	10	9.2%	8	17.6%	10	10.7%	5
Once every six months	17.4%	191	11.7%	27	24.5%	14	10.0%	16	27.5%	21	12.7%	11	24.1%	20	26.3%	24	22.3%	27	18.7%	16	7.6%	4	20.4%	10
Once a year	9.7%	106	5.9%	14	7.7%	5	16.7%	27	7.6%	6	13.2%	11	5.8%	5	10.1%	9	13.4%	16	6.4%	6	6.1%	3	10.2%	5
Less often	3.4%	37	6.3%	15	3.8%	2	1.0%	2	6.9%	5	0.0%	0	0.4%	0	3.9%	4	4.5%	6	2.3%	2	0.5%	0	4.1%	2
Dont know	0.6%	6	0.0%	0	0.0%	0	2.2%	4	0.4%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Never	40.3%	443	37.3%	86	45.0%	27	36.4%	59	39.1%	30	47.9%	40	24.5%	21	31.6%	29	44.1%	54	53.6%	46	59.8%	32	40.8%	19
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
Museum / gallery or place of historical / cultural interest																								
More than once a week	0.6%	7	1.9%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Once a week	1.1%	13	2.5%	6	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.5%	0	2.4%	1	0.4%	0
Once a fortnight	3.3%	37	8.3%	19	4.2%	2	0.0%	0	4.1%	3	0.5%	0	8.2%	7	0.0%	0	0.5%	1	0.5%	0	2.5%	1	4.3%	2
Once a month	7.4%	82	14.0%	33	4.9%	3	3.7%	6	3.9%	3	1.5%	1	12.5%	11	7.5%	7	6.8%	8	6.3%	5	2.4%	1	7.9%	4
Once every two months	13.5%	148	13.3%	31	12.4%	7	22.4%	36	12.9%	10	6.9%	6	17.3%	15	18.7%	17	6.9%	8	5.9%	5	15.8%	9	8.5%	4
Once every six months	16.2%	178	12.5%	29	12.9%	8	20.2%	33	12.0%	9	16.4%	14	20.5%	17	22.5%	21	14.7%	18	15.9%	14	16.5%	9	15.3%	7
Once a year	8.5%	93	2.0%	5	1.7%	1	16.0%	26	7.6%	6	22.2%	19	7.5%	6	8.8%	8	11.9%	15	4.8%	4	2.4%	1	5.5%	3
Less often	3.0%	33	6.3%	15	0.9%	1	2.3%	4	6.3%	5	1.0%	1	0.0%	0	3.1%	3	2.0%	2	2.3%	2	2.9%	2	0.4%	0
Dont know	2.0%	22	0.2%	1	0.0%	0	4.3%	7	0.0%	0	3.1%	3	0.0%	0	3.9%	4	4.3%	5	0.0%	0	0.5%	0	5.3%	2
Never	44.3%	488	39.0%	90	62.6%	37	31.1%	50	51.0%	39	48.4%	41	31.8%	27	35.6%	33	50.3%	61	63.9%	55	54.0%	29	52.5%	25
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pub / bar / nightclub / live music venue																								
More than once a week	4.2%	46	5.4%	12	0.4%	0	7.7%	12	0.8%	1	6.9%	6	5.0%	4	3.4%	3	1.0%	1	3.7%	3	1.9%	1	3.8%	2
Once a week	17.9%	197	14.2%	33	14.4%	9	17.1%	28	14.9%	11	12.3%	10	30.8%	26	20.8%	19	28.9%	35	7.8%	7	17.7%	10	18.5%	9
Once a fortnight	10.7%	117	16.2%	38	6.0%	4	8.2%	13	12.9%	10	13.8%	12	15.4%	13	4.1%	4	4.9%	6	13.6%	12	6.1%	3	7.8%	4
Once a month	16.2%	178	25.4%	59	9.9%	6	15.5%	25	17.7%	14	6.9%	6	14.0%	12	19.1%	18	10.2%	12	16.5%	14	7.1%	4	19.0%	9
Once every two months	9.5%	105	6.9%	16	19.8%	12	9.0%	14	10.3%	8	9.0%	8	10.9%	9	10.5%	10	9.5%	12	12.5%	11	7.6%	4	3.8%	2
Once every six months	5.7%	63	3.1%	7	3.8%	2	9.5%	15	5.5%	4	4.9%	4	6.1%	5	8.7%	8	7.8%	10	1.4%	1	3.7%	2	8.3%	4
Once a year	1.9%	21	4.2%	10	0.4%	0	3.5%	6	0.0%	0	1.0%	1	0.4%	0	0.0%	0	0.5%	1	3.6%	3	0.5%	0	0.0%	0
Less often	1.0%	11	4.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Dont know	0.8%	9	0.0%	0	0.0%	0	2.2%	4	0.0%	0	2.6%	2	0.4%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	32.1%	353	20.1%	47	45.2%	27	27.4%	44	37.9%	29	42.5%	36	16.9%	14	30.5%	28	37.1%	45	40.9%	35	55.3%	30	38.4%	18
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
Restaurant / café																								
More than once a week	8.7%	96	8.4%	19	4.7%	3	8.1%	13	6.0%	5	7.7%	7	11.4%	10	16.2%	15	7.8%	9	7.9%	7	5.8%	3	10.8%	5
Once a week	13.6%	149	10.3%	24	17.0%	10	10.2%	16	13.6%	10	15.4%	13	29.2%	25	18.1%	17	8.5%	10	6.4%	5	14.0%	8	21.9%	10
Once a fortnight	17.7%	195	21.2%	49	9.4%	6	20.6%	33	22.8%	17	13.8%	12	29.2%	25	13.3%	12	8.7%	11	15.0%	13	16.6%	9	17.3%	8
Once a month	19.9%	219	22.1%	51	13.0%	8	20.3%	33	15.4%	12	17.8%	15	12.2%	10	19.5%	18	21.9%	27	30.1%	26	21.9%	12	15.7%	7
Once every two months	13.4%	147	15.6%	36	20.6%	12	13.9%	22	13.9%	11	12.9%	11	6.1%	5	10.6%	10	15.5%	19	12.6%	11	6.8%	4	13.7%	6
Once every six months	3.7%	40	2.1%	5	2.9%	2	5.4%	9	3.0%	2	4.1%	3	1.7%	1	7.0%	6	5.8%	7	3.7%	3	1.0%	1	1.1%	1
Once a year	0.4%	4	0.0%	0	0.4%	0	0.0%	0	0.4%	0	1.0%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	3.4%	2	0.8%	0
Less often	0.3%	4	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Dont know	0.8%	9	0.0%	0	0.4%	0	0.3%	1	3.0%	2	3.1%	3	2.6%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	0
Never	21.7%	238	18.9%	44	31.5%	19	21.2%	34	22.0%	17	24.2%	20	7.4%	6	15.0%	14	31.3%	38	24.3%	21	30.6%	17	18.1%	9
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
Family entertainment (e.g. tenpin bowling, skating rink, family day out)																								
More than once a week	1.6%	17	2.3%	5	0.0%	0	3.7%	6	2.2%	2	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Once a week	1.3%	14	5.4%	12	1.3%	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	0.0%	0
Once a fortnight	5.1%	56	11.0%	26	0.4%	0	11.3%	18	2.2%	2	2.6%	2	0.4%	0	4.0%	4	0.0%	0	2.9%	2	0.0%	0	3.3%	2
Once a month	8.7%	96	10.9%	25	3.1%	2	18.4%	30	3.2%	2	0.5%	0	5.2%	4	10.5%	10	8.6%	11	9.1%	8	3.0%	2	4.3%	2
Once every two months	8.3%	92	16.5%	38	3.3%	2	2.2%	4	0.0%	0	9.4%	8	5.3%	5	12.4%	11	5.9%	7	14.0%	12	3.9%	2	5.2%	2
Once every six months	5.0%	55	1.7%	4	0.9%	1	8.9%	14	9.8%	8	2.5%	2	11.9%	10	6.7%	6	1.0%	1	5.5%	5	7.0%	4	0.4%	0
Once a year	3.6%	40	4.2%	10	0.9%	1	2.8%	5	6.5%	5	4.8%	4	0.4%	0	3.3%	3	3.6%	4	3.7%	3	6.5%	4	2.9%	1
Less often	1.3%	14	1.1%	3	0.0%	0	0.0%	0	8.4%	6	0.0%	0	0.4%	0	3.0%	3	0.5%	1	0.0%	0	0.0%	0	3.3%	2
Dont know	0.9%	10	0.0%	0	3.8%	2	0.3%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	2.6%	3	0.0%	0	2.4%	1	2.0%	1
Never	64.2%	707	46.9%	109	86.2%	51	52.5%	85	67.6%	52	77.6%	65	71.7%	61	60.1%	56	77.4%	94	64.7%	56	76.8%	42	78.7%	37
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Outdoor / social activities e.g. walking, fishing, horse riding, art / craft classes, choir practice, watching sporting events, etc.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
More than once a week	2.2%	24	0.0%	0	1.3%	1	2.5%	4	0.4%	0	1.0%	1	1.7%	1	3.4%	3	6.9%	8	1.9%	2	4.4%	2	2.5%	1
Once a week	0.9%	10	0.4%	1	5.5%	3	0.0%	0	0.0%	0	3.5%	3	1.7%	1	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0
Once a fortnight	0.3%	3	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	1.1%	12	0.0%	0	0.4%	0	4.2%	7	0.4%	0	0.0%	0	0.0%	0	0.3%	0	2.6%	3	0.5%	0	0.0%	0	2.0%	1
Once every two months	0.5%	6	1.9%	4	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.4%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Dont know	0.8%	9	0.0%	0	3.8%	2	2.2%	4	0.8%	1	2.6%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Never	93.8%	1032	97.6%	226	88.9%	53	90.5%	146	98.3%	75	92.0%	77	93.9%	80	96.3%	89	86.6%	106	96.7%	83	95.6%	52	94.8%	45
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q35 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?
Those that said 'Bingo / casino / bookmaker' at Q34 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	12.9%	19	21.5%	15	0.0%	0	0.0%	0	0.0%	0	61.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Chipping Norton Town Centre	0.7%	1	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	0	0.0%	0	16.1%	0	0.0%	0	0.0%	0
Zone 3																								
Carterton Town Centre	1.1%	2	0.0%	0	0.0%	0	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
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	1.1%	2	0.0%	0	0.0%	0	0.0%	0	23.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Woodstock Town Centre	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.2%	5	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Zone 10																								
Lechlade-on-Thames Town Centre, GL7 3	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	0.0%	0
Zone 11																								
Enstone Village Centre, OX7 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0
Outside Catchment Area																								
Adderbury Village Centre	1.8%	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	0.0%	0	0.0%	0	0.0%	0
Admiral Casino, Oxford Street, High Wycombe, HP11 2DG	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Admiral Casino, Parson's Street, Banbury, OX16 5LW	13.3%	19	7.8%	5	0.0%	0	34.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	25.8%	1
Banbury Town Centre	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	0	29.9%	3	0.0%	0	0.0%	0	0.0%	0
Betzone, High Street, Banbury, OX16 5EG	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, Greenbridge Retail Park, Garrard Way, Swindon, SN3 3SQ	9.1%	13	19.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	1.4%	2	0.0%	0	0.0%	0	0.0%	0	28.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merkur Slots, Templars Square Shopping Centre, Upper Barr, Oxford, OX4 3UX	27.4%	40	26.8%	18	0.0%	0	52.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	69.2%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Milton Keynes City Centre, MK9 3	0.2%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	6.9%	10	6.5%	4	61.7%	4	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	13.6%	20	14.3%	10	29.5%	2	7.5%	3	48.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	83.9%	2	0.0%	0	0.0%	0
Weighted base:		145		68		6		36		7		7		2		3		10		2		0		4
Sample:		66		21		5		14		5		4		1		4		5		2		1		4

Q36 Which cinema do you or members of your household normally visit?
Those that said 'Cinema' at Q34 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Cineworld, Marriotts Walk, Witney, OX28 6GW	38.2%	240	40.6%	60	11.7%	4	57.4%	60	16.9%	6	80.0%	27	58.1%	34	7.0%	4	2.8%	2	38.2%	19	73.6%	16	34.8%	9
Witney Town Centre, OX28 6	3.2%	20	12.6%	18	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Chipping Norton Town Centre, OX7 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
The Living Room, High Street, Chipping Norton, OX7 5AD	6.1%	39	2.3%	3	42.1%	13	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.5%	0	13.2%	8	14.5%	7	0.0%	0	18.4%	5
The Theatre, Spring Street, Chipping Norton, OX7 5NL	3.4%	21	0.0%	0	20.9%	6	8.6%	9	0.0%	0	0.0%	0	0.6%	0	0.0%	0	6.6%	4	0.8%	0	0.0%	0	4.1%	1
Zone 5																								
Eynsham Village Centre	0.1%	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
Zone 6																								
Didcot Town Centre, OX11 8	0.1%	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
Woodstock Town Centre, OX20 1	0.7%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Odeon, Heyford Park, Bicester, OX25 5BD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Zone 11																								
Soho Farmhouse, Great Tew, Chipping Norton, OX7 4JS	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Banbury Town Centre, OX16 5	0.1%	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	0.0%	0	0.0%	0	0.7%	0
Bicester Town Centre, OX26 6	0.4%	3	1.8%	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	0.0%	0	0.0%	0
Cheltenham Town Centre, GL50 1	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	7.2%	4	0.0%	0	0.0%	0
Cirencester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Curzon, Westgate Shopping Centre, Oxford, OX1 1NZ	2.0%	12	1.8%	3	0.9%	0	0.0%	0	3.6%	1	0.0%	0	3.2%	2	7.5%	4	0.0%	0	0.8%	0	0.0%	0	6.0%	2
Everyman, Bell Court, Wood Street, Stratford-upon-Avon, CV37 6LP	1.2%	8	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	11.8%	6	0.0%	0	0.0%	0
Everyman, Regent Street, Cheltenham, GL50 1HQ	0.1%	1	0.0%	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	1.2%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kassam Stadium, Grenoble Road, Littlemore, Oxford, OX4 4XP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Milton Keynes City Centre, MK9 3	0.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, George Street, Oxford, OX1 2BL	3.1%	20	6.7%	10	0.0%	0	0.0%	0	0.0%	0	3.7%	1	7.1%	4	3.4%	2	0.0%	0	5.5%	3	0.0%	0	0.0%	0
Oxford City Centre, OX1 1	2.4%	15	6.1%	9	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Picturehouse, Walton Street, Oxford, OX2 6AE	1.0%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.5%	1	5.2%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	4.2%	1
Regal Cinema, Port Street, Evesham, WR11 3LD	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	7.1%	3	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre, CV37 6	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.8%	0	0.0%	0	0.0%	0
The Abbey Cinema, Abbey Close, Abingdon, OX14 3JD	2.4%	15	0.0%	0	0.0%	0	0.0%	0	20.5%	7	0.0%	0	0.0%	0	0.0%	0	8.2%	5	4.3%	2	1.2%	0	0.0%	0
The Light, Spiceball Park Road, Banbury, OX16 2PA	12.3%	77	9.0%	13	8.3%	2	13.2%	14	0.0%	0	0.0%	0	0.0%	0	20.6%	12	53.5%	34	0.8%	0	0.0%	0	5.2%	1
The Ultimate Picture Palace, Jeune Street, Cowley Road, Oxford, OX4 1BN	2.6%	16	5.4%	8	0.0%	0	3.4%	4	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Vue, Greenbridge Retail & Leisure Park, Swindon, SN3 3SQ	5.6%	35	4.8%	7	0.0%	0	8.8%	9	24.1%	9	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	22.9%	5	6.0%	2
Vue, Ozone Leisure Park, Littlemore, Oxford, OX4 4XP	5.8%	36	5.9%	9	0.0%	0	0.0%	0	18.8%	7	12.6%	4	17.2%	10	4.8%	3	0.0%	0	7.2%	4	0.0%	0	0.0%	0
Vue, Pioneer Centre, Bicester, OX26 6FA	5.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	44.2%	25	8.2%	5	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	1.2%	8	0.0%	0	5.7%	2	2.6%	3	4.6%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		628		147		30		104		36		34		59		57		64		49		22		26
Sample:		503		56		44		49		40		39		60		45		42		45		30		53

Q37 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
Those that said 'Gym / health club / sports facility' at Q34 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Estelle Manor, Eynsham, North Leigh, Park, OX29 6PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Minster Lovell Village Centre, OX29 0	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	0.0%	0	0.0%	0	0.0%	0
PureGym, Ducklington Lane, Witney, OX28 4JF	6.8%	28	15.8%	15	0.0%	0	5.8%	5	0.0%	0	7.8%	2	7.3%	2	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windrush Leisure Centre, Witan Way, Witney, OX28 4YA	6.2%	25	6.3%	6	0.0%	0	8.5%	7	9.7%	2	6.0%	2	9.8%	3	0.0%	0	0.0%	0	7.4%	2	1.8%	0	17.9%	3
Witney Lakes Resort, Downs Road, Witney, OX29 0SY	2.0%	8	0.5%	1	0.0%	0	1.3%	1	0.0%	0	14.5%	4	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Witney Town Centre	6.7%	27	13.3%	13	0.0%	0	4.6%	4	0.0%	0	31.2%	9	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Zone 2																								
Chipping Norton Leisure Centre, Burford Road, Chipping Norton, OX7 5DY	6.2%	25	0.0%	0	55.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	3	14.5%	5	20.3%	6	0.0%	0	8.9%	2
Chipping Norton Lido, Fox Close, Chipping Norton, OX7 5BZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	3.3%	14	0.0%	0	34.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	3.3%	1	3.0%	1	0.0%	0	18.2%	3
Zone 3																								
Carterton Leisure Centre, Broadshires Way, Carterton, OX18 1AA	11.8%	48	5.4%	5	0.0%	0	44.2%	35	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	7.4%	2	28.6%	4	0.0%	0
Carterton Town Centre	2.8%	12	3.6%	3	0.0%	0	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	2	0.0%	0
Zone 4																								
Southmoor Village Centre, OX13 5	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	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Bartholomew Sports Centre, Back Lane, Eynsham, Witney, OX29 4QP	3.2%	13	11.0%	11	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ducklington Village Hall, Ducklington, Standlake Road, Ducklington, OX29 7UX	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	0.0%	0	0.0%	0	0.0%	0
Lincoln Farm Park, High Street, Standlake, Witney, OX29 7RH	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	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	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	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		Zone 9		Zone 10		Zone 11	
Zone 6																								
Woodstock Town Centre	1.2%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	12.0%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Deddington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Kirtlington Golf Club, Kirtlington, Kidlington, OX5 3JY	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bannatyne Health Club, Oxford Road, Bodicote, Banbury, OX15 4AF	2.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	21.1%	8	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Rye Hill Golf Club, Milcombe, Banbury, OX15 4RU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Bledington Village Centre, OX7 6	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.6%	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	0.0%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	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	3.0%	1	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	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	11.4%	3	0.0%	0	0.0%	0
The Fire Service College, London Road, Moreton-in-Marsh, GL56 0RH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
The Wychwood Golf Club, Lyneham, Chipping Norton, OX7 6QQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	3	0.0%	0
Zone 11																								
Charlbury Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	2
Enstone Village Centre, OX7 4	0.7%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	1.5%	0	0.0%	0	1.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Outside Catchment Area																								
Abingdon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Banbury Town Centre	0.2%	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	1.5%	0	0.0%	0	1.0%	0
Barton Leisure Centre, Waynflete Road, Oxford, OX3 8GA	1.1%	4	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Bicester Golf Club, Green Lane, Chesterton, Bicester, OX26 1TH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Leisure Centre, Queens Avenue, Bicester, OX26 2NR	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	7	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Bourton-on-the-Water Village Centre, GL54 2	1.2%	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	18.8%	5	0.0%	0	0.0%	0
Brackley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Buzz Gym, Westgate Shopping Centre, Queen Street, Oxford, OX1 1NZ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Carlton Village Centre, MK43 7	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0
Chesterton Valley Golf Course, Bridgnorth, WV15 5NX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterton Village Centre, OX26 1	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clanfield Village Centre, PO8 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Cumnor Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Oxford Business Park, Garsington Road, Oxford, OX4 2JY	2.1%	9	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2
David Lloyd, The Aerodrome, Liverpool, L24 8QD	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	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Wendlebury Road, Bicester, OX25 2BX	2.4%	10	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	7.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	2	0.0%	0
Faringdon Leisure Centre, Fernham Road, Faringdon, Oxfordshire, SN7 7LB	1.8%	7	0.0%	0	0.0%	0	0.0%	0	31.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Faringdon Town Centre	0.4%	2	0.0%	0	0.0%	0	0.7%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Ferry Leisure Centre,	3.5%	14	0.0%	0	0.0%	0	11.6%	9	9.7%	2	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Diamond Place, Summertown, Oxford, OX2 7DP																								
Frilford Local Centre, OX13 6	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Village Centre, OX12 7	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	0.0%	0	0.0%	0	0.0%	0
Inkberrow Village Centre, WR7 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Juvenate Health Club, Godstow Road, Wolvercote, Oxford, OX2 8AL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington & Gosford Leisure Centre, Oxford Road, Kidlington, OX5 2NU	0.9%	4	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leys Pools & Leisure Centre, Pegasus Road, Oxford, OX4 6JL	0.3%	1	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Naunton Downs Estate, Naunton, Cheltenham, GL54 3AE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0
Nuffield Health, Woodstock Road, Oxford, OX2 7NZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Oxford City Centre	2.8%	11	9.3%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Oxsrad Sports & Leisure Centre, Court Place Farm, Marsh Lane, Headington, Oxford, OX3 0NQ	1.2%	5	4.7%	4	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	1.6%	6	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0
PureGym, Oxford Road, Bicester, OX26 1BT	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	4.4%	2	14.6%	5	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre, SN6 8	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	0.0%	0	0.0%	0	0.0%	0
Slip Village Centre, NN14 3	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spiceball Leisure Centre, Cherwell Drive, Banbury, OX16 2BW	4.5%	19	4.7%	4	0.0%	0	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	8	0.0%	0	0.0%	0	10.0%	2
Stratford-upon-Avon Town Centre	0.6%	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	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
The Gym Group, Fairacres Retail Park, Marcham	0.8%	3	0.0%	0	0.0%	0	0.0%	0	15.2%	3	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		Zone 9		Zone 10		Zone 11	
Road, Abingdon, OX14 1ST																								
The Gym Group, Headington Retail Park, Horspath Driftway, Oxford, OX3 7JN	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Horse Leisure and Tennis Centre, Audlett Drive, Abingdon, Oxfordshire, OX14 3PJ	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	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.2%	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	1.5%	0	0.0%	0	0.0%	0
Others																								
Abroad	1.9%	8	0.0%	0	0.0%	0	3.4%	3	15.2%	3	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		410		95		19		80		22		28		34		37		36		27		14		17
Sample:		292		37		22		36		19		25		26		30		19		26		20		32

Q38 Where do you or members of your household normally go to visit the theatre, watch a concert or live music?
Those that said 'Theatre / concert / music hall' at Q34 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	0.9%	5	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Chipping Norton Town Centre	11.7%	66	5.7%	7	47.4%	14	10.7%	9	0.0%	0	1.2%	0	2.5%	1	8.8%	4	28.2%	18	22.3%	8	0.0%	0	16.9%	4
The Theatre, Spring Street, Chipping Norton, OX7 5NL	1.4%	8	0.0%	0	12.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	7.2%	3	1.4%	0	1.5%	0
Zone 3																								
Zone 4																								
Zone 5																								
Eynsham Village Centre	0.1%	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
Northmoor Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Zone 6																								
Blenheim Palace, Woodstock, OX20 1PS	0.2%	1	0.4%	1	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
Zone 7																								
Deddington Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Local Centre, OX7 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	0.9%	5	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Zone 10																								
Lechlade-on-Thames Town Centre, GL7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Zone 11																								
Charlbury Town Centre	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	5.6%	2	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	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	0.0%	0	1.4%	0	0.0%	0
Ashmolean Museum of Art and Archaeology, Beaumont Street, Oxford, OX1 2PH	2.6%	15	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	8.2%	5	0.0%	0	12.1%	2	0.0%	0
Banbury Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	1.3%	7	5.7%	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	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.4%	2	0.0%	0	5.8%	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	0.0%	0
Bristol City Centre, BS1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Central London / West End	17.3%	98	15.5%	19	10.5%	3	12.5%	11	29.6%	13	15.0%	5	16.4%	10	14.6%	6	18.4%	12	14.7%	6	45.0%	9	17.8%	4
Cheltenham Town Centre	1.8%	10	2.1%	3	0.9%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.7%	0	0.0%	0	10.8%	4	5.5%	1	6.5%	2
Cirencester Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	3	0.0%	0
Kidlington Village Centre	0.5%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre, L1 3	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	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		Zone 9		Zone 10		Zone 11	
Lowestoft Town Centre, NR32 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.6%	4	0.0%	0	0.0%	0	4.1%	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
Manchester City Centre, M2 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 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%	0	1.1%	0	0.0%	0	0.0%	0
New Theatre, George Street, Oxford, OX1 2AG	3.7%	21	5.7%	7	0.9%	0	0.6%	1	0.7%	0	1.2%	0	10.4%	6	9.9%	4	0.0%	0	1.1%	0	0.0%	0	5.4%	1
Newbury Town Centre, RG14 5	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre, NE1 5	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	46.5%	263	46.8%	58	10.2%	3	66.1%	57	51.3%	23	79.0%	28	58.1%	35	53.5%	23	24.6%	16	22.0%	8	13.8%	3	44.0%	10
Oxford Playhouse, Beaumont Street, Oxford, OX1 2LW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.9%	1	1.1%	0	0.0%	0	0.0%	0
Plymouth City Centre, PL1 1	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	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.6%	4	0.0%	0	0.0%	0	4.1%	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
Royal Leamington Spa Town Centre, CV31 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Royal Shakespeare Theatre, Waterside, Stratford-upon-Avon, CV37 6BB	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	2.7%	15	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	3	3.6%	2	7.5%	5	7.5%	3	0.0%	0	3.9%	1
Swindon Town Centre	0.9%	5	0.0%	0	0.0%	0	0.6%	1	8.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
The Watermill Theatre, Bagnor, Newbury, RG20 8AE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton House and Gardens, Edge Hill, Banbury, OX15 6HT	0.8%	4	3.6%	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	0.0%	0	0.0%	0
Others																								
Abroad	1.9%	11	0.0%	0	5.8%	2	0.0%	0	7.5%	3	0.0%	0	3.2%	2	3.8%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Weighted base:		566		124		30		86		45		35		60		43		64		37		19		24
Sample:		499		47		47		44		46		38		62		44		46		38		33		54

Q39 Where do you or members of your household normally go to visit a museum, gallery, or other place of historical / cultural interest?
Those that said 'Museum / gallery or place of historical / cultural interest' at Q34 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	1.3%	7	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Zone 2																								
Chipping Norton Town Centre	3.1%	16	2.9%	3	15.1%	3	10.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Bampton Local Centre, OX18 2	0.3%	2	0.0%	0	6.9%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Buscot Park, Lechlade Road, Faringdon, SN7 8BU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Blenheim Palace, Woodstock, OX20 1PS	2.4%	12	7.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	8.1%	2	0.0%	0	0.0%	0
Woodstock Town Centre	4.2%	22	0.4%	1	0.0%	0	0.6%	1	2.1%	1	3.3%	1	19.3%	11	3.8%	2	1.2%	1	9.3%	2	5.9%	1	11.1%	2
Zone 7																								
Rousham House & Gardens, Rousham, Bicester, OX25 4QU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Hook Norton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Zone 9																								
Kingham Village Centre	0.5%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Filkins Village Centre, GL7 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%	0	0.0%	0	1.2%	0	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.5%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmolean Museum of Art and Archaeology, Beaumont Street, Oxford, OX1 2PH	12.8%	66	10.5%	12	19.7%	4	1.2%	1	4.1%	1	15.4%	6	13.5%	7	31.6%	16	18.2%	9	15.0%	4	19.8%	4	7.3%	1
Banbury Town Centre	1.6%	8	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	6	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1	0.9%	5	0.0%	0	0.0%	0	5.2%	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
Birmingham City Centre, B2 4	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	0.0%	0	0.0%	0	0.0%	0
British Motor Museum, Banbury Road, Lighthorne Heath, Warwick, CV35 0BJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Central London / West End	21.0%	108	9.3%	11	12.3%	2	37.5%	33	23.3%	7	4.4%	2	14.8%	8	11.8%	6	38.2%	19	34.7%	9	30.7%	7	23.3%	4
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2	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	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Colchester City Centre, CO1 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Compton Verney Local Centre, CV35 9	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	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	1.7%	9	2.3%	3	0.0%	0	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duxford Village Centre, CB22 4	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull City Centre, HU1 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%	0	0.0%	0	1.2%	0	0.0%	0
Kidlington Village Centre	0.7%	4	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Liverpool City Centre, L1 3	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	0.0%	0	0.0%	0	0.0%	0
Loxford Local Centre, IG1 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre, NE1 5	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	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	37.3%	191	32.4%	38	35.5%	7	26.4%	23	61.0%	19	74.8%	28	44.9%	25	48.5%	24	17.3%	8	20.2%	5	22.2%	5	47.6%	8
Oxford University Museum of Natural History, Parks Road, Oxford, OX1 3PW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitt Rivers Museum, South Parks Road, Oxford, OX1 3PP	0.5%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portland Museum, Wakeham, Easton, Portland, DT5 1HS	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	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.2%	6	0.0%	0	0.0%	0	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.5%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-le-Dale Village Centre, PR5 4	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre, CV34 4	0.9%	4	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	5.1%	26	10.5%	12	9.2%	2	3.0%	3	6.4%	2	1.1%	0	2.0%	1	0.6%	0	6.2%	3	9.6%	2	1.2%	0	0.0%	0
Weighted base:		513		118		19		89		31		38		55		50		49		26		22		17
Sample:		439		45		30		40		37		43		58		42		43		27		35		39

Q40 Where do you or members of your household normally go to visit pubs / bars / nightclubs?
Those that said 'Pub / bar / nightclub / live music venue' at Q34 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Hailey Village Centre, OX29 9	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leafield Village Centre, OX29 9	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Long Hanborough Village Centre, OX29 6	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minster Lovell Village Centre, OX29 0	1.2%	8	5.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Leigh Village Centre	0.3%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	3.4%	1
The Back Lane Tavern, Park Lane, Woodstock, OX20 1UD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	24.7%	160	69.9%	105	0.0%	0	21.0%	21	10.1%	4	21.1%	9	21.3%	14	0.6%	0	0.0%	0	0.8%	0	8.9%	2	14.6%	4
Woodstock Town Centre	5.0%	32	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	26.9%	17	22.4%	11	0.9%	1	5.3%	3	0.0%	0	0.6%	0
Zone 2																								
Chipping Norton Town Centre	4.8%	31	0.0%	0	56.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	9	0.8%	0	0.0%	0	16.5%	4
Salford Village Centre, OX7 5	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Zone 3																								
Bampton Local Centre, OX18 2	0.4%	2	0.0%	0	0.0%	0	2.1%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	6.6%	43	0.0%	0	0.0%	0	42.6%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Appleton Village Centre, OX13 5	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	0.0%	0	0.0%	0	0.0%	0
Bessels Leigh Local centre, OX13 5	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckland Village Centre	0.5%	3	1.8%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longworth Village Centre, OX13 5	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Ducklington Village Centre, OX29 7	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	2.7%	18	0.0%	0	0.0%	0	3.1%	3	0.0%	0	33.0%	14	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbridge Local Centre, OX29 7	0.5%	3	0.3%	1	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stanton Harcourt Village Centre, OX29 5	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Green Local Centre, OX29 5	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Barford St Michael Village Centre, OX15 0	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	10	0.0%	0	0.8%	0	0.0%	0	3.3%	1
Duns Tew Village Centre, OX25 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Middle Barton Local Centre, OX7 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Aston Village Centre, OX25 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	1.9%	13	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	6	4.1%	2	0.0%	0	0.0%	0
Bodicote Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0
Freeland Village Centre, OX29 8	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	1.7%	11	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	10	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	1.0%	7	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	1.6%	1	0.0%	0	0.0%	0
Sibford Gower Local Centre, OX15 5	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Stonesfield Village Centre, OX29 8	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Whichford Village Centre, CV36 5	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Ascott-under-Wychwood Village Centre, OX7 6	0.1%	0	0.0%	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
Bledington Village Centre, OX7 6	1.0%	7	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	5	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	0.1%	0	0.0%	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
Churchill Local Centre, OX7 6	0.8%	5	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	2.4%	1	0.0%	0	0.6%	0
Kingham Village Centre	1.2%	8	1.8%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	5	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	11.1%	6	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	1.8%	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	23.4%	12	0.0%	0	0.0%	0
Shipton-under-Wychwood	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	6.4%	3	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Village Centre																								
Zone 10																								
Asthall Village Centre, OX18 4	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	0.0%	0	7.0%	2	0.0%	0
Burford Town Centre, OX18 4	0.7%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	1	0.8%	0	8.4%	2	0.0%	0
Filkins Village Centre, GL7 3	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	0.0%	0	17.0%	4	0.0%	0
Fulbrook Village Centre, OX18 4	0.0%	0	0.0%	0	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
Lechlade-on-Thames Town Centre, GL7 3	1.2%	8	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	6	0.0%	0
Shilton Village Centre, OX18 4	0.0%	0	0.0%	0	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
Swinbrook Village Centre, OX18 4	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	2	0.0%	0
Zone 11																								
Chadlington Village Centre	1.2%	8	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	9.7%	3
Charlbury Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.4%	7
Enstone Village Centre, OX7 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Finstock Village 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	0.0%	0	0.0%	0	5.8%	2
Ramsden Local Centre, OX7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Outside Catchment Area																								
Abingdon Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	15.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Alderminster Village Centre, CV37 8	0.1%	0	0.0%	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
Aynho Village Centre, OX17 3	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	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	3.3%	21	0.0%	0	0.8%	0	14.2%	14	0.0%	0	0.0%	0	0.0%	0	3.2%	2	7.4%	5	0.0%	0	0.0%	0	0.6%	0
Binsey Village Centre, OX2 0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton on the Water Village Centre, GL54 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Hill Local Centre, GL56 9	0.1%	0	0.0%	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
Central London / West End	1.3%	8	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	8.1%	5	0.0%	0	0.0%	0	0.6%	0
Charlton-on-Otmoor Local Centre, OX5 2	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	1.2%	0	0.0%	0
Charney Bassett Local Centre, OX12 0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Campden Town	0.1%	0	0.0%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, GL55 6																								
Cirencester Town Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Clanfield Village Centre, PO8 0	0.7%	4	0.0%	0	0.0%	0	4.0%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	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	5.3%	3	0.0%	0	0.0%	0
Faringdon Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	8.2%	4	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre, GU9 7	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fyfield Village Centre, CM5 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Coxwell Village Centre, SN7 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Poyle Village Centre, OX5 2	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamwell Village Centre, OX17 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kineton Village Centre, CV35 0	0.1%	0	0.0%	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
King's Sutton Village Centre, OX17 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Little Coxwell Village Centre, SN7 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Tysoe Village Centre, CV35 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Murcott Village Centre, OX5 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oddington Village Centre, OX5 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Oxford City Centre	9.2%	60	13.6%	20	8.7%	3	1.0%	1	21.7%	9	21.0%	9	0.6%	0	15.4%	8	0.0%	0	9.5%	5	1.2%	0	14.2%	4
Shipston-on-Stour Town Centre, CV36 4	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre, SY1 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.9%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Stratford-upon-Avon 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	4.8%	3	0.8%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.4%	3	0.0%	0	0.0%	0	0.5%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Wantage Town Centre, OX12 9	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-on-the-Green Village Centre, OX25 3	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.9%	2	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		Zone 9		Zone 10		Zone 11	
OX1 5																								
Others																								
Abroad	2.9%	19	1.8%	3	5.7%	2	7.3%	7	12.7%	6	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		649		150		30		101		44		43		64		51		65		51		23		27
Sample:		571		61		44		51		49		41		70		51		57		55		36		56

Q41 Where do you or members of your household normally go for eating out e.g. cafes and restaurants?
Those that said 'Restaurant / café' at Q34 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Hailey Village Centre, OX29 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Long Hanborough Village Centre, OX29 6	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minster Lovell Village Centre, OX29 0	0.1%	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
Witney Town Centre	30.0%	218	71.0%	112	0.0%	0	26.1%	29	19.8%	9	43.6%	23	42.2%	26	1.7%	1	4.4%	3	2.5%	2	7.3%	2	28.2%	10
Woodstock Town Centre	2.9%	21	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	14	8.4%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	2
Zone 2																								
Chipping Norton Town Centre	8.2%	59	0.0%	0	61.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	15.7%	11	23.5%	15	0.0%	0	21.7%	8
Zone 3																								
Aston Village Centre, OX18 2	0.7%	5	0.0%	0	0.7%	0	0.5%	1	4.5%	2	0.0%	0	0.6%	0	2.8%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Bampton Local Centre, OX18 2	1.3%	9	1.6%	3	0.0%	0	5.9%	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
Carterton Town Centre	7.5%	55	1.7%	3	0.0%	0	44.8%	50	1.3%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.5%	0
Zone 4																								
Buckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	0.9%	7	0.0%	0	0.0%	0	2.3%	3	0.0%	0	6.9%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	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	3.3%	2	0.0%	0	0.0%	0
Zone 7																								
Clifton Local Centre, OX15 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns Tew Village Centre, OX25 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Aston Local Centre, OX25 5	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0
North Aston Village Centre, OX25 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tackley Village Centre, OX5 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	1.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Bodicote Village Centre	0.4%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre, OX15 4	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Freeland Village Centre, OX29 8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	1.7%	12	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	16.5%	11	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.3%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.6%	0	0.0%	0	0.0%	0
Sibford Gower Local Centre, OX15 5	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Whichford Village Centre, CV36 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Ascott-under-Wychwood Village Centre, OX7 6	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Bledington Village Centre, OX7 6	0.3%	3	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Churchill Local Centre, OX7 6	0.3%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.7%	5	2.8%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Longborough Local Centre, GL56 0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	16.0%	10	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	2.7%	20	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	1	28.4%	18	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	2.6%	19	2.2%	3	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.9%	1	3.1%	2	31.1%	10	3.1%	1
Filkins Village Centre, GL7 3	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	0.0%	0	0.8%	0	0.0%	0
Great Barrington Village Centre, OX18 4	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	1.5%	11	0.0%	0	0.0%	0	0.9%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.8%	9	0.0%	0
Swinbrook Village Centre, OX18 4	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Zone 11																								
Chadlington Village Centre	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	0.0%	0	0.0%	0	7.6%	3
Charlbury Town Centre	1.1%	8	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	2.8%	2	0.0%	0	0.6%	0	0.0%	0	9.3%	3
Finstock Village Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Great Tew Local Centre, OX7 4	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	4.2%	31	0.0%	0	3.4%	1	4.1%	5	0.0%	0	0.0%	0	0.0%	0	9.4%	5	24.5%	17	4.4%	3	0.0%	0	0.5%	0
Beccles Town Centre, NR34 9	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.9%	7	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	6.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Bourton on the Water Village Centre, GL54 2	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.4%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre, RG12 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 3	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.7%	12	1.7%	3	0.7%	0	2.8%	3	0.0%	0	0.0%	0	1.2%	1	5.9%	3	0.0%	0	0.6%	0	4.9%	2	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	0	0.0%	0
Chipping Campden Town Centre, GL55 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Cirencester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Clanfield Village Centre, PO8 0	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.7%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Coleshill Village Centre, SN6 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dedham Village Centre, CO7 6	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre, SO50 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Evesham Town Centre, WR11 4	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	4.2%	3	0.0%	0	0.0%	0
Faringdon Town Centre	1.3%	9	1.7%	3	0.0%	0	0.0%	0	13.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre, GU9 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frilford Local Centre, OX13 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fyfield Village Centre, CM5 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Coxwell Village Centre, SN7 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardington Mandeville Village Centre, BA22 9	0.4%	3	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haworth Village Centre, BD22 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kidlington Village Centre	1.8%	13	0.0%	0	0.7%	0	0.0%	0	0.0%	0	3.9%	2	3.7%	2	15.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Sutton Village Centre, OX17 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Manchester City Centre, M1 5	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	11.9%	87	11.7%	18	12.5%	5	0.9%	1	12.0%	6	38.7%	21	15.9%	10	23.8%	13	1.8%	1	4.5%	3	4.9%	2	20.0%	7
Sandford-on-Thames Village Centre, OX4 4	0.1%	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
Shipston-on-Stour Town Centre, CV36 4	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0
St Mawes Village Centre, TR2 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Town Centre, PE9 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Mandeville Village Centre, HP22 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	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	1.9%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5	1.3%	1	0.0%	0	0.0%	0
Swindon Town Centre	1.0%	7	0.0%	0	0.0%	0	0.9%	1	7.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0
Teddington Local Centre, TW11 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenbury Wells Town Centre, WR15 8	0.5%	4	0.0%	0	0.0%	0	3.1%	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
Tewkesbury Town Centre, GL20 8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Abroad	1.6%	12	0.0%	0	4.6%	2	6.6%	7	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		728		158		38		112		48		54		63		56		68		64		32		35
Sample:		731		70		64		68		65		64		76		59		58		69		65		73

Q42 Where do you or members of your household normally go for family entertainment e.g. tenpin bowling, skating rink?
Those that said 'Family entertainment (e.g. tenpin bowling, skating rink, family day out)' at Q34 AND Excl. Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Cogges Manor Farm, Church Lane, Witney, OX28 3LA	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	6.9%	2	0.0%	0	0.0%	0
Witney Town Centre	5.3%	15	10.1%	10	0.0%	0	7.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	1
Zone 2																								
Chipping Norton Town Centre	0.4%	1	0.0%	0	14.4%	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	0.0%	0
Fairytale Farm, Southcombe, OX7 5QH	1.8%	5	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Brize Norton Village Centre, OX18 3	1.8%	5	0.0%	0	0.0%	0	8.5%	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
Carterton Town Centre	3.9%	11	0.0%	0	0.0%	0	18.0%	11	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0
Crocodiles of the World, Burford Road, Brize Norton, Carterton, OX18 3NX	1.1%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Buckland Village Centre	0.9%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	1.7%	5	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Blenheim Local Centre, OX20 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	4.3%	13	11.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	1.3%	0	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Moreton-in-Marsh Town Centre, GL56 0	1.6%	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	15.5%	5	0.0%	0	0.0%	0
Zone 10																								
Cotswold Wildlife Park & Gardens, Bradwell Grove, Burford, OX18 4JP	0.5%	1	0.5%	1	0.0%	0	0.0%	0	1.9%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Lechlade-on-Thames Town Centre, GL7 3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	1	0.0%	0
Zone 11																								
Dean Local Centre, OX7 3	0.1%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Aylesbury Town Centre, HP20 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Bowl, Cherwell	9.0%	26	0.0%	0	46.3%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	0	20.4%	5	41.8%	6	33.7%	10	0.0%	0	27.8%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, George Street, Banbury, OX16 5BH																								
Banbury Town Centre	3.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	9	3.9%	1	1.3%	0	0.0%	0	0.0%	0
Barnt Green Village Centre, B45 8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Bicester Town Centre	2.3%	7	0.0%	0	0.0%	0	0.0%	0	12.8%	2	0.0%	0	14.1%	2	11.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre, RG12 1	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	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre, CF10 1	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	4.1%	12	8.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	4	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.9%	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	8.8%	3	0.0%	0	0.0%	0
Cirencester Town Centre	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0
Cotswold Farm Park, Guiting Power, Cheltenham, GL54 5FL	0.1%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Local Centre, OX4 2	1.2%	3	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome Town Centre, BA11 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Hollywood Bowl, Ozone Leisure Park, Grenoble Road, Littlemore, Oxford, OX4 4XP	13.9%	40	9.0%	9	0.0%	0	15.3%	9	30.0%	5	50.9%	6	37.3%	5	20.4%	5	0.0%	0	0.0%	0	0.0%	0	19.0%	1
Kassam Stadium, Grenoble Road, Littlemore, Oxford, OX4 4XP	2.2%	6	0.0%	0	0.0%	0	4.6%	3	0.0%	0	22.0%	3	2.7%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.9%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	24.1%	70	37.0%	36	29.8%	2	28.5%	17	25.6%	4	20.5%	3	18.1%	2	0.0%	0	7.8%	1	8.8%	3	2.7%	0	32.6%	2
Oxford Ice Rink, Oxpens Road, Oxford, OX1 1RX	3.8%	11	0.0%	0	0.0%	0	12.0%	7	0.0%	0	0.0%	0	14.1%	2	0.0%	0	0.0%	0	0.0%	0	18.2%	2	0.0%	0
Peterborough City Centre, PE1 1	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	0.0%	0	0.0%	0	0.0%	0
Preston City Centre, PR1 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	1.3%	0	0.0%	0	0.0%	0
Stroud Bowl, Stroud, GL5 1QA	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Tenpin, Whitehill Way, Shaw Ridge Leisure Park, Swindon, SN5 7DN	3.7%	11	0.0%	0	0.0%	0	0.0%	0	29.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	54.6%	5	0.0%	0
Thornbury Town Centre, BS35 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0
Waddesdon Manor, Waddesdon, Aylesbury, HP18 0JH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre, CV34 4	0.9%	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	8.8%	3	0.0%	0	0.0%	0
Wellesbourne Village Centre, CV35 9	0.1%	0	0.0%	0	0.0%	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	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Weston-super-Mare Town Centre, BS23 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%	0	1.3%	0	0.0%	0	0.0%	0
Others																								
Abroad	2.4%	7	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	6.9%	2	3.9%	1	6.9%	2	0.0%	0	0.0%	0
Weighted base:		291		97		5		60		17		13		14		24		15		30		10		6
Sample:		161		37		11		20		9		8		11		13		14		19		10		9

Q43 Where do you or members of your household normally go for outdoor / social activities e.g. walking, fishing, horse riding, art / craft classes, choir practice, watching sporting events, etc.
Those that said 'Other activity' at Q34 AND Excl. Nulls

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																							
Witney Town Centre	1.8%	1	18.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	3.2%	2	0.0%	0	6.0%	0	0.0%	0	0.0%	0	9.1%	0	23.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																							
Chipping Norton Town Centre	4.8%	3	0.0%	0	54.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	0	0.0%	0	0.0%	0
Zone 3																							
Bampton Local Centre, OX18 2	0.9%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	6.2%	4	0.0%	0	0.0%	0	31.0%	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
Zone 4																							
Appleton Village Centre, OX13 5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																							
Eynsham Village Centre	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.6%	2	0.0%	0	0.0%	0	0.0%	0	14.3%	0	0.0%	0	0.0%	0
Standlake Village Centre	3.3%	2	0.0%	0	0.0%	0	9.3%	1	0.0%	0	18.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																							
Deddington Town Centre	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Heyford Village Centre, OX25 5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Local Centre, OX7 7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over Worton Local Centre, OX7 7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																							
Bloxham Village Centre	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	3	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	3.1%	2	0.0%	0	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	2.1%	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	0.0%	0	0.0%	0	0.0%	0
Stonesfield Village Centre, OX29 8	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																							
Bledington Village Centre, OX7 6	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	3	0.0%	0	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	0	0.0%	0	0.0%	0
Churchill Local Centre, OX7 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	0.0%	0	14.3%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	4.9%	3	0.0%	0	0.0%	0	24.2%	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
Moreton-in-Marsh Town Centre, GL56 0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 10																								
Burford Town Centre, OX18 4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	9.0%	5	0.0%	0	0.0%	0	31.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.1%	2	0.0%	0
Zone 11																								
Enstone Village Centre, OX7 4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.1%	1
Outside Catchment Area																								
Alderminster Village Centre, CV37 8	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	3	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	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	14.3%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	3	0.0%	0	0.0%	0	0.0%	0
Central London / West End	7.9%	4	81.4%	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	0.0%	0	0.0%	0
Cheltenham 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	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Coleshill Village Centre, SN6 7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	0	0.0%	0
Draycote Local Centre, CV23 9	1.1%	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	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	0	33.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydney Town Centre, GL15 5	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	0
Oxford City Centre	3.0%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	0	9.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	1
Shipston-on-Stour Town Centre, CV36 4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Silverstone Racing Circuit, Silverstone, Towcester NN12 8TN	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre, ST16 2	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	14.3%	0	0.0%	0	0.0%	0
Stratford-upon-Avon 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	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	0	0.0%	0
Others																								
Abroad	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	0
Weighted base:		56		5		4		11		1		5		5		2		16		3		2		2
Sample:		65		3		7		6		2		7		9		6		10		7		4		4

Q44 What improvements could be made to the leisure offer in the West Oxfordshire authority area that would make you visit / partake in leisure activities more often? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Cheaper prices to access leisure facilities / events	6.1%	68	15.2%	35	3.8%	2	13.5%	22	0.0%	0	0.0%	0	0.4%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	2
More / better car parking	5.1%	56	9.0%	21	2.3%	1	2.8%	5	8.0%	6	0.5%	0	6.5%	6	3.8%	3	4.8%	6	2.4%	2	5.7%	3	6.6%	3
More / better cafes / coffee shops	3.7%	41	11.0%	26	5.6%	3	0.0%	0	5.9%	5	0.0%	0	2.3%	2	5.8%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Augmented reality gaming centre	3.7%	41	10.7%	25	2.9%	2	5.6%	9	0.0%	0	0.0%	0	3.8%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema - multi-screen cinema	3.6%	40	8.4%	20	2.3%	1	4.7%	8	2.2%	2	6.9%	6	4.4%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
More leisure facilities / activities for teenagers	3.5%	39	4.7%	11	4.7%	3	6.0%	10	0.4%	0	5.0%	4	2.7%	2	5.4%	5	0.0%	0	1.9%	2	3.7%	2	0.4%	0
More local sports & recreation facilities (e.g. football pitches, tennis courts)	3.5%	39	5.9%	14	8.4%	5	1.0%	2	0.0%	0	5.0%	4	4.3%	4	0.7%	1	2.5%	3	0.5%	0	4.2%	2	9.9%	5
Improved public transport	3.3%	36	5.4%	12	0.0%	0	0.6%	1	3.7%	3	3.1%	3	9.0%	8	8.0%	7	0.0%	0	0.5%	0	1.0%	1	2.7%	1
Cinema - art house cinema	3.2%	36	7.3%	17	2.7%	2	4.5%	7	0.0%	0	2.6%	2	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0	3.3%	2
Swimming pool - indoor	3.1%	34	0.2%	1	5.5%	3	2.8%	5	0.4%	0	4.3%	4	7.2%	6	7.2%	7	0.0%	0	6.1%	5	3.9%	2	2.7%	1
Leisure / sports centre	2.8%	31	9.0%	21	0.4%	0	1.7%	3	2.2%	2	0.0%	0	0.4%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	2
More leisure facilities / activities for young children	2.8%	31	9.2%	21	4.7%	3	0.3%	1	0.4%	0	2.5%	2	0.4%	0	1.8%	2	0.0%	0	1.9%	2	0.5%	0	0.4%	0
Casino	2.7%	30	2.6%	6	0.4%	0	7.4%	12	5.9%	5	4.3%	4	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Indoor soft play areas	2.7%	30	4.2%	10	3.8%	2	6.0%	10	3.7%	3	0.0%	0	0.4%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Improved security / CCTV / more police	2.4%	27	7.2%	17	0.0%	0	1.7%	3	2.8%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	2.0%	1
More leisure facilities / activities for families	2.4%	27	3.8%	9	3.8%	2	6.2%	10	0.0%	0	0.0%	0	5.2%	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
More / better parks / green spaces	2.3%	26	2.6%	6	0.4%	0	1.7%	3	2.2%	2	4.8%	4	3.8%	3	1.8%	2	4.3%	5	0.0%	0	0.0%	0	2.0%	1
More / better pubs / bars	2.3%	25	3.8%	9	0.4%	0	5.8%	9	2.8%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	2.4%	2	0.5%	0	0.0%	0
Crazy golf	2.2%	24	2.3%	5	2.9%	2	9.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
More family-friendly pubs / restaurants	2.1%	23	3.4%	8	0.4%	0	5.3%	9	2.2%	2	0.0%	0	0.4%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comedy clubs	2.0%	22	6.5%	15	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	1.9%	21	4.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6	0.0%	0	0.0%	0	2.4%	2	0.0%	0	2.0%	1
More / better health clubs / indoor gyms	1.8%	20	2.8%	7	0.0%	0	2.2%	4	0.4%	0	5.0%	4	0.0%	0	3.0%	3	0.0%	0	0.5%	0	2.9%	2	2.3%	1
Ten-pin bowling	1.8%	20	3.8%	9	3.8%	2	2.0%	3	2.8%	2	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0
More / better disabled access	1.8%	20	4.5%	11	0.0%	0	2.8%	5	2.8%	2	0.0%	0	0.4%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Improved cycle access (more / better cycle paths)	1.7%	19	3.1%	7	0.0%	0	2.2%	4	8.4%	6	0.5%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	1.7%	19	2.3%	5	0.4%	0	2.5%	4	0.0%	0	0.0%	0	2.6%	2	7.2%	7	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Ice rink	1.7%	18	3.1%	7	0.0%	0	5.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.5%	0	0.0%	0
Hotels - cheaper hotels	1.6%	18	3.8%	9	2.9%	2	1.7%	3	2.2%	2	0.0%	0	3.8%	3	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		Zone 9		Zone 10		Zone 11	
More / better publicity / advertising / social media updates of what's on / available	1.5%	16	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	7.4%	9	0.0%	0	0.0%	0	0.0%	0
More / better cultural facilities	1.4%	15	4.9%	11	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
More food / farmers markets	1.4%	15	2.6%	6	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotels - more / better hotels	1.3%	15	3.8%	9	2.9%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.8%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Improved pedestrian access	1.3%	14	3.4%	8	2.3%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.0%	1
Increased availability for leisure activities	1.2%	14	0.2%	1	0.4%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	6	2.3%	2	0.5%	0	0.0%	0
Bingo venue	1.1%	12	1.9%	4	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
More / better shopping	0.8%	9	1.5%	3	0.0%	0	0.0%	0	3.7%	3	0.5%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment (make it look more attractive)	0.8%	8	0.0%	0	2.3%	1	2.2%	4	2.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved road quality	0.7%	8	0.0%	0	0.0%	0	2.2%	4	2.5%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.5%	0	0.5%	0	0.0%	0
More pedestrianised areas	0.6%	7	1.1%	3	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Swimming pool - outdoor	0.6%	6	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.0%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Trampoline park	0.6%	6	0.0%	0	0.0%	0	2.8%	5	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating areas	0.5%	6	0.0%	0	0.0%	0	2.2%	4	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public transport services	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0	4.1%	4	0.5%	0	1.9%	1
More / better signposting and street information	0.5%	5	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Theatres	0.5%	5	0.2%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.5%	0	0.0%	0	2.0%	1
Climbing	0.4%	5	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities / activities for the elderly	0.4%	5	1.1%	3	2.6%	2	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
Swimming pool - sauna	0.4%	5	0.0%	0	0.0%	0	2.8%	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
Outdoor gyms	0.4%	4	0.0%	0	0.0%	0	1.7%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bike facilities	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.5%	1	3.1%	3	0.0%	0	0.0%	0
Museums	0.3%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Arts / crafts classes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
More outdoor festivals / events / carnivals	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theme park	0.2%	3	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	0.0%	0	0.0%	0
More live music venues	0.2%	3	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	0.0%	0	0.0%	0
Easier to get to by car	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
More art galleries	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more spaces available	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	0.0%	0	3.7%	2	0.0%	0
Water sports	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	0.0%	0	3.2%	2	0.0%	0
Outdoor sports centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Art classes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	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		Zone 9		Zone 10		Zone 11	
Swimming pool - warmer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Cleaner facilities	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobile library	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street cleaning / cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Racket sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Indoor bowls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Skate park	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More betting shops	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better libraries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 nightclubs / better nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	47.3%	520	23.8%	55	51.2%	30	27.5%	44	57.6%	44	65.5%	55	46.7%	40	48.3%	45	71.5%	87	63.5%	55	70.3%	38	56.8%	27
(Don't know)	5.8%	64	4.5%	10	6.1%	4	4.5%	7	3.5%	3	2.0%	2	7.3%	6	4.7%	4	7.4%	9	13.7%	12	3.9%	2	9.7%	5
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

GEN Gender of respondent:

Male	41.9%	461	49.5%	115	34.0%	20	42.5%	69	45.2%	35	46.0%	39	37.8%	32	35.8%	33	42.1%	51	28.7%	25	37.3%	20	48.3%	23
Female	58.1%	639	50.6%	117	66.0%	39	57.5%	93	54.8%	42	54.0%	45	62.2%	53	64.2%	59	57.9%	71	71.3%	61	62.7%	34	51.7%	24
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

AGE Can I ask how old you are please?

18-24	8.8%	97	16.0%	37	4.5%	3	6.8%	11	6.6%	5	7.7%	6	6.8%	6	10.6%	10	5.1%	6	4.9%	4	5.0%	3	11.8%	6
25-34	10.1%	111	20.6%	48	4.5%	3	11.8%	19	6.6%	5	5.2%	4	4.6%	4	7.0%	6	5.1%	6	7.3%	6	5.0%	3	13.7%	6
35-44	18.2%	200	26.9%	62	11.4%	7	28.4%	46	11.1%	8	8.7%	7	11.5%	10	20.7%	19	13.0%	16	12.3%	11	8.5%	5	19.8%	9
45-54	19.4%	213	24.9%	58	23.3%	14	26.0%	42	28.1%	22	3.3%	3	14.6%	12	15.8%	15	13.2%	16	18.7%	16	19.4%	11	12.6%	6
55-64	18.0%	198	4.4%	10	24.0%	14	6.5%	11	16.9%	13	37.1%	31	30.6%	26	25.4%	23	24.7%	30	21.0%	18	24.3%	13	17.0%	8
65+	25.6%	281	7.2%	17	32.2%	19	20.4%	33	30.7%	24	38.0%	32	31.9%	27	20.6%	19	38.9%	47	35.9%	31	37.8%	20	25.2%	12
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
ETH The following question will be used in a statistical format only, and will help to ensure we get a representative sample of the community. What is your ethnic background?																								
White	82.7%	910	65.7%	152	89.2%	53	76.8%	124	84.1%	65	88.5%	74	97.7%	83	91.4%	84	89.1%	109	90.4%	78	82.3%	45	91.4%	43
Mixed / multiple ethnic groups	1.8%	19	3.1%	7	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	4.3%	5	2.3%	2	0.0%	0	0.4%	0
Asian / Asian British	5.3%	59	15.4%	36	2.9%	2	6.0%	10	3.7%	3	0.0%	0	2.3%	2	1.8%	2	1.0%	1	2.4%	2	0.0%	0	3.9%	2
Black / African / Caribbean / Black British	2.1%	24	6.5%	15	0.0%	0	3.2%	5	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	1.0%	11	0.0%	0	0.0%	0	5.7%	9	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.4%	1	0.0%	0
(Refused)	7.0%	77	9.3%	22	7.9%	5	6.3%	10	7.4%	6	11.5%	10	0.0%	0	5.1%	5	5.1%	6	4.9%	4	15.3%	8	4.3%	2
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
QUOTA Zone:																								
Zone 1	21.1%	232	100.0%	232	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	5.4%	59	0.0%	0	100.0%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	14.7%	162	0.0%	0	0.0%	0	100.0%	162	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	7.0%	77	0.0%	0	0.0%	0	0.0%	0	100.0%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	7.6%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	7.7%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	8.4%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	11.1%	122	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	122	0.0%	0	0.0%	0	0.0%	0
Zone 9	7.8%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	86	0.0%	0	0.0%	0
Zone 10	4.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	54	0.0%	0
Zone 11	4.3%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	47
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

PC Postcode Sector:	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
CV36 5	3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	34	0.0%	0	0.0%	0	0.0%	0
GL56 0	3.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.9%	42	0.0%	0	0.0%	0
GL7 3	3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.5%	34	0.0%	0
OX13 5	3.2%	36	0.0%	0	0.0%	0	0.0%	0	46.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX15 0	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX15 4	2.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	32	0.0%	0	0.0%	0	0.0%	0
OX15 5	5.1%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.0%	56	0.0%	0	0.0%	0	0.0%	0
OX18 1	6.9%	76	0.0%	0	0.0%	0	46.9%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX18 2	3.1%	34	0.0%	0	0.0%	0	21.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX18 3	4.7%	52	0.0%	0	0.0%	0	32.0%	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
OX18 4	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.5%	20	0.0%	0
OX20 1	3.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 4	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 5	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 6	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 1	3.4%	38	16.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 2	0.7%	8	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 3	0.7%	8	3.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 4	0.8%	9	4.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 5	5.0%	55	23.6%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 6	7.0%	77	33.4%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 0	2.3%	25	10.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 4	4.6%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.6%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 5	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 6	0.7%	7	3.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 7	2.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 8	4.6%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.1%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 9	0.4%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX5 3	2.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX7 3	2.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.7%	31
OX7 4	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	16
OX7 5	5.4%	59	0.0%	0	100.0%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX7 6	4.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.1%	44	0.0%	0	0.0%	0
OX7 7	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN7 8	3.7%	41	0.0%	0	0.0%	0	0.0%	0	53.5%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Appendix 5:

Data Tabulations

By Zone Filtered Nulls & SFT

Q01 Where do you normally undertake your household's main food and grocery shopping?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Co-op, High Street, Witney, OX28 6HW	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	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	2.6%	24	12.2%	9	0.0%	0	2.2%	2	0.0%	0	3.9%	3	5.6%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	2	4.9%	4
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.0%	9	2.7%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	11.6%	106	36.5%	27	0.0%	0	11.2%	10	2.3%	2	32.9%	25	19.7%	14	0.0%	0	0.0%	0	9.1%	8	12.4%	11	11.0%	9
Tesco Express, Fettiplace Road, Witney, OX28 5AP	0.5%	5	5.4%	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	0.0%	0	1.2%	1
Tesco Express, The Neighbourhood Centre, Cogges Hill Road, Witney, OX28 3XY	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	10.5%	96	14.9%	11	1.1%	1	10.1%	9	2.3%	2	23.7%	18	25.4%	18	1.2%	1	0.0%	0	6.8%	6	11.2%	10	24.4%	20
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	7.8%	71	0.0%	0	35.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	11.8%	10	11.4%	10	0.0%	0	17.1%	14
Co-op, High Street, Chipping Norton, OX7 5AB	5.3%	48	0.0%	0	26.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	6.8%	6	0.0%	0	17.1%	14
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	2.3%	21	0.0%	0	9.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.4%	2	3.4%	3	0.0%	0	7.3%	6
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.5%	14	0.0%	0	8.8%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.5%	3	1.1%	1	0.0%	0	1.2%	1
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	4.7%	43	2.7%	2	0.0%	0	22.5%	20	0.0%	0	1.3%	1	2.8%	2	0.0%	0	0.0%	0	1.1%	1	15.7%	14	3.7%	3
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	3.9%	36	6.8%	5	2.2%	2	22.5%	20	0.0%	0	0.0%	0	1.4%	1	2.4%	2	0.0%	0	0.0%	0	6.7%	6	0.0%	0
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kipling Court, Brize Meadows, Carterton,	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX18 3PQ																								
Co-op, Market Square, Bampton, OX18 2JJ	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	4.6%	42	4.1%	3	0.0%	0	24.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	14.6%	13	1.2%	1
Zone 4																								
Co-op, High Street, Stanford in the Vale, SN7 8LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Long Hanborough, Witney, OX29 8BD	0.4%	4	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	2.8%	26	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	8.2%	7	19.3%	17	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood,	0.1%	1	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Chipping Norton, OX7 6JH																								
Zone 10																								
Budgens, Burford Street, Lechlade, GL7 3AP	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	0.0%	0	2.2%	2	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	0.1%	1	0.0%	0	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
Co-op, High Street, Burford, OX18 4QF	0.1%	1	0.0%	0	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
Zone 11																								
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	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	0.0%	0	0.0%	0	3.7%	3
Outside Catchment Area																								
Aldi, Botley Road, Oxford, OX2 0HA	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	2.5%	23	0.0%	0	0.0%	0	0.0%	0	20.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	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	0.0%	0	5.6%	5	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	1.0%	9	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	7.1%	6	0.0%	0	0.0%	0	0.0%	0
Aldi, Wootton Road, Abingdon, OX14 1FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Cherwell Valley Services, Ardley, Bicester, OX27 7RD	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Grovelands Shopping Centre, Savile Way, Grove, Wantage, OX12 0PT	0.1%	1	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
Co-op, High Street, Shipston-on-Stour, CV36 4AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	0.1%	1	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
Co-op, Queensway Shopping Centre, Banbury, OX16 9PQ	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sterling House,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
High Street, Kidlington, OX5 2DH																								
Iceland, West Way, Botley, Oxford, OX2 9LJ	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	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.4%	4	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	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	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	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	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.1%	1	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
Morrisons, Swan Close Road, Banbury, OX16 5AQ	1.0%	9	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.9%	4	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thames Avenue, Swindon, SN25 1JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Banbury Road, Summertown, Oxford, OX2 7HN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	4.5%	41	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	23.2%	19	21.2%	18	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	3.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	18.3%	13	17.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP																								
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Loxley Road, Wellesbourne, Warwick, CV35 9JY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon, SN3 4EW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Express, Farringdon Road, London, EC1M 3JB	0.1%	1	0.0%	0	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
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	2.2%	20	0.0%	0	3.3%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.4%	2	14.1%	12	1.1%	1	0.0%	0	1.2%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	2.3%	21	2.7%	2	0.0%	0	0.0%	0	18.6%	16	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.4%	4	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	3.4%	3	0.0%	0
Tesco Superstore, Ambassador Avenue, Oxford, OX4 6XJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	1.1%	1	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	3.2%	29	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	23.9%	21	0.0%	0	1.2%	1
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.8%	2	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	1.2%	11	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	2.4%	22	0.0%	0	0.0%	0	0.0%	0	17.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	7	0.0%	0
Waitrose (Little), London Road, Headington, Oxford, OX3 7RD	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.8%	7	0.0%	0	0.0%	0	0.0%	0	8.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Waitrose, Henry Blake Way,	1.2%	11	0.0%	0	0.0%	0	1.1%	1	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Faringdon Retail Park, Faringdon, SN7 7GQ																								
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.1%	1	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
Waitrose, Old High Street, Headington, Oxford, OX3 9JT	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	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	0.0%	0	3.4%	3	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.7%	6	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	3.4%	3	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Base:		913		74		91		89		86		76		71		82		85		88		89		82

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q02 When you visit STORE MENTIONED AT Q01 for your main food shopping, do you usually combine your shopping with other activities (for example non-food shopping, leisure, entertainment, services or visiting restaurants, bars, banks, etc.)? [MR] *Not those that do their main food shopping via the internet or delivery at Q01*																								
Yes – NON-FOOD shopping	20.5%	187	27.0%	20	11.0%	10	20.2%	18	19.8%	17	32.9%	25	31.0%	22	18.3%	15	20.0%	17	10.2%	9	12.4%	11	28.0%	23
Yes – other FOOD shopping	16.4%	150	17.6%	13	11.0%	10	19.1%	17	8.1%	7	19.7%	15	23.9%	17	15.9%	13	28.2%	24	10.2%	9	15.7%	14	13.4%	11
Yes – visiting café / pub / restaurant	7.4%	68	5.4%	4	6.6%	6	11.2%	10	9.3%	8	7.9%	6	8.5%	6	8.5%	7	4.7%	4	5.7%	5	4.5%	4	9.8%	8
Yes – visiting banks and other financial services (including cashpoints)	5.3%	48	2.7%	2	2.2%	2	4.5%	4	4.7%	4	7.9%	6	8.5%	6	2.4%	2	7.1%	6	4.5%	4	5.6%	5	8.5%	7
Yes – visiting family / friends	3.3%	30	8.1%	6	0.0%	0	7.9%	7	3.5%	3	0.0%	0	1.4%	1	0.0%	0	3.5%	3	3.4%	3	4.5%	4	3.7%	3
Yes – getting petrol	3.1%	28	4.1%	3	2.2%	2	1.1%	1	4.7%	4	2.6%	2	1.4%	1	6.1%	5	4.7%	4	3.4%	3	3.4%	3	0.0%	0
Yes – visiting chemist / pharmacy	3.0%	27	10.8%	8	4.4%	4	6.7%	6	2.3%	2	1.3%	1	2.8%	2	0.0%	0	3.5%	3	0.0%	0	0.0%	0	1.2%	1
Yes – leisure activity (e.g. gym, leisure centre, cinema, etc.)	3.0%	27	0.0%	0	1.1%	1	3.4%	3	2.3%	2	5.3%	4	0.0%	0	6.1%	5	4.7%	4	0.0%	0	6.7%	6	2.4%	2
Yes – visiting health service such as doctor, dentist, hospital, opticians	2.4%	22	1.4%	1	3.3%	3	2.2%	2	7.0%	6	1.3%	1	0.0%	0	0.0%	0	1.2%	1	2.3%	2	2.2%	2	4.9%	4
Yes – visiting other services such as hairdressers, barbers, salons, laundrette, recycling, vets, etc.	2.4%	22	0.0%	0	2.2%	2	4.5%	4	1.2%	1	0.0%	0	2.8%	2	3.7%	3	1.2%	1	1.1%	1	5.6%	5	3.7%	3
Yes – travelling to / from work	2.1%	19	4.1%	3	0.0%	0	5.6%	5	2.3%	2	2.6%	2	1.4%	1	4.9%	4	0.0%	0	1.1%	1	0.0%	0	1.2%	1
Yes – window shopping / browsing	2.1%	19	4.1%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	5.6%	4	1.2%	1	0.0%	0	2.3%	2	1.1%	1	6.1%	5
Yes – visiting market	1.5%	14	8.1%	6	1.1%	1	3.4%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Yes – visiting library	1.2%	11	1.4%	1	1.1%	1	1.1%	1	3.5%	3	0.0%	0	1.4%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Yes – travelling to / from school / college / university (includes school run)	0.7%	6	0.0%	0	2.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.2%	1
Yes – walking the dog / go for a walk	0.5%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.2%	1	0.0%	0	0.0%	0	1.2%	1
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	0.0%	0	0.0%	0	0.0%	0
Yes – visiting place of worship	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 activity)	50.3%	459	45.9%	34	65.9%	60	51.7%	46	57.0%	49	43.4%	33	38.0%	27	48.8%	40	48.2%	41	61.4%	54	49.4%	44	37.8%	31
(Don't know)	1.2%	11	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	2.4%	2	0.0%	0	1.1%	1	3.4%	3	1.2%	1
Base:		913		74		91		89		86		76		71		82		85		88		89		82

Q03 When you combine your trip with other activities, where do you normally go?
Not those that said 'No activity' or 'Don't know' at Q02 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Lidl, New Close Lane, Witney, OX28 4TT	0.5%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Long Hanborough Village Centre, OX29 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.7%	7	2.9%	1	0.0%	0	2.4%	1	0.0%	0	4.9%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.5%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.2%	5	5.9%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	1.0%	4	2.9%	1	0.0%	0	7.3%	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
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	27.6%	116	44.1%	15	0.0%	0	22.0%	9	8.3%	3	61.0%	25	58.5%	24	3.0%	1	0.0%	0	18.2%	6	28.6%	12	43.8%	21
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.2%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	11.2%	47	0.0%	0	50.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	9.5%	4	27.3%	9	0.0%	0	35.4%	17
Co-op, High Street, Chipping Norton, OX7 5AB	1.9%	8	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	6.1%	2	0.0%	0	2.1%	1
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	1.4%	6	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	3.0%	1	0.0%	0	6.3%	3
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Topside Pharmacy, High Street, Chipping Norton, OX7 5AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	1.0%	4	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	1.7%	7	0.0%	0	0.0%	0	12.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Bampton Local Centre, OX18 2	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Post Office, Black Bourton Road, Carterton OX18 3HQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Carterton Town Centre	5.2%	22	0.0%	0	0.0%	0	26.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	21.4%	9	2.1%	1
Morrisons, Black Bourton Road, Carterton, OX18 3HA	1.9%	8	2.9%	1	0.0%	0	7.3%	3	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	2	2.1%	1
Zone 4																								
Buckland Village Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Zone 5																								
Eynsham Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Deddington Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.7%	3	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	15.2%	5	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.5%	2	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	2.1%	9	0.0%	0	0.0%	0	0.0%	0	22.2%	8	2.4%	1	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		Zone 9		Zone 10		Zone 11	
Aldi, Botley Road, Oxford, OX2 0HA	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Asda Living, Templar Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.2%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	1.0%	4	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	3.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Banbury Town Centre	6.9%	29	8.8%	3	10.0%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	12.1%	4	38.1%	16	3.0%	1	0.0%	0	2.1%	1
Bicester Town Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	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	3.0%	1	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.7%	3	2.9%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Chessington Local Centre, KT9 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Co-op, Loxley Close, Wellesbourne, Warwick, CV35 9RU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.2%	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	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		Zone 9		Zone 10		Zone 11	
Esso, Ermont Way, Banbury, OX16 8SZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	1.9%	8	0.0%	0	0.0%	0	0.0%	0	19.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Great Western Way, Swindon, SN2 1US	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Kidlington Village Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	12.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Roman Road, Station Road, Stow-on-the-Wold, Cheltenham, GL54 3AJ	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	3.0%	1	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	1.2%	5	2.9%	1	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.7%	7	0.0%	0	0.0%	0	7.3%	3	2.8%	1	2.4%	1	2.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	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		Zone 9		Zone 10		Zone 11	
OX5 2PE																								
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	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	9.1%	3	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.7%	3	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.0%	4	0.0%	0	0.0%	0	0.0%	0	8.3%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	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	3.0%	1	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.5%	2	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.2%	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	0.0%	0	0.0%	0	0.0%	0
The Range, Cherwell Street, Banbury, OX16 2BB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The White Horse Medical Centre, Volunteer Way, Faringdon, SN7 7YU	0.2%	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	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.5%	2	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon,	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	3.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
CV37 8LU																								
Wantage Town Centre, OX12 9	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Others																								
Base:		421		34		30		41		36		41		41		33		42		33		42		48

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q04 Where else do you undertake your household's main food shopping (in addition to STORE MENTIONED AT Q01)? *Excl. Nulls & SFT*																								
Zone 1																								
Co-op, High Street, Witney, OX28 6HW	0.9%	6	3.4%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	3.9%	25	15.5%	9	0.0%	0	3.3%	2	0.0%	0	7.5%	4	13.3%	6	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Local shops, Witney Town Centre, OX28 6	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	2.0%	13	3.4%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	3	6.7%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	6.1%	4
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	9.0%	57	17.2%	10	0.0%	0	8.2%	5	3.8%	2	30.2%	16	15.6%	7	4.0%	2	0.0%	0	3.0%	2	3.3%	2	16.7%	11
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Valence Crescent, Edington Road, Witney, OX28 5YP	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	9.4%	60	19.0%	11	0.0%	0	6.6%	4	1.9%	1	28.3%	15	22.2%	10	4.0%	2	1.6%	1	3.0%	2	8.3%	5	13.6%	9
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	4.3%	27	0.0%	0	11.5%	7	0.0%	0	0.0%	0	0.0%	0	2.2%	1	8.0%	4	6.6%	4	9.0%	6	0.0%	0	7.6%	5
Co-op, High Street, Chipping Norton, OX7 5AB	3.9%	25	3.4%	2	13.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.9%	3	9.0%	6	0.0%	0	7.6%	5
Local shops, Chipping Norton Town Centre OX7 5	0.5%	3	0.0%	0	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	1.5%	1
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	3.9%	25	0.0%	0	14.8%	9	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	6.6%	4	6.0%	4	0.0%	0	9.1%	6
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	3.5%	22	0.0%	0	31.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.5%	1
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Zone 3																								
Aldi, Alvescot Road,	3.5%	22	5.2%	3	0.0%	0	13.1%	8	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	13.3%	8	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Carterton, OX18 3JH																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	4.1%	26	6.9%	4	1.6%	1	19.7%	12	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	6.7%	4	4.5%	3
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.3%	2	1.7%	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	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	5.8%	37	5.2%	3	0.0%	0	27.9%	17	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	7.5%	5	16.7%	10	1.5%	1
Zone 4																								
Co-op, High Street, Stanford in the Vale, SN7 8LH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.3%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Market Garden (Farm Shop), Mill Street, Eynsham, Witney, OX29 4JS	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	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	8	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.9%	6	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	6.0%	4	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	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	1.5%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Daylesford Organic (Farm Shop), Daylesford, Moreton-in-Marsh, GL56 0YG	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	1.5%	1	0.0%	0	0.0%	0
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	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	1.5%	1	0.0%	0	0.0%	0
Zone 10																								
Co-op, High Street, Burford, OX18 4QF	0.6%	4	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Zone 11																								
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	1
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Outside Catchment Area																								
Aldi, Botley Road, Oxford, OX2 0HA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cricklade Road, Cirencester, GL7 1NP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	1.6%	10	0.0%	0	0.0%	0	0.0%	0	9.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	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	0.0%	0	8.3%	5	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Wootton Road, Abingdon, OX14 1FE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Cherwell Valley Services, Ardley, Bicester, OX27 7RD	0.6%	4	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
B&M, Worcester Road, Worcestershire, WR11 4XF	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	1.5%	1	0.0%	0	0.0%	0
Coln Community Stores, Main Street, Coln St Aldwyns, Cirencester, GL7 5AN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Co-op, Banbury Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kidlington, OX5 1AL																								
Co-op, High Street, Shipston-on-Stour, CV36 4AB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bourton-on-the-Water, Cheltenham, GL54 2BQ	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	3.0%	2	0.0%	0	0.0%	0
Co-op, Walton Street, Oxford, OX2 6AH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Lockheed Close, Banbury, OX16 1LX	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	1.5%	1	0.0%	0	0.0%	0
Iceland (Food Warehouse), Banbury Cross Retail Park, Banbury ,OX16 1LX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Love Lane, Cirencester, GL7 1YG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.5%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.2%	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	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	4.4%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Maybird Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	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	1.5%	1	0.0%	0	0.0%	0
M&S, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road,	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.0%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Evesham, WR11 1DX																								
Morrisons, Swan Close Road, Banbury, OX16 5AQ	3.8%	24	1.7%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	10.0%	5	18.0%	11	0.0%	0	0.0%	0	6.1%	4
Sainsbury's Local, Park End Street, Oxford, OX1 1HR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.6%	4	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	3.3%	21	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	16.4%	10	0.0%	0	0.0%	0	3.0%	2
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	1.9%	12	0.0%	0	1.6%	1	0.0%	0	3.8%	2	0.0%	0	8.9%	4	10.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Loxley Road, Wellesbourne, Warwick, CV35 9JY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon, SN3 4EW	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	2.8%	18	1.7%	1	4.9%	3	3.3%	2	0.0%	0	0.0%	0	2.2%	1	4.0%	2	4.9%	3	1.5%	1	0.0%	0	7.6%	5
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.9%	12	1.7%	1	0.0%	0	1.6%	1	11.3%	6	3.8%	2	2.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.0%	2	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	2.2%	14	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	14.9%	10	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.9%	6	1.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.4%	2	2.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Lakeview	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	6.7%	3	10.0%	5	0.0%	0	0.0%	0	1.7%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Drive, Bicester, OX26 1DE																								
Tesco Superstore, Park Road, Faringdon, SN7 7BP	3.5%	22	0.0%	0	0.0%	0	4.9%	3	22.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	7	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.8%	5	0.0%	0	0.0%	0	0.0%	0	9.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0
Waitrose, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	1.7%	11	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	2	11.5%	7	0.0%	0	0.0%	0	1.5%	1
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.5%	1	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wykham Park Farm, Wykham Lane, Banbury, OX16 9UP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Others																								
Base:		635		58		61		61		53		53		45		50		61		67		60		66

Q05 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Bakers Butchers, Market Square, Witney, OX28 6AA	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	0.0%	0	0.0%	0	0.0%	0
Bp, Hailey Road, Witney, OX28 1HQ	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, (BP Garage), Cannon Pool Service Station, Hailey Road, Witney, OX28 1HQ	0.5%	4	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op, High Street, Witney, OX28 6HW	0.8%	6	5.6%	4	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Northfield Farm Lane, Witney, OX28 1FH	0.4%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	2.1%	17	4.2%	3	0.0%	0	0.0%	0	0.0%	0	12.8%	10	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1
Local shops, Witney Town Centre, OX28 6	0.3%	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	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	2.1%	17	4.2%	3	0.0%	0	3.0%	2	0.0%	0	5.1%	4	6.0%	5	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
North Leigh Convenience Store, War Memorial Hall Park Lane, Witney, OX29 6SA	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Witney, OX28 6HH	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	2.5%	20	8.5%	6	0.0%	0	3.0%	2	0.0%	0	3.8%	3	3.6%	3	1.5%	1	0.0%	0	0.0%	0	1.4%	1	5.1%	4
Spar, Brize Norton Road, Minster Lovell, Witney, OX29 0SE	0.4%	3	2.8%	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	1.4%	1	0.0%	0
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	1.0%	8	7.0%	5	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fettiplace Road, Witney, OX28 5AP	0.4%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Neighbourhood Centre, Cogges Hill Road, Witney, OX28 3XY	0.4%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Valence	1.4%	11	11.3%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Crescent, Edington Road, Witney, OX28 5YP																								
Waitrose (Little), Shell Garage, Ducklington, Witney, OX28 4TT	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	3.5%	28	12.7%	9	0.0%	0	6.0%	4	0.0%	0	9.0%	7	4.8%	4	0.0%	0	0.0%	0	1.4%	1	1.4%	1	2.6%	2
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	1.6%	13	0.0%	0	7.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1	2.7%	2	0.0%	0	5.1%	4
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	6.1%	48	0.0%	0	40.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6	6.8%	5	0.0%	0	11.5%	9
Local shops, Chipping Norton Town Centre OX7 5	0.4%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	2.1%	17	0.0%	0	10.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.9%	4	4.1%	3	0.0%	0	2.6%	2
QD, High Street, Chipping Norton, OX7 5AB	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	2.3%	18	0.0%	0	18.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	4.1%	3	0.0%	0	0.0%	0
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	2.1%	17	2.8%	2	0.0%	0	13.4%	9	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	2.5%	20	0.0%	0	0.0%	0	22.4%	15	1.5%	1	1.3%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Aston Community Shop, The Square, Aston, Bampton, OX18 2DL	0.3%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bampton Community Shop,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Rosemary Lane, Bampton, OX18 2NF																								
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.4%	3	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, Kipling Court, Brize Meadows, Carterton, OX18 3PQ	0.4%	3	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, Market Square, Bampton, OX18 2JJ	1.4%	11	4.2%	3	0.0%	0	11.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bampton Local Centre, OX18 2	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	1.8%	14	1.4%	1	0.0%	0	13.4%	9	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Zone 4																								
Appleton Community Shop, Eaton Road, Appleton, Abingdon, OX13 5JH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanford in the Vale, SN7 8LH	1.8%	14	0.0%	0	0.0%	0	0.0%	0	21.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	1.3%	10	0.0%	0	0.0%	0	0.0%	0	13.8%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	1.3%	10	0.0%	0	0.0%	0	0.0%	0	12.3%	8	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cherrytree Close, Southmoor, Abingdon, OX13 5BB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	4.0%	32	1.4%	1	0.0%	0	0.0%	0	0.0%	0	39.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Eynsham Village Centre, OX29 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Spar, Spareacre Lane, Eynsham, Witney, OX29 4NL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	0.8%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Main Road, Long Hanborough, Witney, OX29 8BD	4.3%	34	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Hampers Food & Wine, Oxford Street, Woodstock, OX20 1TH	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Stonesfield Village Centre, OX29 8	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodstock Town Centre, OX20 1	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	0.0%	0	0.0%	0	0.0%	0
Suriya Express, Pendle Court, Pond Hill, Stonesfield, Witney, OX29 8PZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	11	0.0%	0	0.0%	0	4.1%	3	1.3%	1
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harris Stores, South Side, Bicester, OX25 4SQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Steeple Aston Village Centre, OX25 4	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tackley Village Centre, OX5 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Steeple Aston, Bicester, OX25 5QQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Stores, Worton Road, Middle Barton, Chipping Norton, OX7 7EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Post Office, South Side, Steeple Aston, Bicester, OX25 4SQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tackley Village Shop, Medcroft Road, Tackley, Kidlington, OX5 3AH	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Asda Express Petrol (Esso), Oxford Road, Bodicote, Banbury, OX15 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Hook Norton, OX15 5NQ	0.9%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0	1.3%	1
Co-op, High Street, Bloxham, OX15 4LU	1.5%	12	0.0%	0	0.0%	0	4.5%	3	1.5%	1	0.0%	0	0.0%	0	4.6%	3	7.4%	5	0.0%	0	0.0%	0	0.0%	0
Hook Norton Butchers, Queen Street, Hook Norton, Banbury, OX15 5EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Bodicote Village Centre, OX15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Hook Norton Village Centre, OX15 5	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0
Londis, Molyneux Drive, Bodicote, Banbury, OX15 4AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
North Cotswolds Dairy Co, Butlers Road, Long Compton, Chipping Norton, CV36 5LQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Paddock Farm Butchery, Feldon Centre, High St, OX15 5HN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sibford Ferris Post Office, Main Street, Banbury, OX15 5RG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
The Village Shop & Post Office, High Street, Hook Norton, Banbury, OX15 5NQ	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Stores, Long Compton, Shipston-on-Stour, CV36 5JJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	1.0%	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	10.8%	8	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bledington Community Shop and Cafe, Church Street, Bledington, OX7 6XB	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	5.4%	4	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	16.2%	12	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	2.4%	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	23.0%	17	2.7%	2	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingham Village Centre, OX7 6	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	2.7%	2	0.0%	0	0.0%	0
Shipton Under Wychwood Post Office, Milton Road, Shipton-under-Wychwood, Chipping Norton, OX7 6BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Station Road Garage, Station Road, Shipton-under-Wychwood, Chipping Norton, OX7 6BQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	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	2.7%	2	0.0%	0	0.0%	0
Zone 10																								
Bakery on the Hill, High Street, Burford, OX18 4QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Budgens, Burford Street, Lechlade, GL7 3AP	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	10	0.0%	0
Burford Post Office, Lower High Street, Burford, OX18 4RN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	1.9%	15	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	14	0.0%	0
Co-op, High Street, Burford, OX18 4QF	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	13	0.0%	0
Cutler & Cashin, Oak Street, Lechlade, GL7 3AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Local shops, Burford Town Centre, OX18 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Lechlade-on-Thames	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	0.0%	0	4.1%	3	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Town Centre GL7 3																								
Zone 11																								
Adams of Enstone, The Green, Enstone, Chipping Norton, OX7 4NX	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	0.0%	0	0.0%	0	3.8%	3
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	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	0.0%	0	0.0%	0	3.8%	3
Charlbury Deli & Café, Market Street, Charlbury, Chipping Norton, OX7 3PL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	4.7%	37	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.3%	33
Local shops, Chadlington Village Centre OX7 3	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Local shops, Charlbury Town Centre OX7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local shops, Enstone Village Centre, OX7 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Londis, Sturt Road, Charlbury, Chipping Norton, OX7 3SX	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Slatters Butchers, West End, Chipping Norton, OX7 3NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Outside Catchment Area																								
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.6%	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.4%	3	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wootton Road, Abingdon, OX14 1FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartlett's Butchers, High Street, Kidlington, OX5 2DH	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	0.0%	0	0.0%	0	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coln Community Stores, Main Street, Coln St Aldwyns, Cirencester, GL7 5AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, Banbury Road,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kidlington, OX5 1AL																								
Co-op, Besselsleigh Road, Wootton, Boars Hill, Abingdon, OX13 6DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Chatsworth Drive, Cherwell Heights, Banbury, OX16 9YJ	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grovelands Shopping Centre, Savile Way, Grove, Wantage, OX12 0PT	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	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Market Place, Fairford, GL7 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	13	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	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	2.7%	2	0.0%	0	0.0%	0
Co-op, Rose Hill, Iffley, Oxford, OX4 4JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Milton Post Office & Stores, Great Milton, Oxford, OX44 7NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Maybrook Retail Park, Maybrook Road, Stratford-upon-Avon, CV37 0BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Fairford Town Centre, GL7 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Local shops, Sidford Village Centre, EX10 9	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.5%	1	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		Zone 9		Zone 10		Zone 11	
Sainsbury's Local, Walker Road, Banbury, OX16 1HE	0.4%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.5%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1	1.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steve Betts Butchers, Church Lane, Banbury, OX16 5LR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Magdalen Street, Oxford, OX1 3AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.8%	6	2.8%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	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	9.5%	7	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.4%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.4%	11	0.0%	0	0.0%	0	4.5%	3	9.2%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.8%	6	0.0%	0	0.0%	0	0.0%	0	7.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Convenience Store, Bedford Road, Wootton, Bedford, MK43 9JT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Base:		792		71		70		67		65		78		83		65		68		74		73		78

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q06 In addition to STORE MENTIONED AT Q05, where else do you regularly use for your household's small scale top-up food shopping? *Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q05 AND Excl. Nulls & SFT*																								
Zone 1																								
Bakers Butchers, Market Square, Witney, OX28 6AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bp, Hailey Road, Witney, OX28 1HQ	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Budgens, (BP Garage), Cannon Pool Service Station, Hailey Road, Witney, OX28 1HQ	0.7%	3	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Co-op, High Street, Witney, OX28 6HW	1.5%	6	3.4%	1	0.0%	0	2.3%	1	0.0%	0	4.7%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Northfield Farm Lane, Witney, OX28 1FH	0.7%	3	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grape Tree, High Street, Witney, OX28 6HB	0.5%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	2.9%	12	3.4%	1	0.0%	0	4.7%	2	3.7%	1	9.3%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3
Local shops, Witney Town Centre, OX28 6	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Hailey Road, Witney, OX28 1HJ	0.2%	1	0.0%	0	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	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	3.4%	14	20.7%	6	0.0%	0	2.3%	1	0.0%	0	7.0%	3	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Majestic Wine, High Street, Witney, OX28 6HS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
North Leigh Convenience Store, War Memorial Hall Park Lane, Witney, OX29 6SA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	3.9%	16	3.4%	1	0.0%	0	2.3%	1	3.7%	1	11.6%	5	6.7%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	2	7.1%	3
Spar, Brize Norton Road, Minster Lovell, Witney, OX29 0SE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	0.5%	2	3.4%	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	0.0%	0	0.0%	0
Tesco Express, Fettiplace Road, Witney, OX28 5AP	0.7%	3	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Shell Garage, Ducklington,	0.2%	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	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		Zone 9		Zone 10		Zone 11	
Witney, OX28 4TT																								
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	4.2%	17	20.7%	6	0.0%	0	2.3%	1	0.0%	0	9.3%	4	4.4%	2	0.0%	0	0.0%	0	5.7%	2	2.6%	1	2.4%	1
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	3.2%	13	0.0%	0	20.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.2%	1	0.0%	0	0.0%	0	7.1%	3
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	1.0%	4	0.0%	0	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	4.2%	17	0.0%	0	17.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	4	8.6%	3	0.0%	0	7.1%	3
Local shops, Chipping Norton Town Centre OX7 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	2.7%	11	0.0%	0	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	9.5%	4
Oats, High Street, Chipping Norton, OX7 5AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Roger's, New Street, Chipping Norton, OX7 5LJ	0.2%	1	0.0%	0	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	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	2.7%	11	0.0%	0	17.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.9%	1	0.0%	0	4.8%	2
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.2%	1	0.0%	0	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	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	1.5%	6	0.0%	0	0.0%	0	14.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	3.9%	16	6.9%	2	0.0%	0	20.9%	9	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	10.3%	4	0.0%	0
Bread Bin Bakery and Café, Giles Centre, Alvescot Road, Carterton, OX18 3DH	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Kipling Court, Brize	1.5%	6	0.0%	0	2.5%	1	9.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meadows, Carterton, OX18 3PQ																								
Co-op, Market Square, Bampton, OX18 2JJ	1.7%	7	0.0%	0	0.0%	0	11.6%	5	3.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bampton Local Centre, OX18 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	3.2%	13	0.0%	0	0.0%	0	16.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	6	0.0%	0
Patrick Strainge, Bridge Street, Witney, Bampton, OX18 2HA	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Co-op, Southmoor, Abingdon, OX13 5HE	1.5%	6	0.0%	0	0.0%	0	0.0%	0	18.5%	5	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	1.0%	4	0.0%	0	0.0%	0	0.0%	0	14.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cherrytree Close, Southmoor, Abingdon, OX13 5BB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Spareacre Lane, Eynsham, Witney, OX29 4NL	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	2.2%	9	3.4%	1	0.0%	0	0.0%	0	0.0%	0	14.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
The Market Garden (Farm Shop), Mill Street, Eynsham, Witney, OX29 4JS	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	5	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Long Hanborough, Witney, OX29 8BD	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	15.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stonesfield Village Centre, OX29 8	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodstock Town Centre, OX20 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suriya Express, Pendle Court, Pond Hill, Stonesfield, Witney, OX29	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
8PZ																								
Woodstock Butchers, Market Street, Woodstock, OX20 1UY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Grocers, Market Street, Woodstock, OX20 1SX	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Steeple Aston Village Centre, OX25 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Post Office, South Side, Steeple Aston, Bicester, OX25 4SQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Baldwin News, Feldon Centre, Lower Brailes, Banbury, OX15 5AP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Hook Norton, OX15 5NQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Bloxham, OX15 4LU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Hook Norton Butchers, Queen Street, Hook Norton, Banbury, OX15 5EG	0.2%	1	0.0%	0	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	0.0%	0
Village Stores, Long Compton, Shipston-on-Stour, CV36 5JJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	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	5.7%	2	0.0%	0	0.0%	0
Co-op, High Street,	1.2%	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	14.3%	5	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Moreton-in-Marsh, GL56 0AH																								
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	1.2%	5	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0
Daylesford Organic (Farm Shop), Daylesford, Moreton-in-Marsh, GL56 0YG	0.2%	1	0.0%	0	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	0.0%	0
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	17.1%	6	0.0%	0	0.0%	0
Zone 10																								
Budgens, Burford Street, Lechlade, GL7 3AP	1.5%	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	0.0%	0	15.4%	6	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	1.5%	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	0.0%	0	15.4%	6	0.0%	0
Co-op, High Street, Burford, OX18 4QF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Cutler & Cashin, Oak Street, Lechlade, GL7 3AX	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	0.0%	0	10.3%	4	0.0%	0
Local shops, Lechlade-on-Thames Town Centre GL7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Lynwood & Co Burford, High Street, Burford, OX18 4QU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Zone 11																								
Adams of Enstone, The Green, Enstone, Chipping Norton, OX7 4NX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Charlbury Deli & Café, Market Street, Charlbury, Chipping Norton, OX7 3PL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Clarkson's Farm Shop, Chipping Norton Road, Chadlington, Chipping Norton, OX7 3PE	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Spendlove Centre,	2.7%	11	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	2	2.9%	1	0.0%	0	2.9%	1	0.0%	0	14.3%	6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Charlbury, Chipping Norton, OX7 3QR																								
Glebe Farm Shop, Spelsbury, Chipping Norton, OX7 3JR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Local shops, Chadlington Village Centre OX7 3	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Local shops, Charlbury Town Centre OX7 3	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Outside Catchment Area																								
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.5%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Chesterton Drive, Sydenham, Leamington Spa, CV31 1YD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, North Swindon District Centre, Swindon, SN25 4BG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, (Shell Garage), Frilford Service Station, Marcham Road, Frilford, OX13 6QL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, London Road, Fairford, GL7 4AH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Co-op, Brewery Street, Highworth, Swindon, SN6 7AJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Co-op, High Street, Kidlington, OX5 2DH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Queensway Shopping	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	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		Zone 9		Zone 10		Zone 11	
Centre, Banbury, OX16 9PQ																								
Co-op, The Square, Stow-on-the-Wold, Cheltenham GL54 1AF	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Farmfoods, Calthorpe Street, Banbury, OX16 5EX	0.2%	1	0.0%	0	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	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fairford Town Centre, GL7 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Local shops, Kidlington Village Centre, OX5 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oxford City Centre, OX1 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shipston-on-Stour Town Centre, CV36 4	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.9%	1	0.0%	0	0.0%	0
Local shops, Sidford Village Centre, EX10 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanton Village Centre, WR12 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Worcester Road, Evesham, WR11 4AB	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	2.9%	1	0.0%	0	0.0%	0
Morrisons, Caernarvon Road, Cheltenham, GL51 3BW	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	2.9%	1	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.2%	1	0.0%	0	0.0%	0	2.4%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford Road, Banbury, OX16 9XA																								
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Church Street, Shipston-on-Stour, CV36 4AT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Banbury, OX16 5EG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.7%	3	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.4%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.5%	2	0.0%	0	2.5%	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	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	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	8.6%	3	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.0%	4	0.0%	0	0.0%	0	0.0%	0	14.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todenham Manor Farm, Moreton-in-Marsh, GL56 9PQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Turners, Market Place, Shipston-on-Stour, CV36 4AG	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.9%	1	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Weston Pantry Shop, Blacksmiths Close, Weston-on-the-Green, Bicester, OX25 3FL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Convenience Store, Bedford Road, Wootton, Bedford, MK43 9JT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wykham Park Farm,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	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		Zone 9		Zone 10		Zone 11	
Wykham Lane, Banbury, OX16 9UP																								
Others																								
Base:	409		29		40		43		27		43		45		35		31		35		39		42	
Meanscore: [%]																								
Q07 Of all the money you spend on your main and top-up food shopping, what % share goes to your main food shopping? *Not those that said 'Don't do this type of shopping' at Q05*																								
1 - 10%	0.8%	7	2.2%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1
11 - 20%	4.8%	40	19.1%	17	4.2%	3	13.7%	10	0.0%	0	0.0%	0	2.3%	2	1.4%	1	1.4%	1	1.3%	1	1.3%	1	5.0%	4
21 - 30%	1.2%	10	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	2.7%	2	0.0%	0
31 - 40%	1.0%	8	1.1%	1	0.0%	0	1.4%	1	1.5%	1	1.3%	1	1.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	2
41 - 50%	6.0%	50	4.5%	4	4.2%	3	2.7%	2	4.4%	3	11.4%	9	10.3%	9	5.7%	4	2.9%	2	5.2%	4	10.7%	8	2.5%	2
51 - 60%	8.0%	67	7.9%	7	12.7%	9	8.2%	6	8.8%	6	7.6%	6	2.3%	2	8.6%	6	10.1%	7	7.8%	6	9.3%	7	6.3%	5
61 - 70%	11.5%	96	5.6%	5	12.7%	9	20.5%	15	14.7%	10	7.6%	6	8.0%	7	8.6%	6	14.5%	10	10.4%	8	14.7%	11	11.3%	9
71 - 80%	28.0%	235	19.1%	17	29.6%	21	26.0%	19	25.0%	17	30.4%	24	26.4%	23	28.6%	20	37.7%	26	26.0%	20	26.7%	20	35.0%	28
81 - 90%	21.6%	181	18.0%	16	15.5%	11	11.0%	8	25.0%	17	20.3%	16	35.6%	31	25.7%	18	14.5%	10	28.6%	22	22.7%	17	18.8%	15
91 - 99%	5.7%	48	5.6%	5	7.0%	5	2.7%	2	7.4%	5	11.4%	9	6.9%	6	4.3%	3	1.4%	1	9.1%	7	4.0%	3	2.5%	2
100% (Don't do top-up 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	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	10.0%	84	5.6%	5	9.9%	7	13.7%	10	13.2%	9	8.9%	7	4.6%	4	17.1%	12	10.1%	7	9.1%	7	6.7%	5	13.8%	11
(Refused)	1.4%	12	4.5%	4	1.4%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	2.9%	2	1.3%	1	1.3%	1	1.3%	1
Mean:	*72.53*		*59.28*		*70.97*		*65.11*		*77.49*		*76.65*		*77.23*		*77.28*		*72.83*		*77.72*		*73.26*		*71.85*	
Base:	838		89		71		73		68		79		87		70		69		77		75		80	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q08 Where do you do most of your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)? *Excl. Nulls & SFT*																								
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Witney, OX28 6HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet Options, Avenue Four, Station Lane, Witney, OX28 4BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just for Pets, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leafield Village Centre, OX29 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Hanborough Village Centre, OX29 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	7.7%	45	20.9%	9	0.0%	0	11.8%	6	5.9%	3	17.5%	11	7.3%	4	0.0%	0	1.8%	1	5.1%	3	7.7%	4	7.3%	4
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.9%	5	4.7%	2	0.0%	0	0.0%	0	2.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Next, Witan Way, Market Square, Witney, OX28 6AP	0.2%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Leigh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Relics of Witney, The Old Works, Corn Street, Witney, OX28 6BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Dyas, Market Square, Witney, OX28 6AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Witan Way, Witney, OX28 4FF	2.7%	16	4.7%	2	0.0%	0	2.0%	1	0.0%	0	11.1%	7	3.6%	2	0.0%	0	0.0%	0	1.7%	1	3.8%	2	1.8%	1
Screwfix, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sobell House, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Entertainer, Welch Way, Witney, OX28 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Woolgate Centre,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Market Square, Witney, OX28 6AP																								
Toolstation, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Witan Way, Woolgate, Witney, OX28 6AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WFS Country Shop Ltd, Burford Road, Witney, OX29 0RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Woolgate Shopping Centre, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	23.0%	135	39.5%	17	11.8%	6	37.3%	19	25.5%	13	34.9%	22	38.2%	21	3.8%	2	0.0%	0	11.9%	7	15.4%	8	36.4%	20
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Applegarth Nurseries, Banbury Road, Chipping Norton, OX7 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	1.7%	10	0.0%	0	15.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Carpets, Worcester Road Industrial Estate, Chipping Norton, OX7 5XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain Warehouse, London Road, Chipping Norton, OX7 5EJ	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Windmill Square, London Road, Chipping Norton, OX7 5EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QD, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Market Street, Chipping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Norton, OX7 5NA																								
Topside Pharmacy, High Street, Chipping Norton, OX7 5AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Station Road, Chipping Norton, OX7 5HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
A K Timms, Station Road, Brize Norton, Carterton, OX18 3QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Alvescot Road, Carterton, OX18 3JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.5%	3	0.0%	0	0.0%	0	5.9%	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
Aston Village Centre, OX18 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bampton Local Centre, OX18 2	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brize Norton Village Centre, OX18 3	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Post Office, Black Bourton Road, Carterton OX18 3HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.3%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Bampton, OX18 2JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Black Bourton Road, Carterton, OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Ventura Business Park, Carterton OX18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Buckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Southmoor Village Centre, OX13 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Cassington Nurseries, Yarnton Road, Cassington, Witney, OX29 4DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curbridge Village Centre, OX29 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eynsham, Witney, OX29 4EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Co-op, High Street, Woodstock, OX20 1TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeland Nurseries, Wroslyn Road, Freeland, Witney, OX29 8AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Bunkers Hill Garden Shop, Bunkers Hill, Kidlington, OX5 3BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicholsons, The Park, Bicester, OX25 6HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rousham Village Centre, OX25 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Bloxham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bodicote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX15 4																								
Cotefield Nurseries, Oxford Road, Bodicote, Banbury, OX15 4AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.7%	1	0.0%	0	3.6%	2
Sophie Oliver Jewellery, High Street, Moreton-in-Marsh, GL56 0AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
StowAg, Moreton Road, Longborough, Moreton-in-Marsh, GL56 0QJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Cotswold Business Park, London Road, Moreton-in-Marsh, GL56 0JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Burford Town Centre, OX18 4	0.9%	5	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.8%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Station Road, Lechlade, GL7 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filkins Village Centre, GL7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Pavers, Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.3%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Zone 11																								
Chadlington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Horspath Driftway Retail Park, Headington, Oxford, OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Ruscote Avenue, Banbury, OX16 2GU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wootton Road, Abingdon, OX14 1FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple, Midsummer Place Shopping Centre, Midsummer Boulevard, Milton Keynes, MK9 3GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, The Maybird Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stratford-upon-Avon, CV37 0HZ																								
Asda Living, Maybird Retail Park, Stratford-upon-Avon, CV37 0HZ	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	1.7%	1	0.0%	0	0.0%	0
Asda Living, Templar Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, North Swindon District Centre, Swindon, SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Westlea, Swindon, SN5 7DL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Aspen Carpets & Flooring, Maldon Road, Danbury, Chelmsford, CM3 4QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre, HP20 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Southam Road, Banbury, OX16 2AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Worcester Road, Worcestershire, WR11 4XF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Four Pools Retail Park, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Great Western Way, Wiltshire, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Nuffield Way, Abingdon, OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Seacourt Tower, Retail Park, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, The Maybird Centre, Stratford-upon-Avon, CV37 0HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury,	0.3%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX16 1LX																								
Banbury Express, Warwick Road, Banbury, OX16 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	10.7%	63	2.3%	1	29.4%	15	2.0%	1	0.0%	0	0.0%	0	0.0%	0	39.6%	21	27.3%	15	5.1%	3	0.0%	0	12.7%	7
Banbury Town Centre	6.1%	36	4.7%	2	13.7%	7	2.0%	1	0.0%	0	0.0%	0	1.8%	1	11.3%	6	20.0%	11	10.2%	6	0.0%	0	3.6%	2
Batsford Arboretum and Garden Centre, Batsford, Moreton-in-Marsh, GL56 9AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bennetts Family Furnishing, Warwick Road, Banbury, OX16 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Bicester Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwell's Bookshop, Broad Street, Oxford, OX1 3BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Cornmarket Street, Oxford, OX1 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Market Place, Fairford, GL7 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Village Centre, OX2 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers Decorator Centres, Penhill Industrial Park, Beaumont Road, Banbury, OX16 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Swindon, SN5 7YF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
British Red Cross, Wallingford Street, Wantage, OX12 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetland, Parson's Street, Banbury, OX16 5NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / West End	2.0%	12	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.8%	1	3.8%	2	0.0%	0	5.1%	3	5.8%	3	3.6%	2
Centre:mk, Silbury Boulevard, Milton Keynes, MK9 3ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlecote Garden Centre, Charlecote, Warwick, CV35 9ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	3.4%	20	2.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	13	9.6%	5	0.0%	0
Chessington Local Centre, KT9 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Childrey Village Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	6	0.0%	0
Clarendon Centre, Cornmarket Street, Oxford, OX1 3JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Loxley Close, Wellesbourne, Warwick, CV35 9RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Cotswold Outdoor, Bicester, OX25 2NY	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Spine Road East, Cirencester, GL7 5TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Local Centre, OX4 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol, BS34 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croft Pet Foods, Broad Street, Banbury, OX16 5BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cumnor Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Currys, Botley Road, Oxford, OX2 0HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Springfield Drive, Evesham, WR11 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Place Retail Park, Elder Gate, Milton Keynes, MK9 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Decathlon, Kensington High Street, London, W8 7RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 City Centre, DE1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	1.5%	9	0.0%	0	0.0%	0	5.9%	3	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.8%	2	0.0%	0
DFS, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Village Centre, OX14 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulux Decorator Centre, The Broadway, Kidlington, OX5 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Meadowside Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Park, Lamarsh Road, Oxford, OX2 0FE																								
Dunelm, Southam Road, Banbury, OX16 2RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Challow Village Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ella's Toy Shop, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esso, Ermont Way, Banbury, OX16 8SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Garden Centre, The Valley, Evesham, WR11 4DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Shopping Park, Evesham, WR11 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finmere Local Centre, MK18 4	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Four Pools Retail Park, Four Pools Lane, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Tewkesbury Road, Cheltenham, GL51 9RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Quays, St Ann	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Way, Gloucester, GL1 5SH																								
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Halfords, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammonds Furniture, Fairacres Retail Park, Nuffield Way, Abingdon, OX14 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Poyle Village Centre, OX5 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre, SA61 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haynes Of Challow, Faringdon Road, Wantage, OX12 9TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hewetts Electrical, Cricklade Street, Cirencester, GL7 1JF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Golden Valley Retail Park, Hatherley Lane, Cheltenham, GL51 6PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Great Western Way, Swindon, SN2 1US	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Horspath Driftway, Oxford, OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road Retail Park, Launton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Road, Bicester, OX26 4JQ																								
Homesense, Bath Road, Taplow, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Kingsditch Lane, Cheltenham, GL51 9PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Labels Shopping, Netherton Road, Ross-on-Wye, HR9 7QJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Marcham Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Abingdon, OX14 1TP																								
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Regis Town Centre, DT7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M1 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Furniture, Cheney Manor Road, Swindon, SN2 2QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Marlborough Road, Swindon, SN3 6AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Marks and Spencer (M&S) Simply Food, Roman Road, Station Road, Stow-on-the-Wold, Cheltenham, GL54 3AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Bridge Street, Stratford-upon-Avon, CV37 6AS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	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	1.7%	1	0.0%	0	0.0%	0
Marks and Spencer (M&S), Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Park Avenue, Aberystwyth, SY23 1PB	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	1.7%	1	0.0%	0	0.0%	0
Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Greenbridge Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Park, Stratton Road, Swindon, SN3 3SG																								
Matlock Town Centre, DE4 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	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	1.7%	1	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham Town Centre, SN12 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
MKM Building Supplies, Station Approach, Kidlington, OX5 1JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine Road East, Cirencester, GL7 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Swan Close Road, Banbury, OX16 5AQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre, CW5 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre, DL7 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Garden Centre, Tewkesbury Road, Twigworth, Gloucester, GL2 9PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.9%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4	0.0%	0
Oxford City Centre	13.8%	81	11.6%	5	9.8%	5	5.9%	3	29.4%	15	25.4%	16	23.6%	13	17.0%	9	3.6%	2	8.5%	5	0.0%	0	14.5%	8
Oxford Garden Centre, Southern By-Pass Road, Oxford, OX1 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Ambassador Avenue, Oxford, OX4 6XJ																								
Pavers, Avenue Garden Centre, Oxford Road, Bicester, OX25 2NY	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Pavers, The Valley, Evesham, WR11 4DS	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	1.7%	1	0.0%	0	0.0%	0
Pavers, Yarnton Nurseries & Shopping Village, Sandy Lane, Kidlington, OX5 1PA	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	0.0%	0	0.0%	0	0.0%	0
Peachcroft Shopping Centre, Peachcroft Road, Abingdon, OX14 2RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Four Pools Lane, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Yarnton Home & Gardens, Sandy Lane, Yarnton, Oxford, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitlochry Town Centre, PH16 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, Elder Gate, Milton Keynes, MK9 1LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, West Way, Botley Road, Oxford, OX2 0JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale Town Centre, OL11 1	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Rohan, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	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	1.7%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Rosebird Community Hall, Shipston Road, Alderminster, Stratford-upon-Avon, CV37 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre, CV31 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Royal Wootton Bassett Town Centre, SN4 7AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Oxford Road, Banbury, OX16 9XA	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	9.1%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Paddington Drive, Swindon, SN5 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Pioneer Square, Bicester, OX26 6FA	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Tewkesbury Road, Cheltenham, GL51 9RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Westgate, Oxford, OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Beech Court,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Bourton-on-the-Water, Cheltenham, GL54 2SB																								
Screwfix, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Horspath Industrial Estate, Pony Road, Oxford, OX4 2SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Mercian Close, Cirencester, GL7 1LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Station Field Industrial Estate, Kidlington, OX5 1JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Road, Bicester, OX26 4AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Wildmere Road Industrial Estate, Banbury, OX16 3JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt, Bourton-on-the-Water, Cheltenham, GL54 3WN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Eastern Avenue Retail Park, Southbrook Road, Eastern Avenue, Gloucester, GL4 3BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Patriot Drive, Milton Keynes, MK13 8PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofas & Stuff, Tripp Hill, Pulborough, RH20 1ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre, B91 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Tower Retail Park, West Way, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford Road, Swindon, SN3 4ES																								
Stalls Lifestyle, Preston Lane, Stratford-upon-Avon, CV37 8DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonor Village Centre, RG9 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.3%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Garden Centre, Campden Road, Clifford Chambers, Stratford-upon-Avon, CV37 8LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	2.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	10	5.1%	3	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug, Westgate Shopping Centre, Queen Street, Oxford, OX1 1PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	1.7%	10	0.0%	0	0.0%	0	7.8%	4	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0
Symondsbury Village Centre, DT6 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tapi Carpets & Floors, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Square, Pound Way, Oxford, OX4 3XH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Lockheed Close, Banbury, OX16 1LX	0.5%	3	0.0%	0	2.0%	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	1.8%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	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	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	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	1.7%	1	0.0%	0	0.0%	0
Tesco Superstore, Fosse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Way, Stow-on-the-Wold, GL54 1BX																								
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.7%	4	2.3%	1	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Kidlington Centre, High Street, Kidlington, OX5 2DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cherwell Street, Banbury, OX16 2BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Valley, Evesham, WR11 4DS	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	1.7%	1	0.0%	0	0.0%	0
The White Horse Medical Centre, Volunteer Way, Faringdon, SN7 7YU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge, CB1 3ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Pioneer Road, Faringdon, SN7 7BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Liskeard, Trago Mills, Two Waters Foot, Liskeard, PL14 6HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Maybrook Industrial Estate, Maybrook Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tysoe Village Stores, Main Street, Warwick, CV35 0SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Botley Road, Oxford,OX2 0HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Church Hill Junction 8A, M40, Oxford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
OX33 1LJ																								
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Meadow Row, Buckingham, MK18 1RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Manor Road, Brackley, NN13 6BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Old High Street, Headington, Oxford, OX3 9JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Southam Road, Banbury, OX16 2FN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Western By-Pass Road, Peartree Interchange, A34/A40/A44, Oxford, OX2 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-le-Dale Village Centre, PR5 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterperry Gardens (Garden Centre), Waterperry, Oxford, OX33 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre, NN8 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield, Ariel Way, London, W12 7GF	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	2.4%	14	4.7%	2	0.0%	0	2.0%	1	5.9%	3	1.6%	1	5.5%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	5.5%	3
Weston-on-the-Green Village Centre, OX25 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Cromer Road West, Hounslow, TW6 1QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Kings Walk Shopping Centre, Kings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Park, Wantage, OX12 9AJ																								
Wickes, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Gipsy Lane, Swindon, SN2 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Metric Trade Park, Love Lane, Cirencester, GL7 1YQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Southam Road, Banbury, OX16 2RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham, GL51 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre, GU46 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO1 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV 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	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	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of 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	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		588		43		51		51		51		63		55		53		55		59		52		55

Q09 Which internet / home delivery retailer do you use most often for your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?

Those that do their clothing and footwear shopping via the internet or delivery at Q08 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Amazon	23.2%	82	42.9%	18	17.9%	7	38.2%	13	16.1%	5	18.5%	5	16.7%	5	20.0%	7	16.1%	5	23.1%	6	29.0%	9	7.4%	2
Asda (George)	1.1%	4	4.8%	2	0.0%	0	2.9%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASOS	1.1%	4	7.1%	3	0.0%	0	2.9%	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
Bonmarche	0.6%	2	0.0%	0	2.6%	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	0.0%	0
Clarks	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	4.8%	17	0.0%	0	10.3%	4	0.0%	0	6.5%	2	3.7%	1	6.7%	2	0.0%	0	16.1%	5	3.8%	1	6.5%	2	0.0%	0
Debenhams	0.6%	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	0.0%	0	0.0%	0	3.7%	1
Dorothy Perkins	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	2.3%	8	2.4%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	5.7%	2	3.2%	1	0.0%	0	3.2%	1	7.4%	2
House of Fraser	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Jacamo	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
John Lewis	4.8%	17	0.0%	0	2.6%	1	8.8%	3	6.5%	2	3.7%	1	3.3%	1	11.4%	4	0.0%	0	7.7%	2	3.2%	1	7.4%	2
Littlewoods	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	15.6%	55	7.1%	3	20.5%	8	11.8%	4	19.4%	6	14.8%	4	20.0%	6	5.7%	2	16.1%	5	26.9%	7	19.4%	6	14.8%	4
Morrisons (Nutmeg)	0.6%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.9%	3	4.8%	2	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	0.0%	0
Next	6.8%	24	14.3%	6	0.0%	0	11.8%	4	3.2%	1	7.4%	2	6.7%	2	2.9%	1	6.5%	2	3.8%	1	6.5%	2	11.1%	3
Nike	1.1%	4	0.0%	0	0.0%	0	5.9%	2	3.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks	0.6%	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	0.0%	0	0.0%	0	3.7%	1
Pretty Green	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (Tu Clothing)	1.4%	5	0.0%	0	0.0%	0	8.8%	3	0.0%	0	0.0%	0	3.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Zara	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atlas for Men	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Bass Pro	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	3.8%	1	0.0%	0	0.0%	0
Big Dude Clothing	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Boden	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	2.9%	1	0.0%	0	3.8%	1	6.5%	2	0.0%	0
Charles Clinkard	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	3.7%	1
Charles Tyrwhitt	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Chums	0.9%	3	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Converse	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Cosyfeet	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Crew Clothing	1.1%	4	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	3.2%	1	0.0%	0
Damart	4.0%	14	2.4%	1	7.7%	3	0.0%	0	6.5%	2	3.7%	1	10.0%	3	2.9%	1	0.0%	0	3.8%	1	3.2%	1	3.7%	1
David Nieper	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Fatface	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotter Shoes	1.1%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	3.8%	1	3.2%	1	0.0%	0
JD Williams	1.1%	4	0.0%	0	2.6%	1	0.0%	0	3.2%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
James Meade	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jeanstore	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jigsaw	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Joe Browns	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	3.8%	1	0.0%	0	0.0%	0
John Norris	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	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		Zone 9		Zone 10		Zone 11	
Jolliman Essentials	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Lacoste	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lands' End	2.3%	8	0.0%	0	0.0%	0	2.9%	1	3.2%	1	7.4%	2	6.7%	2	0.0%	0	0.0%	0	3.8%	1	0.0%	0	3.7%	1
MandM	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moshulu	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain Warehouse	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Patra Selections	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavers	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Peter Christian	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	3.8%	1	0.0%	0	0.0%	0
Plumo	0.6%	2	0.0%	0	0.0%	0	2.9%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poetry	0.3%	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	0.0%	0	0.0%	0	0.0%	0
QVC	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Roman	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt Cornwall	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Shein	1.4%	5	2.4%	1	5.1%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Skechers	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Sports Direct	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Temu	1.7%	6	2.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	3.8%	1	3.2%	1	0.0%	0
The House of Bruar	0.9%	3	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
The White Company	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Urban Menswear	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Vinted	2.0%	7	0.0%	0	2.6%	1	0.0%	0	3.2%	1	3.7%	1	3.3%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	7.4%	2
Weird Fish	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
White Stuff	2.0%	7	0.0%	0	2.6%	1	0.0%	0	3.2%	1	7.4%	2	0.0%	0	5.7%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0
WoolOvers	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Yours Clothing	0.6%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		353		42		39		34		31		27		30		35		31		26		31		27

Q10 In addition to LOCATION MENTIONED AT Q08, where else do you regularly shop for your household's men's, women's, children's and baby clothing and footwear purchases?
Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q08 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	5.2%	24	11.1%	4	0.0%	0	5.6%	2	5.3%	2	8.2%	4	10.9%	6	0.0%	0	0.0%	0	2.1%	1	5.4%	2	6.0%	3
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	1.9%	9	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	8.0%	4
Next, Witan Way, Market Square, Witney, OX28 6AP	0.4%	2	2.8%	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.1%	5	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	2.0%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	1.3%	6	5.6%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.0%	1
Witney Town Centre	17.2%	80	13.9%	5	12.2%	5	25.0%	9	15.8%	6	24.5%	12	20.0%	11	2.8%	1	2.6%	1	18.8%	9	32.4%	12	18.0%	9
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	1.1%	5	0.0%	0	4.9%	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	6.0%	3
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.9%	4	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Zone 4																								
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Woodstock Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Zone 7																								
Rousham Village Centre, OX25 4	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Zone 10																								
Burford Town Centre, OX18 4	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	2.1%	1	2.7%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
GL7 3DP																								
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.9%	4	2.8%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	0.4%	2	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	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	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.6%	3	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	8.2%	38	5.6%	2	22.0%	9	0.0%	0	2.6%	1	0.0%	0	7.3%	4	25.0%	9	15.4%	6	10.4%	5	0.0%	0	4.0%	2
Banbury Town Centre	6.0%	28	0.0%	0	24.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	17.9%	7	10.4%	5	0.0%	0	10.0%	5
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.6%	3	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.8%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	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	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	5.6%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	5.6%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Birmingham City Centre, B2 4	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3	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	2.1%	1	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Central London / West End	3.0%	14	0.0%	0	2.4%	1	0.0%	0	2.6%	1	2.0%	1	1.8%	1	2.8%	1	2.6%	1	4.2%	2	8.1%	3	6.0%	3
Centre:mk, Silbury Boulevard, Milton Keynes, MK9 3ES	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	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	2.4%	11	5.6%	2	7.3%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	4	2.7%	1	0.0%	0
Cirencester Town Centre	1.7%	8	2.8%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.1%	1	5.4%	2	2.0%	1
Clarendon Centre, Cornmarket Street, Oxford, OX1 3JE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	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		Zone 9		Zone 10		Zone 11	
Costco, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Cowley Local Centre, OX4 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Decathlon, Kensington High Street, London, W8 7RL	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	2.1%	1	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	3.2%	15	2.8%	1	0.0%	0	16.7%	6	13.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.7%	1	2.0%	1
Didcot Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	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	2.1%	1	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Gloucester Quays, St Ann Way, Gloucester, GL1 5SH	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	2.1%	1	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.4%	2	0.0%	0	0.0%	0	2.8%	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
Haverfordwest Town Centre, SA61 2	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	2.1%	1	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1	0.2%	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	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	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	2.1%	1	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AY	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S),	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG																								
Matalan, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine Road East, Cirencester, GL7 5QA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre, DL7 8	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	2.1%	1	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0
Oxford City Centre	20.0%	93	27.8%	10	9.8%	4	22.2%	8	21.1%	8	46.9%	23	21.8%	12	25.0%	9	7.7%	3	6.3%	3	8.1%	3	20.0%	10
Pavers, Avenue Garden Centre, Oxford Road, Bicester, OX25 2NY	0.4%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre, CV31 3	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.1%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	2.6%	1	2.1%	1	0.0%	0	2.0%	1
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Tewkesbury Road, Cheltenham, GL51 9RR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Seasalt, Bourton-on-the-Water, Cheltenham, GL54 3WN	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	2.1%	1	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	4	8.3%	4	0.0%	0	0.0%	0
Swindon Town Centre	1.5%	7	2.8%	1	2.4%	1	5.6%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0
Templars Square, Pound	0.2%	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	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		Zone 9		Zone 10		Zone 11	
Way, Oxford, OX4 3XH																								
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.6%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-le-Dale Village Centre, PR5 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Wantage Town Centre, OX12 9	0.4%	2	2.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield, Ariel Way, London, W12 7GF	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	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	1.1%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.0%	1	1.8%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre, GU46 7	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Base:		465		36		41		36		38		49		55		36		39		48		37		50

Q11 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.8%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	2.3%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Witney Town Centre	42.4%	56	50.0%	10	12.5%	1	69.2%	9	50.0%	1	60.0%	9	47.1%	8	8.3%	1	11.1%	1	0.0%	0	60.0%	9	58.3%	7
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	1.5%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Chipping Norton Town Centre	3.8%	5	0.0%	0	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0	0.0%	0	8.3%	1
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.8%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.8%	1	0.0%	0	0.0%	0	7.7%	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 4																								
Zone 5																								
Zone 6																								
Woodstock Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Zone 10																								
Burford Town Centre, OX18 4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.8%	1	5.0%	1	0.0%	0	0.0%	0	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, Botley Road, Oxford, OX2 0HA	1.5%	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	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		Zone 9		Zone 10		Zone 11	
Banbury Town Centre	13.6%	18	5.0%	1	50.0%	4	0.0%	0	0.0%	0	0.0%	0	5.9%	1	25.0%	3	66.7%	6	22.2%	2	0.0%	0	8.3%	1
Bicester Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 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	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	3.8%	5	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	33.3%	3	0.0%	0	0.0%	0
Cirencester Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Evesham Town Centre, WR11 4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Kidlington Village Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	10.6%	14	5.0%	1	12.5%	1	0.0%	0	50.0%	1	20.0%	3	17.6%	3	25.0%	3	0.0%	0	22.2%	2	0.0%	0	0.0%	0
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	2.3%	3	0.0%	0	0.0%	0	23.1%	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
Stow-on-the-Wold Town Centre, GL54 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	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Swindon Town Centre	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	0.0%	0	13.3%	2	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Base:		132		20		8		13		2		15		17		12		9		9		15		12

Q12 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, iPad, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Robert Dyas, Market Square, Witney, OX28 6AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	4.5%	26	14.6%	6	1.7%	1	6.4%	3	1.8%	1	9.5%	6	5.5%	3	0.0%	0	0.0%	0	4.2%	2	4.1%	2	4.7%	2
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Witney Town Centre	13.6%	78	41.5%	17	1.7%	1	27.7%	13	5.3%	3	17.5%	11	21.8%	12	0.0%	0	0.0%	0	4.2%	2	26.5%	13	14.0%	6
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.4%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	11.2%	64	0.0%	0	55.0%	33	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	9.7%	6	31.3%	15	0.0%	0	18.6%	8
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.4%	2	0.0%	0	0.0%	0	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
Carterton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Zone 5																								
Eynsham Village Centre	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	12	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Moreton-in-Marsh Town Centre, GL56 0	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.2%	2	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	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	4.2%	2	0.0%	0	0.0%	0
Zone 10																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Burford Town Centre, OX18 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																								
Chadlington Village Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple, Midsummer Place Shopping Centre, Midsummer Boulevard, Milton Keynes, MK9 3GA	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Asda Living, Maybird Retail Park, Stratford-upon-Avon, CV37 0HZ	0.4%	2	0.0%	0	1.7%	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	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
B&M, Worcester Road, Worcestershire, WR11 4XF	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	2.1%	1	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	12.9%	74	4.9%	2	25.0%	15	2.1%	1	5.3%	3	0.0%	0	0.0%	0	38.3%	18	37.1%	23	4.2%	2	0.0%	0	23.3%	10
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.5%	3	4.9%	2	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
Banbury Town Centre	4.7%	27	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	12.8%	6	21.0%	13	6.3%	3	0.0%	0	0.0%	0
Bicester Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	12.4%	71	12.2%	5	0.0%	0	21.3%	10	17.5%	10	31.7%	20	23.6%	13	12.8%	6	0.0%	0	0.0%	0	4.1%	2	11.6%	5
Central London / West End	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Cheltenham Town Centre	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	6.3%	3	0.0%	0	0.0%	0
Cirencester Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Costco, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Currys, Botley Road, Oxford, OX2 0HY	4.4%	25	7.3%	3	1.7%	1	6.4%	3	3.5%	2	3.2%	2	20.0%	11	0.0%	0	0.0%	0	0.0%	0	4.1%	2	2.3%	1
Currys, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	1.7%	10	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	8	0.0%	0
Currys, Maybrook Retail Park, Birmingham Road,	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	2.1%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stratford-upon-Avon, CV37 0BT																								
Currys, Springfield Drive, Evesham, WR11 1DX	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	8.3%	4	0.0%	0	0.0%	0
Currys, The Place Retail Park, Elder Gate, Milton Keynes, MK9 1EN	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.4%	2	0.0%	0	0.0%	0	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
Evesham Shopping Park, Evesham, WR11 4AB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	4.0%	23	0.0%	0	0.0%	0	8.5%	4	14.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	11	0.0%	0
Hewetts Electrical, Cricklade Street, Cirencester, GL7 1JF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
High Wycombe Town Centre, HP11 2	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	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	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	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	2.1%	1	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	1.7%	10	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.8%	3	5.5%	3	2.1%	1	0.0%	0	0.0%	0	2.0%	1	2.3%	1
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M1 5	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	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	2.1%	1	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	5.4%	31	7.3%	3	1.7%	1	6.4%	3	12.3%	7	4.8%	3	10.9%	6	4.3%	2	1.6%	1	2.1%	1	0.0%	0	9.3%	4
Oxford Retail Park,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Ambassador Avenue, Oxford, OX4 6XJ																								
Richer Sounds, Elder Gate, Milton Keynes, MK9 1LR	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, West Way, Botley Road, Oxford, OX2 0JB	0.7%	4	0.0%	0	1.7%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	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	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	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	2.1%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	2.1%	1	0.0%	0	0.0%	0
Swindon Town Centre	0.5%	3	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	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	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.1%	1	0.0%	0	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	2.1%	12	0.0%	0	0.0%	0	0.0%	0	21.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Base:		572		41		60		47		57		63		55		47		62		48		49		43

Q13 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	1.7%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.6%	9	4.3%	2	0.0%	0	2.2%	1	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.3%	2
The Woolgate Centre, Market Square, Witney, OX28 6AP	3.6%	21	2.1%	1	0.0%	0	2.2%	1	2.2%	1	11.1%	7	5.2%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	3	8.3%	5
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.3%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Woolgate Shopping Centre, Market Square, Witney, OX28 6AP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Witney Town Centre	33.2%	192	76.6%	36	0.0%	0	69.6%	32	10.9%	5	52.4%	33	58.6%	34	4.1%	2	0.0%	0	27.1%	13	38.5%	20	28.3%	17
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.3%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Chipping Norton Town Centre	18.2%	105	0.0%	0	82.1%	46	0.0%	0	0.0%	0	0.0%	0	1.7%	1	8.2%	4	30.2%	16	35.4%	17	0.0%	0	35.0%	21
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.7%	4	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Aston Village Centre, OX18 2	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	1.6%	9	2.1%	1	0.0%	0	10.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Zone 4																								
Southmoor Village Centre, OX13 5	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%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Woodstock Town Centre	2.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	11	4.1%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bodicote Village Centre	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%	0	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	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	2.1%	1	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	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	6.3%	3	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	7.7%	4	0.0%	0
Co-op, Station Road, Lechlade, GL7 3ER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Outside Catchment Area																								
Abingdon Town Centre	1.6%	9	0.0%	0	0.0%	0	0.0%	0	15.2%	7	1.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	6.4%	37	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	24.5%	12	35.8%	19	0.0%	0	0.0%	0	3.3%	2
Bicester Town Centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwell's Bookshop, Broad Street, Oxford, OX1 3BQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Red Cross, Wallingford Street, Wantage, OX12 8AU	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%	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		Zone 9		Zone 10		Zone 11	
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.9%	5	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	1.9%	1	2.1%	1	0.0%	0	0.0%	0
Central London / West End	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.0%	1	0.0%	0	2.1%	1	0.0%	0	1.7%	1
Cheltenham Town Centre	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	6.3%	3	0.0%	0	0.0%	0
Cirencester Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	7	0.0%	0
Cumnor Village Centre	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	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	2.1%	1	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	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%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	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%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	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%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Lyme Regis Town Centre, DT7 3	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	6.2%	36	2.1%	1	5.4%	3	0.0%	0	28.3%	13	11.1%	7	3.4%	2	12.2%	6	0.0%	0	0.0%	0	1.9%	1	5.0%	3
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.4%	2	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		Zone 9		Zone 10		Zone 11	
Stow-on-the-Wold Town Centre, GL54 1	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	4.2%	2	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	2.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	8	8.3%	4	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.9%	5	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.7%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.7%	4	0.0%	0	0.0%	0	2.2%	1	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.1%	1	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.5%	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	0.0%	0	3.8%	2	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	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%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	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%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	1.0%	6	0.0%	0	0.0%	0	0.0%	0	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
WHSmith, Cromer Road West, Hounslow, TW6 1QG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
WHSmith, Kings Walk Shopping Centre, Kings Park, Wantage, OX12 9AJ	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%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.3%	2	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	0.0%	0	0.0%	0
York City Centre, YO1 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Others																								
Base:		578		47		56		46		46		63		58		49		53		48		52		60

Q14 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just for Pets, Market Square, Witney, OX28 6AP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Lidl, New Close Lane, Witney, OX28 4TT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	1.1%	4	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	2.9%	10	8.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.3%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	15.4%	4
The Entertainer, Welch Way, Witney, OX28 6JH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	1.7%	6	5.6%	2	0.0%	0	3.1%	1	0.0%	0	2.6%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
WFS Country Shop Ltd, Burford Road, Witney, OX29 0RB	0.9%	3	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Witney Town Centre	22.6%	79	50.0%	18	0.0%	0	50.0%	16	11.4%	4	28.9%	11	43.3%	13	3.3%	1	0.0%	0	12.0%	3	16.7%	5	30.8%	8
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	6.0%	21	0.0%	0	45.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	11.5%	3
Co-op, High Street, Chipping Norton, OX7 5AB	0.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Windmill Square, London Road, Chipping Norton, OX7 5EJ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	0.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	1.4%	5	0.0%	0	0.0%	0	12.5%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	1.1%	4	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	3.8%	1
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Standlake Village Centre	0.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	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	8.0%	2	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	8.0%	2	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	1.7%	6	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	5	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Zone 11																								
Charlbury Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Outside Catchment Area																								
Abingdon Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Argos, The Maybird Centre, Stratford-upon-Avon, CV37 0HZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park,	2.0%	7	2.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	6.3%	2	4.0%	1	0.0%	0	3.8%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lockheed Close, Banbury, OX16 1LX																								
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.9%	3	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.8%	1
Banbury Town Centre	8.6%	30	2.8%	1	22.9%	8	0.0%	0	0.0%	0	0.0%	0	3.3%	1	23.3%	7	25.0%	8	8.0%	2	0.0%	0	11.5%	3
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	1.4%	5	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	3.7%	13	2.8%	1	0.0%	0	0.0%	0	2.9%	1	21.1%	8	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.9%	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	8.0%	2	0.0%	0	3.8%	1
Childrey Village Centre, OX12 9	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	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	0.0%	0	6.7%	2	0.0%	0
Co-op, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Spine Road East, Cirencester, GL7 5TL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croft Pet Foods, Broad Street, Banbury, OX16 5BX	0.9%	3	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Decathlon, Kensington High Street, London, W8 7RL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.6%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Drayton Village Centre, OX14 4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ella's Toy Shop, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.9%	3	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	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	0.0%	0	6.7%	2	0.0%	0
Faringdon Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Pools Retail Park, Four	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pools Lane, Evesham, WR11 1DJ																								
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.9%	3	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Halfords, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.3%	1	0.0%	0	0.0%	0	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
Hampton Poyle Village Centre, OX5 2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	4.0%	14	8.3%	3	5.7%	2	0.0%	0	5.7%	2	7.9%	3	6.7%	2	0.0%	0	3.1%	1	4.0%	1	0.0%	0	0.0%	0
Pets at Home, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.3%	1	0.0%	0	0.0%	0	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
Pets at Home, Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Pets at Home, Four Pools Lane, Evesham, WR11 1DJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Pets at Home, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Oxford Road, Swindon, SN3 4ES	0.6%	2	0.0%	0	0.0%	0	3.1%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pets Corner, Yarnton Home & Gardens, Sandy Lane, Yarnton, Oxford, OX5 1PA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosebird Community Hall, Shipston Road, Alderminster, Stratford-upon-Avon, CV37 8LU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	12.5%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.9%	3	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	4	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Eastern Avenue Retail Park, Southbrook Road, Eastern Avenue, Gloucester, GL4 3BU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Patriot Drive, Milton Keynes, MK13 8PU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Ambassador Avenue, Oxford, OX4 6XJ	0.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Tower Retail Park, West Way, Oxford, OX2 0JJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margaret's Retail Park, Oxford Road, Swindon, SN3 4ES	0.6%	2	0.0%	0	0.0%	0	6.3%	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
Stow-on-the-Wold Town Centre, GL54 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	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	4.0%	1	0.0%	0	0.0%	0
Swindon Town Centre	1.1%	4	0.0%	0	0.0%	0	6.3%	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
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.9%	3	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road,	1.1%	4	0.0%	0	0.0%	0	0.0%	0	8.6%	3	2.6%	1	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		Zone 9		Zone 10		Zone 11	
Abingdon, OX14 1TU																								
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	0.9%	3	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	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	0.0%	0	6.7%	2	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Liskeard, Trago Mills, Two Waters Foot, Liskeard, PL14 6HY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Western By-Pass Road, Peartree Interchange, A34/A40/A44, Oxford, OX2 8JZ	0.9%	3	2.8%	1	0.0%	0	6.3%	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
Wantage Town Centre, OX12 9	0.9%	3	0.0%	0	0.0%	0	0.0%	0	5.7%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre, NN8 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	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Weston-on-the-Green Village Centre, OX25 3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Base:		349		36		35		32		35		38		30		30		32		25		30		26

Q15 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Carpet Options, Avenue Four, Station Lane, Witney, OX28 4BN	3.2%	16	4.3%	2	0.0%	0	6.1%	3	0.0%	0	1.9%	1	7.3%	4	0.0%	0	2.3%	1	2.5%	1	2.8%	1	6.5%	3
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.2%	1	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%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	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	0.0%	0	0.0%	0	0.0%	0
Screwfix, Avenue One, Witney, OX28 4XZ	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	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	17.9%	89	34.8%	16	2.4%	1	30.6%	15	6.8%	3	35.2%	19	23.6%	13	0.0%	0	0.0%	0	10.0%	4	16.7%	6	26.1%	12
Zone 2																								
Chipping Norton Town Centre	2.8%	14	0.0%	0	14.3%	6	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.5%	1	4.5%	2	5.0%	2	0.0%	0	4.3%	2
Cotswold Carpets, Worcester Road Industrial Estate, Chipping Norton, OX7 5XW	2.0%	10	0.0%	0	11.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	10.0%	4	0.0%	0	0.0%	0
Zone 3																								
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	0.6%	3	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Woodstock Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Zone 7																								
Zone 8																								
Broughton Village Centre, OX15 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	7.5%	3	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Zone 11																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Charlbury Town Centre	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	2.6%	13	2.2%	1	0.0%	0	2.0%	1	13.6%	6	5.6%	3	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Aspen Carpets & Flooring, Maldon Road, Danbury, Chelmsford, CM3 4QH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Aylesbury Town Centre, HP20 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	4.2%	21	2.2%	1	14.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	4	9.1%	4	5.0%	2	0.0%	0	8.7%	4
Banbury Express, Warwick Road, Banbury, OX16 1AS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.6%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	7.1%	35	2.2%	1	23.8%	10	0.0%	0	0.0%	0	0.0%	0	1.8%	1	17.5%	7	25.0%	11	10.0%	4	2.8%	1	0.0%	0
Bennetts Family Furnishing, Warwick Road, Banbury, OX16 2AB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	6.9%	34	6.5%	3	0.0%	0	8.2%	4	4.5%	2	20.4%	11	16.4%	9	2.5%	1	0.0%	0	0.0%	0	5.6%	2	4.3%	2
Botley Village Centre, OX2 9	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	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Swindon, SN5 7YF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Carpetland, Parson's Street, Banbury, OX16 5NB	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Central London / West End	0.8%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.8%	1	2.2%	1
Cheltenham Town Centre	1.4%	7	2.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	5	0.0%	0	0.0%	0
Cirencester Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	8.3%	3	0.0%	0
Clarendon Centre,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Cornmarket Street, Oxford, OX1 3JE																								
Cribbs Causeway, Bristol, BS34 5DG	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Derby City Centre, DE1 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.6%	3	0.0%	0	0.0%	0	2.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
DFS, Lockheed Close, Banbury, OX16 1LX	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.3%	1	5.0%	2	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Didcot Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Dunelm, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	1.0%	5	2.2%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Southam Road, Banbury, OX16 2RX	2.4%	12	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	6.8%	3	2.5%	1	0.0%	0	6.5%	3
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	2.6%	13	0.0%	0	0.0%	0	12.2%	6	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	6	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.5%	1	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	5.0%	25	2.2%	1	0.0%	0	10.2%	5	20.5%	9	11.1%	6	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Faringdon Town Centre	1.2%	6	0.0%	0	0.0%	0	2.0%	1	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Furniture Village, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.6%	3	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Gallagher Retail Park, Tewkesbury Road, Cheltenham, GL51 9RR	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	2.5%	1	0.0%	0	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.4%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammonds Furniture, Fairacres Retail Park, Nuffield Way, Abingdon, OX14 1BY	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	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.8%	1	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		Zone 9		Zone 10		Zone 11	
Homebase, Horspath Driftway, Oxford, OX3 7JN	0.4%	2	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	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	0.4%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	2.4%	12	8.7%	4	2.4%	1	0.0%	0	2.3%	1	0.0%	0	5.5%	3	2.5%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Ikea, Park Lane, Wednesbury, WS10 9SF	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	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	1.2%	6	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	1.8%	9	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	2	2.5%	1	2.3%	1	2.5%	1	2.8%	1	4.3%	2
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	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	0.0%	0	0.0%	0	2.2%	1
Kidlington Village Centre	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	0.0%	0	0.0%	0	2.2%	1
Kingsditch Retail Park, Kingsditch Lane, Cheltenham, GL51 9PX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Manor Furniture, Cheney Manor Road, Swindon, SN2 2QE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Marks and Spencer (M&S), Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	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	2.5%	1	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	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	2.5%	1	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	2.6%	13	4.3%	2	0.0%	0	4.1%	2	0.0%	0	1.9%	1	9.1%	5	5.0%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Melksham Town Centre, SN12 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	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	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	7.1%	35	13.0%	6	7.1%	3	8.2%	4	6.8%	3	9.3%	5	10.9%	6	5.0%	2	0.0%	0	5.0%	2	0.0%	0	8.7%	4
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.4%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.8%	4	2.2%	1	2.4%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Sofas & Stuff, Tripp Hill, Pulborough, RH20 1ER	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	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre, B91 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Stalls Lifestyle, Preston Lane, Stratford-upon-Avon, CV37 8DZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.5%	1	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.4%	2	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	2.8%	1	0.0%	0
Stratford-upon-Avon Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	2.5%	1	0.0%	0	0.0%	0
Swindon Town Centre	1.0%	5	0.0%	0	0.0%	0	4.1%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Tapi Carpets & Floors, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Tysoe Village Stores, Main Street, Warwick, CV35 0SE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	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	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Others																								

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Base:	496	46	42	49	44	54	55	40	44	40	36	46

Q16 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	23.7%	199	59.7%	40	2.8%	2	42.3%	33	1.5%	1	33.7%	29	32.5%	26	0.0%	0	0.0%	0	23.6%	17	25.0%	20	37.3%	31
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Relics of Witney, The Old Works, Corn Street, Witney, OX28 6BZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Screwfix, Avenue One, Witney, OX28 4XZ	1.3%	11	3.0%	2	0.0%	0	2.6%	2	1.5%	1	1.2%	1	2.5%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.2%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	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	0.0%	0	0.0%	0	0.0%	0
Toolstation, Avenue One, Witney, OX28 4XZ	0.4%	3	1.5%	1	0.0%	0	1.3%	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
Witney Town Centre	6.3%	53	10.4%	7	0.0%	0	9.0%	7	4.4%	3	9.3%	8	10.0%	8	0.0%	0	0.0%	0	0.0%	0	11.3%	9	13.3%	11
Zone 2																								
Applegarth Nurseries, Banbury Road, Chipping Norton, OX7 5SY	1.3%	11	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	3.8%	3	1.4%	1	0.0%	0	3.6%	3
Chipping Norton Town Centre	6.4%	54	0.0%	0	37.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	12.5%	10	9.7%	7	0.0%	0	9.6%	8
Travis Perkins, Station Road, Chipping Norton, OX7 5HX	0.5%	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	4.2%	3	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1
Zone 3																								
A K Timms, Station Road, Brize Norton, Carterton, OX18 3QB	0.5%	4	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	1.1%	9	0.0%	0	0.0%	0	3.8%	3	1.5%	1	2.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Bampton Local Centre, OX18 2	0.5%	4	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Brize Norton Village Centre, OX18 3	0.4%	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	0.0%	0	1.3%	1	0.0%	0
Carterton Town Centre	0.7%	6	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Screwfix, Ventura Business Park, Carterton OX18 1AD	0.8%	7	0.0%	0	0.0%	0	7.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Zone 4																								
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	2.0%	17	1.5%	1	0.0%	0	2.6%	2	16.2%	11	2.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Cassington Nurseries, Yarnton Road, Cassington, Witney, OX29 4DY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curbridge Village Centre, OX29 7	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	3.0%	25	0.0%	0	0.0%	0	0.0%	0	1.5%	1	26.7%	23	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.2%	2	1.5%	1	0.0%	0	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
Zone 6																								
Freeland Nurseries, Wroslyn Road, Freeland, Witney, OX29 8AQ	1.3%	11	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	7	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1
Woodstock Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Bunkers Hill Garden Shop, Bunkers Hill, Kidlington, OX5 3BA	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	0.0%	0	0.0%	0	0.0%	0
Nicholsons, The Park, Bicester, OX25 6HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Broughton Village Centre, OX15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Cotefield Nurseries, Oxford Road, Bodicote, Banbury, OX15 4AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	1.9%	16	0.0%	0	5.6%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	5.0%	4	9.7%	7	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	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	6.9%	5	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
StowAg, Moreton Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	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		Zone 9		Zone 10		Zone 11	
Longborough, Moreton-in-Marsh, GL56 0QJ																								
Travis Perkins, Cotswold Business Park, London Road, Moreton-in-Marsh, GL56 0JQ	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	4.2%	3	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	1.4%	12	3.0%	2	0.0%	0	0.0%	0	1.5%	1	1.2%	1	2.5%	2	1.4%	1	0.0%	0	2.8%	2	1.3%	1	2.4%	2
Burford Town Centre, OX18 4	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	3.3%	28	0.0%	0	0.0%	0	1.3%	1	2.9%	2	1.2%	1	0.0%	0	5.4%	4	3.8%	3	0.0%	0	21.3%	17	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	2.4%	20	0.0%	0	1.4%	1	0.0%	0	1.5%	1	1.2%	1	1.3%	1	1.4%	1	0.0%	0	4.2%	3	1.3%	1	13.3%	11
Outside Catchment Area																								
Abingdon Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Southam Road, Banbury, OX16 2AD	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
B&Q, Four Pools Retail Park, Evesham, WR11 1DJ	1.0%	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	11.1%	8	0.0%	0	0.0%	0
B&Q, Great Western Way, Wiltshire, Swindon SN2 2DJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	8.5%	71	0.0%	0	34.7%	25	1.3%	1	0.0%	0	0.0%	0	1.3%	1	20.3%	15	30.0%	24	5.6%	4	0.0%	0	1.2%	1
B&Q, Nuffield Way, Abingdon, OX14 1RL	1.2%	10	0.0%	0	0.0%	0	0.0%	0	14.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Seacourt Tower, Retail Park, Oxford, OX2 0JJ	1.9%	16	1.5%	1	1.4%	1	0.0%	0	7.4%	5	2.3%	2	3.8%	3	4.1%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0
B&Q, The Maybird 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	2.5%	2	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		Zone 9		Zone 10		Zone 11	
Stratford-upon-Avon, CV37 0HZ																								
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	1.3%	11	6.0%	4	1.4%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.6%	3
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Banbury Town Centre	2.0%	17	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	11.3%	9	1.4%	1	0.0%	0	1.2%	1
Batsford Arboretum and Garden Centre, Batsford, Moreton-in-Marsh, GL56 9AT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	1.8%	15	3.0%	2	0.0%	0	0.0%	0	4.4%	3	4.7%	4	5.0%	4	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers Decorator Centres, Penhill Industrial Park, Beaumont Road, Banbury, OX16 1RW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlecote Garden Centre, Charlecote, Warwick, CV35 9ER	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Cirencester 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	0.0%	0	5.0%	4	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulux Decorator Centre, The Broadway, Kidlington, OX5 1EF	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	0.0%	0	0.0%	0	0.0%	0
East Challow Village Centre, OX12 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Evesham Garden Centre, The Valley, Evesham, WR11 4DS	0.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Evesham Shopping Park, Evesham, WR11 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	1.3%	11	0.0%	0	0.0%	0	3.8%	3	8.8%	6	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Haynes Of Challow, Faringdon Road, Wantage, OX12 9TB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Homebase, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Homebase, Horspath Driftway, Oxford, OX3 7JN	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	0.0%	0	0.0%	0	0.0%	0
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	0.4%	3	3.0%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
MKM Building Supplies, Station Approach, Kidlington, OX5 1JD	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	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Road East, Cirencester, GL7 5QA																								
Norton Garden Centre, Tewkesbury Road, Twigworth, Gloucester, GL2 9PU	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Oxford Garden Centre, Southern By-Pass Road, Oxford, OX1 5AR	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	0.0%	0	0.0%	0	0.0%	0
Screwfix, Beech Court, Bourton-on-the-Water, Cheltenham, GL54 2SB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Screwfix, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Mercian Close, Cirencester, GL7 1LT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	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	0.0%	0	3.8%	3	0.0%	0
Screwfix, Station Field Industrial Estate, Kidlington, OX5 1JD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Road, Bicester, OX26 4AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Wildmere Road Industrial Estate, Banbury, OX16 3JU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	7	0.0%	0	0.0%	0	0.0%	0
Stratford Garden Centre, Campden Road, Clifford Chambers, Stratford-upon-Avon, CV37 8LW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Toolstation, Pioneer Road, Faringdon, SN7 7BU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Travis Perkins, Maybrook Industrial Estate, Maybrook Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stratford-upon-Avon, CV37 0BT																								
Wantage Town Centre, OX12 9	0.5%	4	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Botley Road, Oxford, OX2 0HA	0.6%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Wickes, Gipsy Lane, Swindon, SN2 8DH	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	0.0%	0	2.5%	2	0.0%	0
Wickes, Launton Road, Bicester, OX26 6PZ	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Metric Trade Park, Love Lane, Cirencester, GL7 1YQ	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	0.0%	0	2.5%	2	0.0%	0
Wickes, Southam Road, Banbury, OX16 2RR	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	7.5%	6	0.0%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham, GL51 9AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	2.0%	17	0.0%	0	0.0%	0	1.3%	1	0.0%	0	5.8%	5	6.3%	5	4.1%	3	1.3%	1	0.0%	0	0.0%	0	2.4%	2
Others																								
Base:		840		67		72		78		68		86		80		74		80		72		80		83

Q17 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Boots, High Street, Witney, OX28 6HA	0.2%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	0.9%	8	6.3%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1
Long Hanborough Village Centre, OX29 6	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	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	5.2%	46	14.1%	9	0.0%	0	5.4%	4	1.2%	1	11.1%	10	9.7%	7	1.3%	1	0.0%	0	5.0%	4	3.4%	3	8.6%	7
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.5%	4	1.6%	1	0.0%	0	0.0%	0	2.5%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	2.9%	26	3.1%	2	0.0%	0	4.1%	3	0.0%	0	3.3%	3	6.9%	5	0.0%	0	0.0%	0	3.8%	3	1.1%	1	11.1%	9
Witney Town Centre	19.8%	175	46.9%	30	0.0%	0	24.3%	18	3.7%	3	54.4%	49	43.1%	31	1.3%	1	0.0%	0	7.5%	6	23.0%	20	21.0%	17
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	1.1%	10	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.4%	3	0.0%	0	0.0%	0	2.5%	2
Chipping Norton Town Centre	13.9%	123	0.0%	0	74.4%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	16.1%	14	25.0%	20	0.0%	0	27.2%	22
Co-op, High Street, Chipping Norton, OX7 5AB	0.5%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.2%	1
QD, High Street, Chipping Norton, OX7 5AB	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.3%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	1.1%	10	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	3.4%	3	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	1.9%	17	0.0%	0	0.0%	0	13.5%	10	0.0%	0	0.0%	0	1.4%	1	2.5%	2	0.0%	0	0.0%	0	4.6%	4	0.0%	0
Bampton Local Centre, OX18 2	0.3%	3	0.0%	0	0.0%	0	2.7%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Carterton Town Centre	1.7%	15	0.0%	0	0.0%	0	16.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Co-op, Market Square, Bampton, OX18 2JJ	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	2.3%	20	3.1%	2	0.0%	0	13.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	5.7%	5	0.0%	0
Zone 4																								
Zone 5																								
Eynsham Village Centre	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eynsham, Witney, OX29 4EF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	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	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	6.9%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village 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	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	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	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	7	0.0%	0	0.0%	0
Shipton-under-Wychwood Village 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	2.5%	2	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	1.2%	11	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	11.5%	10	0.0%	0
Co-op, Station Road, Lechlade, GL7 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	2.2%	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	0.0%	0	21.8%	19	0.0%	0
Zone 11																								
Charlbury Town Centre	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	11
Outside Catchment Area																								
Abingdon Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	8.6%	7	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		Zone 9		Zone 10		Zone 11	
Aldi, Botley Road, Oxford, OX2 0HA	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	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	0.0%	0	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	0.1%	1	0.0%	0	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
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.7%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.6%	4	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	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	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	3.9%	34	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	11	18.4%	16	3.8%	3	0.0%	0	1.2%	1
Bicester Shopping Park, Bicester, OX26 1BT	0.8%	7	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Cornmarket Street, Oxford, OX1 3HL	0.6%	5	1.6%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Boots, Market Place, Fairford, GL7 4AB	0.1%	1	0.0%	0	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
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	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	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	0.5%	4	3.1%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	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	1.3%	1	0.0%	0	1.2%	1
Cheltenham Town Centre	0.8%	7	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6	0.0%	0	0.0%	0
Cirencester Town Centre	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	1.3%	1	5.7%	5	0.0%	0
Co-op, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	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	0.0%	0	2.3%	2	0.0%	0
Faringdon Retail Park, Henry	0.9%	8	0.0%	0	0.0%	0	2.7%	2	6.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Blake Way, Faringdon, SN7 7GQ																								
Faringdon Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	9.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Golden Valley Retail Park, Hatherley Lane, Cheltenham, GL51 6PN	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	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%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Kidlington Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alcester Road, Stratford-upon-Avon, CV37 9DA	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.5%	2	1.1%	1	1.3%	1	0.0%	0	1.2%	1
Oxford City Centre	2.0%	18	4.7%	3	1.2%	1	0.0%	0	2.5%	2	2.2%	2	2.8%	2	5.0%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	4
Royal Wootton Bassett Town Centre, SN4 7AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	2.6%	23	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	12	11.5%	10	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	1.9%	17	1.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	11.1%	8	8.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Paddington Drive, Swindon, SN5 7AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	8	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	1.3%	1	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Superdrug, Westgate Shopping Centre, Queen Street, Oxford, OX1 1PE	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	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	0.0%	0	0.0%	0	0.0%	0
Templars Square, Pound Way, Oxford, OX4 3XH	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.1%	1	0.0%	0	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
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	1.6%	14	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.5%	2	6.9%	6	0.0%	0	0.0%	0	1.2%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.6%	14	0.0%	0	0.0%	0	0.0%	0	14.8%	12	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.3%	3	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	2.5%	2	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	1.5%	13	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	13.8%	11	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.7%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.5%	13	0.0%	0	0.0%	0	0.0%	0	11.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.1%	1	0.0%	0	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
Waitrose, Southam Road, Banbury, OX16 2FN	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	1.2%	11	0.0%	0	0.0%	0	0.0%	0	13.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.3%	3	1.6%	1	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	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	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Base:		882		64		86		74		81		90		72		80		87		80		87		81

Q18 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Leafield Village Centre, OX29 9	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	3.3%	11	9.7%	3	0.0%	0	0.0%	0	0.0%	0	8.3%	3	2.6%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	10.3%	3
Sobell House, Avenue One, Witney, OX28 4XZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	1.8%	6	6.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	3.4%	1
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Witney Town Centre	26.9%	89	45.2%	14	0.0%	0	44.0%	11	23.1%	6	47.2%	17	38.5%	15	3.1%	1	0.0%	0	17.2%	5	36.0%	9	37.9%	11
Zone 2																								
Chipping Norton Town Centre	6.6%	22	0.0%	0	33.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	3	17.2%	5	0.0%	0	13.8%	4
Co-op, High Street, Chipping Norton, OX7 5AB	0.3%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.6%	2	0.0%	0	0.0%	0	8.0%	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
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.6%	2	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.6%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Aston Village Centre, OX18 2	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.6%	2	0.0%	0	0.0%	0	8.0%	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
Zone 4																								
Zone 5																								
Eynsham Village Centre	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56	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	6.9%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
0DS																								
Moreton-in-Marsh Town Centre, GL56 0	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	3.4%	1	0.0%	0	0.0%	0
Sophie Oliver Jewellery, High Street, Moreton-in-Marsh, GL56 0AF	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	3.4%	1	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.9%	3	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	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	6.9%	2	0.0%	0	0.0%	0
Banbury Town Centre	7.3%	24	0.0%	0	16.7%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	1	28.1%	9	24.1%	7	6.9%	2	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	1.2%	4	9.7%	3	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	1.8%	6	0.0%	0	0.0%	0	4.0%	1	0.0%	0	11.1%	4	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.5%	5	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.4%	1	4.0%	1	3.4%	1
Cheltenham Town Centre	2.4%	8	3.2%	1	3.3%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	4	4.0%	1	0.0%	0
Cirencester Town Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	12.0%	3	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.6%	2	0.0%	0	0.0%	0	8.0%	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
Dunelm, Southam Road, Banbury, OX16 2RX	1.5%	5	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	3.4%	1	3.4%	1	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.9%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	0.6%	2	0.0%	0	0.0%	0	8.0%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.3%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.3%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homesense, Bath Road, Taplow, Maidenhead, SL6 0NY	0.3%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	0.3%	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	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	3.4%	1	0.0%	0	0.0%	0	3.4%	1
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.6%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matlock Town Centre, DE4 3	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	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	1.2%	4	0.0%	0	0.0%	0	4.0%	1	3.8%	1	0.0%	0	2.6%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	13.0%	43	12.9%	4	13.3%	4	4.0%	1	19.2%	5	19.4%	7	25.6%	10	21.9%	7	3.4%	1	3.4%	1	4.0%	1	6.9%	2
Royal Wootton Bassett Town Centre, SN4 7AF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	3.1%	1	13.8%	4	0.0%	0	0.0%	0	0.0%	0
Stonor Village Centre, RG9 6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Stow-on-the-Wold Town Centre, GL54 1	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	4.0%	1	3.4%	1
Stratford-upon-Avon Town	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	5	3.4%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Swindon Town Centre	1.2%	4	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0
Symondsbury Village Centre, DT6 6	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	0.3%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.6%	2	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.6%	2	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.3%	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	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge, CB1 3ET	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	3.4%	1	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	2.1%	7	0.0%	0	0.0%	0	0.0%	0	26.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.6%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Base:		331		31		30		25		26		36		39		32		29		29		25		29

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [Number of times per month]																								
Q19 How often do you or your household visit Witney Town Centre for shopping, services, leisure, work or other town centre uses? [PR]																								
7 times a week	0.6%	7	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.8%	9	3.0%	3	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
4 times a week	2.0%	22	14.0%	14	1.0%	1	1.0%	1	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
3 times a week	4.3%	47	16.0%	16	1.0%	1	2.0%	2	0.0%	0	13.0%	13	5.0%	5	2.0%	2	0.0%	0	1.0%	1	1.0%	1	6.0%	6
Twice a week	8.3%	91	19.0%	19	0.0%	0	13.0%	13	1.0%	1	21.0%	21	14.0%	14	0.0%	0	1.0%	1	1.0%	1	9.0%	9	12.0%	12
Once a week	16.3%	179	20.0%	20	0.0%	0	21.0%	21	6.0%	6	31.0%	31	33.0%	33	6.0%	6	0.0%	0	16.0%	16	17.0%	17	29.0%	29
Once every 2 weeks	8.5%	93	3.0%	3	5.0%	5	19.0%	19	9.0%	9	11.0%	11	9.0%	9	4.0%	4	1.0%	1	6.0%	6	11.0%	11	15.0%	15
Once a month	9.9%	109	4.0%	4	17.0%	17	15.0%	15	10.0%	10	8.0%	8	14.0%	14	5.0%	5	3.0%	3	8.0%	8	12.0%	12	13.0%	13
Once every 2 months	5.8%	64	8.0%	8	6.0%	6	9.0%	9	11.0%	11	1.0%	1	6.0%	6	5.0%	5	2.0%	2	6.0%	6	7.0%	7	3.0%	3
Once every 3 months	5.5%	60	4.0%	4	9.0%	9	6.0%	6	12.0%	12	2.0%	2	4.0%	4	4.0%	4	4.0%	4	6.0%	6	5.0%	5	4.0%	4
Less often than once every 3 months	15.1%	166	1.0%	1	33.0%	33	5.0%	5	29.0%	29	2.0%	2	9.0%	9	23.0%	23	22.0%	22	14.0%	14	22.0%	22	6.0%	6
(Don't know)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2
(Never)	22.5%	248	3.0%	3	28.0%	28	8.0%	8	20.0%	20	4.0%	4	3.0%	3	51.0%	51	67.0%	67	40.0%	40	15.0%	15	9.0%	9
Mean:		*0.92*		*2.24*		*0.22*		*0.85*		*0.29*		*1.58*		*1.08*		*0.33*		*0.12*		*0.48*		*0.62*		*1.00*
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q20 What is the MAIN activity you visit Witney Town Centre for?
Those that visit Witney Town Centre at least once a month at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
FOOD shopping	40.6%	226	44.0%	37	20.8%	5	25.0%	18	22.2%	6	47.3%	43	53.8%	42	23.5%	4	20.0%	1	31.3%	10	45.1%	23	48.7%	37
NON-FOOD shopping	19.4%	108	16.7%	14	20.8%	5	30.6%	22	40.7%	11	24.2%	22	10.3%	8	0.0%	0	40.0%	2	21.9%	7	15.7%	8	11.8%	9
Financial service e.g. bank, building society, cash machine	8.3%	46	3.6%	3	16.7%	4	11.1%	8	11.1%	3	5.5%	5	9.0%	7	5.9%	1	20.0%	1	9.4%	3	3.9%	2	11.8%	9
Window shopping / browsing	8.1%	45	9.5%	8	20.8%	5	13.9%	10	3.7%	1	4.4%	4	7.7%	6	11.8%	2	0.0%	0	6.3%	2	9.8%	5	2.6%	2
Health service e.g. doctor, dentist, hospital, opticians	3.8%	21	2.4%	2	0.0%	0	2.8%	2	0.0%	0	5.5%	5	6.4%	5	5.9%	1	20.0%	1	9.4%	3	2.0%	1	1.3%	1
Visiting cafes / coffee shops	3.1%	17	4.8%	4	8.3%	2	0.0%	0	0.0%	0	3.3%	3	3.8%	3	11.8%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Daytime eating	2.2%	12	2.4%	2	0.0%	0	4.2%	3	3.7%	1	1.1%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.3%	1
Visiting family / friends who live there	1.8%	10	1.2%	1	4.2%	1	1.4%	1	3.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	3.9%	3
Visiting gym / leisure centre / swimming pool	1.8%	10	2.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	3	2.6%	2
Other service e.g. laundrette, hairdresser, salon, vets, recycling	1.8%	10	0.0%	0	8.3%	2	0.0%	0	7.4%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	2.6%	2
Meeting family / friends to socialise	1.4%	8	3.6%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	5.9%	1	0.0%	0	6.3%	2	0.0%	0	0.0%	0
Night-time drinking	1.3%	7	4.8%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work there	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	3.1%	1	2.0%	1	2.6%	2
Walk / walk the dog	0.9%	5	1.2%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Visiting cinema	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Daytime drinking	0.7%	4	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Night-time eating	0.5%	3	0.0%	0	0.0%	0	1.4%	1	3.7%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessing transport (e.g. using bus / tube / train station)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit markets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Nightclubbing	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Study there	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Business meetings	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the area often	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit daytime theatres / shows	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Visiting library	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Free parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Visiting place of worship	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 night-time theatres / shows	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 museums / galleries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeaways / fast food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Using Post Office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 parks / green spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting live music venues / gigs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	0.5%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Base:		557		84		24		72		27		91		78		17		5		32		51		76

Q21 What do you like about Witney Town Centre? [MR]

Those that visit Witney Town Centre at least once a month at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Parking - it's free	32.1%	179	14.3%	12	16.7%	4	31.9%	23	25.9%	7	37.4%	34	50.0%	39	23.5%	4	60.0%	3	25.0%	8	31.4%	16	38.2%	29
Parking - it's easy to find a space	15.3%	85	3.6%	3	12.5%	3	4.2%	3	33.3%	9	25.3%	23	24.4%	19	11.8%	2	0.0%	0	12.5%	4	15.7%	8	14.5%	11
Shops - good range of non-food shops generally	12.2%	68	7.1%	6	4.2%	1	15.3%	11	7.4%	2	14.3%	13	10.3%	8	5.9%	1	20.0%	1	12.5%	4	19.6%	10	14.5%	11
Attractive environment / nice place	12.2%	68	10.7%	9	20.8%	5	8.3%	6	22.2%	6	12.1%	11	12.8%	10	17.6%	3	20.0%	1	15.6%	5	9.8%	5	9.2%	7
Close to home	11.8%	66	8.3%	7	0.0%	0	9.7%	7	0.0%	0	17.6%	16	15.4%	12	5.9%	1	0.0%	0	9.4%	3	3.9%	2	23.7%	18
Good layout / shops close together	11.3%	63	6.0%	5	8.3%	2	9.7%	7	14.8%	4	5.5%	5	20.5%	16	11.8%	2	20.0%	1	18.8%	6	11.8%	6	11.8%	9
Good cafés / restaurants	10.1%	56	26.2%	22	12.5%	3	9.7%	7	0.0%	0	8.8%	8	5.1%	4	11.8%	2	0.0%	0	6.3%	2	2.0%	1	9.2%	7
You can get everything you need there	9.7%	54	11.9%	10	8.3%	2	6.9%	5	0.0%	0	17.6%	16	11.5%	9	0.0%	0	0.0%	0	12.5%	4	5.9%	3	6.6%	5
Shops - good range of independent shops	9.2%	51	3.6%	3	12.5%	3	12.5%	9	14.8%	4	3.3%	3	14.1%	11	17.6%	3	40.0%	2	12.5%	4	3.9%	2	9.2%	7
Nice atmosphere / friendly people	8.3%	46	7.1%	6	4.2%	1	5.6%	4	14.8%	4	16.5%	15	3.8%	3	5.9%	1	0.0%	0	9.4%	3	3.9%	2	9.2%	7
Shops - good range of supermarkets	5.6%	31	2.4%	2	8.3%	2	2.8%	2	3.7%	1	6.6%	6	1.3%	1	11.8%	2	0.0%	0	9.4%	3	7.8%	4	10.5%	8
Shops - good range of 'high street' retailers	5.4%	30	4.8%	4	0.0%	0	8.3%	6	11.1%	3	3.3%	3	6.4%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	10.5%	8
Familiar / know where everything is	4.7%	26	10.7%	9	0.0%	0	0.0%	0	0.0%	0	5.5%	5	2.6%	2	0.0%	0	0.0%	0	9.4%	3	2.0%	1	7.9%	6
Quiet / not too busy	3.4%	19	3.6%	3	0.0%	0	0.0%	0	7.4%	2	3.3%	3	1.3%	1	17.6%	3	0.0%	0	6.3%	2	3.9%	2	3.9%	3
Good pubs / bars	2.9%	16	9.5%	8	0.0%	0	5.6%	4	0.0%	0	2.2%	2	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Shops - good range of affordable shops	2.5%	14	11.9%	10	0.0%	0	1.4%	1	7.4%	2	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get there by car	2.3%	13	4.8%	4	0.0%	0	2.8%	2	3.7%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	6.3%	2	2.0%	1	1.3%	1
Good market	2.3%	13	3.6%	3	0.0%	0	2.8%	2	0.0%	0	3.3%	3	1.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.0%	11	2.4%	2	4.2%	1	2.8%	2	3.7%	1	0.0%	0	2.6%	2	5.9%	1	20.0%	1	0.0%	0	0.0%	0	1.3%	1
Good range of other services (e.g. library, hairdresser, vets etc.)	2.0%	11	3.6%	3	8.3%	2	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	12.5%	4	0.0%	0	0.0%	0
Good for financial services (e.g. banks / building societies)	2.0%	11	1.2%	1	4.2%	1	5.6%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	6.3%	2	0.0%	0	2.6%	2
Good bus service	1.8%	10	0.0%	0	4.2%	1	1.4%	1	0.0%	0	4.4%	4	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.3%	1
Pedestrianised areas	1.8%	10	2.4%	2	4.2%	1	1.4%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	1.3%	1
Shops - good range of charity shops	1.4%	8	2.4%	2	8.3%	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	3.9%	3
Shops - good range of bakers	1.4%	8	3.6%	3	4.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	2.0%	1	1.3%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
/ butchers / greengrocers																								
Traditional / quaint	1.4%	8	1.2%	1	8.3%	2	1.4%	1	0.0%	0	1.1%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.0%	1	1.3%	1
Clean streets / well maintained	1.3%	7	1.2%	1	4.2%	1	0.0%	0	0.0%	0	2.2%	2	2.6%	2	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of clothes shops	1.3%	7	4.8%	4	0.0%	0	1.4%	1	3.7%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	1.1%	6	4.8%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of quality shops	1.1%	6	2.4%	2	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	5.9%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.9%	5	1.2%	1	0.0%	0	0.0%	0	3.7%	1	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Close to friends / relatives	0.9%	5	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.3%	1
Like to support local businesses	0.7%	4	3.6%	3	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of health services (e.g. doctors, dentists, opticians etc.)	0.7%	4	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Good for a day out	0.7%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	11.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open / green spaces / parks	0.5%	3	0.0%	0	0.0%	0	1.4%	1	3.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get there on foot	0.5%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	1.3%	1
Parking - it's cheap	0.5%	3	0.0%	0	0.0%	0	1.4%	1	3.7%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diverse / multi-cultural	0.4%	2	1.2%	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	0.0%	0	0.0%	0
Good toilet facilities	0.4%	2	0.0%	0	4.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Specific store - M&S	0.4%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Specific store - Primark	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has undercover shopping	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Costa	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - good car park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Specific store - Waitrose	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	3.1%	1	0.0%	0	0.0%	0
Dog friendly shops	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good train service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	9.2%	51	7.1%	6	12.5%	3	18.1%	13	3.7%	1	6.6%	6	5.1%	4	5.9%	1	20.0%	1	9.4%	3	19.6%	10	3.9%	3
(Don't know)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.3%	1
Base:		557		84		24		72		27		91		78		17		5		32		51		76

Q22 What do you dislike about Witney Town Centre? [MR]

Those that visit Witney Town Centre at least once a month at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Too many empty shops	8.4%	47	16.7%	14	0.0%	0	8.3%	6	0.0%	0	7.7%	7	7.7%	6	5.9%	1	20.0%	1	6.3%	2	3.9%	2	10.5%	8
Hard to get to by car	4.5%	25	2.4%	2	4.2%	1	6.9%	5	0.0%	0	7.7%	7	6.4%	5	0.0%	0	0.0%	0	3.1%	1	3.9%	2	2.6%	2
Traffic congestion	4.5%	25	6.0%	5	0.0%	0	4.2%	3	0.0%	0	1.1%	1	6.4%	5	0.0%	0	0.0%	0	3.1%	1	11.8%	6	5.3%	4
Shops - need more independent shops	3.2%	18	2.4%	2	4.2%	1	4.2%	3	0.0%	0	3.3%	3	5.1%	4	5.9%	1	0.0%	0	3.1%	1	3.9%	2	1.3%	1
Too many charity shops	2.9%	16	6.0%	5	0.0%	0	1.4%	1	0.0%	0	3.3%	3	0.0%	0	11.8%	2	0.0%	0	3.1%	1	2.0%	1	3.9%	3
Shops - need more 'high street' retailers	2.7%	15	3.6%	3	4.2%	1	2.8%	2	0.0%	0	2.2%	2	3.8%	3	5.9%	1	0.0%	0	3.1%	1	2.0%	1	1.3%	1
Shops - need more / better clothes shops	2.7%	15	7.1%	6	0.0%	0	5.6%	4	0.0%	0	1.1%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	2.0%	1	1.3%	1
Shops - need more / better range of non-food shops generally	2.7%	15	2.4%	2	0.0%	0	4.2%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	2	9.2%	7
Dirty streets / poorly maintained	2.7%	15	6.0%	5	4.2%	1	1.4%	1	0.0%	0	3.3%	3	2.6%	2	0.0%	0	20.0%	1	0.0%	0	2.0%	1	1.3%	1
Parking - not enough spaces available	2.5%	14	2.4%	2	0.0%	0	2.8%	2	3.7%	1	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	2	6.6%	5
Not enough / poor quality cafés / restaurants	2.5%	14	10.7%	9	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	1.3%	1
Poor nightlife	2.2%	12	6.0%	5	4.2%	1	2.8%	2	3.7%	1	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Lack of pedestrianised areas	2.2%	12	7.1%	6	4.2%	1	1.4%	1	0.0%	0	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.3%	1
Shops - need longer opening hours / more open on Sundays	2.2%	12	3.6%	3	0.0%	0	1.4%	1	14.8%	4	0.0%	0	0.0%	0	5.9%	1	20.0%	1	0.0%	0	0.0%	0	2.6%	2
Too many betting shops	1.6%	9	6.0%	5	8.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Needs an update / revamp	1.6%	9	8.3%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.6%	9	7.1%	6	4.2%	1	1.4%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many coffee shops	1.6%	9	1.2%	1	0.0%	0	1.4%	1	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Shops - need more quality shops	1.4%	8	1.2%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	3.1%	1	0.0%	0	3.9%	3
Too busy / crowded	1.3%	7	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.2%	2	1.3%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	2.6%	2
Poor layout / shops too far apart	1.1%	6	4.8%	4	0.0%	0	2.8%	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
Not enough / poor quality public toilets	0.9%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Shops - need more bakers / butchers / greengrocers	0.9%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	2.6%	2
Lack of undercover shopping	0.9%	5	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Parking - not enough on-street parking	0.9%	5	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.6%	2
Not enough health facilities	0.7%	4	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	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		Zone 9		Zone 10		Zone 11	
(e.g. doctors, dentists, opticians, etc)																								
Poor atmosphere / unfriendly people	0.7%	4	1.2%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Parking - longer parking times	0.7%	4	1.2%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Too many hairdressers	0.7%	4	1.2%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Not enough / poor quality pubs / bars	0.7%	4	2.4%	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	0.0%	0	1.3%	1
Not enough other services (e.g. library, hairdresser, vets etc.)	0.7%	4	2.4%	2	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	0.7%	4	2.4%	2	0.0%	0	0.0%	0	3.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of security / don't feel safe	0.7%	4	2.4%	2	0.0%	0	1.4%	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
Not attractive / poor environment	0.5%	3	1.2%	1	4.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more / better range of supermarkets	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	2.0%	1	0.0%	0
Parking - not enough disabled parking	0.5%	3	1.2%	1	4.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more affordable shops	0.5%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - no free parking	0.5%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Not enough financial services (e.g. banks / building societies)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many takeaways	0.4%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Too far away from home	0.4%	2	0.0%	0	4.2%	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	0.0%	0
No updates on town improvements	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unclear closure times	0.4%	2	1.2%	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	0.0%	0	0.0%	0
Parking - more parent and child parking spaces	0.4%	2	0.0%	0	0.0%	0	1.4%	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
Hard to get to by train	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Hard to get to by bus	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hard to get to on foot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Too much homelessness	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	3.1%	1	0.0%	0	0.0%	0
Not enough / poor quality seating areas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many estate agents	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - need bigger spaces	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Lack of bins	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S is too small	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Nothing unique about the town	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - expensive parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	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		Zone 9		Zone 10		Zone 11	
High rent	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too much pedestrianisation	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many beggars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - cashless payment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	57.1%	318	27.4%	23	54.2%	13	55.6%	40	81.5%	22	64.8%	59	67.9%	53	58.8%	10	40.0%	2	71.9%	23	56.9%	29	57.9%	44
(Don't know)	1.4%	8	2.4%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.1%	1	2.0%	1	1.3%	1
Base:		557		84		24		72		27		91		78		17		5		32		51		76

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q23 What could be improved about Witney Town Centre that would make you visit more often? [MR]																								
Less empty shops	5.4%	59	11.0%	11	4.0%	4	12.0%	12	3.0%	3	7.0%	7	6.0%	6	3.0%	3	4.0%	4	3.0%	3	3.0%	3	3.0%	3
Shops - more / better range of non-food shops generally	4.0%	44	9.0%	9	2.0%	2	9.0%	9	0.0%	0	3.0%	3	7.0%	7	1.0%	1	2.0%	2	3.0%	3	5.0%	5	3.0%	3
Better market	3.8%	42	20.0%	20	2.0%	2	9.0%	9	2.0%	2	0.0%	0	2.0%	2	3.0%	3	1.0%	1	0.0%	0	0.0%	0	3.0%	3
Shops - more 'high street' retailers	3.6%	40	4.0%	4	6.0%	6	11.0%	11	2.0%	2	3.0%	3	5.0%	5	1.0%	1	0.0%	0	3.0%	3	2.0%	2	3.0%	3
Easier to get to by car	3.5%	38	4.0%	4	6.0%	6	0.0%	0	3.0%	3	1.0%	1	1.0%	1	3.0%	3	4.0%	4	9.0%	9	5.0%	5	2.0%	2
Parking - make more spaces available	3.1%	34	3.0%	3	2.0%	2	5.0%	5	4.0%	4	1.0%	1	2.0%	2	2.0%	2	2.0%	2	4.0%	4	4.0%	4	5.0%	5
Shops - more / better clothes shops	3.1%	34	6.0%	6	3.0%	3	6.0%	6	2.0%	2	4.0%	4	3.0%	3	2.0%	2	1.0%	1	1.0%	1	3.0%	3	3.0%	3
Shops - more independent shops	2.9%	32	7.0%	7	1.0%	1	7.0%	7	2.0%	2	2.0%	2	1.0%	1	2.0%	2	2.0%	2	4.0%	4	1.0%	1	3.0%	3
Less traffic congestion / improved access	2.7%	30	6.0%	6	3.0%	3	5.0%	5	2.0%	2	4.0%	4	2.0%	2	1.0%	1	3.0%	3	1.0%	1	1.0%	1	2.0%	2
More / better cafés / restaurants	2.3%	25	9.0%	9	0.0%	0	3.0%	3	5.0%	5	3.0%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Easier to get to by bus	2.0%	22	0.0%	0	3.0%	3	5.0%	5	5.0%	5	1.0%	1	3.0%	3	2.0%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Improve the nightlife	1.6%	18	6.0%	6	1.0%	1	2.0%	2	2.0%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2
More pedestrianised areas	1.5%	17	6.0%	6	0.0%	0	2.0%	2	0.0%	0	4.0%	4	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Less charity shops	1.5%	17	4.0%	4	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	3.0%	3
More / better financial services (e.g. banks / building societies)	1.4%	15	6.0%	6	0.0%	0	3.0%	3	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shops - more high quality shops	1.4%	15	4.0%	4	0.0%	0	3.0%	3	2.0%	2	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shops - more / better range of supermarkets	1.3%	14	5.0%	5	1.0%	1	2.0%	2	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.2%	13	3.0%	3	0.0%	0	6.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Cleaner streets / better maintained	1.1%	12	3.0%	3	1.0%	1	1.0%	1	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Shops - more affordable shops	0.9%	10	4.0%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Less betting shops	0.9%	10	2.0%	2	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Parking - make more disabled spaces available	0.9%	10	2.0%	2	1.0%	1	4.0%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Shops - longer opening hours / more open on Sundays	0.8%	9	2.0%	2	0.0%	0	1.0%	1	3.0%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.8%	9	7.0%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs / bars	0.8%	9	2.0%	2	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
More / better range of other	0.8%	9	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
services (e.g. library, hairdresser, vets etc.)																								
Less cheap shops	0.7%	8	4.0%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Better lighting	0.7%	8	3.0%	3	2.0%	2	2.0%	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
Shops - more bakers / butchers / greengrocers	0.6%	7	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / nicer environment	0.6%	7	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Parking - make it free	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Better layout / shops closer together	0.6%	7	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better security / safety	0.5%	6	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less coffee shops	0.5%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
More / better public toilets	0.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by train	0.5%	5	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better seating areas	0.5%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	0.5%	5	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Update / refurbish the shopping area	0.4%	4	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quieter / less busy	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Less barbers	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
More rubbish bins	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
More social events	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - longer parking times	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More road crossings	0.2%	2	1.0%	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	0.0%	0	0.0%	0
Specific store - KFC	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Less pedestrianised areas	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Primark	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Less takeaways	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Specific store - M&S	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Iceland	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	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	0.0%	0	0.0%	0	0.0%	0
Specific store - Waitrose	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Parking - more mother and child parking	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	0.0%	0	0.0%	0	0.0%	0
More / better cultural facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cheaper rent	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	0.0%	0	0.0%	0	0.0%	0
Flooding	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More charity shops	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	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		Zone 9		Zone 10		Zone 11	
Better advertising	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to on foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more payment methods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	54.4%	598	18.0%	18	61.0%	61	33.0%	33	65.0%	65	54.0%	54	60.0%	60	70.0%	70	55.0%	55	61.0%	61	67.0%	67	54.0%	54
(Don't know)	8.4%	92	4.0%	4	8.0%	8	6.0%	6	6.0%	6	4.0%	4	8.0%	8	7.0%	7	24.0%	24	12.0%	12	4.0%	4	9.0%	9
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q24 Do you visit Witney Town Centre once a month or more during the evening, either during the week or at weekends?

Yes	13.5%	148	46.0%	46	6.0%	6	23.0%	23	9.0%	9	16.0%	16	14.0%	14	8.0%	8	3.0%	3	3.0%	3	5.0%	5	15.0%	15
No	86.5%	952	54.0%	54	94.0%	94	77.0%	77	91.0%	91	84.0%	84	86.0%	86	92.0%	92	97.0%	97	97.0%	97	95.0%	95	85.0%	85
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q25 When do you tend to visit Witney Town Centre during the evening? [MR/PR]
Those that visit Witney Town Centre once a month or more during the evening at Q24

Friday evenings	53.4%	79	52.2%	24	50.0%	3	43.5%	10	55.6%	5	75.0%	12	50.0%	7	62.5%	5	0.0%	0	100.0%	3	60.0%	3	46.7%	7
Saturday evenings	51.4%	76	63.0%	29	50.0%	3	47.8%	11	44.4%	4	75.0%	12	50.0%	7	37.5%	3	0.0%	0	33.3%	1	60.0%	3	20.0%	3
Sunday to Thursday evenings	54.1%	80	50.0%	23	33.3%	2	56.5%	13	77.8%	7	43.8%	7	71.4%	10	37.5%	3	100.0%	3	33.3%	1	40.0%	2	60.0%	9
Base:		148		46		6		23		9		16		14		8		3		3		5		15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [Number of times per month]																								
Q26 How often do visit Witney Town Centre during the evening? *Those that visit Witney Town Centre once a month or more during the evening at Q24*																								
7 times a week	0.7%	1	0.0%	0	0.0%	0	4.3%	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
5 - 6 times a week	0.7%	1	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%	0	0.0%	0	0.0%	0
4 times a week	4.7%	7	8.7%	4	0.0%	0	0.0%	0	11.1%	1	6.3%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 times a week	2.7%	4	4.3%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	16.9%	25	28.3%	13	16.7%	1	4.3%	1	0.0%	0	6.3%	1	7.1%	1	25.0%	2	33.3%	1	0.0%	0	20.0%	1	26.7%	4
Once a week	16.2%	24	15.2%	7	16.7%	1	13.0%	3	33.3%	3	18.8%	3	21.4%	3	25.0%	2	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Once every 2 weeks	18.9%	28	21.7%	10	16.7%	1	21.7%	5	11.1%	1	25.0%	4	0.0%	0	0.0%	0	0.0%	0	66.7%	2	40.0%	2	20.0%	3
Once a month	16.2%	24	8.7%	4	33.3%	2	13.0%	3	0.0%	0	31.3%	5	35.7%	5	0.0%	0	0.0%	0	0.0%	0	40.0%	2	20.0%	3
Once every 2 months	8.1%	12	6.5%	3	16.7%	1	8.7%	2	33.3%	3	0.0%	0	7.1%	1	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every 3 months	6.1%	9	2.2%	1	0.0%	0	17.4%	4	0.0%	0	0.0%	0	14.3%	2	12.5%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Less often than once every 3 months	7.4%	11	0.0%	0	0.0%	0	8.7%	2	11.1%	1	12.5%	2	7.1%	1	0.0%	0	33.3%	1	33.3%	1	0.0%	0	20.0%	3
(Don't know / varies)	1.4%	2	2.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*1.03*		*1.49*		*0.70*		*0.86*		*0.87*		*0.78*		*0.77*		*1.16*		*0.70*		*0.33*		*0.72*		*0.83*
Base:		148		46		6		23		9		16		14		8		3		3		5		15
Q27 What activities do you do in Witney Town Centre during the evenings? [MR] *Those that visit Witney Town Centre once a month or more during the evening at Q24*																								
Visiting pubs / bars	40.5%	60	52.2%	24	16.7%	1	52.2%	12	44.4%	4	31.3%	5	21.4%	3	37.5%	3	33.3%	1	0.0%	0	40.0%	2	33.3%	5
Visiting cafes	7.4%	11	10.9%	5	16.7%	1	4.3%	1	11.1%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Eating out	48.0%	71	39.1%	18	16.7%	1	69.6%	16	44.4%	4	56.3%	9	64.3%	9	87.5%	7	33.3%	1	0.0%	0	20.0%	1	33.3%	5
Visiting the cinema	33.1%	49	17.4%	8	33.3%	2	26.1%	6	44.4%	4	31.3%	5	50.0%	7	50.0%	4	100.0%	3	100.0%	3	60.0%	3	26.7%	4
Visiting the theatre	4.1%	6	10.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Visiting live music venues	4.7%	7	4.3%	2	16.7%	1	0.0%	0	11.1%	1	6.3%	1	14.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting nightclubs	6.1%	9	13.0%	6	0.0%	0	4.3%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Visiting arts/cultural venues / museums	8.1%	12	10.9%	5	0.0%	0	4.3%	1	11.1%	1	6.3%	1	7.1%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Visiting health and fitness	2.7%	4	2.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Visiting places of worship	2.0%	3	4.3%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting family entertainment venues	1.4%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Visiting LGBTQ pubs / bars / venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Going to work	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
(Don't know)	0.7%	1	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%	0	0.0%	0	0.0%	0
Base:		148		46		6		23		9		16		14		8		3		3		5		15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q28 Do you visit any of these OTHER town centres in the West Oxfordshire local authority area? [MR/PR]																								
Carterton	24.1%	265	31.0%	31	10.0%	10	71.0%	71	9.0%	9	19.0%	19	13.0%	13	7.0%	7	2.0%	2	20.0%	20	62.0%	62	21.0%	21
Chipping Norton	43.6%	480	20.0%	20	92.0%	92	15.0%	15	5.0%	5	7.0%	7	32.0%	32	55.0%	55	77.0%	77	85.0%	85	17.0%	17	75.0%	75
Burford	33.1%	364	33.0%	33	29.0%	29	34.0%	34	24.0%	24	22.0%	22	24.0%	24	23.0%	23	42.0%	42	38.0%	38	58.0%	58	37.0%	37
Woodstock	27.0%	297	21.0%	21	23.0%	23	6.0%	6	12.0%	12	21.0%	21	71.0%	71	51.0%	51	31.0%	31	12.0%	12	7.0%	7	42.0%	42
(None of the above)	26.0%	286	43.0%	43	7.0%	7	19.0%	19	62.0%	62	53.0%	53	18.0%	18	22.0%	22	20.0%	20	10.0%	10	20.0%	20	12.0%	12
Base:		1100		100		100		100		100		100		100		100		100		100		100		100
Q29 Which of those centres do you visit the most? [PR] *Those that visit a centre at Q28*																								
Carterton	24.2%	197	43.9%	25	2.2%	2	86.4%	70	23.7%	9	34.0%	16	9.8%	8	5.1%	4	0.0%	0	7.8%	7	57.5%	46	11.4%	10
Chipping Norton	43.7%	356	12.3%	7	94.6%	88	1.2%	1	5.3%	2	6.4%	3	11.0%	9	46.2%	36	91.3%	73	85.6%	77	1.3%	1	67.0%	59
Burford	14.4%	117	29.8%	17	2.2%	2	11.1%	9	55.3%	21	31.9%	15	3.7%	3	2.6%	2	5.0%	4	5.6%	5	41.3%	33	6.8%	6
Woodstock	17.7%	144	14.0%	8	1.1%	1	1.2%	1	15.8%	6	27.7%	13	75.6%	62	46.2%	36	3.8%	3	1.1%	1	0.0%	0	14.8%	13
Base:		814		57		93		81		38		47		82		78		80		90		80		88
Meanscore: [Number of times per month]																								
Q30 How often do you shop in CENTRE MENTIONED AT Q29? *Those that visit a centre at Q28*																								
7 times a week	2.8%	23	0.0%	0	10.8%	10	8.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	6.3%	5	0.0%	0
5 - 6 times a week	2.0%	16	1.8%	1	2.2%	2	7.4%	6	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	2.2%	2	2.5%	2	1.1%	1
4 times a week	2.3%	19	1.8%	1	5.4%	5	7.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.1%	1	2.5%	2	1.1%	1
3 times a week	5.8%	47	5.3%	3	12.9%	12	14.8%	12	2.6%	1	0.0%	0	3.7%	3	1.3%	1	3.8%	3	0.0%	0	7.5%	6	6.8%	6
Twice a week	9.2%	75	7.0%	4	33.3%	31	11.1%	9	2.6%	1	2.1%	1	9.8%	8	2.6%	2	3.8%	3	3.3%	3	7.5%	6	8.0%	7
Once a week	20.3%	165	22.8%	13	24.7%	23	14.8%	12	2.6%	1	2.1%	1	19.5%	16	10.3%	8	25.0%	20	33.3%	30	23.8%	19	25.0%	22
Once every 2 weeks	11.4%	93	7.0%	4	4.3%	4	8.6%	7	5.3%	2	8.5%	4	4.9%	4	14.1%	11	15.0%	12	18.9%	17	12.5%	10	20.5%	18
Once a month	14.0%	114	15.8%	9	3.2%	3	6.2%	5	15.8%	6	23.4%	11	19.5%	16	19.2%	15	11.3%	9	16.7%	15	15.0%	12	14.8%	13
Once every 2 months	5.2%	42	3.5%	2	1.1%	1	1.2%	1	5.3%	2	12.8%	6	8.5%	7	7.7%	6	6.3%	5	4.4%	4	3.8%	3	5.7%	5
Once every 3 months	4.7%	38	3.5%	2	0.0%	0	3.7%	3	5.3%	2	8.5%	4	7.3%	6	10.3%	8	7.5%	6	2.2%	2	5.0%	4	1.1%	1
Less often than once every 3 months	13.5%	110	21.1%	12	0.0%	0	8.6%	7	44.7%	17	36.2%	17	8.5%	7	11.5%	9	13.8%	11	12.2%	11	10.0%	8	12.5%	11
(Don't know / varies)	1.4%	11	3.5%	2	0.0%	0	1.2%	1	5.3%	2	0.0%	0	2.4%	2	1.3%	1	1.3%	1	1.1%	1	0.0%	0	1.1%	1
(Never shop there)	7.5%	61	7.0%	4	2.2%	2	6.2%	5	10.5%	4	6.4%	3	13.4%	11	21.8%	17	7.5%	6	4.4%	4	3.8%	3	2.3%	2
Mean:		*1.17*		*0.87*		*2.47*		*2.37*		*0.29*		*0.21*		*0.87*		*0.44*		*0.87*		*0.76*		*1.46*		*0.91*
Base:		814		57		93		81		38		47		82		78		80		90		80		88

Q31 What is usually the main purpose of your trip to CENTRE MENTIONED AT Q29?
Those that visit a centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
FOOD shopping	41.4%	337	28.1%	16	63.4%	59	58.0%	47	7.9%	3	23.4%	11	25.6%	21	19.2%	15	47.5%	38	47.8%	43	50.0%	40	50.0%	44
NON-FOOD shopping	14.0%	114	10.5%	6	15.1%	14	7.4%	6	21.1%	8	25.5%	12	9.8%	8	11.5%	9	17.5%	14	14.4%	13	11.3%	9	17.0%	15
Window shopping / browsing	8.7%	71	15.8%	9	1.1%	1	4.9%	4	18.4%	7	21.3%	10	8.5%	7	9.0%	7	10.0%	8	4.4%	4	11.3%	9	5.7%	5
Health service e.g. doctor, dentist, hospital, opticians	6.5%	53	0.0%	0	1.1%	1	1.2%	1	5.3%	2	2.1%	1	15.9%	13	17.9%	14	3.8%	3	8.9%	8	5.0%	4	6.8%	6
Visiting family / friends who live there	3.7%	30	7.0%	4	3.2%	3	0.0%	0	2.6%	1	6.4%	3	2.4%	2	3.8%	3	3.8%	3	5.6%	5	3.8%	3	3.4%	3
Daytime eating	3.3%	27	1.8%	1	1.1%	1	2.5%	2	13.2%	5	6.4%	3	2.4%	2	5.1%	4	3.8%	3	3.3%	3	2.5%	2	1.1%	1
Visiting cafes / coffee shops	2.9%	24	1.8%	1	2.2%	2	2.5%	2	0.0%	0	0.0%	0	4.9%	4	9.0%	7	1.3%	1	4.4%	4	1.3%	1	2.3%	2
Meeting family / friends to socialise	2.8%	23	5.3%	3	2.2%	2	3.7%	3	5.3%	2	0.0%	0	3.7%	3	5.1%	4	1.3%	1	1.1%	1	1.3%	1	3.4%	3
Other service e.g. laundrette, hairdresser, salon, vets, recycling	2.2%	18	1.8%	1	2.2%	2	1.2%	1	0.0%	0	0.0%	0	3.7%	3	3.8%	3	1.3%	1	4.4%	4	3.8%	3	0.0%	0
Daytime drinking	2.1%	17	7.0%	4	0.0%	0	0.0%	0	7.9%	3	6.4%	3	4.9%	4	0.0%	0	2.5%	2	0.0%	0	1.3%	1	0.0%	0
Night-time eating	1.2%	10	1.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	4	3.8%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Work there	1.1%	9	1.8%	1	0.0%	0	3.7%	3	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	2.5%	2	1.1%	1
Walk / walk the dog	1.1%	9	3.5%	2	1.1%	1	1.2%	1	2.6%	1	0.0%	0	2.4%	2	1.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Night-time drinking	1.0%	8	1.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	2.6%	2	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Visiting gym / leisure centre / swimming pool	0.9%	7	3.5%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Visit museums / galleries	0.7%	6	3.5%	2	0.0%	0	0.0%	0	2.6%	1	2.1%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	1.2%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Using Post Office	0.6%	5	0.0%	0	0.0%	0	2.5%	2	2.6%	1	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business meetings	0.6%	5	3.5%	2	1.1%	1	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
Buying fuel	0.6%	5	0.0%	0	0.0%	0	2.5%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0
Visiting place of worship	0.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Visit night-time theatres / shows	0.5%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Takeaways / fast food	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1
Visit daytime theatres / shows	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Visit parks / green spaces	0.4%	3	0.0%	0	1.1%	1	1.2%	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
Financial service e.g. bank, building society, cash machine	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Study there	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	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		Zone 9		Zone 10		Zone 11	
Visiting live music venues / gigs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubbing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessing transport (e.g. using bus / tube / train station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	6	0.0%	0	1.1%	1	2.5%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Base:		814		57		93		81		38		47		82		78		80		90		80		88

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q32 How do you think CENTRE MENTIONED AT Q29 could be improved? [MR] *Those that visit a centre at Q28*																								
Parking - make more spaces available	21.3%	173	7.0%	4	19.4%	18	2.5%	2	26.3%	10	19.1%	9	41.5%	34	25.6%	20	23.8%	19	25.6%	23	17.5%	14	22.7%	20
Less traffic congestion / improved access	8.6%	70	7.0%	4	14.0%	13	2.5%	2	7.9%	3	14.9%	7	4.9%	4	6.4%	5	11.3%	9	12.2%	11	6.3%	5	8.0%	7
Shops - more / better range of non-food shops generally	6.0%	49	8.8%	5	9.7%	9	12.3%	10	2.6%	1	2.1%	1	8.5%	7	1.3%	1	3.8%	3	0.0%	0	12.5%	10	2.3%	2
Better market	4.2%	34	15.8%	9	4.3%	4	12.3%	10	5.3%	2	0.0%	0	1.2%	1	1.3%	1	1.3%	1	1.1%	1	1.3%	1	4.5%	4
Shops - more / better clothes shops	4.1%	33	3.5%	2	12.9%	12	6.2%	5	2.6%	1	0.0%	0	0.0%	0	3.8%	3	3.8%	3	3.3%	3	5.0%	4	0.0%	0
Shops - more independent shops	3.9%	32	7.0%	4	4.3%	4	11.1%	9	5.3%	2	0.0%	0	3.7%	3	5.1%	4	2.5%	2	1.1%	1	0.0%	0	3.4%	3
Parking - make it free	3.6%	29	0.0%	0	2.2%	2	1.2%	1	2.6%	1	0.0%	0	14.6%	12	7.7%	6	2.5%	2	1.1%	1	0.0%	0	4.5%	4
Less empty shops	3.1%	25	3.5%	2	8.6%	8	6.2%	5	2.6%	1	0.0%	0	2.4%	2	0.0%	0	1.3%	1	1.1%	1	2.5%	2	3.4%	3
More / better cafés / restaurants	2.7%	22	7.0%	4	2.2%	2	8.6%	7	5.3%	2	0.0%	0	3.7%	3	1.3%	1	0.0%	0	0.0%	0	1.3%	1	2.3%	2
Shops - more 'high street' retailers	2.3%	19	1.8%	1	3.2%	3	7.4%	6	2.6%	1	0.0%	0	0.0%	0	2.6%	2	3.8%	3	2.2%	2	0.0%	0	1.1%	1
More / better health facilities (e.g. doctors, dentists, opticians, etc)	2.1%	17	1.8%	1	0.0%	0	3.7%	3	2.6%	1	0.0%	0	8.5%	7	3.8%	3	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Shops - more / better range of supermarkets	2.0%	16	0.0%	0	0.0%	0	3.7%	3	7.9%	3	0.0%	0	3.7%	3	2.6%	2	1.3%	1	0.0%	0	3.8%	3	1.1%	1
Easier to get to by car	2.0%	16	0.0%	0	4.3%	4	4.9%	4	2.6%	1	0.0%	0	2.4%	2	2.6%	2	0.0%	0	1.1%	1	1.3%	1	1.1%	1
More / better financial services (e.g. banks / building societies)	1.8%	15	0.0%	0	3.2%	3	1.2%	1	2.6%	1	0.0%	0	1.2%	1	1.3%	1	1.3%	1	0.0%	0	5.0%	4	3.4%	3
More pedestrianised areas	1.8%	15	3.5%	2	1.1%	1	0.0%	0	2.6%	1	4.3%	2	1.2%	1	1.3%	1	0.0%	0	3.3%	3	2.5%	2	2.3%	2
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.6%	13	0.0%	0	1.1%	1	9.9%	8	2.6%	1	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Shops - more high quality shops	1.6%	13	3.5%	2	2.2%	2	3.7%	3	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.3%	1	1.1%	1	2.5%	2	0.0%	0
Update / refurbish the shopping area	1.6%	13	1.8%	1	4.3%	4	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	2	1.1%	1
Make it more attractive / nicer environment	1.6%	13	1.8%	1	6.5%	6	4.9%	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
Less cafes / restaurants	1.4%	11	0.0%	0	2.2%	2	3.7%	3	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	1.1%	1	1.3%	1	2.3%	2
Parking - make more disabled spaces available	1.4%	11	1.8%	1	1.1%	1	2.5%	2	0.0%	0	0.0%	0	1.2%	1	3.8%	3	1.3%	1	0.0%	0	1.3%	1	1.1%	1
Shops - more affordable shops	1.4%	11	1.8%	1	1.1%	1	2.5%	2	2.6%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.1%	1	1.3%	1	2.3%	2
Shops - more bakers /	1.2%	10	3.5%	2	2.2%	2	0.0%	0	2.6%	1	2.1%	1	1.2%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.1%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
butchers / greengrocers																								
More / better pubs / bars	1.2%	10	7.0%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.7%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Cleaner streets / better maintained	1.2%	10	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.3%	1	2.2%	2	0.0%	0	0.0%	0
Shops - longer opening hours / more open on Sundays	1.1%	9	8.8%	5	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Less cheap shops	1.1%	9	3.5%	2	1.1%	1	2.5%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	1.1%	1
Less charity shops	1.0%	8	0.0%	0	1.1%	1	1.2%	1	2.6%	1	0.0%	0	1.2%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Parking - make it cheaper	0.9%	7	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.1%	1	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.7%	6	3.5%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Better disabled access	0.7%	6	3.5%	2	1.1%	1	1.2%	1	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.7%	6	5.3%	3	1.1%	1	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
Stop HGVs entering	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.3%	2
Less takeaways	0.6%	5	1.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	1.1%	1
Better lighting	0.6%	5	5.3%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Easier to get to by bus	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Improve the nightlife	0.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Parking - more payment methods	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Make it less busy	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Quieter / less busy	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0
Nicer atmosphere / friendlier people	0.5%	4	1.8%	1	1.1%	1	1.2%	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
More road crossings	0.5%	4	1.8%	1	1.1%	1	1.2%	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
Parking - longer parking times	0.5%	4	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1
No more new housing	0.4%	3	0.0%	0	1.1%	1	1.2%	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 beauty salons	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1
More / better public toilets	0.2%	2	0.0%	0	1.1%	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	0.0%	0
Easier to get to on foot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.2%	2	1.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shoe shops	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - M&S	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Better security / safety	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More rubbish bins	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating areas	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	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	0.0%	0	0.0%	0	0.0%	0
Specific store - Waitrose	0.1%	1	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
More social events	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	0.0%	0	0.0%	0	0.0%	0
Shops - less independent 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	0.0%	0	1.3%	1	0.0%	0
Easier to get to by train	0.1%	1	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
Parking - larger spaces	0.1%	1	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
Stop pharmacy closures	0.1%	1	0.0%	0	0.0%	0	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stronger decision making about the town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	29.9%	243	19.3%	11	21.5%	20	18.5%	15	26.3%	10	31.9%	15	14.6%	12	35.9%	28	45.0%	36	43.3%	39	35.0%	28	33.0%	29
(Don't know)	8.6%	70	15.8%	9	5.4%	5	7.4%	6	10.5%	4	27.7%	13	8.5%	7	5.1%	4	1.3%	1	4.4%	4	10.0%	8	10.2%	9
Base:		814		57		93		81		38		47		82		78		80		90		80		88

Q33 Are there any types of shops or local services which you consider to be missing from CENTRE MENTIONED AT Q29? [MR]
Those that visit a centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Clothes retailers	15.7%	128	5.3%	3	34.4%	32	24.7%	20	0.0%	0	6.4%	3	7.3%	6	7.7%	6	15.0%	12	15.6%	14	17.5%	14	20.5%	18
Banks / building societies	12.3%	100	10.5%	6	21.5%	20	11.1%	9	5.3%	2	2.1%	1	13.4%	11	11.5%	9	11.3%	9	13.3%	12	15.0%	12	10.2%	9
Shoe shop	5.7%	46	0.0%	0	23.7%	22	4.9%	4	0.0%	0	0.0%	0	2.4%	2	2.6%	2	5.0%	4	2.2%	2	7.5%	6	4.5%	4
GP surgery	4.1%	33	8.8%	5	3.2%	3	4.9%	4	0.0%	0	0.0%	0	17.1%	14	5.1%	4	0.0%	0	1.1%	1	1.3%	1	1.1%	1
DIY / hardware store	3.3%	27	1.8%	1	2.2%	2	13.6%	11	0.0%	0	0.0%	0	2.4%	2	2.6%	2	2.5%	2	2.2%	2	6.3%	5	0.0%	0
Supermarket	2.9%	24	0.0%	0	1.1%	1	2.5%	2	10.5%	4	2.1%	1	4.9%	4	7.7%	6	0.0%	0	1.1%	1	5.0%	4	1.1%	1
Greengrocer	2.6%	21	0.0%	0	2.2%	2	7.4%	6	5.3%	2	0.0%	0	1.2%	1	3.8%	3	2.5%	2	2.2%	2	1.3%	1	2.3%	2
Restaurants	2.1%	17	0.0%	0	4.3%	4	4.9%	4	0.0%	0	0.0%	0	3.7%	3	2.6%	2	0.0%	0	1.1%	1	0.0%	0	3.4%	3
Book shop	1.7%	14	5.3%	3	1.1%	1	4.9%	4	2.6%	1	0.0%	0	1.2%	1	2.6%	2	1.3%	1	0.0%	0	1.3%	1	0.0%	0
Dentist	1.7%	14	1.8%	1	2.2%	2	6.2%	5	0.0%	0	0.0%	0	1.2%	1	2.6%	2	0.0%	0	1.1%	1	1.3%	1	1.1%	1
Chemist	1.4%	11	0.0%	0	0.0%	0	6.2%	5	0.0%	0	0.0%	0	2.4%	2	2.6%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Coffee shop / café	1.2%	10	3.5%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.6%	2	1.3%	1	0.0%	0	0.0%	0	4.5%	4
ATMs / cash machines	1.2%	10	5.3%	3	0.0%	0	2.5%	2	2.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0	2.3%	2
Haberdashery	1.1%	9	3.5%	2	3.2%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Fish monger	1.1%	9	3.5%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Electrical store	1.1%	9	1.8%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.1%	1	2.5%	2	1.1%	1
Bakery	1.1%	9	1.8%	1	0.0%	0	4.9%	4	0.0%	0	0.0%	0	3.7%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butcher	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	3.8%	3	1.3%	1	0.0%	0	1.3%	1	2.3%	2
Amusements / arcade	1.0%	8	7.0%	4	0.0%	0	3.7%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department Store	1.0%	8	0.0%	0	2.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.8%	3	1.1%	1	0.0%	0	0.0%	0
Better transport links	1.0%	8	5.3%	3	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Post office	0.9%	7	1.8%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.1%	1
Market	0.9%	7	1.8%	1	2.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Gift shop	0.7%	6	3.5%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Council office	0.6%	5	1.8%	1	0.0%	0	2.5%	2	2.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deli	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0	1.3%	1	1.1%	1	0.0%	0	1.1%	1
Bike shop	0.6%	5	0.0%	0	0.0%	0	1.2%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Furniture store	0.6%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.3%	2
More security	0.5%	4	5.3%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toy shop	0.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Fast food shop	0.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.1%	1
Pharmacy	0.5%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Library	0.5%	4	1.8%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barber	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petrol station	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Jewellers	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Underground station	0.4%	3	1.8%	1	0.0%	0	1.2%	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
Children's clothing	0.4%	3	0.0%	0	1.1%	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	1.1%	1
Florist	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pubs	0.2%	2	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	0.0%	0	0.0%	0
Leisure facilities	0.2%	2	1.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialty shops	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	0.0%	0	0.0%	0	1.1%	1
Betting shop	0.2%	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	1.1%	1	0.0%	0	0.0%	0
Cinema	0.2%	2	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	1.3%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craft shop	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	0.0%	0	0.0%	0	0.0%	0
Stationery shop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Music shop	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	0.0%	0	0.0%	0	0.0%	0
Parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Schools	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	0.0%	0	0.0%	0	0.0%	0
Sports shop	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	0.0%	0	0.0%	0	0.0%	0
High street stores	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None	40.3%	328	40.4%	23	24.7%	23	23.5%	19	50.0%	19	55.3%	26	36.6%	30	43.6%	34	53.8%	43	47.8%	43	43.8%	35	37.5%	33
(Don't know)	12.3%	100	17.5%	10	8.6%	8	11.1%	9	18.4%	7	29.8%	14	13.4%	11	7.7%	6	12.5%	10	11.1%	10	6.3%	5	11.4%	10
Base:		814		57		93		81		38		47		82		78		80		90		80		88

Q34 How often do you or your household to visit the following leisure attractions? [PR]

Bingo / casino / bookmaker

More than once a week	0.9%	10	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Once a week	0.8%	9	4.0%	4	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Once a fortnight	1.5%	17	6.0%	6	1.0%	1	7.0%	7	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Once a month	1.4%	15	8.0%	8	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Once every two months	0.7%	8	2.0%	2	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.9%	10	4.0%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Once a year	0.8%	9	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Less often	0.2%	2	1.0%	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	0.0%	0	0.0%	0
Dont know	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	0.0%	0	0.0%	0	0.0%	0
Never	92.6%	1019	71.0%	71	95.0%	95	86.0%	86	95.0%	95	95.0%	95	98.0%	98	92.0%	92	95.0%	95	98.0%	98	99.0%	99	95.0%	95
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Cinema

More than once a week	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Once a week	1.4%	15	5.0%	5	2.0%	2	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Once a fortnight	3.3%	36	9.0%	9	2.0%	2	4.0%	4	3.0%	3	3.0%	3	2.0%	2	2.0%	2	4.0%	4	2.0%	2	1.0%	1	4.0%	4
Once a month	8.0%	88	9.0%	9	11.0%	11	14.0%	14	2.0%	2	10.0%	10	7.0%	7	6.0%	6	6.0%	6	3.0%	3	9.0%	9	11.0%	11
Once every two months	12.8%	141	16.0%	16	10.0%	10	18.0%	18	14.0%	14	5.0%	5	16.0%	16	16.0%	16	10.0%	10	18.0%	18	6.0%	6	12.0%	12
Once every six months	12.7%	140	16.0%	16	15.0%	15	8.0%	8	13.0%	13	10.0%	10	16.0%	16	13.0%	13	11.0%	11	12.0%	12	10.0%	10	16.0%	16
Once a year	5.9%	65	3.0%	3	2.0%	2	4.0%	4	9.0%	9	9.0%	9	10.0%	10	7.0%	7	8.0%	8	4.0%	4	3.0%	3	6.0%	6
Less often	3.6%	40	4.0%	4	2.0%	2	3.0%	3	1.0%	1	2.0%	2	9.0%	9	3.0%	3	5.0%	5	5.0%	5	2.0%	2	4.0%	4
Dont know	0.8%	9	4.0%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Never	51.1%	562	34.0%	34	56.0%	56	47.0%	47	58.0%	58	57.0%	57	37.0%	37	53.0%	53	55.0%	55	54.0%	54	68.0%	68	43.0%	43
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Gym / health club / sports facility																								
More than once a week	12.0%	132	11.0%	11	9.0%	9	13.0%	13	6.0%	6	12.0%	12	14.0%	14	18.0%	18	10.0%	10	11.0%	11	10.0%	10	18.0%	18
Once a week	8.4%	92	7.0%	7	7.0%	7	14.0%	14	8.0%	8	6.0%	6	7.0%	7	9.0%	9	8.0%	8	8.0%	8	7.0%	7	11.0%	11
Once a fortnight	2.8%	31	7.0%	7	4.0%	4	5.0%	5	1.0%	1	3.0%	3	3.0%	3	0.0%	0	0.0%	0	4.0%	4	1.0%	1	3.0%	3
Once a month	2.3%	25	8.0%	8	2.0%	2	3.0%	3	1.0%	1	2.0%	2	2.0%	2	3.0%	3	1.0%	1	1.0%	1	0.0%	0	2.0%	2
Once every two months	1.9%	21	5.0%	5	0.0%	0	5.0%	5	2.0%	2	2.0%	2	3.0%	3	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Once every six months	0.8%	9	2.0%	2	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Once a year	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Less often	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Dont know	0.7%	8	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Never	70.4%	774	57.0%	57	76.0%	76	59.0%	59	79.0%	79	73.0%	73	70.0%	70	67.0%	67	79.0%	79	73.0%	73	80.0%	80	61.0%	61
Base:		1100		100		100		100		100		100		100		100		100		100		100		100
Theatre / concert / music hall																								
More than once a week	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	1.0%	1	0.0%	0	0.0%	0
Once a week	0.8%	9	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Once a fortnight	2.4%	26	6.0%	6	1.0%	1	5.0%	5	1.0%	1	4.0%	4	1.0%	1	1.0%	1	3.0%	3	1.0%	1	1.0%	1	2.0%	2
Once a month	5.2%	57	10.0%	10	7.0%	7	2.0%	2	4.0%	4	2.0%	2	8.0%	8	4.0%	4	1.0%	1	4.0%	4	8.0%	8	7.0%	7
Once every two months	12.5%	138	11.0%	11	8.0%	8	14.0%	14	9.0%	9	13.0%	13	21.0%	21	16.0%	16	12.0%	12	10.0%	10	13.0%	13	11.0%	11
Once every six months	16.2%	178	14.0%	14	21.0%	21	11.0%	11	20.0%	20	12.0%	12	23.0%	23	19.0%	19	16.0%	16	15.0%	15	8.0%	8	19.0%	19
Once a year	9.3%	102	5.0%	5	12.0%	12	12.0%	12	6.0%	6	11.0%	11	9.0%	9	10.0%	10	11.0%	11	6.0%	6	7.0%	7	13.0%	13
Less often	2.7%	30	7.0%	7	1.0%	1	3.0%	3	5.0%	5	0.0%	0	1.0%	1	3.0%	3	5.0%	5	1.0%	1	1.0%	1	3.0%	3
Dont know	0.4%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Never	50.4%	554	46.0%	46	50.0%	50	51.0%	51	52.0%	52	57.0%	57	35.0%	35	46.0%	46	52.0%	52	61.0%	61	62.0%	62	42.0%	42
Base:		1100		100		100		100		100		100		100		100		100		100		100		100
Museum / gallery or place of historical / cultural interest																								
More than once a week	0.4%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Once a week	0.7%	8	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Once a fortnight	2.4%	26	6.0%	6	4.0%	4	0.0%	0	2.0%	2	1.0%	1	7.0%	7	0.0%	0	1.0%	1	1.0%	1	1.0%	1	3.0%	3
Once a month	5.9%	65	11.0%	11	3.0%	3	3.0%	3	5.0%	5	3.0%	3	9.0%	9	8.0%	8	6.0%	6	5.0%	5	5.0%	5	7.0%	7
Once every two months	10.5%	115	9.0%	9	9.0%	9	14.0%	14	8.0%	8	10.0%	10	16.0%	16	12.0%	12	10.0%	10	7.0%	7	11.0%	11	9.0%	9
Once every six months	13.5%	149	12.0%	12	10.0%	10	13.0%	13	13.0%	13	13.0%	13	19.0%	19	14.0%	14	16.0%	16	9.0%	9	13.0%	13	17.0%	17
Once a year	8.0%	88	5.0%	5	4.0%	4	12.0%	12	6.0%	6	17.0%	17	9.0%	9	7.0%	7	12.0%	12	6.0%	6	5.0%	5	5.0%	5
Less often	2.8%	31	6.0%	6	2.0%	2	3.0%	3	5.0%	5	2.0%	2	0.0%	0	5.0%	5	4.0%	4	1.0%	1	2.0%	2	1.0%	1
Dont know	1.1%	12	1.0%	1	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	2.0%	2
Never	54.7%	602	46.0%	46	67.0%	67	53.0%	53	60.0%	60	52.0%	52	39.0%	39	51.0%	51	49.0%	49	70.0%	70	60.0%	60	55.0%	55
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pub / bar / nightclub / live music venue																								
More than once a week	4.0%	44	4.0%	4	1.0%	1	6.0%	6	2.0%	2	6.0%	6	3.0%	3	6.0%	6	2.0%	2	4.0%	4	4.0%	4	6.0%	6
Once a week	13.5%	149	12.0%	12	10.0%	10	13.0%	13	10.0%	10	9.0%	9	20.0%	20	19.0%	19	21.0%	21	7.0%	7	13.0%	13	15.0%	15
Once a fortnight	9.6%	106	14.0%	14	6.0%	6	9.0%	9	11.0%	11	10.0%	10	11.0%	11	8.0%	8	10.0%	10	11.0%	11	7.0%	7	9.0%	9
Once a month	13.3%	146	23.0%	23	13.0%	13	12.0%	12	13.0%	13	6.0%	6	16.0%	16	10.0%	10	13.0%	13	16.0%	16	9.0%	9	15.0%	15
Once every two months	9.9%	109	9.0%	9	12.0%	12	8.0%	8	12.0%	12	10.0%	10	13.0%	13	9.0%	9	11.0%	11	13.0%	13	6.0%	6	6.0%	6
Once every six months	5.4%	59	6.0%	6	3.0%	3	6.0%	6	5.0%	5	6.0%	6	10.0%	10	6.0%	6	6.0%	6	3.0%	3	2.0%	2	6.0%	6
Once a year	1.5%	16	5.0%	5	1.0%	1	3.0%	3	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0
Less often	0.4%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dont know	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	42.1%	463	24.0%	24	54.0%	54	42.0%	42	47.0%	47	50.0%	50	25.0%	25	41.0%	41	36.0%	36	44.0%	44	58.0%	58	42.0%	42
Base:		1100		100		100		100		100		100		100		100		100		100		100		100
Restaurant / café																								
More than once a week	8.3%	91	8.0%	8	5.0%	5	11.0%	11	6.0%	6	10.0%	10	6.0%	6	9.0%	9	8.0%	8	9.0%	9	8.0%	8	11.0%	11
Once a week	14.6%	161	13.0%	13	16.0%	16	15.0%	15	9.0%	9	11.0%	11	25.0%	25	16.0%	16	13.0%	13	8.0%	8	15.0%	15	20.0%	20
Once a fortnight	15.6%	172	21.0%	21	12.0%	12	14.0%	14	19.0%	19	16.0%	16	24.0%	24	14.0%	14	8.0%	8	14.0%	14	15.0%	15	15.0%	15
Once a month	18.6%	205	20.0%	20	16.0%	16	16.0%	16	19.0%	19	20.0%	20	16.0%	16	14.0%	14	19.0%	19	26.0%	26	22.0%	22	17.0%	17
Once every two months	13.4%	147	13.0%	13	19.0%	19	13.0%	13	15.0%	15	10.0%	10	10.0%	10	15.0%	15	15.0%	15	11.0%	11	10.0%	10	16.0%	16
Once every six months	3.7%	41	4.0%	4	1.0%	1	5.0%	5	3.0%	3	4.0%	4	4.0%	4	7.0%	7	4.0%	4	4.0%	4	2.0%	2	3.0%	3
Once a year	0.9%	10	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	2.0%	2
Less often	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dont know	1.0%	11	0.0%	0	1.0%	1	1.0%	1	3.0%	3	2.0%	2	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Never	23.6%	260	20.0%	20	29.0%	29	25.0%	25	25.0%	25	25.0%	25	13.0%	13	24.0%	24	32.0%	32	28.0%	28	25.0%	25	14.0%	14
Base:		1100		100		100		100		100		100		100		100		100		100		100		100
Family entertainment (e.g. tenpin bowling, skating rink, family day out)																								
More than once a week	0.8%	9	2.0%	2	0.0%	0	3.0%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Once a week	0.7%	8	4.0%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	2.4%	26	9.0%	9	1.0%	1	8.0%	8	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Once a month	3.9%	43	11.0%	11	3.0%	3	8.0%	8	2.0%	2	1.0%	1	2.0%	2	5.0%	5	2.0%	2	4.0%	4	2.0%	2	3.0%	3
Once every two months	5.1%	56	14.0%	14	2.0%	2	1.0%	1	0.0%	0	5.0%	5	4.0%	4	7.0%	7	8.0%	8	7.0%	7	4.0%	4	4.0%	4
Once every six months	2.7%	30	2.0%	2	2.0%	2	4.0%	4	5.0%	5	1.0%	1	4.0%	4	4.0%	4	2.0%	2	2.0%	2	3.0%	3	1.0%	1
Once a year	2.2%	24	3.0%	3	2.0%	2	1.0%	1	2.0%	2	2.0%	2	1.0%	1	2.0%	2	3.0%	3	4.0%	4	2.0%	2	2.0%	2
Less often	0.7%	8	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Dont know	0.5%	6	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Never	80.9%	890	54.0%	54	86.0%	86	74.0%	74	86.0%	86	89.0%	89	85.0%	85	79.0%	79	82.0%	82	81.0%	81	87.0%	87	87.0%	87
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Outdoor / social activities e.g. walking, fishing, horse riding, art / craft classes, choir practice, watching sporting events, etc.																								
More than once a week	3.1%	34	0.0%	0	3.0%	3	2.0%	2	1.0%	1	2.0%	2	4.0%	4	6.0%	6	6.0%	6	4.0%	4	5.0%	5	1.0%	1
Once a week	1.4%	15	2.0%	2	3.0%	3	0.0%	0	0.0%	0	3.0%	3	4.0%	4	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Once a fortnight	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.8%	9	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Once every two months	0.4%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Once every six months	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	0.0%	0	0.0%	0	0.0%	0
Once a year	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dont know	0.5%	6	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Never	93.2%	1025	97.0%	97	92.0%	92	92.0%	92	96.0%	96	92.0%	92	90.0%	90	93.0%	93	89.0%	89	93.0%	93	95.0%	95	96.0%	96
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Q35 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?
Those that said 'Bingo / casino / bookmaker' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	12.1%	7	27.8%	5	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Chipping Norton Town Centre	5.2%	3	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Zone 3																								
Carterton Town Centre	5.2%	3	0.0%	0	0.0%	0	23.1%	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
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	1.7%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Woodstock Town Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Zone 10																								
Lechlade-on-Thames Town Centre, GL7 3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Zone 11																								
Enstone Village Centre, OX7 4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Outside Catchment Area																								
Adderbury Village Centre	1.7%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Admiral Casino, Oxford Street, High Wycombe, HP11 2DG	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Admiral Casino, Parson's Street, Banbury, OX16 5LW	13.8%	8	11.1%	2	0.0%	0	30.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	25.0%	1
Banbury Town Centre	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Betzone, High Street, Banbury, OX16 5EG	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, Greenbridge Retail Park, Garrard Way, Swindon, SN3 3SQ	6.9%	4	22.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	3.4%	2	0.0%	0	0.0%	0	0.0%	0	66.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merkur Slots, Templars Square Shopping Centre, Upper Barr, Oxford, OX4 3UX	20.7%	12	27.8%	5	0.0%	0	38.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Milton Keynes City Centre, MK9 3	1.7%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	6.9%	4	5.6%	1	50.0%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.7%	1	0.0%	0	0.0%	0	7.7%	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
Stratford-upon-Avon Town Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Others																								
Base:		58		18		4		13		3		4		1		4		5		1		1		4

Q36 Which cinema do you or members of your household normally visit?
Those that said 'Cinema' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Cineworld, Marriotts Walk, Witney, OX28 6GW	45.7%	228	53.6%	30	9.3%	4	77.1%	37	28.2%	11	79.5%	31	75.0%	45	6.8%	3	7.1%	3	40.0%	18	76.7%	23	43.4%	23
Witney Town Centre, OX28 6	1.4%	7	10.7%	6	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	0.0%	0
Zone 2																								
Chipping Norton Town Centre, OX7 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
The Living Room, High Street, Chipping Norton, OX7 5AD	10.0%	50	1.8%	1	41.9%	18	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.3%	1	14.3%	6	26.7%	12	0.0%	0	20.8%	11
The Theatre, Spring Street, Chipping Norton, OX7 5NL	5.2%	26	0.0%	0	27.9%	12	6.3%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	7.1%	3	2.2%	1	0.0%	0	11.3%	6
Zone 5																								
Eynsham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Didcot Town Centre, OX11 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre, OX20 1	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Odeon, Heyford Park, Bicester, OX25 5BD	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Zone 11																								
Soho Farmhouse, Great Tew, Chipping Norton, OX7 4JS	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Banbury Town Centre, OX16 5	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.9%	1
Bicester Town Centre, OX26 6	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre, GL50 1	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	2.2%	1	0.0%	0	0.0%	0
Cirencester Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Curzon, Westgate Shopping Centre, Oxford, OX1 1NZ	2.2%	11	1.8%	1	2.3%	1	0.0%	0	10.3%	4	0.0%	0	1.7%	1	4.5%	2	0.0%	0	2.2%	1	0.0%	0	1.9%	1
Everyman, Bell Court, Wood Street, Stratford-upon-Avon, CV37 6LP	1.4%	7	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	6.7%	3	0.0%	0	0.0%	0
Everyman, Regent Street, Cheltenham, GL50 1HQ	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	2.2%	1	3.3%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kassam Stadium, Grenoble Road, Littlemore, Oxford, OX4 4XP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Milton Keynes City Centre, MK9 3	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Odeon, George Street, Oxford, OX1 2BL	2.4%	12	5.4%	3	0.0%	0	0.0%	0	0.0%	0	7.7%	3	5.0%	3	4.5%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Oxford City Centre, OX1 1	0.8%	4	3.6%	2	0.0%	0	4.2%	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
Phoenix Picturehouse, Walton Street, Oxford, OX2 6AE	2.2%	11	0.0%	0	0.0%	0	0.0%	0	5.1%	2	5.1%	2	6.7%	4	0.0%	0	2.4%	1	0.0%	0	0.0%	0	3.8%	2
Regal Cinema, Port Street, Evesham, WR11 3LD	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	6.7%	3	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre, CV37 6	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	2.2%	1	0.0%	0	0.0%	0
The Abbey Cinema, Abbey Close, Abingdon, OX14 3JD	1.8%	9	0.0%	0	0.0%	0	0.0%	0	15.4%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.2%	1	3.3%	1	0.0%	0
The Light, Spiceball Park Road, Banbury, OX16 2PA	8.8%	44	7.1%	4	9.3%	4	6.3%	3	0.0%	0	0.0%	0	0.0%	0	22.7%	10	47.6%	20	2.2%	1	0.0%	0	3.8%	2
The Ultimate Picture Palace, Jeune Street, Cowley Road, Oxford, OX4 1BN	1.4%	7	3.6%	2	0.0%	0	2.1%	1	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Vue, Greenbridge Retail & Leisure Park, Swindon, SN3 3SQ	3.4%	17	3.6%	2	0.0%	0	4.2%	2	15.4%	6	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	13.3%	4	1.9%	1
Vue, Ozone Leisure Park, Littlemore, Oxford, OX4 4XP	3.6%	18	5.4%	3	0.0%	0	0.0%	0	17.9%	7	5.1%	2	6.7%	4	2.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Vue, Pioneer Centre, Bicester, OX26 6FA	4.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	50.0%	22	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Others																								
Base:		499		56		43		48		39		39		60		44		42		45		30		53

Q37 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
Those that said 'Gym / health club / sports facility' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Estelle Manor, Eynsham, North Leigh, Park, OX29 6PN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Minster Lovell Village Centre, OX29 0	0.3%	1	0.0%	0	0.0%	0	2.9%	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
PureGym, Ducklington Lane, Witney, OX28 4JF	3.5%	10	13.5%	5	0.0%	0	2.9%	1	0.0%	0	4.0%	1	3.8%	1	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windrush Leisure Centre, Witan Way, Witney, OX28 4YA	8.0%	23	10.8%	4	0.0%	0	8.6%	3	5.9%	1	16.0%	4	19.2%	5	0.0%	0	0.0%	0	3.8%	1	5.0%	1	12.5%	4
Witney Lakes Resort, Downs Road, Witney, OX29 0SY	3.1%	9	2.7%	1	0.0%	0	5.7%	2	0.0%	0	16.0%	4	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Witney Town Centre	6.6%	19	21.6%	8	0.0%	0	8.6%	3	0.0%	0	20.0%	5	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Zone 2																								
Chipping Norton Leisure Centre, Burford Road, Chipping Norton, OX7 5DY	8.3%	24	0.0%	0	59.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	15.8%	3	15.4%	4	0.0%	0	9.4%	3
Chipping Norton Lido, Fox Close, Chipping Norton, OX7 5BZ	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	3.8%	1	0.0%	0	0.0%	0
Chipping Norton Town Centre	5.6%	16	0.0%	0	27.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	10.5%	2	7.7%	2	0.0%	0	12.5%	4
Zone 3																								
Carterton Leisure Centre, Broadshires Way, Carterton, OX18 1AA	7.6%	22	5.4%	2	0.0%	0	40.0%	14	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	3.8%	1	20.0%	4	0.0%	0
Carterton Town Centre	2.4%	7	2.7%	1	0.0%	0	11.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Zone 4																								
Southmoor Village Centre, OX13 5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Bartholomew Sports Centre, Back Lane, Eynsham, Witney, OX29 4QP	1.7%	5	8.1%	3	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ducklington Village Hall, Ducklington, Standlake Road, Ducklington, OX29 7UX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln Farm Park, High Street, Standlake, Witney, OX29 7RH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	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		Zone 9		Zone 10		Zone 11	
Zone 6																								
Woodstock Town Centre	1.7%	5	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	11.5%	3	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Deddington Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Kirtlington Golf Club, Kirtlington, Kidlington, OX5 3JY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bannatyne Health Club, Oxford Road, Bodicote, Banbury, OX15 4AF	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	4	15.8%	3	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Rye Hill Golf Club, Milcombe, Banbury, OX15 4RU	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	3.8%	1	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Bledington Village Centre, OX7 6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	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	7.7%	2	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	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	7.7%	2	0.0%	0	0.0%	0
The Fire Service College, London Road, Moreton-in-Marsh, GL56 0RH	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	3.8%	1	0.0%	0	0.0%	0
The Wychwood Golf Club, Lyneham, Chipping Norton, OX7 6QQ	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	1.4%	4	2.7%	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	10.0%	2	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	3	0.0%	0
Zone 11																								
Charlbury Town Centre	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	7
Enstone Village Centre, OX7 4	1.4%	4	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	3.8%	1	0.0%	0	3.1%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Outside Catchment Area																								
Abingdon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Banbury Town Centre	1.0%	3	0.0%	0	4.5%	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	3.1%	1
Barton Leisure Centre, Waynflete Road, Oxford, OX3 8GA	0.7%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Bicester Golf Club, Green Lane, Chesterton, Bicester, OX26 1TH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Leisure Centre, Queens Avenue, Bicester, OX26 2NR	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	6	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Bourton-on-the-Water Village Centre, GL54 2	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0	0.0%	0
Brackley Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Buzz Gym, Westgate Shopping Centre, Queen Street, Oxford, OX1 1NZ	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Carlton Village Centre, MK43 7	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Chesterton Valley Golf Course, Bridgnorth, WV15 5NX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterton Village Centre, OX26 1	0.7%	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	0.0%	0	0.0%	0	0.0%	0
Clanfield Village Centre, PO8 0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Cumnor Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Oxford Business Park, Garsington Road, Oxford, OX4 2JY	1.0%	3	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
David Lloyd, The Aerodrome, Liverpool, L24 8QD	0.3%	1	0.0%	0	0.0%	0	2.9%	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
David Lloyd, Wendlebury Road, Bicester, OX25 2BX	1.4%	4	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Faringdon Leisure Centre, Fernham Road, Faringdon, Oxfordshire, SN7 7LB	2.1%	6	0.0%	0	0.0%	0	0.0%	0	23.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Faringdon Town Centre	1.7%	5	0.0%	0	0.0%	0	2.9%	1	11.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Ferry Leisure Centre,	1.7%	5	0.0%	0	0.0%	0	5.7%	2	5.9%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Diamond Place, Summertown, Oxford, OX2 7DP																								
Frilford Local Centre, OX13 6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Village Centre, OX12 7	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inkberrow Village Centre, WR7 4	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	3.8%	1	0.0%	0	0.0%	0
Juvenate Health Club, Godstow Road, Wolvercote, Oxford, OX2 8AL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington & Gosford Leisure Centre, Oxford Road, Kidlington, OX5 2NU	0.7%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leys Pools & Leisure Centre, Pegasus Road, Oxford, OX4 6JL	0.3%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Naunton Downs Estate, Naunton, Cheltenham, GL54 3AE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Nuffield Health, Woodstock Road, Oxford, OX2 7NZ	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Oxford City Centre	1.7%	5	5.4%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Oxsrad Sports & Leisure Centre, Court Place Farm, Marsh Lane, Headington, Oxford, OX3 0NQ	0.7%	2	2.7%	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	0.0%	0	0.0%	0
PureGym, Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	1.0%	3	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0
PureGym, Oxford Road, Bicester, OX26 1BT	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	3.4%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre, SN6 8	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slip Village Centre, NN14 3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spiceball Leisure Centre, Cherwell Drive, Banbury, OX16 2BW	2.4%	7	2.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	3	0.0%	0	0.0%	0	6.3%	2
Stratford-upon-Avon Town Centre	0.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	1.4%	4	0.0%	0	0.0%	0	0.0%	0	17.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
The Gym Group, Fairacres Retail Park, Marcham	0.7%	2	0.0%	0	0.0%	0	0.0%	0	11.8%	2	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		Zone 9		Zone 10		Zone 11	
Road, Abingdon, OX14 1ST																								
The Gym Group, Headington Retail Park, Horspath Driftway, Oxford, OX3 7JN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Horse Leisure and Tennis Centre, Audlett Drive, Abingdon, Oxfordshire, OX14 3PJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Others																								
Base:		288		37		22		35		17		25		26		29		19		26		20		32

Q38 Where do you or members of your household normally go to visit the theatre, watch a concert or live music?
Those that said 'Theatre / concert / music hall' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	0.4%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Chipping Norton Town Centre	16.6%	82	8.5%	4	63.0%	29	4.5%	2	0.0%	0	2.6%	1	6.6%	4	9.3%	4	30.4%	14	29.7%	11	0.0%	0	24.1%	13
The Theatre, Spring Street, Chipping Norton, OX7 5NL	2.4%	12	0.0%	0	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	2.7%	1	3.0%	1	3.7%	2
Zone 3																								
Zone 4																								
Zone 5																								
Eynsham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Zone 6																								
Blenheim Palace, Woodstock, OX20 1PS	0.4%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Deddington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Local Centre, OX7 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	0.4%	2	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	0.0%	0	0.0%	0
Zone 9																								
Zone 10																								
Lechlade-on-Thames Town Centre, GL7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Zone 11																								
Charlbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Ashmolean Museum of Art and Archaeology, Beaumont Street, Oxford, OX1 2PH	1.0%	5	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.2%	1	0.0%	0	3.0%	1	0.0%	0
Banbury Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.4%	2	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	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.4%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Central London / West End	15.8%	78	12.8%	6	8.7%	4	15.9%	7	18.2%	8	18.4%	7	14.8%	9	18.6%	8	13.0%	6	10.8%	4	27.3%	9	18.5%	10
Cheltenham Town Centre	3.0%	15	2.1%	1	2.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.3%	1	0.0%	0	16.2%	6	12.1%	4	1.9%	1
Cirencester Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	6	0.0%	0
Kidlington Village Centre	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre, L1 3	0.2%	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	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		Zone 9		Zone 10		Zone 11	
Lowestoft Town Centre, NR32 2	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	2.7%	1	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M2 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	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	2.7%	1	0.0%	0	0.0%	0
New Theatre, George Street, Oxford, OX1 2AG	3.9%	19	4.3%	2	2.2%	1	2.3%	1	2.3%	1	2.6%	1	8.2%	5	9.3%	4	0.0%	0	2.7%	1	0.0%	0	5.6%	3
Newbury Town Centre, RG14 5	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	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre, NE1 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	41.8%	206	51.1%	24	4.3%	2	65.9%	29	63.6%	28	68.4%	26	59.0%	36	41.9%	18	15.2%	7	18.9%	7	18.2%	6	42.6%	23
Oxford Playhouse, Beaumont Street, Oxford, OX1 2LW	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.3%	1	2.2%	1	2.7%	1	0.0%	0	0.0%	0
Plymouth City Centre, PL1 1	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre, CV31 3	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Royal Shakespeare Theatre, Waterside, Stratford-upon-Avon, CV37 6BB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	3.9%	19	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	4	2.3%	1	17.4%	8	8.1%	3	0.0%	0	1.9%	1
Swindon Town Centre	1.6%	8	0.0%	0	0.0%	0	2.3%	1	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0
The Watermill Theatre, Bagnor, Newbury, RG20 8AE	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	0.0%	0	0.0%	0	0.0%	0
Upton House and Gardens, Edge Hill, Banbury, OX15 6HT	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Base:		493		47		46		44		44		38		61		43		46		37		33		54

Q39 Where do you or members of your household normally go to visit a museum, gallery, or other place of historical / cultural interest?
Those that said 'Museum / gallery or place of historical / cultural interest' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	0.9%	4	7.3%	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	2.9%	1	0.0%	0
Zone 2																								
Chipping Norton Town Centre	2.6%	11	2.4%	1	24.1%	7	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Bampton Local Centre, OX18 2	0.5%	2	0.0%	0	3.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Buscot Park, Lechlade Road, Faringdon, SN7 8BU	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	4.0%	1	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Blenheim Palace, Woodstock, OX20 1PS	1.4%	6	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	2.4%	1	4.0%	1	0.0%	0	0.0%	0
Woodstock Town Centre	8.8%	37	2.4%	1	0.0%	0	2.6%	1	5.7%	2	7.1%	3	34.5%	19	4.9%	2	2.4%	1	8.0%	2	2.9%	1	12.8%	5
Zone 7																								
Rousham House & Gardens, Rousham, Bicester, OX25 4QU	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	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Hook Norton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Zone 9																								
Kingham Village Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Filkins Village Centre, GL7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Ashmolean Museum of Art and Archaeology, Beaumont Street, Oxford, OX1 2PH	14.0%	59	14.6%	6	10.3%	3	5.1%	2	11.4%	4	14.3%	6	10.9%	6	26.8%	11	16.7%	7	16.0%	4	20.6%	7	7.7%	3
Banbury Town Centre	1.4%	6	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	5	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.2%	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	0.0%	0	0.0%	0	0.0%	0
British Motor Museum, Banbury Road, Lighthorne Heath, Warwick, CV35 0BJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	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		Zone 9		Zone 10		Zone 11	
Central London / West End	20.1%	85	9.8%	4	17.2%	5	33.3%	13	14.3%	5	9.5%	4	18.2%	10	17.1%	7	31.0%	13	28.0%	7	23.5%	8	23.1%	9
Cheltenham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	4	0.0%	0
Colchester City Centre, CO1 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Compton Verney Local Centre, CV35 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	0.7%	3	2.4%	1	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duxford Village Centre, CB22 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull City Centre, HU1 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Kidlington Village Centre	0.5%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Liverpool City Centre, L1 3	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loxford Local Centre, IG1 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Milton Keynes City Centre, MK9 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre, NE1 5	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	40.8%	172	36.6%	15	41.4%	12	33.3%	13	60.0%	21	66.7%	28	29.1%	16	46.3%	19	23.8%	10	36.0%	9	26.5%	9	51.3%	20
Oxford University Museum of Natural History, Parks Road, Oxford, OX1 3PW	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	0.0%	0	0.0%	0	0.0%	0
Pitt Rivers Museum, South Parks Road, Oxford, OX1 3PP	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Portland Museum, Wakeham, Easton, Portland, DT5 1HS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.5%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	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	4.0%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-le-Dale Village Centre, PR5 4	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre, CV34 4	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Others																								
Base:		422		41		29		39		35		42		55		41		42		25		34		39

Q40 Where do you or members of your household normally go to visit pubs / bars / nightclubs?
Those that said 'Pub / bar / nightclub / live music venue' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Hailey Village Centre, OX29 9	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	0.0%	0	0.0%	0	0.0%	0
Leafield Village Centre, OX29 9	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Hanborough Village Centre, OX29 6	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minster Lovell Village Centre, OX29 0	0.5%	3	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Leigh Village Centre	0.5%	3	1.7%	1	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	1.8%	1
The Back Lane Tavern, Park Lane, Woodstock, OX20 1UD	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	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	16.5%	93	70.0%	42	0.0%	0	26.5%	13	8.7%	4	24.4%	10	21.4%	15	2.0%	1	0.0%	0	1.8%	1	5.6%	2	8.9%	5
Woodstock Town Centre	5.3%	30	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	27.1%	19	14.0%	7	1.8%	1	1.8%	1	0.0%	0	1.8%	1
Zone 2																								
Chipping Norton Town Centre	8.2%	46	0.0%	0	72.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	1.8%	1	0.0%	0	17.9%	10
Salford Village Centre, OX7 5	0.4%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Zone 3																								
Bampton Local Centre, OX18 2	0.9%	5	0.0%	0	0.0%	0	8.2%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	3.0%	17	0.0%	0	0.0%	0	34.7%	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
Zone 4																								
Appleton Village Centre, OX13 5	0.5%	3	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bessels Leigh Local centre, OX13 5	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%	0	0.0%	0	0.0%	0	0.0%	0
Buckland Village Centre	0.4%	2	1.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longworth Village Centre, OX13 5	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.7%	4	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Ducklington Village Centre, OX29 7	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	3.0%	17	0.0%	0	0.0%	0	4.1%	2	0.0%	0	34.1%	14	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbridge Local Centre, OX29 7	0.4%	2	1.7%	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	0.0%	0	0.0%	0
Northmoor Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Stanton Harcourt Village Centre, OX29 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Green Local Centre, OX29 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Barford St Michael Village Centre, OX15 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	11	0.0%	0	1.8%	1	0.0%	0	1.8%	1
Duns Tew Village Centre, OX25 6	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Middle Barton Local Centre, OX7 7	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Aston Village Centre, OX25 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	1.4%	8	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6	1.8%	1	0.0%	0	0.0%	0
Bodicote Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Freeland Village Centre, OX29 8	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	2.0%	11	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	9	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	1.8%	10	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	7	3.6%	2	0.0%	0	0.0%	0
Sibford Gower Local Centre, OX15 5	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0
Stonesfield Village Centre, OX29 8	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Whichford Village Centre, CV36 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Ascott-under-Wychwood Village Centre, OX7 6	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	1.8%	1	0.0%	0	0.0%	0
Bledington Village Centre, OX7 6	0.9%	5	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Churchill Local Centre, OX7 6	1.1%	6	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.5%	3	0.0%	0	1.8%	1
Kingham Village Centre	0.7%	4	1.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	10.9%	6	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	2.5%	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	25.5%	14	0.0%	0	0.0%	0
Shipton-under-Wychwood	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	7.3%	4	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Village Centre																								
Zone 10																								
Asthall Village Centre, OX18 4	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Burford Town Centre, OX18 4	1.4%	8	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.8%	1	1.8%	1	8.3%	3	0.0%	0
Filkins Village Centre, GL7 3	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	5	0.0%	0
Fulbrook Village Centre, OX18 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	2.5%	14	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.1%	13	0.0%	0
Shilton Village Centre, OX18 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Swinbrook Village Centre, OX18 4	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0
Zone 11																								
Chadlington Village Centre	1.2%	7	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	5.4%	3
Charlbury Town Centre	2.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.8%	15
Enstone Village Centre, OX7 4	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4
Finstock Village Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	5
Ramsden Local Centre, OX7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Outside Catchment Area																								
Abingdon Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Alderminster Village Centre, CV37 8	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	1.8%	1	0.0%	0	0.0%	0
Aynho Village Centre, OX17 3	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	2.0%	11	0.0%	0	2.3%	1	8.2%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	7.0%	4	0.0%	0	0.0%	0	1.8%	1
Binsey Village Centre, OX2 0	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%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	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%	0	0.0%	0	0.0%	0	0.0%	0
Bourton on the Water Village Centre, GL54 2	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	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Hill Local Centre, GL56 9	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	1.8%	1	0.0%	0	0.0%	0
Central London / West End	0.7%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.8%	1	0.0%	0	0.0%	0	1.8%	1
Charlton-on-Otmoor Local Centre, OX5 2	0.4%	2	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	2.8%	1	0.0%	0
Charney Bassett Local Centre, OX12 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.4%	2	1.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Campden Town	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	1.8%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, GL55 6																								
Cirencester Town Centre	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clanfield Village Centre, PO8 0	0.5%	3	0.0%	0	0.0%	0	4.1%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	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	1.8%	1	0.0%	0	0.0%	0
Faringdon Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	6.5%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre, GU9 7	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fyfield Village Centre, CM5 0	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Coxwell Village Centre, SN7 7	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%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Poyle Village Centre, OX5 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamwell Village Centre, OX17 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kineton Village Centre, CV35 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
King's Sutton Village Centre, OX17 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Little Coxwell Village Centre, SN7 7	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%	0	0.0%	0	0.0%	0	0.0%	0
Middle Tysoe Village Centre, CV35 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Murcott Village Centre, OX5 2	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	0.0%	0	0.0%	0	0.0%	0
Oddington Village Centre, OX5 2	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Oxford City Centre	6.2%	35	11.7%	7	4.7%	2	4.1%	2	13.0%	6	12.2%	5	1.4%	1	8.0%	4	0.0%	0	3.6%	2	2.8%	1	8.9%	5
Shipston-on-Stour Town Centre, CV36 4	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre, SY1 1	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	1.8%	1	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0
Swindon Town Centre	0.5%	3	0.0%	0	0.0%	0	2.0%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Wantage Town Centre, OX12 9	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%	0	0.0%	0	0.0%	0	0.0%	0
Weston-on-the-Green Village Centre, OX25 3	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	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.4%	1	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	Zone 9	Zone 10	Zone 11
OX1 5												
Others												
Base:	563	60	43	49	46	41	70	50	57	55	36	56

Q41 Where do you or members of your household normally go for eating out e.g. cafes and restaurants?
Those that said 'Restaurant / café' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Hailey Village Centre, OX29 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Long Hanborough Village Centre, OX29 6	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	0.0%	0	0.0%	0	0.0%	0
Minster Lovell Village Centre, OX29 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	25.5%	185	75.7%	53	0.0%	0	33.3%	22	15.4%	10	48.4%	31	39.5%	30	5.3%	3	1.8%	1	5.8%	4	13.8%	9	30.1%	22
Woodstock Town Centre	3.3%	24	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	23.7%	18	5.3%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Zone 2																								
Chipping Norton Town Centre	10.5%	76	0.0%	0	57.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	17.5%	10	17.4%	12	0.0%	0	20.5%	15
Zone 3																								
Aston Village Centre, OX18 2	0.8%	6	0.0%	0	1.6%	1	1.5%	1	1.5%	1	0.0%	0	1.3%	1	1.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bampton Local Centre, OX18 2	1.1%	8	1.4%	1	0.0%	0	10.6%	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
Carterton Town Centre	4.3%	31	1.4%	1	0.0%	0	34.8%	23	3.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	1.4%	1
Zone 4																								
Buckland Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	1.5%	11	0.0%	0	0.0%	0	1.5%	1	0.0%	0	14.1%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.3%	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	1.4%	1	0.0%	0	0.0%	0
Zone 7																								
Clifton Local Centre, OX15 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns Tew Village Centre, OX25 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Aston Local Centre, OX25 5	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
North Aston Village Centre, OX25 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tackley Village Centre, OX5 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.0%	0	2.7%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Bodicote Village Centre	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre, OX15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Freeland Village Centre, OX29 8	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	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	1.2%	9	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	8.8%	5	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.8%	6	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.4%	1	0.0%	0	0.0%	0
Sibford Gower Local Centre, OX15 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Whichford Village Centre, CV36 5	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Ascott-under-Wychwood Village Centre, OX7 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bledington Village Centre, OX7 6	0.4%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Churchill Local Centre, OX7 6	0.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.4%	3	1.4%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Longborough Local Centre, GL56 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	11.6%	8	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	3.3%	24	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	29.0%	20	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	3.6%	26	1.4%	1	0.0%	0	0.0%	0	3.1%	2	3.1%	2	0.0%	0	0.0%	0	1.8%	1	1.4%	1	26.2%	17	2.7%	2
Filkins Village Centre, GL7 3	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Great Barrington Village Centre, OX18 4	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	2.6%	19	0.0%	0	0.0%	0	3.0%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	16	0.0%	0
Swinbrook Village Centre, OX18 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Zone 11																								
Chadlington Village Centre	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	0.0%	0	0.0%	0	4.1%	3
Charlbury Town Centre	2.6%	19	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	6	1.8%	1	0.0%	0	1.4%	1	0.0%	0	13.7%	10
Finstock Village Centre	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Great Tew Local Centre, OX7 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	12.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	3.7%	27	0.0%	0	7.9%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	5	21.1%	12	4.3%	3	0.0%	0	1.4%	1
Beccles Town Centre, NR34 9	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	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.8%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Bourton on the Water Village Centre, GL54 2	0.3%	2	1.4%	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	0.0%	0	0.0%	0
Brackley Town Centre	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre, RG12 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 3	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	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.7%	12	1.4%	1	1.6%	1	3.0%	2	0.0%	0	0.0%	0	2.6%	2	5.3%	3	0.0%	0	1.4%	1	3.1%	2	0.0%	0
Cheltenham Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0
Chipping Campden Town Centre, GL55 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cirencester Town Centre	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	0.0%	0	4.6%	3	0.0%	0
Clanfield Village Centre, PO8 0	0.6%	4	0.0%	0	0.0%	0	1.5%	1	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Coleshill Village Centre, SN6 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dedham Village Centre, CO7 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre, SO50 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Evesham Town Centre, WR11 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Faringdon Town Centre	1.2%	9	1.4%	1	0.0%	0	0.0%	0	12.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre, GU9 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frilford Local Centre, OX13 6	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fyfield Village Centre, CM5 0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Coxwell Village Centre, SN7 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardington Mandeville Village Centre, BA22 9	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haworth Village Centre, BD22 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kidlington Village Centre	1.5%	11	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1	2.6%	2	12.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Sutton Village Centre, OX17 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Manchester City Centre, M1 5	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	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	9.5%	69	8.6%	6	9.5%	6	3.0%	2	12.3%	8	21.9%	14	9.2%	7	14.0%	8	3.5%	2	4.3%	3	3.1%	2	15.1%	11
Sandford-on-Thames Village Centre, OX4 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.0%	0	0.0%	0
St Mawes Village Centre, TR2 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Town Centre, PE9 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Mandeville Village Centre, HP22 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	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	4.3%	3	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	2.9%	2	0.0%	0	0.0%	0
Swindon Town Centre	1.2%	9	0.0%	0	0.0%	0	3.0%	2	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0
Teddington Local Centre, TW11 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenbury Wells Town Centre, WR15 8	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury Town Centre, GL20 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Base:		725		70		63		66		65		64		76		57		57		69		65		73

Q42 Where do you or members of your household normally go for family entertainment e.g. tenpin bowling, skating rink?
Those that said 'Family entertainment (e.g. tenpin bowling, skating rink, family day out)' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Cogges Manor Farm, Church Lane, Witney, OX28 3LA	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	5.6%	1	0.0%	0	0.0%	0
Witney Town Centre	3.2%	5	8.1%	3	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Zone 2																								
Chipping Norton Town Centre	2.5%	4	0.0%	0	27.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Fairytale Farm, Southcombe, OX7 5QH	1.3%	2	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Brize Norton Village Centre, OX18 3	1.3%	2	0.0%	0	0.0%	0	10.5%	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
Carterton Town Centre	4.5%	7	0.0%	0	0.0%	0	26.3%	5	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Crocodiles of the World, Burford Road, Brize Norton, Carterton, OX18 3NX	1.3%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Buckland Village Centre	0.6%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	1.3%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Blenheim Local Centre, OX20 1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	4.5%	7	10.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	2	5.6%	1	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Moreton-in-Marsh Town Centre, GL56 0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0
Zone 10																								
Cotswold Wildlife Park & Gardens, Bradwell Grove, Burford, OX18 4JP	2.5%	4	2.7%	1	0.0%	0	0.0%	0	11.1%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Lechlade-on-Thames Town Centre, GL7 3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Zone 11																								
Dean Local Centre, OX7 3	0.6%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Aylesbury Town Centre, HP20 2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Bowl, Cherwell	10.2%	16	0.0%	0	36.4%	4	0.0%	0	0.0%	0	0.0%	0	9.1%	1	16.7%	2	23.1%	3	22.2%	4	0.0%	0	22.2%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, George Street, Banbury, OX16 5BH																								
Banbury Town Centre	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.7%	5	7.7%	1	5.6%	1	0.0%	0	0.0%	0
Barnt Green Village Centre, B45 8	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	5.6%	1	0.0%	0	0.0%	0
Bicester Town Centre	1.9%	3	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	9.1%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre, RG12 1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre, CF10 1	0.6%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	3.8%	6	10.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Cirencester Town Centre	1.9%	3	5.4%	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	10.0%	1	0.0%	0
Cotswold Farm Park, Guiting Power, Cheltenham, GL54 5FL	0.6%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Local Centre, OX4 2	0.6%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome Town Centre, BA11 1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Hollywood Bowl, Ozone Leisure Park, Grenoble Road, Littlemore, Oxford, OX4 4XP	10.2%	16	8.1%	3	0.0%	0	10.5%	2	33.3%	3	37.5%	3	18.2%	2	16.7%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Kassam Stadium, Grenoble Road, Littlemore, Oxford, OX4 4XP	2.5%	4	0.0%	0	0.0%	0	5.3%	1	0.0%	0	12.5%	1	9.1%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Kidlington Village Centre	0.6%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	19.7%	31	32.4%	12	18.2%	2	26.3%	5	22.2%	2	25.0%	2	9.1%	1	0.0%	0	15.4%	2	5.6%	1	10.0%	1	33.3%	3
Oxford Ice Rink, Oxpens Road, Oxford, OX1 1RX	2.5%	4	0.0%	0	0.0%	0	10.5%	2	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Peterborough City Centre, PE1 1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre, PR1 2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Stratford-upon-Avon Town Centre	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	5.6%	1	0.0%	0	0.0%	0
Stroud Bowl, Stroud, GL5 1QA	0.6%	1	0.0%	0	0.0%	0	5.3%	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
Tenpin, Whitehill Way, Shaw Ridge Leisure Park, Swindon, SN5 7DN	3.8%	6	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	30.0%	3	0.0%	0
Thornbury Town Centre, BS35 2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Waddesdon Manor, Waddesdon, Aylesbury, HP18 0JH	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre, CV34 4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Wellesbourne Village Centre, CV35 9	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	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		Zone 9		Zone 10		Zone 11	
Weston-super-Mare Town Centre, BS23 3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Others																								
Base:		157		37		11		19		9		8		11		12		13		18		10		9

Q43 Where do you or members of your household normally go for outdoor / social activities e.g. walking, fishing, horse riding, art / craft classes, choir practice, watching sporting events, etc.
Those that said 'Other activity' at Q34 AND Excl. Nulls & SFT

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																							
Witney Town Centre	3.1%	2	66.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	7.8%	5	0.0%	0	14.3%	1	0.0%	0	0.0%	0	14.3%	1	33.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																							
Chipping Norton Town Centre	9.4%	6	0.0%	0	71.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Zone 3																							
Bampton Local Centre, OX18 2	1.6%	1	0.0%	0	0.0%	0	16.7%	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
Carterton Town Centre	1.6%	1	0.0%	0	0.0%	0	16.7%	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 4																							
Appleton Village Centre, OX13 5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																							
Eynsham Village Centre	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	2	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Standlake Village Centre	6.3%	4	0.0%	0	0.0%	0	33.3%	2	0.0%	0	28.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																							
Deddington Town Centre	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Heyford Village Centre, OX25 5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Local Centre, OX7 7	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over Worton Local Centre, OX7 7	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																							
Bloxham Village 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	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	1.6%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0	0.0%	0	0.0%	0
Stonesfield Village Centre, OX29 8	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																							
Bledington Village Centre, OX7 6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Churchill Local Centre, OX7 6	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	14.3%	1	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	1.6%	1	0.0%	0	0.0%	0	16.7%	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
Moreton-in-Marsh Town Centre, GL56 0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 10																								
Burford Town Centre, OX18 4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	4.7%	3	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0
Zone 11																								
Enstone Village Centre, OX7 4	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	0.0%	0	0.0%	0	33.3%	1
Outside Catchment Area																								
Alderminster Village Centre, CV37 8	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Town 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	14.3%	1	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.6%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town 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	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Coleshill Village Centre, SN6 7	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	0.0%	0	25.0%	1	0.0%	0
Draycote Local Centre, CV23 9	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	33.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydney Town Centre, GL15 5	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	0.0%	0	0.0%	0	33.3%	1
Oxford City Centre	4.7%	3	0.0%	0	0.0%	0	0.0%	0	50.0%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Shipston-on-Stour Town Centre, CV36 4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Silverstone Racing Circuit, Silverstone, Towcester NN12 8TN	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre, ST16 2	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	14.3%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town 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	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Swindon Town 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	0.0%	0	25.0%	1	0.0%	0
Others																								
Base:		64		3		7		6		2		7		9		6		10		7		4		3

Q44 What improvements could be made to the leisure offer in the West Oxfordshire authority area that would make you visit / partake in leisure activities more often? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
More / better car parking	2.7%	30	7.0%	7	1.0%	1	3.0%	3	5.0%	5	1.0%	1	3.0%	3	3.0%	3	2.0%	2	1.0%	1	2.0%	2	2.0%	2
Improved public transport	2.5%	28	4.0%	4	0.0%	0	2.0%	2	3.0%	3	2.0%	2	5.0%	5	6.0%	6	0.0%	0	1.0%	1	2.0%	2	3.0%	3
Swimming pool - indoor	2.5%	28	1.0%	1	3.0%	3	1.0%	1	1.0%	1	3.0%	3	3.0%	3	4.0%	4	0.0%	0	5.0%	5	4.0%	4	3.0%	3
More local sports & recreation facilities (e.g. football pitches, tennis courts)	2.5%	28	5.0%	5	4.0%	4	3.0%	3	0.0%	0	2.0%	2	2.0%	2	2.0%	2	1.0%	1	1.0%	1	3.0%	3	5.0%	5
More leisure facilities / activities for teenagers	2.5%	28	4.0%	4	5.0%	5	3.0%	3	1.0%	1	2.0%	2	2.0%	2	4.0%	4	0.0%	0	4.0%	4	2.0%	2	1.0%	1
Cheaper prices to access leisure facilities / events	2.5%	27	10.0%	10	1.0%	1	7.0%	7	0.0%	0	0.0%	0	1.0%	1	5.0%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	3
More leisure facilities / activities for young children	2.1%	23	7.0%	7	5.0%	5	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	4.0%	4	1.0%	1	1.0%	1
More / better cafes / coffee shops	1.6%	18	8.0%	8	3.0%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cinema - multi-screen cinema	1.5%	16	6.0%	6	1.0%	1	3.0%	3	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cinema - art house cinema	1.4%	15	5.0%	5	2.0%	2	2.0%	2	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Augmented reality gaming centre	1.2%	13	7.0%	7	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure / sports centre	1.2%	13	6.0%	6	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
More / better health clubs / indoor gyms	1.2%	13	3.0%	3	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	2.0%	2
More / better restaurants	1.2%	13	2.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0	2.0%	2	5.0%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Casino	1.1%	12	2.0%	2	1.0%	1	3.0%	3	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
More / better pubs / bars	1.1%	12	3.0%	3	1.0%	1	4.0%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Indoor soft play areas	1.1%	12	3.0%	3	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ten-pin bowling	1.1%	12	3.0%	3	1.0%	1	2.0%	2	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
More family-friendly pubs / restaurants	1.0%	11	3.0%	3	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities / activities for families	1.0%	11	3.0%	3	1.0%	1	3.0%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improved security / CCTV / more police	1.0%	11	6.0%	6	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better parks / green spaces	1.0%	11	2.0%	2	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More / better public toilets	0.9%	10	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better disabled access	0.7%	8	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improved cycle access (more / better cycle paths)	0.7%	8	2.0%	2	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crazy golf	0.7%	8	2.0%	2	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Swimming pool - outdoor	0.7%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Hotels - cheaper hotels	0.6%	7	3.0%	3	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased availability for	0.6%	7	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
leisure activities																								
More / better comedy clubs	0.6%	7	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.6%	7	2.0%	2	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Improved pedestrian access	0.6%	7	3.0%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Hotels - more / better hotels	0.5%	6	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Improved road quality	0.5%	6	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
More / better cultural facilities	0.5%	6	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better publicity / advertising / social media updates of what's on / available	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Theatres	0.5%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
More food / farmers markets	0.5%	5	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public transport services	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Improvements in the built environment (make it look more attractive)	0.4%	4	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities / activities for the elderly	0.4%	4	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better shopping	0.4%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Climbing	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More outdoor festivals / events / carnivals	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo venue	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bike facilities	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
More art galleries	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating areas	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museums	0.2%	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	1.0%	1	0.0%	0	0.0%	0
Art classes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline park	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming pool - warmer	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Parking - more spaces available	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	0.0%	0	2.0%	2	0.0%	0
More / better signposting and street information	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Easier to get to by car	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Outdoor sports centre	0.2%	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	0.0%	0	1.0%	1	0.0%	0
Outdoor gyms	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street cleaning / cleaner streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More live music venues	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	0.0%	0	0.0%	0	0.0%	0
Indoor bowls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Racket sports	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Cleaner facilities	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	0.0%	0	0.0%	0	0.0%	0
More / better libraries	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More betting shops	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theme park	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	0.0%	0	0.0%	0	0.0%	0
Arts / crafts classes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Swimming pool - sauna	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	0.0%	0	0.0%	0	0.0%	0
Mobile library	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	0.0%	0	0.0%	0	0.0%	0
Skate park	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Water sports	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 nightclubs / better nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	64.3%	707	36.0%	36	62.0%	62	46.0%	46	74.0%	74	76.0%	76	61.0%	61	62.0%	62	78.0%	78	71.0%	71	70.0%	70	71.0%	71
(Don't know)	7.3%	80	8.0%	8	10.0%	10	10.0%	10	4.0%	4	4.0%	4	9.0%	9	4.0%	4	11.0%	11	10.0%	10	4.0%	4	6.0%	6
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

GEN Gender of respondent:

Male	41.1%	452	51.0%	51	33.0%	33	45.0%	45	49.0%	49	41.0%	41	39.0%	39	37.0%	37	42.0%	42	30.0%	30	43.0%	43	42.0%	42
Female	58.9%	648	49.0%	49	67.0%	67	55.0%	55	51.0%	51	59.0%	59	61.0%	61	63.0%	63	58.0%	58	70.0%	70	57.0%	57	58.0%	58
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

AGE Can I ask how old you are please?

18-24	4.3%	47	14.0%	14	2.0%	2	4.0%	4	3.0%	3	3.0%	3	3.0%	3	6.0%	6	2.0%	2	2.0%	2	2.0%	2	6.0%	6
25-34	4.7%	52	18.0%	18	2.0%	2	7.0%	7	3.0%	3	2.0%	2	2.0%	2	4.0%	4	2.0%	2	3.0%	3	2.0%	2	7.0%	7
35-44	5.1%	56	14.0%	14	3.0%	3	10.0%	10	3.0%	3	2.0%	2	3.0%	3	7.0%	7	3.0%	3	3.0%	3	2.0%	2	6.0%	6
45-54	7.4%	81	17.0%	17	8.0%	8	12.0%	12	10.0%	10	1.0%	1	5.0%	5	7.0%	7	4.0%	4	6.0%	6	6.0%	6	5.0%	5
55-64	9.9%	109	4.0%	4	11.0%	11	4.0%	4	8.0%	8	15.0%	15	14.0%	14	15.0%	15	10.0%	10	9.0%	9	10.0%	10	9.0%	9
65+	68.6%	755	33.0%	33	74.0%	74	63.0%	63	73.0%	73	77.0%	77	73.0%	73	61.0%	61	79.0%	79	77.0%	77	78.0%	78	67.0%	67
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

ETH The following question will be used in a statistical format only, and will help to ensure we get a representative sample of the community. What is your ethnic background?

White	92.1%	1013	74.0%	74	95.0%	95	87.0%	87	94.0%	94	93.0%	93	99.0%	99	95.0%	95	94.0%	94	96.0%	96	92.0%	92	94.0%	94
Mixed / multiple ethnic groups	0.7%	8	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Asian / Asian British	2.1%	23	11.0%	11	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	2.0%	2
Black / African / Caribbean / Black British	0.8%	9	5.0%	5	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.5%	5	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
(Refused)	3.8%	42	8.0%	8	4.0%	4	4.0%	4	2.0%	2	7.0%	7	0.0%	0	3.0%	3	2.0%	2	2.0%	2	7.0%	7	3.0%	3
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
QUOTA Zone:																								
Zone 1	9.1%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	9.1%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	9.1%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	9.1%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 9	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 10	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 11	9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

PC Postcode Sector:	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
CV36 5	3.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	36	0.0%	0	0.0%	0	0.0%	0
GL56 0	4.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.0%	46	0.0%	0	0.0%	0
GL7 3	6.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.0%	66	0.0%	0
OX13 5	4.8%	53	0.0%	0	0.0%	0	0.0%	0	53.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX15 0	2.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX15 4	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0
OX15 5	3.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	38	0.0%	0	0.0%	0	0.0%	0
OX18 1	3.0%	33	0.0%	0	0.0%	0	33.0%	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
OX18 2	2.9%	32	0.0%	0	0.0%	0	32.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX18 3	3.2%	35	0.0%	0	0.0%	0	35.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX18 4	3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	34	0.0%	0
OX20 1	3.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 4	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 5	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 6	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 1	1.5%	17	17.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 2	0.3%	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	0.0%	0	0.0%	0	0.0%	0
OX28 3	0.5%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 4	0.4%	4	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	0.0%	0	0.0%	0
OX28 5	2.3%	25	25.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 6	2.4%	26	26.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 0	0.9%	10	10.0%	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	0.0%	0	0.0%	0
OX29 4	5.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 5	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 6	0.5%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 7	2.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 8	5.6%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 9	0.3%	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	0.0%	0	0.0%	0	0.0%	0
OX5 3	2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX7 3	6.9%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	76.0%	76
OX7 4	2.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	24
OX7 5	9.1%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX7 6	4.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.0%	54	0.0%	0	0.0%	0
OX7 7	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN7 8	4.3%	47	0.0%	0	0.0%	0	0.0%	0	47.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1100		100		100		100		100		100		100		100		100		100		100		100

Appendix 6:

Data Tabulations

By Zone Filtered Nulls & SFT

(Weighted)

Q01 Where do you normally undertake your household's main food and grocery shopping?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Co-op, High Street, Witney, OX28 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	3.3%	28	8.5%	12	0.0%	0	3.6%	5	0.0%	0	4.7%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	3	8.3%	3
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.7%	6	2.1%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	13.2%	113	28.2%	41	0.0%	0	9.5%	13	3.9%	2	35.4%	23	25.0%	15	0.0%	0	0.0%	0	13.1%	10	10.0%	5	9.6%	4
Tesco Express, Fettiplace Road, Witney, OX28 5AP	1.6%	14	9.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Tesco Express, The Neighbourhood Centre, Cogges Hill Road, Witney, OX28 3XY	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	8.7%	75	13.3%	19	0.5%	0	7.6%	11	3.9%	2	16.9%	11	25.1%	16	0.5%	0	0.0%	0	5.5%	4	13.7%	7	11.2%	4
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	6.8%	58	0.0%	0	44.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	5	13.3%	13	8.6%	6	0.0%	0	25.9%	10
Co-op, High Street, Chipping Norton, OX7 5AB	2.7%	23	0.0%	0	22.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	5.5%	4	0.0%	0	12.2%	5
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	1.7%	14	0.0%	0	13.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.2%	1	3.8%	3	0.0%	0	8.5%	3
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.6%	14	0.0%	0	7.9%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	6.6%	6	2.9%	2	0.0%	0	2.4%	1
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	4.5%	39	3.6%	5	0.0%	0	16.0%	23	0.0%	0	0.6%	0	1.2%	1	0.0%	0	0.0%	0	0.5%	0	15.6%	8	4.0%	2
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	9.5%	82	10.8%	16	5.1%	3	35.8%	51	0.0%	0	0.0%	0	5.3%	3	8.2%	5	0.0%	0	0.0%	0	7.5%	4	0.0%	0
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.3%	3	1.8%	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	0.0%	0	0.0%	0
Co-op, Kipling Court, Brize Meadows, Carterton,	0.1%	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	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX18 3PQ																								
Co-op, Market Square, Bampton, OX18 2JJ	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	6.1%	52	5.2%	8	0.0%	0	20.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	18.3%	9	4.1%	2
Zone 4																								
Co-op, High Street, Stanford in the Vale, SN7 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Long Hanborough, Witney, OX29 8BD	1.0%	8	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	2.8%	24	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	6.7%	7	23.2%	17	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.1%	1	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
Co-op, Shipton Road, Milton-under-Wychwood,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Chipping Norton, OX7 6JH																								
Zone 10																								
Budgens, Burford Street, Lechlade, GL7 3AP	0.1%	1	0.0%	0	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
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Co-op, High Street, Burford, OX18 4QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Zone 11																								
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	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	0.0%	0	0.0%	0	5.0%	2
Outside Catchment Area																								
Aldi, Botley Road, Oxford, OX2 0HA	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	2.3%	20	0.0%	0	0.0%	0	0.0%	0	27.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	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	0.0%	0	5.6%	3	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	1.0%	8	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	6.1%	6	0.0%	0	0.0%	0	0.0%	0
Aldi, Wootton Road, Abingdon, OX14 1FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Cherwell Valley Services, Ardley, Bicester, OX27 7RD	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Grovelands Shopping Centre, Savile Way, Grove, Wantage, OX12 0PT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Co-op, Queensway Shopping Centre, Banbury, OX16 9PQ	0.5%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sterling House,	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	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		Zone 9		Zone 10		Zone 11	
High Street, Kidlington, OX5 2DH																								
Iceland, West Way, Botley, Oxford, OX2 9LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	1.0%	9	0.0%	0	0.5%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.2%	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	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.6%	5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.7%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thames Avenue, Swindon, SN25 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Banbury Road, Summertown, Oxford, OX2 7HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	4.1%	35	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	14.6%	10	24.4%	24	0.0%	0	0.0%	0	0.5%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	3.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	5	18.5%	11	18.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.4%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP																								
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Loxley Road, Wellesbourne, Warwick, CV35 9JY	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon, SN3 4EW	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%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Express, Farringdon Road, London, EC1M 3JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	1.5%	13	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	1	10.8%	11	0.5%	0	0.0%	0	0.5%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	2.1%	18	4.1%	6	0.0%	0	0.0%	0	16.3%	10	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.2%	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	0.0%	0	1.6%	1	0.0%	0
Tesco Superstore, Ambassador Avenue, Oxford, OX4 6XJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.5%	0	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	1.9%	17	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	19.1%	14	0.0%	0	0.5%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	1.3%	11	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.6%	13	0.0%	0	0.0%	0	0.0%	0	15.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0
Waitrose (Little), London Road, Headington, Oxford, OX3 7RD	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Waitrose, Henry Blake Way,	1.0%	8	0.0%	0	0.0%	0	0.4%	1	8.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Faringdon Retail Park, Faringdon, SN7 7GQ																								
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Waitrose, Old High Street, Headington, Oxford, OX3 9JT	0.3%	3	0.0%	0	0.0%	0	1.9%	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
Waitrose, Sheep Street, Cirencester, GL7 1SZ	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	0.0%	0	3.7%	2	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	1.1%	10	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	4.7%	3	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Weighted base:		857		146		53		141		64		64		62		67		99		74		50		38
Sample:		913		74		91		89		86		76		71		82		85		88		89		82

Q02 When you visit STORE MENTIONED AT Q01 for your main food shopping, do you usually combine your shopping with other activities (for example non-food shopping, leisure, entertainment, services or visiting restaurants, bars, banks, etc.)? [MR]
Not those that do their main food shopping via the internet or delivery at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Yes – NON-FOOD shopping	29.1%	249	37.3%	54	10.7%	6	32.3%	46	30.8%	20	35.4%	23	43.5%	27	24.2%	16	34.9%	34	11.6%	9	8.0%	4	29.3%	11
Yes – other FOOD shopping	21.3%	183	20.5%	30	10.8%	6	24.6%	35	11.3%	7	26.5%	17	24.7%	15	19.6%	13	36.6%	36	11.6%	9	21.8%	11	11.5%	4
Yes – visiting café / pub / restaurant	8.2%	71	4.3%	6	2.9%	2	11.8%	17	14.6%	9	14.3%	9	8.6%	5	5.9%	4	10.6%	10	2.7%	2	2.1%	1	12.2%	5
Yes – visiting chemist / pharmacy	7.2%	61	16.2%	24	9.8%	5	12.7%	18	3.0%	2	5.7%	4	3.7%	2	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.5%	0
Yes – visiting family / friends	5.7%	49	13.3%	20	0.0%	0	11.5%	16	7.2%	5	0.0%	0	0.6%	0	0.0%	0	1.8%	2	1.6%	1	7.2%	4	3.3%	1
Yes – visiting banks and other financial services (including cashpoints)	5.1%	44	3.4%	5	3.7%	2	4.4%	6	4.9%	3	3.9%	2	8.7%	5	2.9%	2	10.8%	11	2.2%	2	8.8%	4	3.2%	1
Yes – getting petrol	4.9%	42	4.0%	6	3.0%	2	1.9%	3	12.9%	8	1.3%	1	0.6%	0	10.9%	7	7.2%	7	3.9%	3	9.8%	5	0.0%	0
Yes – travelling to / from work	4.3%	37	4.5%	7	0.0%	0	9.3%	13	5.9%	4	4.0%	3	3.0%	2	11.2%	7	0.0%	0	0.5%	0	0.0%	0	2.3%	1
Yes – leisure activity (e.g. gym, leisure centre, cinema, etc.)	4.2%	36	0.0%	0	0.5%	0	5.6%	8	1.0%	1	7.9%	5	0.0%	0	6.2%	4	13.1%	13	0.0%	0	8.4%	4	3.6%	1
Yes – visiting market	3.5%	30	11.2%	16	4.3%	2	6.3%	9	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Yes – visiting other services such as hairdressers, barbers, salons, laundrette, recycling, vets, etc.	3.2%	28	0.0%	0	1.0%	1	6.7%	9	2.5%	2	0.0%	0	1.2%	1	3.3%	2	5.3%	5	0.5%	0	10.9%	5	5.3%	2
Yes – window shopping / browsing	2.1%	18	1.0%	2	0.0%	0	4.0%	6	0.0%	0	0.0%	0	10.5%	6	0.5%	0	0.0%	0	1.1%	1	0.5%	0	8.8%	3
Yes – visiting health service such as doctor, dentist, hospital, opticians	1.7%	15	1.8%	3	3.5%	2	3.9%	5	3.0%	2	0.6%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	1	1.1%	1	1.9%	1
Yes – visiting library	1.6%	14	2.3%	3	4.3%	2	2.5%	4	4.4%	3	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Yes – walking the dog / go for a walk	1.5%	13	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	3	5.3%	5	0.0%	0	0.0%	0	4.1%	2
Yes – travelling to / from school / college / university (includes school run)	1.2%	11	0.0%	0	4.9%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	3.7%	3	0.0%	0	2.3%	1
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	0.0%	0	0.0%	0	0.0%	0
Yes – visiting place of worship	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 activity)	44.0%	378	39.7%	58	64.4%	34	42.3%	60	46.2%	30	34.6%	22	30.3%	19	40.9%	27	41.7%	41	69.3%	51	41.2%	20	40.0%	15
(Don't know)	0.8%	7	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.9%	1	0.0%	0	0.5%	0	3.7%	2	0.5%	0
Weighted base:		857		146		53		141		64		64		62		67		99		74		50		38
Sample:		913		74		91		89		86		76		71		82		85		88		89		82

Q03 When you combine your trip with other activities, where do you normally go?
Not those that said 'No activity' or 'Don't know' at Q02 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Lidl, New Close Lane, Witney, OX28 4TT	1.1%	5	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	0.0%	0	0.9%	0
Long Hanborough Village Centre, OX29 6	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.5%	6	0.7%	1	0.0%	0	3.6%	3	0.0%	0	2.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	1.4%	6	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.6%	3	1.4%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	2.9%	12	4.6%	3	0.0%	0	11.8%	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
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	23.3%	99	31.2%	23	0.0%	0	14.0%	11	14.3%	5	51.4%	19	59.1%	23	1.3%	0	0.0%	0	10.9%	2	26.5%	7	37.6%	8
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	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	0.0%	0	0.0%	0	0.0%	0
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.3%	1	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	7.1%	30	0.0%	0	39.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	9.8%	5	41.2%	9	0.0%	0	39.3%	8
Co-op, High Street, Chipping Norton, OX7 5AB	1.2%	5	0.0%	0	15.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	3.6%	1	0.0%	0	0.9%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.8%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.8%	0	0.0%	0	9.6%	2
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	6	0.0%	0	0.0%	0	0.0%	0
Topside Pharmacy, High Street, Chipping Norton, OX7 5AD	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	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	0.6%	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	0.0%	0	6.7%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	1.8%	7	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	3	0.0%	0
Bampton Local Centre, OX18 2	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	0.0%	0	0.0%	0	0.0%	0
Carterton Post Office, Black Bourton Road, Carterton OX18 3HQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Carterton Town Centre	5.9%	25	0.0%	0	0.0%	0	23.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	21.9%	6	0.9%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	3.0%	13	6.0%	4	0.0%	0	7.4%	6	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.9%	0
Zone 4																								
Buckland Village Centre	0.6%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Deddington Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	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	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	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	0.0%	0	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.3%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	9.1%	2	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	1.7%	7	9.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 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%	0	0.0%	0	1.0%	0	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	7.9%	3	1.1%	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		Zone 9		Zone 10		Zone 11	
Aldi, Botley Road, Oxford, OX2 0HA	0.6%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	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	0.0%	0	0.0%	0	0.0%	0
Asda Living, Templar Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.3%	1	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	1.1%	4	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	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.7%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	6.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Banbury Town Centre	8.1%	34	7.8%	6	14.9%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	10.1%	2	43.5%	21	1.8%	0	0.0%	0	4.6%	1
Bicester Town Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	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	9.5%	2	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	2.5%	10	3.6%	3	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0
Cheltenham 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	1.8%	0	0.0%	0	0.0%	0
Chessington Local Centre, KT9 2	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	0.0%	0	0.0%	0	0.0%	0
Cirencester 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	0.0%	0	1.0%	0	0.0%	0
Co-op, Loxley Close, Wellesbourne, Warwick, CV35 9RU	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.6%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Esso, Ermont Way, Banbury, OX16 8SZ	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	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	1.5%	6	0.0%	0	0.0%	0	0.0%	0	18.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Great Western Way, Swindon, SN2 1US	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Kidlington Village Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	1.0%	4	0.0%	0	0.0%	0	0.0%	0	13.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Roman Road, Station Road, Stow-on-the-Wold, Cheltenham, GL54 3AJ	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	9.5%	2	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	3.2%	14	4.6%	3	0.0%	0	12.1%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	3.7%	16	0.0%	0	0.0%	0	12.8%	10	1.0%	0	5.7%	2	4.8%	2	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington,	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2	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		Zone 9		Zone 10		Zone 11	
OX5 2PE																								
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	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	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	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	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 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	0.0%	0	5.4%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.3%	1	0.0%	0	2.8%	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	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.0%	4	0.0%	0	0.0%	0	0.0%	0	11.2%	4	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	0.1%	0	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%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.4%	2	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Cherwell Street, Banbury, OX16 2BB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The White Horse Medical Centre, Volunteer Way, Faringdon, SN7 7YU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.8%	3	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.2%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon,	0.1%	0	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%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
CV37 8LU																								
Wantage Town Centre, OX12 9	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.7%	3	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Weighted base:		422		75		19		76		33		38		39		25		49		22		27		20
Sample:		421		34		30		41		36		41		41		33		42		33		42		48

Q04 Where else do you undertake your household's main food shopping (in addition to STORE MENTIONED AT Q01)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Co-op, High Street, Witney, OX28 6HW	1.7%	10	7.3%	9	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	5.4%	34	15.2%	19	0.0%	0	4.1%	4	0.0%	0	7.4%	3	14.8%	6	3.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Local shops, Witney Town Centre, OX28 6	0.4%	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	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.9%	12	4.3%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	2	7.0%	2
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	8.0%	50	16.5%	20	0.0%	0	4.9%	5	1.6%	1	33.1%	15	12.0%	5	1.3%	1	0.0%	0	1.4%	1	1.5%	1	9.0%	3
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Valence Crescent, Edington Road, Witney, OX28 5YP	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	8.0%	50	10.3%	13	0.0%	0	2.1%	2	5.2%	2	24.8%	11	26.3%	10	1.3%	1	4.1%	3	1.4%	1	6.8%	2	14.8%	4
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	4.0%	25	0.0%	0	13.6%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	2	5.4%	2	3.3%	2	17.2%	10	0.0%	0	12.3%	4
Co-op, High Street, Chipping Norton, OX7 5AB	2.8%	18	5.8%	7	8.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	2.4%	2	4.3%	2	0.0%	0	5.4%	2
Local shops, Chipping Norton Town Centre OX7 5	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	1.9%	12	0.0%	0	9.5%	3	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	3.3%	2	2.9%	2	0.0%	0	8.5%	3
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	2.0%	13	0.0%	0	33.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.6%	0
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Zone 3																								
Aldi, Alvescot Road,	5.5%	34	3.0%	4	0.0%	0	18.8%	19	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	21.0%	7	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Carterton, OX18 3JH																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	4.9%	31	6.8%	8	6.4%	2	12.6%	12	0.0%	0	0.9%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	7.3%	3	6.8%	2
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	0.5%	3	2.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	6.0%	37	3.6%	4	0.0%	0	25.7%	25	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	13.7%	5	0.6%	0
Zone 4																								
Co-op, High Street, Stanford in the Vale, SN7 8LH	0.1%	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	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	0.1%	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	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.8%	5	2.2%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	0.4%	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	0.0%	0	0.0%	0	0.0%	0
The Market Garden (Farm Shop), Mill Street, Eynsham, Witney, OX29 4JS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	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	8.8%	5	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	1.2%	7	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	2.9%	2	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Daylesford Organic (Farm Shop), Daylesford, Moreton-in-Marsh, GL56 0YG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	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	4.8%	3	0.0%	0	0.0%	0
Zone 10																								
Co-op, High Street, Burford, OX18 4QF	1.5%	9	0.0%	0	0.0%	0	9.1%	9	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 11																								
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	3.1%	1
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Outside Catchment Area																								
Aldi, Botley Road, Oxford, OX2 0HA	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Cricklade Road, Cirencester, GL7 1NP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	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	0.0%	0	8.0%	3	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Wootton Road, Abingdon, OX14 1FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Cherwell Valley Services, Ardley, Bicester, OX27 7RD	1.1%	7	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2
B&M, Worcester Road, Worcestershire, WR11 4XF	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	6.3%	4	0.0%	0	0.0%	0
Coln Community Stores, Main Street, Coln St Aldwyns, Cirencester, GL7 5AN	0.0%	0	0.0%	0	0.0%	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
Co-op, Banbury Road,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	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		Zone 9		Zone 10		Zone 11	
Kidlington, OX5 1AL																								
Co-op, High Street, Shipston-on-Stour, CV36 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bourton-on-the-Water, Cheltenham, GL54 2BQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Co-op, Walton Street, Oxford, OX2 6AH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Lockheed Close, Banbury, OX16 1LX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Iceland (Food Warehouse), Banbury Cross Retail Park, Banbury ,OX16 1LX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Love Lane, Cirencester, GL7 1YG	0.0%	0	0.0%	0	0.0%	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
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Orchard Street, Didcot, OX11 7LG	0.2%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.9%	1	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Maybird Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
M&S, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	0.1%	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	0.0%	0
Morrisons, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road,	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.6%	5	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Evesham, WR11 1DX																								
Morrisons, Swan Close Road, Banbury, OX16 5AQ	3.5%	22	2.8%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	3.4%	2	18.6%	14	0.0%	0	0.0%	0	8.3%	2
Sainsbury's Local, Park End Street, Oxford, OX1 1HR	0.0%	0	0.0%	0	0.0%	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
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	3.1%	20	0.0%	0	10.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	19.3%	14	0.0%	0	0.0%	0	1.2%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	2.8%	18	0.0%	0	3.8%	1	0.0%	0	6.0%	2	0.0%	0	18.4%	7	14.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Loxley Road, Wellesbourne, Warwick, CV35 9JY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Swindon, SN3 4EW	0.8%	5	0.0%	0	0.0%	0	0.0%	0	12.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	4.2%	26	2.2%	3	5.1%	2	9.3%	9	0.0%	0	0.0%	0	0.9%	0	6.9%	3	5.9%	4	3.6%	2	0.0%	0	8.7%	3
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.5%	9	2.2%	3	0.0%	0	0.5%	1	7.9%	3	1.8%	1	0.9%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	1.4%	1	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	1.6%	10	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	14.4%	8	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	1.6%	10	2.8%	3	0.0%	0	3.5%	4	0.0%	0	0.0%	0	1.9%	1	0.7%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Tesco Superstore, Lakeview	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.8%	1	8.9%	4	0.0%	0	0.0%	0	3.8%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Drive, Bicester, OX26 1DE																								
Tesco Superstore, Park Road, Faringdon, SN7 7BP	2.8%	17	0.0%	0	0.0%	0	3.7%	4	26.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.8%	5	0.0%	0	0.0%	0	0.0%	0	12.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0
Waitrose, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	2.8%	18	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	2	13.6%	10	0.0%	0	0.0%	0	4.0%	1
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	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	0.0%	0	0.0%	0	0.0%	0
Wykham Park Farm, Wykham Lane, Banbury, OX16 9UP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Others																								
Weighted base:		623		123		35		99		42		45		39		46		74		56		35		30
Sample:		635		58		61		61		53		53		45		50		61		67		60		66

Q05 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Bakers Butchers, Market Square, Witney, OX28 6AA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bp, Hailey Road, Witney, OX28 1HQ	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Budgens, (BP Garage), Cannon Pool Service Station, Hailey Road, Witney, OX28 1HQ	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Co-op, High Street, Witney, OX28 6HW	1.2%	10	4.2%	6	3.4%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Northfield Farm Lane, Witney, OX28 1FH	0.5%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	2.5%	19	4.4%	7	0.0%	0	0.0%	0	0.0%	0	15.2%	10	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	2.6%	1
Local shops, Witney Town Centre, OX28 6	0.6%	5	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	1.6%	13	3.9%	6	0.0%	0	1.0%	1	0.0%	0	2.6%	2	5.0%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
North Leigh Convenience Store, War Memorial Hall Park Lane, Witney, OX29 6SA	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Witney, OX28 6HH	0.6%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	2.6%	21	9.3%	14	0.0%	0	1.0%	1	0.0%	0	1.9%	1	4.8%	3	0.5%	0	0.0%	0	0.0%	0	0.6%	0	2.0%	1
Spar, Brize Norton Road, Minster Lovell, Witney, OX29 0SE	0.4%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	2.9%	23	12.3%	18	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fettiplace Road, Witney, OX28 5AP	0.5%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Neighbourhood Centre, Cogges Hill Road, Witney, OX28 3XY	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Valence	3.1%	24	11.5%	17	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.6%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Crescent, Edington Road, Witney, OX28 5YP																								
Waitrose (Little), Shell Garage, Ducklington, Witney, OX28 4TT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	3.4%	27	10.5%	16	0.0%	0	2.0%	2	0.0%	0	4.5%	3	4.5%	3	0.0%	0	0.0%	0	3.9%	3	0.6%	0	1.0%	0
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	1.1%	8	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.7%	1	1.2%	1	0.0%	0	10.6%	4
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	4.2%	33	0.0%	0	32.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	7	8.5%	6	0.0%	0	20.3%	7
Local shops, Chipping Norton Town Centre OX7 5	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	1.3%	11	0.0%	0	9.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	5.3%	5	1.7%	1	0.0%	0	1.0%	0
QD, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.7%	14	0.0%	0	19.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	1.7%	1	0.0%	0	0.0%	0
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	2.1%	16	4.7%	7	0.0%	0	4.6%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	5.2%	41	0.0%	0	0.0%	0	32.4%	33	0.5%	0	0.6%	0	0.0%	0	9.0%	5	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Aston Community Shop, The Square, Aston, Bampton, OX18 2DL	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	0.0%	0	0.0%	0	0.0%	0
Bampton Community Shop,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Rosemary Lane, Bampton, OX18 2NF																								
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	1.0%	8	0.0%	0	0.0%	0	7.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Co-op, Kipling Court, Brize Meadows, Carterton, OX18 3PQ	1.0%	8	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Co-op, Market Square, Bampton, OX18 2JJ	1.6%	12	5.3%	8	0.0%	0	4.1%	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
Local shops, Bampton Local Centre, OX18 2	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	2.3%	18	2.3%	3	0.0%	0	11.7%	12	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Zone 4																								
Appleton Community Shop, Eaton Road, Appleton, Abingdon, OX13 5JH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanford in the Vale, SN7 8LH	1.4%	11	0.0%	0	0.0%	0	0.0%	0	19.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southmoor, Abingdon, OX13 5HE	1.0%	8	0.0%	0	0.0%	0	0.0%	0	12.3%	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	1.5%	12	0.0%	0	0.0%	0	0.0%	0	15.9%	9	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cherrytree Close, Southmoor, Abingdon, OX13 5BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	4.2%	33	2.3%	3	0.0%	0	0.0%	0	0.0%	0	45.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Eynsham Village Centre, OX29 4	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Spar, Spareacre Lane, Eynsham, Witney, OX29 4NL	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	1.0%	8	1.8%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Main Road, Long Hanborough, Witney, OX29 8BD	4.1%	32	4.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Hampers Food & Wine, Oxford Street, Woodstock, OX20 1TH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stonesfield Village Centre, OX29 8	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodstock Town Centre, OX20 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suriya Express, Pendle Court, Pond Hill, Stonesfield, Witney, OX29 8PZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	10	0.0%	0	0.0%	0	4.3%	2	0.5%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harris Stores, South Side, Bicester, OX25 4SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Steeple Aston Village Centre, OX25 4	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Tackley Village Centre, OX5 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Steeple Aston, Bicester, OX25 5QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Stores, Worton Road, Middle Barton, Chipping Norton, OX7 7EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Post Office, South Side, Steeple Aston, Bicester, OX25 4SQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tackley Village Shop, Medcroft Road, Tackley, Kidlington, OX5 3AH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Asda Express Petrol (Esso), Oxford Road, Bodicote, Banbury, OX15 4AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Hook Norton, OX15 5NQ	1.6%	12	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	10	0.0%	0	0.0%	0	0.5%	0
Co-op, High Street, Bloxham, OX15 4LU	2.7%	21	0.0%	0	0.0%	0	8.7%	9	3.6%	2	0.0%	0	0.0%	0	1.5%	1	9.8%	9	0.0%	0	0.0%	0	0.0%	0
Hook Norton Butchers, Queen Street, Hook Norton, Banbury, OX15 5EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Bodicote Village Centre, OX15 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Hook Norton Village Centre, OX15 5	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Londis, Molyneux Drive, Bodicote, Banbury, OX15 4AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
North Cotswolds Dairy Co, Butlers Road, Long Compton, Chipping Norton, CV36 5LQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Paddock Farm Butchery, Feldon Centre, High St, OX15 5HN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sibford Ferris Post Office, Main Street, Banbury, OX15 5RG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
The Village Shop & Post Office, High Street, Hook Norton, Banbury, OX15 5NQ	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Stores, Long Compton, Shipston-on-Stour, CV36 5JJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	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	10.4%	7	0.0%	0	0.0%	0
Asda Express Petrol (Esso), Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Bledington Community Shop and Cafe, Church Street, Bledington, OX7 6XB	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	7.1%	5	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	2.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	28.5%	20	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	1.9%	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	19.2%	13	3.7%	2	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kingham Village Centre, OX7 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Shipton Under Wychwood Post Office, Milton Road, Shipton-under-Wychwood, Chipping Norton, OX7 6BD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Station Road Garage, Station Road, Shipton-under-Wychwood, Chipping Norton, OX7 6BQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Zone 10																								
Bakery on the Hill, High Street, Burford, OX18 4QA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Budgens, Burford Street, Lechlade, GL7 3AP	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	0.0%	0	11.0%	5	0.0%	0
Burford Post Office, Lower High Street, Burford, OX18 4RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	1.2%	9	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	8	0.0%	0
Co-op, High Street, Burford, OX18 4QF	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	0.0%	0	17.4%	7	0.0%	0
Cutler & Cashin, Oak Street, Lechlade, GL7 3AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Local shops, Burford Town Centre, OX18 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Lechlade-on-Thames	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	0.0%	0	4.4%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Town Centre GL7 3																								
Zone 11																								
Adams of Enstone, The Green, Enstone, Chipping Norton, OX7 4NX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	0.1%	1	0.0%	0	0.0%	0	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
Charlbury Deli & Café, Market Street, Charlbury, Chipping Norton, OX7 3PL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	1.7%	14	0.0%	0	1.3%	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	34.3%	12
Local shops, Chadlington Village Centre OX7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Local shops, Charlbury Town Centre OX7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Local shops, Enstone Village Centre, OX7 4	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Londis, Sturt Road, Charlbury, Chipping Norton, OX7 3SX	0.4%	3	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Slatters Butchers, West End, Chipping Norton, OX7 3NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Outside Catchment Area																								
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	1.2%	10	0.0%	0	0.0%	0	9.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wootton Road, Abingdon, OX14 1FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bartlett's Butchers, High Street, Kidlington, OX5 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coln Community Stores, Main Street, Coln St Aldwyns, Cirencester, GL7 5AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Co-op, Banbury Road,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kidlington, OX5 1AL																								
Co-op, Besselsleigh Road, Wootton, Boars Hill, Abingdon, OX13 6DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Chatsworth Drive, Cherwell Heights, Banbury, OX16 9YJ	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Grovelands Shopping Centre, Savile Way, Grove, Wantage, OX12 0PT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Market Place, Fairford, GL7 4AB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	15	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	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	3.5%	2	0.0%	0	0.0%	0
Co-op, Rose Hill, Iffley, Oxford, OX4 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Milton Post Office & Stores, Great Milton, Oxford, OX44 7NF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Maybrook Retail Park, Maybrook Road, Stratford-upon-Avon, CV37 0BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	5.8%	5	0.0%	0	0.0%	0	0.0%	0
Local shops, Fairford Town Centre, GL7 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Local shops, Sidford Village Centre, EX10 9	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Banbury Road, Summertown, Oxford, OX2 7BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.1%	4	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1	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		Zone 9		Zone 10		Zone 11	
Sainsbury's Local, Walker Road, Banbury, OX16 1HE	1.2%	9	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0	2.9%	2	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.4%	3	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.7%	1	0.6%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	4.9%	3	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.3%	3	1.8%	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	0.0%	0	0.0%	0
Steve Betts Butchers, Church Lane, Banbury, OX16 5LR	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Magdalen Street, Oxford, OX1 3AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.3%	10	4.0%	6	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	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	4.1%	3	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	1.4%	11	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	5.8%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.6%	12	0.0%	0	0.0%	0	5.5%	6	9.8%	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	1.3%	10	0.0%	0	0.0%	0	0.0%	0	14.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Convenience Store, Bedford Road, Wootton, Bedford, MK43 9JT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Weighted base:		782		149		40		103		60		65		67		61		90		69		43		36
Sample:		792		71		70		67		65		78		83		65		68		74		73		78

Q06 In addition to STORE MENTIONED AT Q05, where else do you regularly use for your household's small scale top-up food shopping?
Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q05 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Bakers Butchers, Market Square, Witney, OX28 6AA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bp, Hailey Road, Witney, OX28 1HQ	1.1%	5	0.0%	0	0.0%	0	6.2%	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
Budgens, (BP Garage), Cannon Pool Service Station, Hailey Road, Witney, OX28 1HQ	1.2%	5	7.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Co-op, High Street, Witney, OX28 6HW	0.6%	3	0.8%	1	0.0%	0	0.7%	1	0.0%	0	2.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Northfield Farm Lane, Witney, OX28 1FH	1.4%	6	9.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grape Tree, High Street, Witney, OX28 6HB	0.5%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	3.2%	13	0.8%	1	0.0%	0	6.9%	5	9.6%	2	10.4%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	2
Local shops, Witney Town Centre, OX28 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Hailey Road, Witney, OX28 1HJ	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	2.9%	12	12.8%	8	0.0%	0	0.7%	1	0.0%	0	3.9%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Majestic Wine, High Street, Witney, OX28 6HS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
North Leigh Convenience Store, War Memorial Hall Park Lane, Witney, OX29 6SA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	3.0%	13	0.8%	1	0.0%	0	0.7%	1	9.6%	2	11.7%	4	10.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	6.0%	1
Spar, Brize Norton Road, Minster Lovell, Witney, OX29 0SE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0
Tesco Express (Esso Garage), Station Lane, Witney, OX28 4EJ	1.3%	5	4.2%	3	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fettiplace Road, Witney, OX28 5AP	2.0%	8	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	5	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Shell Garage, Ducklington,	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	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		Zone 9		Zone 10		Zone 11	
Witney, OX28 4TT																								
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	5.6%	23	28.2%	18	0.0%	0	0.7%	1	0.0%	0	5.2%	2	5.9%	2	0.0%	0	0.0%	0	2.0%	1	1.0%	0	0.9%	0
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	2.3%	9	0.0%	0	25.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.5%	1	0.0%	0	0.0%	0	9.2%	2
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	3.2%	13	0.0%	0	25.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	5	3.0%	1	0.0%	0	2.6%	1
Local shops, Chipping Norton Town Centre OX7 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Windmill Square, Chipping Norton, OX7 5EJ	1.8%	7	0.0%	0	9.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	10.3%	2
Oats, High Street, Chipping Norton, OX7 5AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Roger's, New Street, Chipping Norton, OX7 5LJ	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	1.7%	7	0.0%	0	10.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	6.7%	3	0.0%	0	5.1%	1
Waitrose (Little), Shell Garage, Banbury Road, Chapel Crossroad, Holywell, Chipping Norton, OX7 5SX	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	2.2%	9	0.0%	0	0.0%	0	12.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	5.2%	21	9.4%	6	0.0%	0	14.9%	11	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	4	0.0%	0
Bread Bin Bakery and Café, Giles Centre, Alvescot Road, Carterton, OX18 3DH	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Centrum Square, Shilton Park, Marigold Square, Carterton, OX18 1AQ	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Kipling Court, Brize	3.9%	16	0.0%	0	8.5%	2	17.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meadows, Carterton, OX18 3PQ																								
Co-op, Market Square, Bampton, OX18 2JJ	3.3%	14	0.0%	0	0.0%	0	17.6%	13	1.4%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bampton Local Centre, OX18 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	3.2%	13	0.0%	0	0.0%	0	14.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0
Patrick Strainge, Bridge Street, Witney, Bampton, OX18 2HA	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	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Co-op, Southmoor, Abingdon, OX13 5HE	0.8%	3	0.0%	0	0.0%	0	0.0%	0	13.2%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witney Road, Kingston Bagpuize, Abingdon, OX13 5AN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cherrytree Close, Southmoor, Abingdon, OX13 5BB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Co-op, High Street, Eynsham, OX29 4HA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Spareacre Lane, Eynsham, Witney, OX29 4NL	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), A40, Eynsham, Witney, OX29 4EF	2.7%	11	5.4%	3	0.0%	0	0.0%	0	0.0%	0	18.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2
The Market Garden (Farm Shop), Mill Street, Eynsham, Witney, OX29 4JS	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	4	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Long Hanborough, Witney, OX29 8BD	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	16.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stonesfield Village Centre, OX29 8	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodstock Town Centre, OX20 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suriya Express, Pendle Court, Pond Hill, Stonesfield, Witney, OX29	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	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		Zone 9		Zone 10		Zone 11	
8PZ																								
Woodstock Butchers, Market Street, Woodstock, OX20 1UY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Grocers, Market Street, Woodstock, OX20 1SX	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Bletchingdon, Oxford, OX5 3DE	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Steeple Aston Village Centre, OX25 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heyford Park, Upper Heyford, RAF Station, Bicester, OX25 5HA	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	12.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Post Office, South Side, Steeple Aston, Bicester, OX25 4SQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Baldwin News, Feldon Centre, Lower Brailes, Banbury, OX15 5AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Hook Norton, OX15 5NQ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Bloxham, OX15 4LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Hook Norton Butchers, Queen Street, Hook Norton, Banbury, OX15 5EG	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Stores, Long Compton, Shipston-on-Stour, CV36 5JJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	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	2.0%	1	0.0%	0	0.0%	0
Co-op, High Street,	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	6	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Moreton-in-Marsh, GL56 0AH																								
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	2.9%	12	11.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	5	0.0%	0	0.0%	0
Daylesford Organic (Farm Shop), Daylesford, Moreton-in-Marsh, GL56 0YG	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Moreton-in-Marsh, GL56 0BY	2.4%	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	23.6%	9	0.0%	0	0.0%	0
Zone 10																								
Budgens, Burford Street, Lechlade, GL7 3AP	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	4	0.0%	0
Co-op, (Texaco Petrol Station), Station Road, Lechlade-on-Thames, GL7 3ER	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	0.0%	0	15.4%	4	0.0%	0
Co-op, High Street, Burford, OX18 4QF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Cutler & Cashin, Oak Street, Lechlade, GL7 3AX	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0
Local shops, Lechlade-on-Thames Town Centre GL7 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%	0	0.0%	0	1.0%	0	0.0%	0
Lynwood & Co Burford, High Street, Burford, OX18 4QU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Zone 11																								
Adams of Enstone, The Green, Enstone, Chipping Norton, OX7 4NX	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Chadlington Quality Foods, West End, Chadlington, Chipping Norton, OX7 3NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Charlbury Deli & Café, Market Street, Charlbury, Chipping Norton, OX7 3PL	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Clarkson's Farm Shop, Chipping Norton Road, Chadlington, Chipping Norton, OX7 3PE	0.6%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spendlove Centre,	2.0%	8	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.9%	0	0.0%	0	1.0%	0	0.0%	0	12.3%	3

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Charlbury, Chipping Norton, OX7 3QR																								
Glebe Farm Shop, Spelsbury, Chipping Norton, OX7 3JR	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Local shops, Chadlington Village Centre OX7 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%	0	0.0%	0	0.0%	0	1.7%	0
Local shops, Charlbury Town Centre OX7 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%	0	0.0%	0	0.0%	0	1.7%	0
Outside Catchment Area																								
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.8%	3	0.0%	0	0.0%	0	0.0%	0	14.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	1.1%	5	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Chesterton Drive, Sydenham, Leamington Spa, CV31 1YD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, North Swindon District Centre, Swindon, SN25 4BG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, (Shell Garage), Frilford Service Station, Marcham Road, Frilford, OX13 6QL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, London Road, Fairford, GL7 4AH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Co-op, Brewery Street, Highworth, Swindon, SN6 7AJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Co-op, High Street, Kidlington, OX5 2DH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Shipston-on-Stour, CV36 4AB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitchel Way, Upper Rissington, GL54 2FL	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Queensway Shopping	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	5	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		Zone 9		Zone 10		Zone 11	
Centre, Banbury, OX16 9PQ																								
Co-op, The Square, Stow-on-the-Wold, Cheltenham GL54 1AF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Farmfoods, Calthorpe Street, Banbury, OX16 5EX	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Marcham Road, Abingdon, OX14 1TP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fairford Town Centre, GL7 4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0
Local shops, Kidlington Village Centre, OX5 1	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oxford City Centre, OX1 1	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shipston-on-Stour Town Centre, CV36 4	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.0%	2	0.0%	0	0.0%	0
Local shops, Sidford Village Centre, EX10 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanton Village Centre, WR12 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Kingsmere Retail Park, Kelso Road, Bicester, OX26 1ES	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Worcester Road, Evesham, WR11 4AB	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	5.2%	2	0.0%	0	0.0%	0
Morrisons, Caernarvon Road, Cheltenham, GL51 3BW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.8%	3	0.0%	0	0.0%	0	0.0%	0	14.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.5%	1	0.0%	0	0.0%	0	5.7%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford Road, Banbury, OX16 9XA																								
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Church Street, Shipston-on-Stour, CV36 4AT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Banbury, OX16 5EG	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.4%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	4.5%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.4%	2	0.0%	0	5.1%	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	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	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	8.7%	3	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.2%	5	0.0%	0	0.0%	0	0.0%	0	22.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todenham Manor Farm, Moreton-in-Marsh, GL56 9PQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Turners, Market Place, Shipston-on-Stour, CV36 4AG	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	1.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Weston Pantry Shop, Blacksmiths Close, Weston-on-the-Green, Bicester, OX25 3FL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Convenience Store, Bedford Road, Wootton, Bedford, MK43 9JT	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wykham Park Farm,	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	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	Zone 9	Zone 10	Zone 11
Wykham Lane, Banbury, OX16 9UP												
Others												
Weighted base:	416	63	26	74	23	32	38	34	39	40	27	21
Sample:	409	29	40	43	27	43	45	35	31	35	39	42

Meanscore: [%]

Q07 Of all the money you spend on your main and top-up food shopping, what % share goes to your main food shopping?
Not those that said 'Don't do this type of shopping' at Q05

1 - 10%	1.6%	14	3.4%	7	7.4%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	4.0%	2
11 - 20%	12.0%	107	27.4%	58	12.8%	5	26.1%	32	0.0%	0	0.0%	0	5.4%	4	2.4%	2	0.7%	1	2.7%	2	0.6%	0	9.6%	4
21 - 30%	2.5%	23	7.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	1.1%	1	0.0%	0
31 - 40%	1.2%	11	1.3%	3	0.0%	0	0.4%	1	3.5%	2	3.1%	2	2.6%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.8%	1
41 - 50%	5.9%	53	5.2%	11	5.4%	2	4.2%	5	7.8%	5	15.4%	10	6.8%	5	4.4%	3	5.1%	5	2.2%	2	11.1%	5	0.9%	0
51 - 60%	8.9%	80	6.6%	14	10.7%	4	10.9%	13	10.4%	6	9.7%	7	1.0%	1	12.6%	9	13.5%	12	7.7%	6	11.8%	5	6.1%	2
61 - 70%	10.7%	95	3.6%	8	14.1%	6	18.1%	22	17.4%	11	11.0%	7	7.9%	6	12.8%	9	9.2%	8	11.9%	9	15.2%	7	7.8%	3
71 - 80%	25.0%	223	17.2%	37	25.0%	10	24.1%	29	25.2%	16	27.5%	18	25.3%	18	27.3%	19	40.4%	37	24.9%	18	23.5%	11	26.7%	10
81 - 90%	18.7%	167	15.2%	32	14.1%	6	6.8%	8	22.0%	14	17.5%	12	42.5%	30	17.2%	12	6.6%	6	37.3%	28	29.3%	14	16.2%	6
91 - 99%	3.7%	33	2.6%	5	3.1%	1	2.7%	3	6.9%	4	5.6%	4	3.1%	2	5.9%	4	3.3%	3	3.8%	3	1.7%	1	6.4%	2
100% (Don't do top-up 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	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	7.3%	66	5.9%	13	4.3%	2	6.7%	8	6.8%	4	6.8%	5	2.1%	1	17.4%	12	7.4%	7	6.1%	5	5.2%	2	19.0%	7
(Refused)	2.3%	21	4.0%	8	3.1%	1	0.0%	0	0.0%	0	3.2%	2	0.5%	0	0.0%	0	6.7%	6	2.8%	2	0.6%	0	0.5%	0
Mean:	*65.45*		*51.58*		*60.82*		*56.97*		*74.48*		*72.34*		*75.26*		*74.87*		*69.97*		*78.42*		*74.35*		*66.67*	
Weighted base:	894	212	41	122	62	67	71	68	91	74	47	38
Sample:	838	89	71	73	68	79	87	70	69	77	75	80

Q08 Where do you do most of your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Witney, OX28 6HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet Options, Avenue Four, Station Lane, Witney, OX28 4BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just for Pets, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leafield Village Centre, OX29 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Hanborough Village Centre, OX29 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	6.1%	30	9.6%	7	0.0%	0	7.7%	6	2.6%	1	12.6%	6	3.0%	1	0.0%	0	9.6%	5	2.7%	1	3.7%	1	3.2%	1
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	1.0%	5	5.6%	4	0.0%	0	0.0%	0	0.9%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Next, Witan Way, Market Square, Witney, OX28 6AP	0.9%	4	6.4%	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	0.0%	0	0.0%	0
North Leigh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Relics of Witney, The Old Works, Corn Street, Witney, OX28 6BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Dyas, Market Square, Witney, OX28 6AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Witan Way, Witney, OX28 4FF	1.7%	8	1.5%	1	0.0%	0	3.4%	3	0.0%	0	5.8%	3	1.5%	1	0.0%	0	0.0%	0	0.9%	0	1.9%	1	0.8%	0
Screwfix, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sobell House, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Entertainer, Welch Way, Witney, OX28 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Woolgate Centre,	0.1%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Market Square, Witney, OX28 6AP																								
Toolstation, Avenue One, Witney, OX28 4XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Witan Way, Woolgate, Witney, OX28 6AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WFS Country Shop Ltd, Burford Road, Witney, OX29 0RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Woolgate Shopping Centre, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	19.8%	98	43.6%	30	7.4%	2	21.6%	17	20.0%	7	28.1%	14	24.6%	12	1.8%	1	0.0%	0	6.2%	3	12.7%	4	33.4%	7
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.3%	1	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Applegarth Nurseries, Banbury Road, Chipping Norton, OX7 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beadle's Butchers, Market Street, Chipping Norton, OX7 5NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	1.1%	6	0.0%	0	14.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Co-op, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Carpets, Worcester Road Industrial Estate, Chipping Norton, OX7 5XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain Warehouse, London Road, Chipping Norton, OX7 5EJ	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Windmill Square, London Road, Chipping Norton, OX7 5EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QD, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Market Street, Chipping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Norton, OX7 5NA																								
Topside Pharmacy, High Street, Chipping Norton, OX7 5AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Station Road, Chipping Norton, OX7 5HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
A K Timms, Station Road, Brize Norton, Carterton, OX18 3QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Alvescot Road, Carterton, OX18 3JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Supermarket, Black Bourton Road, Carterton, OX18 3HQ	2.0%	10	0.0%	0	0.0%	0	12.2%	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
Aston Village Centre, OX18 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bampton Local Centre, OX18 2	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	0.0%	0	0.0%	0	0.0%	0
Brize Norton Village Centre, OX18 3	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	0.0%	0	0.0%	0	0.0%	0
Carterton Post Office, Black Bourton Road, Carterton OX18 3HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Bampton, OX18 2JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Black Bourton Road, Carterton, OX18 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Ventura Business Park, Carterton OX18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Buckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.1%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Southmoor Village Centre, OX13 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Cassington Nurseries, Yarnton Road, Cassington, Witney, OX29 4DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curbridge Village Centre, OX29 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eynsham, Witney, OX29 4EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Co-op, High Street, Woodstock, OX20 1TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeland Nurseries, Wroslyn Road, Freeland, Witney, OX29 8AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Bunkers Hill Garden Shop, Bunkers Hill, Kidlington, OX5 3BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eagles, Market Place, Deddington, Banbury, OX15 0SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicholsons, The Park, Bicester, OX25 6HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rousham Village Centre, OX25 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Bloxham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bodicote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX15 4																								
Cotefield Nurseries, Oxford Road, Bodicote, Banbury, OX15 4AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	0	0.0%	0	8.3%	2
Sophie Oliver Jewellery, High Street, Moreton-in-Marsh, GL56 0AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
StowAg, Moreton Road, Longborough, Moreton-in-Marsh, GL56 0QJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Cotswold Business Park, London Road, Moreton-in-Marsh, GL56 0JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Burford Town Centre, OX18 4	1.2%	6	0.0%	0	1.2%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	9.1%	3	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Station Road, Lechlade, GL7 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Filkins Village Centre, GL7 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%	0	0.0%	0	0.9%	0	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Pavers, Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Zone 11																								
Chadlington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.1%	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
Aldi, Highworth Industrial Estate, Highworth, Swindon, SN6 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Horspath Driftway Retail Park, Headington, Oxford, OX3 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Ruscote Avenue, Banbury, OX16 2GU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wootton Road, Abingdon, OX14 1FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple, Midsummer Place Shopping Centre, Midsummer Boulevard, Milton Keynes, MK9 3GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, The Maybird Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stratford-upon-Avon, CV37 0HZ																								
Asda Living, Maybird Retail Park, Stratford-upon-Avon, CV37 0HZ	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0
Asda Living, Templar Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, North Swindon District Centre, Swindon, SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Westlea, Swindon, SN5 7DL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Aspen Carpets & Flooring, Maldon Road, Danbury, Chelmsford, CM3 4QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury Town Centre, HP20 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Southam Road, Banbury, OX16 2AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Worcester Road, Worcestershire, WR11 4XF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Four Pools Retail Park, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Great Western Way, Wiltshire, Swindon SN2 2DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Nuffield Way, Abingdon, OX14 1RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Seacourt Tower, Retail Park, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, The Maybird Centre, Stratford-upon-Avon, CV37 0HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury,	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
OX16 1LX																								
Banbury Express, Warwick Road, Banbury, OX16 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	9.6%	47	3.8%	3	35.5%	7	5.8%	5	0.0%	0	0.0%	0	0.0%	0	37.9%	13	29.8%	16	2.7%	1	0.0%	0	8.7%	2
Banbury Town Centre	4.9%	24	1.5%	1	13.9%	3	0.7%	1	0.0%	0	0.0%	0	0.7%	0	12.8%	4	16.6%	9	10.4%	5	0.0%	0	4.8%	1
Batsford Arboretum and Garden Centre, Batsford, Moreton-in-Marsh, GL56 9AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bennetts Family Furnishing, Warwick Road, Banbury, OX16 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Bicester Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwell's Bookshop, Broad Street, Oxford, OX1 3BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Cornmarket Street, Oxford, OX1 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Market Place, Fairford, GL7 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.1%	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
Botley Village Centre, OX2 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers Decorator Centres, Penhill Industrial Park, Beaumont Road, Banbury, OX16 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Mead Retail Park, Swindon, SN5 7YF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
British Red Cross, Wallingford Street, Wantage, OX12 8AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Woodstock Road, Yarnton, Kidlington, OX5 1PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetland, Parson's Street, Banbury, OX16 5NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 / West End	1.4%	7	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	0	1.8%	1	0.0%	0	2.7%	1	10.4%	3	4.9%	1
Centre:mk, Silbury Boulevard, Milton Keynes, MK9 3ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlecote Garden Centre, Charlecote, Warwick, CV35 9ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	3.3%	16	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.7%	13	8.4%	2	0.0%	0
Chessington Local Centre, KT9 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Childrey Village Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	3	0.0%	0
Clarendon Centre, Cornmarket Street, Oxford, OX1 3JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Loxley Close, Wellesbourne, Warwick, CV35 9RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.1%	0	0.0%	0	0.0%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Cotswold Outdoor, Bicester, OX25 2NY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Spine Road East, Cirencester, GL7 5TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Local Centre, OX4 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol, BS34 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croft Pet Foods, Broad Street, Banbury, OX16 5BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cumnor Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Botley Road, Oxford, OX2 0HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Springfield Drive, Evesham, WR11 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, The Place Retail Park, Elder Gate, Milton Keynes, MK9 1EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Decathlon, Kensington High Street, London, W8 7RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 City Centre, DE1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	2.7%	13	0.0%	0	0.0%	0	10.8%	9	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	5.6%	2	0.0%	0
DFS, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton Village Centre, OX14 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulux Decorator Centre, The Broadway, Kidlington, OX5 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Meadowside Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Park, Lamarsh Road, Oxford, OX2 0FE																								
Dunelm, Southam Road, Banbury, OX16 2RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Challow Village Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ella's Toy Shop, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esso, Ermont Way, Banbury, OX16 8SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Garden Centre, The Valley, Evesham, WR11 4DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Shopping Park, Evesham, WR11 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.1%	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
Finmere Local Centre, MK18 4	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Pools Retail Park, Four Pools Lane, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Tewkesbury Road, Cheltenham, GL51 9RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Quays, St Ann	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	Zone 9	Zone 10	Zone 11
Way, Gloucester, GL1 5SH												
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.1% 0	0.0% 0	0.0% 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
Halfords, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Hammonds Furniture, Fairacres Retail Park, Nuffield Way, Abingdon, OX14 1BY	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Hampton Poyle Village Centre, OX5 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Haverfordwest Town Centre, SA61 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Haynes Of Challow, Faringdon Road, Wantage, OX12 9TB	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Henley-on-Thames Town Centre, RG9 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Hewetts Electrical, Cricklade Street, Cirencester, GL7 1JF	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
High Wycombe Town Centre, HP11 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Highworth Town Centre, SN6 7	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Home Bargains, Golden Valley Retail Park, Hatherley Lane, Cheltenham, GL51 6PN	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Home Bargains, Great Western Way, Swindon, SN2 1US	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.0% 0	0.0% 0	0.0% 0	0.0% 0	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, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	0.0% 0	0.0% 0	0.0% 0	0.0% 0	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, Horspath Driftway, Oxford, OX3 7JN	0.0% 0	0.0% 0	0.0% 0	0.0% 0	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, Launton Road Retail Park, Launton	0.0% 0	0.0% 0	0.0% 0	0.0% 0	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		Zone 9		Zone 10		Zone 11	
Road, Bicester, OX26 4JQ																								
Homesense, Bath Road, Taplow, Maidenhead, SL6 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsditch Retail Park, Kingsditch Lane, Cheltenham, GL51 9PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Labels Shopping, Netherton Road, Ross-on-Wye, HR9 7QJ	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	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 4JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Marcham Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Abingdon, OX14 1TP																								
Lidl, Spiceball Park Road, Banbury, OX16 2DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Regis Town Centre, DT7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M1 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Furniture, Cheney Manor Road, Swindon, SN2 2QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Marlborough Road, Swindon, SN3 6AA	0.1%	0	0.0%	0	0.0%	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
Marks and Spencer (M&S) Simply Food, Roman Road, Station Road, Stow-on-the-Wold, Cheltenham, GL54 3AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Bridge Street, Stratford-upon-Avon, CV37 6AS	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	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1%	0	0.0%	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
Marks and Spencer (M&S), Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Park Avenue, Aberystwyth, SY23 1PB	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	4.7%	2	0.0%	0	0.0%	0
Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Greenbridge Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Park, Stratton Road, Swindon, SN3 3SG																								
Matlock Town Centre, DE4 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	0	0.0%	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
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham Town Centre, SN12 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
MKM Building Supplies, Station Approach, Kidlington, OX5 1JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine Road East, Cirencester, GL7 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Swan Close Road, Banbury, OX16 5AQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre, CW5 5	0.1%	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
Newbury Town Centre, RG14 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre, DL7 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Garden Centre, Tewkesbury Road, Twigworth, Gloucester, GL2 9PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.3%	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	0.0%	0	3.7%	1	0.0%	0
Oxford City Centre	16.7%	82	15.0%	10	11.1%	2	7.1%	6	32.3%	12	37.8%	19	37.5%	19	19.0%	6	2.2%	1	8.0%	4	0.0%	0	12.9%	3
Oxford Garden Centre, Southern By-Pass Road, Oxford, OX1 5AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Ambassador Avenue, Oxford, OX4 6XJ																								
Pavers, Avenue Garden Centre, Oxford Road, Bicester, OX25 2NY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavers, The Valley, Evesham, WR11 4DS	0.1%	0	0.0%	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
Pavers, Yarnton Nurseries & Shopping Village, Sandy Lane, Kidlington, OX5 1PA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peachcroft Shopping Centre, Peachcroft Road, Abingdon, OX14 2RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Four Pools Lane, Evesham, WR11 1DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Oxford Road, Swindon, SN3 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Yarnton Home & Gardens, Sandy Lane, Yarnton, Oxford, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitlochry Town Centre, PH16 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, Elder Gate, Milton Keynes, MK9 1LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, West Way, Botley Road, Oxford, OX2 0JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale Town Centre, OL11 1	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rohan, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	0.1%	0	0.0%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Rosebird Community Hall, Shipston Road, Alderminster, Stratford-upon-Avon, CV37 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre, CV31 3	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Royal Wootton Bassett Town Centre, SN4 7AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Oxford Road, Banbury, OX16 9XA	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Paddington Drive, Swindon, SN5 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Pioneer Square, Bicester, OX26 6FA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Tewkesbury Road, Cheltenham, GL51 9RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Westgate, Oxford, OX1 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Beech Court,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Bourton-on-the-Water, Cheltenham, GL54 2SB																								
Screwfix, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Horspath Industrial Estate, Pony Road, Oxford, OX4 2SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Mercian Close, Cirencester, GL7 1LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Station Field Industrial Estate, Kidlington, OX5 1JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Road, Bicester, OX26 4AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Wildmere Road Industrial Estate, Banbury, OX16 3JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt, Bourton-on-the-Water, Cheltenham, GL54 3WN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Eastern Avenue Retail Park, Southbrook Road, Eastern Avenue, Gloucester, GL4 3BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Patriot Drive, Milton Keynes, MK13 8PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofas & Stuff, Tripp Hill, Pulborough, RH20 1ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre, B91 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Ambassador Avenue, Oxford, OX4 6XJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Tower Retail Park, West Way, Oxford, OX2 0JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Oxford Road, Swindon, SN3 4ES																								
Stalls Lifestyle, Preston Lane, Stratford-upon-Avon, CV37 8DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonor Village Centre, RG9 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.1%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Garden Centre, Campden Road, Clifford Chambers, Stratford-upon-Avon, CV37 8LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Town Centre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	6	2.7%	1	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug, Westgate Shopping Centre, Queen Street, Oxford, OX1 1PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	2.3%	12	0.0%	0	0.0%	0	10.4%	8	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0
Symondsbury Village Centre, DT6 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tapi Carpets & Floors, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Square, Pound Way, Oxford, OX4 3XH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Lockheed Close, Banbury, OX16 1LX	0.4%	2	0.0%	0	1.2%	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	4.0%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.1%	0	0.0%	0	0.0%	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
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.1%	0	0.0%	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
Tesco Superstore, Fosse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Way, Stow-on-the-Wold, GL54 1BX																								
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	2.6%	13	4.9%	3	0.0%	0	11.5%	9	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Kidlington Centre, High Street, Kidlington, OX5 2DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Cherwell Street, Banbury, OX16 2BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Valley, Evesham, WR11 4DS	0.1%	0	0.0%	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
The White Horse Medical Centre, Volunteer Way, Faringdon, SN7 7YU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge, CB1 3ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Pioneer Road, Faringdon, SN7 7BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Liskeard, Trago Mills, Two Waters Foot, Liskeard, PL14 6HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Maybrook Industrial Estate, Maybrook Road, Stratford-upon-Avon, CV37 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tysoe Village Stores, Main Street, Warwick, CV35 0SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Abbey Close, Abingdon, OX14 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Botley Road, Oxford,OX2 0HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Church Hill Junction 8A, M40, Oxford,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 9		Zone 10		Zone 11	
OX33 1LJ																								
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Meadow Row, Buckingham, MK18 1RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Manor Road, Brackley, NN13 6BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Old High Street, Headington, Oxford, OX3 9JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Southam Road, Banbury, OX16 2FN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Western By-Pass Road, Peartree Interchange, A34/A40/A44, Oxford, OX2 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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-le-Dale Village Centre, PR5 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.6%	3	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterperry Gardens (Garden Centre), Waterperry, Oxford, OX33 1LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre, NN8 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield, Ariel Way, London, W12 7GF	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	6.0%	29	7.6%	5	0.0%	0	4.4%	4	18.2%	7	4.1%	2	14.2%	7	0.0%	0	0.0%	0	4.7%	2	0.0%	0	11.9%	3
Weston-on-the-Green Village Centre, OX25 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Cromer Road West, Hounslow, TW6 1QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Kings Walk Shopping Centre, Kings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Park, Wantage, OX12 9AJ																								
Wickes, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Gipsy Lane, Swindon, SN2 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Launton Road, Bicester, OX26 6PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Metric Trade Park, Love Lane, Cirencester, GL7 1YQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Southam Road, Banbury, OX16 2RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham, GL51 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre, GU46 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO1 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV 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	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	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of 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	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:		492		70		21		80		37		50		50		34		55		45		28		22
Sample:		588		43		51		51		51		63		55		53		55		59		52		55

Q09 Which internet / home delivery retailer do you use most often for your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?

Those that do their clothing and footwear shopping via the internet or delivery at Q08 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Amazon	32.7%	149	48.0%	63	27.7%	8	47.1%	32	28.3%	8	20.1%	5	14.1%	3	26.8%	12	7.0%	3	24.1%	6	33.0%	6	10.4%	2
Asda (George)	2.2%	10	4.0%	5	0.0%	0	4.0%	3	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASOS	2.3%	11	6.0%	8	0.0%	0	4.0%	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
Bonmarche	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	1.5%	7	0.0%	0	3.4%	1	0.0%	0	2.2%	1	1.6%	0	3.1%	1	0.0%	0	7.0%	3	1.7%	0	3.1%	1	0.0%	0
Debenhams	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Dorothy Perkins	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	2.6%	12	2.0%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	7.3%	3	7.0%	3	0.0%	0	1.6%	0	14.7%	2
House of Fraser	0.6%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jacamo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
John Lewis	2.4%	11	0.0%	0	5.6%	2	2.3%	2	2.2%	1	1.6%	0	1.5%	0	11.0%	5	0.0%	0	3.3%	1	1.6%	0	2.1%	0
Littlewoods	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	11.1%	51	5.8%	8	16.3%	5	3.0%	2	10.9%	3	12.6%	3	27.2%	7	6.8%	3	25.7%	11	11.7%	3	27.0%	5	8.6%	1
Morrisons (Nutmeg)	1.6%	7	5.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	1.7%	8	4.6%	6	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	11.1%	51	13.9%	18	0.0%	0	16.4%	11	5.4%	2	9.5%	2	11.8%	3	0.7%	0	10.7%	5	14.6%	4	12.0%	2	22.1%	4
Nike	2.0%	9	0.0%	0	0.0%	0	7.9%	5	5.7%	2	8.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks	0.7%	3	0.0%	0	7.4%	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	5.6%	1
Pretty Green	1.0%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (Tu Clothing)	2.4%	11	0.0%	0	0.0%	0	13.0%	9	0.0%	0	0.0%	0	1.5%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	0.5%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zara	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Atlas for Men	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Bass Pro	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	8.4%	2	0.0%	0	0.0%	0
Big Dude Clothing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boden	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	3.6%	2	0.0%	0	8.4%	2	9.4%	2	0.0%	0
Charles Clinkard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.1%	0
Charles Tyrwhitt	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Chums	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Converse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Cosyfeet	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	0.0%	0	0.0%	0	0.0%	0
Crew Clothing	1.0%	4	0.0%	0	5.6%	2	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	0	1.6%	0	0.0%	0
Damart	1.0%	5	0.4%	1	2.5%	1	0.0%	0	2.2%	1	1.6%	0	4.6%	1	0.7%	0	0.0%	0	1.7%	0	1.6%	0	1.1%	0
David Nieper	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fatface	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotter Shoes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.7%	0	1.6%	0	0.0%	0
JD Williams	0.2%	1	0.0%	0	0.8%	0	0.0%	0	1.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
James Meade	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jeanstore	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jigsaw	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Joe Browns	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	8.4%	2	0.0%	0	0.0%	0
John Norris	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	4	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		Zone 9		Zone 10		Zone 11	
Jolliman Essentials	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Lacoste	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Lands' End	0.7%	3	0.0%	0	0.0%	0	0.8%	1	1.1%	0	3.2%	1	3.1%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.1%	0
MandM	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moshulu	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain Warehouse	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Patra Selections	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Peter Christian	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Plumo	0.2%	1	0.0%	0	0.0%	0	0.8%	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
Poetry	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Roman	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalt Cornwall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Shein	1.5%	7	2.0%	3	8.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Skechers	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temu	2.7%	12	3.4%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.0%	0	11.2%	3	1.6%	0	0.0%	0
The House of Bruar	0.7%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
The White Company	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	0.0%	0	0.0%	0	0.0%	0
Urban Menswear	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0
Vinted	2.8%	13	0.0%	0	5.6%	2	0.0%	0	5.7%	2	8.2%	2	7.7%	2	0.0%	0	7.0%	3	0.0%	0	0.0%	0	14.3%	2
Weird Fish	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
White Stuff	1.8%	8	0.0%	0	0.8%	0	0.0%	0	5.4%	2	9.8%	3	0.0%	0	1.4%	1	7.0%	3	0.0%	0	0.0%	0	0.0%	0
WoolOvers	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Yours Clothing	1.2%	5	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		457		132		31		69		30		26		24		45		43		24		17		17
Sample:		353		42		39		34		31		27		30		35		31		26		31		27

Q10 In addition to LOCATION MENTIONED AT Q08, where else do you regularly shop for your household's men's, women's, children's and baby clothing and footwear purchases?
Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q08 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	4.1%	18	14.2%	11	0.0%	0	1.7%	1	2.6%	1	4.2%	2	4.6%	2	0.0%	0	0.0%	0	1.0%	0	2.2%	1	2.7%	1
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	1.2%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	2	8.7%	2
Next, Witan Way, Market Square, Witney, OX28 6AP	1.8%	8	5.7%	4	0.0%	0	0.0%	0	0.0%	0	9.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.5%	6	4.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.9%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	2.2%	9	7.8%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	4.5%	1
Witney Town Centre	17.3%	76	5.9%	5	19.2%	4	30.5%	19	15.1%	4	31.7%	12	23.5%	11	0.9%	0	1.3%	1	20.6%	8	39.4%	9	11.9%	2
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.5%	2	0.0%	0	11.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	2.5%	11	0.0%	0	0.0%	0	11.2%	7	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	7.3%	2	0.0%	0
Zone 4																								
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Woodstock Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Zone 7																								
Rousham Village Centre, OX25 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Zone 9																								
Zone 10																								
Burford Town Centre, OX18 4	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.3%	1	1.0%	0	5.4%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
GL7 3DP																								
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	1.2%	5	3.4%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	1.6%	7	9.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	5	0.0%	0	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	0.1%	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
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.6%	3	0.0%	0	9.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	7.6%	33	7.8%	6	28.9%	6	0.0%	0	1.3%	0	0.0%	0	3.1%	1	29.4%	11	13.1%	6	5.0%	2	0.0%	0	5.4%	1
Banbury Town Centre	3.4%	15	0.0%	0	12.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	14.4%	7	5.0%	2	0.0%	0	18.5%	4
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.1%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Birmingham City Centre, B2 4	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3	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	5.0%	2	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	3.2%	14	0.0%	0	1.3%	0	0.0%	0	1.3%	0	1.1%	0	3.8%	2	7.5%	3	1.3%	1	11.6%	5	7.6%	2	7.8%	2
Centre:mk, Silbury Boulevard, Milton Keynes, MK9 3ES	0.1%	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
Cheltenham Town Centre	0.9%	4	1.3%	1	3.9%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.1%	0	0.0%	0
Cirencester Town Centre	1.2%	5	0.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.0%	0	8.4%	2	4.5%	1
Clarendon Centre, Cornmarket Street, Oxford, OX1 3JE	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	5	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		Zone 9		Zone 10		Zone 11	
Costco, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Cowley Local Centre, OX4 2	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Decathlon, Kensington High Street, London, W8 7RL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	4.6%	20	3.3%	3	0.0%	0	14.9%	9	21.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	1.1%	0	0.9%	0
Didcot Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	2
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Gloucester Quays, St Ann Way, Gloucester, GL1 5SH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	1.4%	6	0.0%	0	0.0%	0	7.3%	5	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre, SA61 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Henley-on-Thames Town Centre, RG9 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.1%	0	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	0.0%	0	0.0%	0
Kidlington Village Centre	0.6%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Stafferton Way, Maidenhead, SL6 1AY	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S),	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG																								
Matalan, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	0.8%	4	0.0%	0	0.0%	0	5.6%	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
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	4.3%	2	8.7%	4	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine Road East, Cirencester, GL7 5QA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	0.1%	0	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	0.0%	0	0.0%	0
Northallerton Town Centre, DL7 8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Oxford City Centre	18.9%	83	28.3%	22	5.1%	1	18.3%	11	17.7%	4	41.1%	16	27.0%	13	19.5%	7	3.9%	2	7.0%	3	3.3%	1	12.7%	3
Pavers, Avenue Garden Centre, Oxford Road, Bicester, OX25 2NY	0.1%	1	0.0%	0	1.3%	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
Royal Leamington Spa Town Centre, CV31 3	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	1.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	1.3%	1	1.0%	0	0.0%	0	0.9%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Tewkesbury Road, Cheltenham, GL51 9RR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Seasalt, Bourton-on-the-Water, Cheltenham, GL54 3WN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	2.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	5	17.3%	7	0.0%	0	0.0%	0
Swindon Town Centre	1.6%	7	0.7%	1	1.3%	0	6.4%	4	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0
Templars Square, Pound	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Way, Oxford, OX4 3XH																								
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.3%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-le-Dale Village Centre, PR5 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Wantage Town Centre, OX12 9	0.7%	3	3.3%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield, Ariel Way, London, W12 7GF	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	1.0%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.1%	0	4.0%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre, GU46 7	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Weighted base:		440		78		20		63		25		39		49		37		46		40		24		20
Sample:		465		36		41		36		38		49		55		36		39		48		37		50

Q11 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	2.0%	3	6.8%	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	0.0%	0	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	1
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	13.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
Witney Town Centre	34.5%	46	35.0%	14	5.1%	0	48.7%	9	50.0%	0	48.6%	5	43.0%	6	2.1%	0	38.5%	3	0.0%	0	59.3%	4	62.7%	4
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	2.7%	4	6.8%	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	0.0%	0	14.5%	1
Chipping Norton Town Centre	2.9%	4	0.0%	0	49.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	1	0.0%	0	0.0%	0	2.8%	0
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	2.0%	3	6.8%	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	0.0%	0	0.0%	0
Carterton Town Centre	0.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Zone 5																								
Zone 6																								
Woodstock Town Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Zone 10																								
Burford Town Centre, OX18 4	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	2.5%	3	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	5.3%	7	18.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Banbury Town Centre	10.1%	14	6.8%	3	40.5%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	0	26.7%	4	46.1%	4	8.1%	1	0.0%	0	2.8%	0
Bicester Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	3.2%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	35.3%	3	0.0%	0	0.0%	0
Cirencester Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0
Evesham Town Centre, WR11 4	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	21.2%	2	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0
Kidlington Village Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	13.6%	18	8.7%	3	5.1%	0	0.0%	0	50.0%	0	40.2%	4	30.1%	4	18.2%	3	0.0%	0	31.3%	3	0.0%	0	0.0%	0
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	6.7%	9	0.0%	0	0.0%	0	48.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0
Swindon Town Centre	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	0.0%	0	26.8%	2	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Weighted base:		135		39		5		19		1		11		14		15		8		10		8		6
Sample:		132		20		8		13		2		15		17		12		9		9		15		12

Q12 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, iPad, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Robert Dyas, Market Square, Witney, OX28 6AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	6.4%	28	17.3%	13	6.2%	1	2.7%	2	1.0%	0	16.4%	8	2.8%	1	0.0%	0	0.0%	0	2.2%	1	2.2%	1	8.8%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Witney Town Centre	13.3%	59	28.5%	22	1.2%	0	18.9%	11	3.0%	1	15.7%	8	22.1%	9	0.0%	0	0.0%	0	2.2%	1	25.1%	6	11.7%	2
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	1.4%	6	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	6.9%	31	0.0%	0	53.7%	12	6.1%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	10.1%	6	21.3%	8	0.0%	0	9.1%	1
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton 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	0.0%	0	1.1%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	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	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Zone 5																								
Eynsham Village Centre	2.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	10	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Moreton-in-Marsh Town Centre, GL56 0	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.6%	3	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Zone 10																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Burford Town Centre, OX18 4	0.1%	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																								
Chadlington Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple, Midsummer Place Shopping Centre, Midsummer Boulevard, Milton Keynes, MK9 3GA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Living, Maybird Retail Park, Stratford-upon-Avon, CV37 0HZ	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	1.1%	0	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
B&M, Worcester Road, Worcestershire, WR11 4XF	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	5.8%	2	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	13.3%	59	9.4%	7	22.4%	5	4.7%	3	3.0%	1	0.0%	0	0.0%	0	30.9%	10	46.7%	28	2.2%	1	0.0%	0	31.9%	5
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	1.7%	8	9.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Banbury Town Centre	4.1%	18	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	17.6%	6	17.2%	10	3.4%	1	0.0%	0	0.0%	0
Bicester Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	14.2%	63	17.6%	13	0.0%	0	18.1%	10	19.7%	6	32.8%	16	24.5%	10	9.8%	3	0.0%	0	0.0%	0	2.2%	1	19.9%	3
Central London / West End	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0
Cheltenham Town Centre	1.2%	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	14.5%	5	0.0%	0	0.0%	0
Cirencester Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	3	0.0%	0
Costco, St Brendan's Way, Avonmouth, Bristol, BS11 9EZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Currys, Botley Road, Oxford, OX2 0HY	4.8%	21	7.2%	5	1.2%	0	13.6%	8	2.0%	1	1.7%	1	13.8%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.1%	0
Currys, Greenbridge Retail Park, Stratton Road, Swindon, SN3 3SG	0.7%	3	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	8.8%	2	0.0%	0
Currys, Maybrook Retail Park, Birmingham Road,	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.1%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stratford-upon-Avon, CV37 0BT																								
Currys, Springfield Drive, Evesham, WR11 1DX	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.0%	3	0.0%	0	0.0%	0
Currys, The Place Retail Park, Elder Gate, Milton Keynes, MK9 1EN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Shopping Park, Evesham, WR11 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	4	0.0%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	3.9%	17	0.0%	0	0.0%	0	10.7%	6	17.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	5	0.0%	0
Hewetts Electrical, Cricklade Street, Cirencester, GL7 1JF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	1.1%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.5%	1	6.6%	3	1.0%	0	0.0%	0	0.0%	0	1.1%	0	1.1%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M1 5	0.3%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	6.7%	30	2.0%	2	1.2%	0	16.9%	10	16.9%	5	2.5%	1	16.3%	7	9.5%	3	1.0%	1	1.1%	0	0.0%	0	4.6%	1
Oxford Retail Park,	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	7.5%	3	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Ambassador Avenue, Oxford, OX4 6XJ																								
Richer Sounds, Elder Gate, Milton Keynes, MK9 1LR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, West Way, Botley Road, Oxford, OX2 0JB	0.2%	1	0.0%	0	1.2%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate, Oxford, OX1 1PA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.1%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.5%	2	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	5.5%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	0	0.0%	0	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	1.4%	6	0.0%	0	0.0%	0	0.0%	0	19.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Weighted base:		445		76		22		58		32		50		40		32		59		36		24		15
Sample:		572		41		60		47		57		63		55		47		62		48		49		43

Q13 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	6.2%	2
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	3.2%	16	7.8%	7	0.0%	0	8.1%	5	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.4%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	4.4%	21	0.6%	1	0.0%	0	6.2%	4	8.2%	2	14.9%	8	8.1%	4	0.0%	0	0.0%	0	0.0%	0	7.9%	2	3.5%	1
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	1.0%	5	3.1%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith, Woolgate Shopping Centre, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Witney Town Centre	35.3%	170	64.5%	56	0.0%	0	54.7%	31	6.2%	2	47.5%	25	53.7%	26	8.1%	3	0.0%	0	20.4%	7	40.0%	11	30.0%	8
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	0.7%	4	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Chipping Norton Town Centre	12.8%	62	0.0%	0	90.2%	24	0.0%	0	0.0%	0	0.0%	0	0.8%	0	6.6%	2	27.1%	15	31.9%	11	0.0%	0	36.0%	9
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	1.2%	6	0.0%	0	0.0%	0	8.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Aston Village Centre, OX18 2	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	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	2.9%	14	3.1%	3	0.0%	0	15.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	0.1%	1	0.0%	0	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
Zone 4																								
Southmoor Village Centre, OX13 5	0.1%	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
Zone 5																								
Eynsham Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Woodstock Town Centre	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	7	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bodicote Village Centre	0.1%	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
Brailes Local Centre, OX15 5	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	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Co-op, High Street, Moreton-in-Marsh, GL56 0AH	0.1%	0	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
Moreton-in-Marsh Town Centre, GL56 0	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	8.6%	3	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	7.5%	2	0.0%	0
Co-op, Station Road, Lechlade, GL7 3ER	0.1%	0	0.0%	0	0.0%	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
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	0.1%	0	0.0%	0	0.0%	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
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Co-op, Spendlove Centre, Charlbury, Chipping Norton, OX7 3QR	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Outside Catchment Area																								
Abingdon Town Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	15.6%	4	0.8%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	6.5%	31	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	19.9%	7	36.9%	21	0.0%	0	0.0%	0	5.4%	1
Bicester Town Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwell's Bookshop, Broad Street, Oxford, OX1 3BQ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.1%	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
British Red Cross, Wallingford Street, Wantage, OX12 8AU	0.1%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.7%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	1.1%	1	1.2%	0	0.0%	0	0.0%	0
Central London / West End	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	7.3%	3	0.0%	0	1.2%	0	0.0%	0	3.7%	1
Cheltenham Town Centre	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	10.4%	3	0.0%	0	0.0%	0
Cirencester Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3	0.0%	0
Cumnor Village Centre	0.9%	4	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	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	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.1%	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
Faringdon Town Centre	0.1%	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
High Wycombe Town Centre, HP11 2	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	0.1%	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
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.1%	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
Kidlington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Lyme Regis Town Centre, DT7 3	0.5%	3	0.0%	0	0.0%	0	4.6%	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
Milton Keynes City Centre, MK9 3	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	6.1%	29	3.9%	3	3.0%	1	0.0%	0	35.2%	9	11.8%	6	10.4%	5	8.3%	3	0.0%	0	0.0%	0	0.9%	0	5.1%	1
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	5.8%	3	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		Zone 9		Zone 10		Zone 11	
Stow-on-the-Wold Town Centre, GL54 1	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	2.4%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	2.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	7	14.1%	5	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.1%	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
Swindon Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	1.7%	8	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	11.3%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.3%	1	0.0%	0	0.0%	0	0.9%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Waitrose, Abbey Close, Abingdon, OX14 3HL	0.1%	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
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.1%	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
Wantage Town Centre, OX12 9	0.7%	3	0.0%	0	0.0%	0	0.0%	0	12.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.8%	4	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0
WHSmith, Cromer Road West, Hounslow, TW6 1QG	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	0.0%	0	0.0%	0	0.0%	0
WHSmith, Kings Walk Shopping Centre, Kings Park, Wantage, OX12 9AJ	0.1%	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
Yarnton Village Centre	1.5%	7	8.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre, YO1 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Others																								
Weighted base:		481		87		26		57		26		54		49		38		57		34		29		25
Sample:		578		47		56		46		46		63		58		49		53		48		52		60

Q14 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	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	0.0%	0	0.0%	0	0.0%	0
Just for Pets, Market Square, Witney, OX28 6AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Lidl, New Close Lane, Witney, OX28 4TT	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.8%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	2	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	2.3%	8	9.5%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.4%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	5.2%	1
The Entertainer, Welch Way, Witney, OX28 6JH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	1.6%	6	1.5%	1	0.0%	0	5.9%	4	0.0%	0	1.1%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
WFS Country Shop Ltd, Burford Road, Witney, OX29 0RB	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Witney Town Centre	23.2%	83	46.8%	32	0.0%	0	34.4%	21	4.3%	1	26.3%	10	44.1%	11	1.0%	0	0.0%	0	5.0%	1	18.6%	3	28.3%	4
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	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	0.0%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	2.6%	9	0.0%	0	35.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	14.5%	2
Co-op, High Street, Chipping Norton, OX7 5AB	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	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets Corner, Windmill Square, London Road, Chipping Norton, OX7 5EJ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.6%	2	0.0%	0	12.1%	2	0.0%	0	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		Zone 9		Zone 10		Zone 11	
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	0.7%	3	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	2.8%	10	0.0%	0	0.0%	0	12.0%	7	0.0%	0	0.0%	0	0.0%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	1.0%	3	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.3%	0
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Standlake Village Centre	0.7%	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	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	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	3.4%	1	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	12.9%	3	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	1.1%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	2	0.0%	0
Lechlade-on-Thames Town Centre, GL7 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%	0	0.0%	0	1.4%	0	0.0%	0
Zone 11																								
Charlbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Outside Catchment Area																								
Abingdon Town Centre	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Argos, The Maybird Centre, Stratford-upon-Avon, CV37 0HZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park,	3.1%	11	6.6%	4	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	3.5%	1	11.2%	3	0.0%	0	6.5%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lockheed Close, Banbury, OX16 1LX																								
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	1.0%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	1.3%	0
Banbury Town Centre	7.8%	28	6.6%	4	16.8%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	0	23.9%	7	30.5%	11	3.4%	1	0.0%	0	11.2%	2
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	1.6%	6	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	11.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	3.9%	14	3.9%	3	0.0%	0	0.0%	0	1.1%	0	27.4%	10	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	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	3.4%	1	0.0%	0	11.3%	2
Childrey Village Centre, OX12 9	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2	0.0%	0
Co-op, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor, Spine Road East, Cirencester, GL7 5TL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croft Pet Foods, Broad Street, Banbury, OX16 5BX	1.3%	5	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0
Decathlon, Kensington High Street, London, W8 7RL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.5%	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	0.0%	0	7.5%	1	0.0%	0
Drayton Village Centre, OX14 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ella's Toy Shop, Digbeth Street, Stow-on-the-Wold, Cheltenham, GL54 1BN	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	1.1%	4	0.0%	0	0.0%	0	0.0%	0	13.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Faringdon Town Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Four Pools Retail Park, Four	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pools Lane, Evesham, WR11 1DJ																								
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	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	0.0%	0	1.4%	0	0.0%	0
Halfords, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.8%	3	0.0%	0	0.0%	0	4.6%	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
Hampton Poyle Village Centre, OX5 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	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	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	4.7%	17	6.5%	4	8.6%	2	0.0%	0	2.1%	1	14.5%	5	8.6%	2	0.0%	0	1.7%	1	8.4%	2	0.0%	0	0.0%	0
Pets at Home, Botley Road, Lamarsh Road, Oxford, OX2 0HA	1.3%	5	0.0%	0	0.0%	0	7.7%	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
Pets at Home, Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1
Pets at Home, Four Pools Lane, Evesham, WR11 1DJ	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	11.2%	3	0.0%	0	0.0%	0
Pets at Home, Maybrook Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0BT	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	3	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Oxford Road, Swindon, SN3 4ES	0.8%	3	0.0%	0	0.0%	0	4.4%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pets Corner, Yarnton Home & Gardens, Sandy Lane, Yarnton, Oxford, OX5 1PA	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosebird Community Hall, Shipston Road, Alderminster, Stratford-upon-Avon, CV37 8LU	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	11.2%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Seacourt Tower Retail Park, Oxford, OX2 0JJ	1.8%	6	0.0%	0	0.0%	0	0.0%	0	21.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Eastern Avenue Retail Park, Southbrook Road, Eastern Avenue, Gloucester, GL4 3BU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Patriot Drive, Milton Keynes, MK13 8PU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Ambassador Avenue, Oxford, OX4 6XJ	0.6%	2	0.0%	0	12.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct, Tower Retail Park, West Way, Oxford, OX2 0JJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margaret's Retail Park, Oxford Road, Swindon, SN3 4ES	1.4%	5	0.0%	0	0.0%	0	8.5%	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
Stow-on-the-Wold Town Centre, GL54 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	14.7%	4	0.0%	0	0.0%	0
Swindon Town Centre	1.1%	4	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	16.7%	3	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.7%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road,	0.7%	3	0.0%	0	0.0%	0	0.0%	0	7.5%	2	1.1%	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		Zone 9		Zone 10		Zone 11	
Abingdon, OX14 1TU																								
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	0.3%	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	3.4%	1	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
The Kidlington Centre, High Street, Kidlington, OX5 2DL	0.8%	3	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Liskeard, Trago Mills, Two Waters Foot, Liskeard, PL14 6HY	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	0.7%	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Western By-Pass Road, Peartree Interchange, A34/A40/A44, Oxford, OX2 8JZ	3.5%	13	5.0%	3	0.0%	0	15.3%	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
Wantage Town Centre, OX12 9	1.0%	4	0.0%	0	0.0%	0	0.0%	0	10.5%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre, NN8 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	2
Weston-on-the-Green Village Centre, OX25 3	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Weighted base:		359		68		19		60		30		36		26		30		35		24		18		14
Sample:		349		36		35		32		35		38		30		30		32		25		30		26

Q15 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Carpet Options, Avenue Four, Station Lane, Witney, OX28 4BN	3.4%	16	1.1%	1	0.0%	0	7.2%	5	0.0%	0	0.9%	0	6.2%	3	0.0%	0	6.0%	3	1.2%	0	10.2%	2	8.2%	2
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	0.1%	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
Screwfix, Avenue One, Witney, OX28 4XZ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	15.2%	71	30.3%	27	1.0%	0	12.4%	8	2.8%	1	20.5%	10	28.8%	14	0.0%	0	0.0%	0	9.4%	3	15.6%	3	30.1%	6
Zone 2																								
Chipping Norton Town Centre	2.1%	10	0.0%	0	19.4%	5	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.8%	0	2.4%	1	2.4%	1	0.0%	0	1.9%	0
Cotswold Carpets, Worcester Road Industrial Estate, Chipping Norton, OX7 5XW	2.2%	10	0.0%	0	10.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	20.9%	7	0.0%	0	0.0%	0
Zone 3																								
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	0.7%	3	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Woodstock Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Zone 7																								
Zone 8																								
Broughton Village Centre, OX15 4	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	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	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	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	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	0.0%	0	0.0%	0	0.0%	0
Kingham Village 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	1.2%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	10.2%	3	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Zone 11																								

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Charlbury Town Centre	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	2.3%	11	0.6%	1	0.0%	0	0.8%	1	13.0%	5	9.8%	5	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Aspen Carpets & Flooring, Maldon Road, Danbury, Chelmsford, CM3 4QH	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Aylesbury Town Centre, HP20 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	2.9%	13	3.0%	3	9.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	4.8%	2	2.4%	1	0.0%	0	13.1%	2
Banbury Express, Warwick Road, Banbury, OX16 1AS	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	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.5%	2	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	4.3%	20	0.6%	1	18.0%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	0	8.9%	3	18.0%	9	4.7%	2	1.5%	0	0.0%	0
Bennetts Family Furnishing, Warwick Road, Banbury, OX16 2AB	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	6.0%	3	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	8.1%	38	9.4%	8	0.0%	0	6.8%	4	7.1%	2	27.6%	13	17.6%	8	0.8%	0	0.0%	0	0.0%	0	3.1%	1	1.9%	0
Botley Village Centre, OX2 9	0.1%	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
Bridge Mead Retail Park, Swindon, SN5 7YF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Caldecourt Carpets, Coxwell Road, Faringdon, SN7 7EB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Carpetland, Parson's Street, Banbury, OX16 5NB	0.3%	1	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Central London / West End	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	1.5%	0	0.9%	0
Cheltenham Town Centre	0.6%	3	0.6%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0
Cirencester Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	10.7%	2	0.0%	0
Clarendon Centre,	0.7%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Cornmarket Street, Oxford, OX1 3JE																								
Cribbs Causeway, Bristol, BS34 5DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Derby City Centre, DE1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
DFS, Lockheed Close, Banbury, OX16 1LX	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.2%	1	13.8%	5	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	2	0.0%	0
Didcot Town Centre	0.1%	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
Dunelm, Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	0.8%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Southam Road, Banbury, OX16 2RX	3.0%	14	0.0%	0	10.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	15.3%	8	1.2%	0	0.0%	0	6.6%	1
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	2.3%	11	0.0%	0	0.0%	0	11.4%	7	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	2	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	4.2%	19	0.6%	1	0.0%	0	11.1%	7	13.6%	5	12.5%	6	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Faringdon Town Centre	1.6%	7	0.0%	0	0.0%	0	7.3%	5	7.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Furniture Village, Fairacres Retail Park, Eyston Way, Abingdon, OX14 1TR	0.2%	1	0.6%	1	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	0.9%	0
Gallagher Retail Park, Tewkesbury Road, Cheltenham, GL51 9RR	0.1%	0	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
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.2%	1	0.0%	0	0.0%	0	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
Hammonds Furniture, Fairacres Retail Park, Nuffield Way, Abingdon, OX14 1BY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Homebase, Horspath Driftway, Oxford, OX3 7JN	1.5%	7	8.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	0.6%	3	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	5.9%	28	16.7%	15	1.0%	0	0.0%	0	0.9%	0	0.0%	0	11.4%	5	5.4%	2	9.2%	5	0.0%	0	0.0%	0	0.0%	0
Ikea, Park Lane, Wednesbury, WS10 9SF	0.1%	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
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	2.7%	13	6.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	9.7%	4	0.0%	0	0.0%	0	0.0%	0	4.7%	1
John Lewis, Holmers Farm Way Cressex Centre, Holmers Farm Way, High Wycombe, HP12 4NW	0.8%	4	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.8%	0	1.2%	1	1.2%	0	1.5%	0	5.8%	1
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Kidlington Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Kingsditch Retail Park, Kingsditch Lane, Cheltenham, GL51 9PX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	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	0.0%	0	0.0%	0	0.0%	0
Lucas Furniture, Sir Henry Lee Crescent, Aylesbury, HP18 0PE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Furniture, Cheney Manor Road, Swindon, SN2 2QE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Marks and Spencer (M&S), Orbital Shopping Park, Thamesdown Drive, Great North Road, Swindon, SN25 4BG	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	10.3%	4	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	0	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
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	4.8%	23	5.6%	5	0.0%	0	8.1%	5	0.0%	0	6.0%	3	7.0%	3	14.2%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Melksham Town Centre, SN12 6	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	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.1%	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
Oxford City Centre	8.0%	37	12.3%	11	3.0%	1	18.0%	11	6.5%	2	4.5%	2	4.6%	2	11.2%	4	0.0%	0	7.1%	2	0.0%	0	3.8%	1
Oxford Retail Park, Ambassador Avenue, Oxford, OX4 6XJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.7%	3	0.0%	0	8.6%	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	4.9%	1
Seacourt Tower Retail Park, Oxford, OX2 0JJ	1.4%	7	3.0%	3	5.1%	1	0.0%	0	0.0%	0	4.7%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	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	0.0%	0	0.0%	0	0.0%	0
Sofas & Stuff, Tripp Hill, Pulborough, RH20 1ER	0.1%	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
Solihull Town Centre, B91 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Stalls Lifestyle, Preston Lane, Stratford-upon-Avon, CV37 8DZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.2%	0	0.0%	0	0.0%	0
Swindon Town Centre	1.4%	7	0.0%	0	0.0%	0	5.0%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	3	0.0%	0
Tapi Carpets & Floors, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.6%	3	0.0%	0	0.0%	0	4.2%	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
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	5	0.0%	0	0.0%	0	0.0%	0
Tysoe Village Stores, Main Street, Warwick, CV35 0SE	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	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.1%	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
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.7%	3	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1
Others																								

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Weighted base:	466	89	26	63	35	46	48	38	50	34	17	19
Sample:	496	46	42	49	44	54	55	40	44	40	36	46

Q16 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
B&Q, Thorney Leys Park, Ducklington, Witney, OX28 4GF	28.1%	220	59.6%	78	3.7%	2	43.7%	53	0.6%	0	39.1%	26	18.2%	13	0.0%	0	0.0%	0	38.1%	23	31.9%	14	30.9%	10
Marriots Walk, Woodford Way, Welch Way, Witney, OX28 6GW	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Relics of Witney, The Old Works, Corn Street, Witney, OX28 6BZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Screwfix, Avenue One, Witney, OX28 4XZ	1.7%	13	3.0%	4	0.0%	0	0.9%	1	4.3%	2	3.1%	2	1.1%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0	2.7%	1
The Woolgate Centre, Market Square, Witney, OX28 6AP	0.3%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Avenue One, Witney, OX28 4XZ	0.2%	1	0.4%	1	0.0%	0	0.4%	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
Witney Town Centre	5.6%	44	7.1%	9	0.0%	0	9.0%	11	4.6%	2	7.5%	5	11.6%	8	0.0%	0	0.0%	0	0.0%	0	7.6%	3	14.1%	5
Zone 2																								
Applegarth Nurseries, Banbury Road, Chipping Norton, OX7 5SY	0.8%	6	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.8%	2	0.7%	0	0.0%	0	3.7%	1
Chipping Norton Town Centre	4.7%	37	0.0%	0	36.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	12.1%	12	11.0%	7	0.0%	0	4.2%	1
Travis Perkins, Station Road, Chipping Norton, OX7 5HX	0.4%	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	4.6%	3	0.0%	0	0.0%	0
Wyatts Garden Centre & Farm Shop, Chipping Norton, Great Rollright, OX7 5SH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.5%	0
Zone 3																								
A K Timms, Station Road, Brize Norton, Carterton, OX18 3QB	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Bampton Garden Plants, Buckland Road, Bampton, OX18 2AA	0.9%	7	0.0%	0	0.0%	0	1.3%	2	0.6%	0	3.8%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Bampton Local Centre, OX18 2	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Brize Norton Village Centre, OX18 3	0.4%	3	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Carterton Town Centre	0.7%	6	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Screwfix, Ventura Business Park, Carterton OX18 1AD	2.1%	16	0.0%	0	0.0%	0	12.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Zone 4																								
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	1.2%	9	0.4%	1	0.0%	0	0.9%	1	9.8%	5	1.3%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webbs Garden Centre, Millets Farm Centre, Kingston Road, Frilford, OX13 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Cassington Nurseries, Yarnton Road, Cassington, Witney, OX29 4DY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curbridge Village Centre, OX29 7	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.6%	0	24.5%	16	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.8%	6	2.0%	3	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Freeland Nurseries, Wroslyn Road, Freeland, Witney, OX29 8AQ	1.2%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	8	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.5%	0
Woodstock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Bunkers Hill Garden Shop, Bunkers Hill, Kidlington, OX5 3BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicholsons, The Park, Bicester, OX25 6HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Broughton Village Centre, OX15 4	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	0.0%	0	0.0%	0	4.6%	2
Cotefield Nurseries, Oxford Road, Bodicote, Banbury, OX15 4AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56 0DS	1.6%	12	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.5%	2	13.6%	8	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	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	3.3%	2	0.0%	0	0.0%	0
Shipton-under-Wychwood Village 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	0.7%	0	0.0%	0	0.0%	0
StowAg, Moreton Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	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		Zone 9		Zone 10		Zone 11	
Longborough, Moreton-in-Marsh, GL56 0QJ																								
Travis Perkins, Cotswold Business Park, London Road, Moreton-in-Marsh, GL56 0JQ	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	2.0%	1	0.0%	0	0.0%	0
Zone 10																								
Burford Garden Company, Shilton Road, Burford, OX18 4PA	1.3%	10	2.3%	3	0.0%	0	0.0%	0	0.6%	0	0.6%	0	3.2%	2	0.5%	0	0.0%	0	1.3%	1	0.6%	0	7.2%	2
Burford Town Centre, OX18 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Hillier Garden Centre, Warrens Cross, Lechlade, GL7 3DP	1.7%	13	0.0%	0	0.0%	0	0.4%	1	3.9%	2	0.6%	0	0.0%	0	1.9%	1	1.8%	2	0.0%	0	15.5%	7	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Zone 11																								
Charlbury Garden Centre, Witney Road, Chipping Norton, OX7 3AS	1.2%	9	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.6%	0	2.7%	2	0.5%	0	0.0%	0	2.0%	1	0.6%	0	13.0%	4
Outside Catchment Area																								
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Southam Road, Banbury, OX16 2AD	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	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
B&Q, Four Pools Retail Park, Evesham, WR11 1DJ	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	10.4%	6	0.0%	0	0.0%	0
B&Q, Great Western Way, Wiltshire, Swindon SN2 2DJ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
B&Q, Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	9.5%	74	0.0%	0	35.0%	14	2.2%	3	0.0%	0	0.0%	0	0.5%	0	21.7%	14	41.7%	41	2.6%	2	0.0%	0	0.5%	0
B&Q, Nuffield Way, Abingdon, OX14 1RL	0.9%	7	0.0%	0	0.0%	0	0.0%	0	14.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Seacourt Tower, Retail Park, Oxford, OX2 0JJ	3.1%	24	3.4%	4	3.2%	1	0.0%	0	10.5%	5	3.8%	2	7.9%	5	7.2%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0
B&Q, The Maybird Centre,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	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		Zone 9		Zone 10		Zone 11	
Stratford-upon-Avon, CV37 0HZ																								
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	2.7%	22	8.6%	11	3.1%	1	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	6.0%	2
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Banbury Town Centre	2.7%	21	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	16.0%	16	0.7%	0	0.0%	0	3.5%	1
Batsford Arboretum and Garden Centre, Batsford, Moreton-in-Marsh, GL56 9AT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Bicester Avenue Garden Centre, Avenue, Oxford Road, Bicester, OX25 2NY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	2.4%	19	4.6%	6	0.0%	0	0.0%	0	1.9%	1	7.6%	5	8.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers Decorator Centres, Penhill Industrial Park, Beaumont Road, Banbury, OX16 1RW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlecote Garden Centre, Charlecote, Warwick, CV35 9ER	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Cheltenham 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	0.7%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Belvedere Lane, Watling Street, Bletchley, Milton Keynes, MK17 9JH	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Dulux Decorator Centre, The Broadway, Kidlington, OX5 1EF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Challow Village Centre, OX12 9	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	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		Zone 9		Zone 10		Zone 11	
Evesham Garden Centre, The Valley, Evesham, WR11 4DS	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	0.7%	0	0.0%	0	0.0%	0
Evesham Shopping Park, Evesham, WR11 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Marcham Road, Abingdon, OX14 1BY	2.2%	17	0.0%	0	0.0%	0	7.3%	9	6.4%	3	0.0%	0	2.8%	2	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Retail Park, Henry Blake Way, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faringdon Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Gardiner Haskins Homecentre, Dyer Street, Cirencester, GL7 2PF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Haynes Of Challow, Faringdon Road, Wantage, OX12 9TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Homebase, Fairacres Retail Park, Marcham Road, Abingdon, OX14 1TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Homebase, Horspath Driftway, Oxford, OX3 7JN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Launton Road Retail Park, Launton Road, Bicester, OX26 4JQ	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Park Retail Park, Limborough Road, Wantage OX12 9AJ	1.2%	9	5.4%	7	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Launton Road, Bicester OX26 4JQ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marley Way Industrial Estate, Southam Road, Banbury, OX16 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
MKM Building Supplies, Station Approach, Kidlington, OX5 1JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Valley Farmers, Spine	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	0.0%	0	3.9%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Road East, Cirencester, GL7 5QA																								
Norton Garden Centre, Tewkesbury Road, Twigworth, Gloucester, GL2 9PU	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Oxford Garden Centre, Southern By-Pass Road, Oxford, OX1 5AR	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Beech Court, Bourton-on-the-Water, Cheltenham, GL54 2SB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Screwfix, Botley Road, Lamarsh Road, Oxford, OX2 0HA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Eyston Way, Abingdon, OX14 1TR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Mercian Close, Cirencester, GL7 1LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Screwfix, Old Sawmills Road, Faringdon, SN7 7DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Screwfix, Station Field Industrial Estate, Kidlington, OX5 1JD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Road, Bicester, OX26 4AA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Wildmere Road Industrial Estate, Banbury, OX16 3JU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford, OX2 0JJ	0.6%	5	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Stratford Garden Centre, Campden Road, Clifford Chambers, Stratford-upon-Avon, CV37 8LW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Toolstation, Pioneer Road, Faringdon, SN7 7BU	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	0.0%	0	0.6%	0	0.0%	0
Travis Perkins, Maybrook Industrial Estate, Maybrook Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stratford-upon-Avon, CV37 0BT																								
Wantage Town Centre, OX12 9	0.5%	4	0.0%	0	0.0%	0	0.0%	0	7.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Botley Road, Oxford, OX2 0HA	0.6%	4	0.0%	0	5.5%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Wickes, Gipsy Lane, Swindon, SN2 8DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Wickes, Launton Road, Bicester, OX26 6PZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Metric Trade Park, Love Lane, Cirencester, GL7 1YQ	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	0.0%	0	3.5%	2	0.0%	0
Wickes, Southam Road, Banbury, OX16 2RR	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.7%	4	0.0%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham, GL51 9AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	1.5%	12	0.0%	0	0.0%	0	0.4%	1	0.0%	0	3.1%	2	4.8%	3	7.4%	5	0.6%	1	0.0%	0	0.0%	0	1.0%	0
Others																								
Weighted base:		783		131		41		122		50		66		69		64		98		61		45		34
Sample:		840		67		72		78		68		86		80		74		80		72		80		83

Q17 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Boots, High Street, Witney, OX28 6HA	1.1%	8	3.5%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney, OX28 6HW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Close Lane, Witney, OX28 4TT	1.3%	10	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.6%	1
Long Hanborough Village Centre, OX29 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Department Store, Marriotts Walk, Witney, OX28 6GW	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	6.0%	46	10.9%	14	0.0%	0	5.2%	5	0.6%	0	10.9%	8	12.3%	8	0.5%	0	0.0%	0	7.7%	5	3.9%	2	10.0%	4
The Woolgate Centre, Market Square, Witney, OX28 6AP	1.0%	7	2.1%	3	0.0%	0	0.0%	0	8.3%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	2.2%	17	2.4%	3	0.0%	0	4.6%	5	0.0%	0	1.7%	1	5.4%	3	0.0%	0	0.0%	0	4.5%	3	0.6%	0	4.4%	2
Witney Town Centre	19.6%	150	37.9%	48	0.0%	0	20.9%	21	1.9%	1	45.2%	34	41.8%	26	0.5%	0	0.0%	0	3.8%	2	26.8%	13	14.2%	5
Zone 2																								
Aldi, Banbury Road, Chipping Norton, OX7 5ET	1.0%	7	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.8%	2	0.0%	0	0.0%	0	5.8%	2
Chipping Norton Town Centre	9.3%	71	0.0%	0	75.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	11.9%	12	21.5%	14	0.0%	0	26.6%	10
Co-op, High Street, Chipping Norton, OX7 5AB	0.3%	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	1.3%	1	0.0%	0	0.5%	0
QD, High Street, Chipping Norton, OX7 5AB	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.2%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Aldi, Alvescot Road, Carterton, OX18 3JH	0.9%	7	0.0%	0	0.0%	0	5.7%	6	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0	1.7%	1	0.0%	0
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	4.5%	35	0.0%	0	0.0%	0	24.0%	24	0.0%	0	0.0%	0	3.1%	2	8.9%	5	0.0%	0	0.0%	0	7.8%	4	0.0%	0
Bampton Local Centre, OX18 2	0.2%	1	0.0%	0	0.0%	0	1.1%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Carterton Town Centre	2.0%	15	0.0%	0	0.0%	0	13.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Co-op, Market Square, Bampton, OX18 2JJ	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton, OX18 3HA	2.1%	16	0.8%	1	0.0%	0	11.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	5.2%	2	0.0%	0
Zone 4																								
Zone 5																								
Eynsham Village Centre	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eynsham, Witney, OX29 4EF	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	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Co-op, High Street, Woodstock, OX20 1TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	6.4%	4	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Co-op, Market Place, Deddington, Banbury, OX15 0SA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Aldi, Stow Road, Moreton-in-Marsh, GL56 0DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Co-op, Shipton Road, Milton-under-Wychwood, Chipping Norton, OX7 6JH	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	3.2%	2	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	8	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	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	4.9%	3	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	10.1%	5	0.0%	0
Co-op, Station Road, Lechlade, GL7 3ER	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	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	8	0.0%	0
Zone 11																								
Charlbury Town Centre	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	0.0%	0	0.0%	0	12.1%	4
Outside Catchment Area																								
Abingdon Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	6.8%	4	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		Zone 9		Zone 10		Zone 11	
Aldi, Botley Road, Oxford, OX2 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Aldi, Launton Road, Bicester, OX26 6PZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ruscote Avenue, Banbury, OX16 2GU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Asda, North Swindon District Centre, Swindon, SN25 4BG	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	0.0%	0	3.8%	2	0.0%	0
Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	1.0%	8	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	4.8%	5	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	3.0%	23	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	5	15.5%	15	1.9%	1	0.0%	0	0.5%	0
Bicester Shopping Park, Bicester, OX26 1BT	2.4%	18	9.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Cornmarket Street, Oxford, OX1 3HL	1.6%	13	3.5%	4	0.0%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Boots, Market Place, Fairford, GL7 4AB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	1.5%	11	4.2%	5	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.6%	1
Cheltenham Town Centre	0.4%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Cirencester Town Centre	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	0.6%	0	5.1%	2	0.0%	0
Co-op, Wordsworth Avenue, Stratford-upon-Avon, CV37 7BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.1%	1	0.0%	0	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
Faringdon Retail Park, Henry	0.6%	5	0.0%	0	0.0%	0	1.1%	1	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Blake Way, Faringdon, SN7 7GQ																								
Faringdon Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Botley Road, Oxford, OX2 0HA	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Golden Valley Retail Park, Hatherley Lane, Cheltenham, GL51 6PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Henry Blake Way, Faringdon, SN7 7BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Street, Cheltenham, GL50 1DQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road, Bicester, OX26 4JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Davies Road, Evesham, WR11 1DX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%	1	0.6%	1	5.6%	4	0.0%	0	0.5%	0
Oxford City Centre	3.2%	25	8.9%	11	0.6%	0	0.0%	0	3.9%	2	5.7%	4	1.2%	1	4.2%	3	0.0%	0	0.0%	0	0.0%	0	9.8%	4
Royal Wootton Bassett Town Centre, SN4 7AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Heyford Hill Roundabout, Littlemore, Oxford, OX4 4XR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Limborough Road, Wantage, OX12 9AJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	3.5%	27	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	21.7%	22	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	2.7%	21	3.5%	4	0.0%	0	0.0%	0	4.1%	2	0.0%	0	15.1%	9	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Paddington Drive, Swindon, SN5 7AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	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		Zone 9		Zone 10		Zone 11	
Sainsbury's Superstore, Pioneer Square, Bicester, OX26 6FA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Templars Shopping Park, Between Towns Road, Oxford, OX4 3JP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.6%	0	0.0%	0	0.0%	0
Summertown Local Centre, OX2 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Superdrug, Westgate Shopping Centre, Queen Street, Oxford, OX1 1PE	0.5%	4	0.0%	0	0.0%	0	3.6%	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
Swindon Town Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0
Templars Square, Pound Way, Oxford, OX4 3XH	0.3%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kings Meadow, Cricklade Road, Cirencester, GL7 1NP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	1.5%	11	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.0%	2	7.0%	7	0.0%	0	0.0%	0	2.6%	1
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	1.0%	8	0.0%	0	0.0%	0	0.0%	0	13.4%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ocotal Way, Swindon, SN1 2EH	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Superstore, Birmingham Road, Stratford-upon-Avon, CV37 0UA	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.3%	1	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold, GL54 1BX	1.4%	11	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	15.9%	10	0.0%	0	0.0%	0
Tesco Superstore, High Street, Kidlington, OX5 2DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.7%	5	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Road, Faringdon, SN7 7BP	1.0%	8	0.0%	0	0.0%	0	0.0%	0	13.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Waitrose, Abbey Close, Abingdon, OX14 3HL	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Botley Road, Oxford,OX2 0HH	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Henry Blake Way, Faringdon Retail Park, Faringdon, SN7 7GQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheep Street, Cirencester, GL7 1SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Waitrose, Southam Road, Banbury, OX16 2FN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Rosebird Center, Shipston Road, Stratford-upon-Avon, CV37 8LU	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	4.3%	3	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage, OX12 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.8%	6	0.0%	0	0.0%	0	0.0%	0	11.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.7%	6	2.1%	3	3.0%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre, OX1 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Weighted base:		765		126		44		98		52		75		63		61		100		63		47		36
Sample:		882		64		86		74		81		90		72		80		87		80		87		81

Q18 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Leafield Village Centre, OX29 9	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Sainsbury's Superstore, Witan Way, Witney, OX28 4FF	3.4%	11	2.6%	2	0.0%	0	0.0%	0	0.0%	0	9.0%	3	4.3%	2	0.0%	0	0.0%	0	7.5%	2	0.0%	0	27.1%	3
Sobell House, Avenue One, Witney, OX28 4XZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
The Woolgate Centre, Market Square, Witney, OX28 6AP	2.3%	7	8.9%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	9.8%	1
Waitrose, Witan Way, Woolgate, Witney, OX28 6AR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Witney Town Centre	24.3%	77	36.9%	22	0.0%	0	46.0%	17	29.8%	5	32.3%	10	26.9%	12	1.0%	0	0.0%	0	7.5%	2	44.8%	7	20.8%	2
Zone 2																								
Chipping Norton Town Centre	3.8%	12	0.0%	0	17.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	5	13.5%	4	0.0%	0	7.5%	1
Co-op, High Street, Chipping Norton, OX7 5AB	0.4%	1	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Chipping Norton, OX7 5AX	2.0%	6	0.0%	0	0.0%	0	17.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Market Street, Chipping Norton, OX7 5NA	0.5%	2	0.0%	0	10.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Asda Supermarket, Black Bourton Road, Carterton, OX18 3HQ	0.9%	3	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	1.7%	0	0.0%	0
Aston Village Centre, OX18 2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	0.3%	1	0.0%	0	0.0%	0	2.9%	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
Zone 4																								
Zone 5																								
Eynsham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Zone 7																								
Zone 8																								
Zone 9																								
Fosseway Garden Centre, Stow Road, Moreton-in-Marsh, GL56	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
0DS																								
Moreton-in-Marsh Town Centre, GL56 0	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	7.8%	2	0.0%	0	0.0%	0
Sophie Oliver Jewellery, High Street, Moreton-in-Marsh, GL56 0AF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.7%	2	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Acorn Way, Banbury, OX16 3ER	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0	0.0%	0
Banbury Town Centre	4.5%	14	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	8.7%	3	29.5%	9	3.0%	1	0.0%	0	0.0%	0
Bicester Shopping Park, Bicester, OX26 1BT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Pingle Drive, Bicester, OX26 6WD	2.6%	8	13.3%	8	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Botley Road, Oxford, OX2 0HY	1.8%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	15.5%	5	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Street Shopping Centre, Bury Street, Abingdon, OX14 3QY	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, Castle Street, Banbury, OX16 5UN	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.5%	5	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	1.5%	0	1.7%	0	9.8%	1
Cheltenham Town Centre	2.3%	7	0.9%	1	1.7%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	4	14.5%	2	0.0%	0
Cirencester Town Centre	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	1.5%	0	11.6%	2	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	1.3%	4	0.0%	0	0.0%	0	11.0%	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
Dunelm, Southam Road, Banbury, OX16 2RX	1.0%	3	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	2.0%	1	1.5%	0	0.0%	0	0.0%	0
Dunelm, St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Eden, Oxford Road, High Wycombe HP11 2DQ	1.0%	3	0.0%	0	0.0%	0	8.6%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Greenbridge Retail and Leisure Park, Drakes Way, Swindon, SN3 3SG	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre, HP11 2	0.1%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homesense, Bath Road, Taplow, Maidenhead, SL6 0NY	0.1%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Eastgate Shopping Centre, Eastgate Road, Bristol BS5 6XX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.9%	0
IKEA, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	0
John Lewis, The Westgate, Queen Street, Oxford, OX1 1PB	1.2%	4	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matlock Town Centre, DE4 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Lamarsh Road, Oxford, OX2 0FE	1.2%	4	0.0%	0	0.0%	0	1.4%	1	1.9%	0	0.0%	0	0.9%	0	8.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 3	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	9.8%	3	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	19.7%	63	22.1%	13	21.2%	3	7.5%	3	41.8%	7	26.4%	8	40.3%	17	26.0%	8	2.0%	1	1.5%	0	1.7%	0	11.7%	1
Royal Wootton Bassett Town Centre, SN4 7AF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Banbury, OX16 9XA	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	3	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Kidlington, OX5 2PE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	4.9%	2	7.9%	2	0.0%	0	0.0%	0	0.0%	0
Stonor Village Centre, RG9 6	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Stow-on-the-Wold Town Centre, GL54 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.7%	0	1.9%	0
Stratford-upon-Avon Town	2.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	6	13.1%	4	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Swindon Town Centre	0.9%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	2	0.0%	0
Symondsbury Village Centre, DT6 6	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford, OX4 3JP	0.8%	3	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, OX16 1LX	0.3%	1	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon, OX14 1TU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lakeview Drive, Bicester, OX26 1DE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Beehive Centre, Coldhams Lane, Cambridge, CB1 3ET	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	7.5%	2	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.7%	2	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Oxford, Queen Street, Oxford, OX1 1PE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Home & Garden, Sandy Lane, Kidlington, OX5 1PA	0.7%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Weighted base:		318		60		15		37		17		32		43		32		31		27		16		9
Sample:		331		31		30		25		26		36		39		32		29		29		25		29

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [Number of times per month]																								
Q19 How often do you or your household visit Witney Town Centre for shopping, services, leisure, work or other town centre uses? [PR]																								
7 times a week	1.6%	18	5.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	1.1%	12	3.4%	8	0.0%	0	0.3%	1	2.2%	2	1.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
4 times a week	3.4%	37	13.6%	31	2.3%	1	0.3%	1	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
3 times a week	6.0%	66	15.6%	36	3.8%	2	2.0%	3	0.0%	0	10.5%	9	6.5%	6	3.5%	3	0.0%	0	4.1%	4	0.5%	0	7.0%	3
Twice a week	9.6%	105	15.2%	35	0.0%	0	8.8%	14	2.8%	2	26.0%	22	19.0%	16	0.0%	0	4.3%	5	2.3%	2	6.4%	3	10.4%	5
Once a week	14.5%	160	19.1%	44	0.0%	0	15.1%	24	6.7%	5	26.1%	22	26.7%	23	9.4%	9	0.0%	0	13.2%	11	18.6%	10	24.3%	11
Once every 2 weeks	9.4%	104	4.1%	9	9.0%	5	24.6%	40	5.5%	4	15.4%	13	3.9%	3	4.7%	4	2.5%	3	6.7%	6	17.7%	10	13.1%	6
Once a month	8.4%	93	4.8%	11	14.1%	8	11.8%	19	8.3%	6	5.9%	5	11.4%	10	5.0%	5	5.3%	6	11.9%	10	13.8%	7	9.5%	4
Once every 2 months	7.9%	86	10.4%	24	6.2%	4	16.4%	27	8.7%	7	2.6%	2	6.0%	5	5.0%	5	3.0%	4	2.8%	2	8.9%	5	5.6%	3
Once every 3 months	6.8%	75	6.3%	15	10.8%	6	10.7%	17	15.1%	12	1.0%	1	3.6%	3	6.7%	6	2.0%	2	7.3%	6	5.2%	3	7.5%	4
Less often than once every 3 months	12.6%	138	0.2%	1	28.7%	17	3.5%	6	36.6%	28	3.0%	2	14.2%	12	21.3%	20	20.4%	25	16.7%	14	19.3%	10	6.8%	3
(Don't know)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.3%	1
(Never)	18.3%	201	1.6%	4	25.2%	15	6.4%	10	12.0%	9	4.0%	3	3.1%	3	44.5%	41	62.6%	76	34.0%	29	9.2%	5	11.6%	5
Mean:		*1.12*		*2.18*		*0.41*		*0.65*		*0.37*		*1.49*		*1.33*		*0.45*		*0.32*		*0.59*		*0.54*		*1.02*
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q20 What is the MAIN activity you visit Witney Town Centre for?
Those that visit Witney Town Centre at least once a month at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
FOOD shopping	39.2%	234	47.2%	89	33.9%	6	20.9%	21	35.3%	7	39.3%	30	59.9%	37	20.8%	4	35.7%	5	28.9%	10	43.0%	13	36.1%	11
NON-FOOD shopping	21.1%	126	13.0%	25	16.0%	3	36.5%	37	27.6%	5	35.3%	26	4.8%	3	0.0%	0	39.8%	6	18.6%	6	28.4%	9	17.3%	5
Window shopping / browsing	5.8%	35	7.4%	14	13.5%	2	7.2%	7	8.6%	2	2.2%	2	3.6%	2	9.3%	2	0.0%	0	2.4%	1	4.2%	1	4.4%	1
Financial service e.g. bank, building society, cash machine	4.9%	29	0.8%	2	6.0%	1	11.0%	11	5.0%	1	2.8%	2	6.6%	4	1.5%	0	20.4%	3	3.7%	1	1.7%	1	9.8%	3
Visiting cafes / coffee shops	3.8%	23	7.0%	13	20.0%	3	0.0%	0	0.0%	0	1.7%	1	1.8%	1	11.5%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Night-time drinking	3.3%	20	6.8%	13	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	15.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health service e.g. doctor, dentist, hospital, opticians	3.1%	18	1.7%	3	0.0%	0	4.0%	4	0.0%	0	5.0%	4	3.0%	2	1.5%	0	4.1%	1	13.1%	4	0.8%	0	0.6%	0
Meeting family / friends to socialise	2.6%	15	4.4%	8	0.0%	0	2.7%	3	0.0%	0	0.0%	0	3.0%	2	7.8%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Visiting family / friends who live there	2.4%	15	1.4%	3	7.8%	1	4.5%	5	1.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	8.9%	3
Visiting gym / leisure centre / swimming pool	2.4%	14	2.1%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	1	5.5%	2
Daytime eating	1.9%	11	1.7%	3	0.0%	0	1.5%	2	8.3%	2	0.6%	0	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0
Work there	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	2	0.0%	0	10.7%	4	0.8%	0	5.5%	2
Walk / walk the dog	1.3%	8	1.4%	3	0.0%	0	2.7%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Other service e.g. laundrette, hairdresser, salon, vets, recycling	1.2%	7	0.0%	0	3.0%	1	0.0%	0	10.3%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	1.1%	0
Night-time eating	1.1%	7	0.0%	0	0.0%	0	3.4%	4	1.7%	0	0.0%	0	0.0%	0	13.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Business meetings	0.7%	4	2.4%	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	0.0%	0	0.0%	0
Visiting cinema	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0
Visit daytime theatres / shows	0.4%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubbing	0.4%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the area often	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community centre	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	6.4%	2	0.0%	0	0.0%	0
Daytime drinking	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Visit markets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessing transport (e.g. using bus / tube / train station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Study 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	0.0%	0	0.8%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Visiting library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Visiting place of worship	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 night-time theatres / shows	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 museums / galleries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeaways / fast food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Using Post Office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 parks / green spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting live music venues / gigs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	6.4%	2	0.0%	0	0.0%	0
Weighted base:		596		189		17		102		20		75		62		21		15		33		31		31
Sample:		557		84		24		72		27		91		78		17		5		32		51		76

Q21 What do you like about Witney Town Centre? [MR]
Those that visit Witney Town Centre at least once a month at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Parking - it's free	26.4%	157	11.7%	22	14.5%	2	33.9%	35	18.5%	4	39.6%	30	46.0%	29	29.0%	6	28.6%	4	24.5%	8	30.6%	9	26.7%	8
Good cafés / restaurants	19.9%	119	34.7%	66	33.1%	6	17.0%	17	0.0%	0	15.5%	12	9.4%	6	20.9%	4	0.0%	0	2.4%	1	4.2%	1	19.2%	6
Attractive environment / nice place	11.9%	71	14.2%	27	19.8%	3	5.2%	5	28.7%	6	12.8%	10	12.8%	8	10.5%	2	4.1%	1	11.3%	4	11.0%	3	8.4%	3
Shops - good range of non-food shops generally	11.5%	69	3.9%	7	1.5%	0	17.8%	18	3.3%	1	18.2%	14	9.6%	6	7.8%	2	35.7%	5	14.4%	5	16.6%	5	18.6%	6
Good layout / shops close together	10.8%	64	6.5%	12	3.0%	1	8.7%	9	13.2%	3	2.8%	2	21.0%	13	11.5%	2	20.4%	3	36.3%	12	16.4%	5	8.3%	3
Parking - it's easy to find a space	10.0%	59	4.0%	8	4.5%	1	3.7%	4	14.9%	3	23.6%	18	21.1%	13	3.0%	1	0.0%	0	9.8%	3	20.2%	6	10.7%	3
You can get everything you need there	10.0%	59	14.4%	27	17.5%	3	2.6%	3	0.0%	0	11.0%	8	14.6%	9	0.0%	0	0.0%	0	10.0%	3	15.8%	5	2.8%	1
Shops - good range of independent shops	9.1%	54	4.0%	8	10.8%	2	14.6%	15	25.4%	5	3.9%	3	13.6%	8	19.3%	4	24.5%	4	9.8%	3	1.7%	1	6.3%	2
Close to home	8.7%	52	7.8%	15	0.0%	0	7.8%	8	0.0%	0	11.2%	8	12.1%	8	7.8%	2	0.0%	0	3.7%	1	1.7%	1	32.2%	10
Nice atmosphere / friendly people	7.4%	44	6.9%	13	1.5%	0	5.0%	5	19.9%	4	16.1%	12	4.2%	3	1.5%	0	0.0%	0	8.8%	3	5.1%	2	6.4%	2
Good pubs / bars	7.3%	43	13.7%	26	0.0%	0	8.6%	9	0.0%	0	7.6%	6	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Shops - good range of affordable shops	7.2%	43	18.2%	34	0.0%	0	2.7%	3	19.7%	4	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of 'high street' retailers	6.1%	36	7.0%	13	0.0%	0	8.1%	8	28.0%	5	6.1%	5	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	9.2%	3
Shops - good range of supermarkets	4.9%	29	2.8%	5	11.5%	2	1.0%	1	8.6%	2	10.0%	7	0.6%	0	3.0%	1	0.0%	0	18.3%	6	6.8%	2	9.2%	3
Familiar / know where everything is	4.5%	27	8.3%	16	0.0%	0	0.0%	0	0.0%	0	9.3%	7	1.2%	1	0.0%	0	0.0%	0	3.7%	1	0.8%	0	5.8%	2
Good market	4.3%	25	5.2%	10	0.0%	0	5.4%	5	0.0%	0	6.2%	5	3.1%	2	7.8%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Good range of other services (e.g. library, hairdresser, vets etc.)	3.9%	23	5.2%	10	14.6%	3	0.5%	1	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	21.9%	7	0.0%	0	0.0%	0
Quiet / not too busy	3.2%	19	4.2%	8	0.0%	0	0.0%	0	10.3%	2	1.7%	1	0.6%	0	19.3%	4	0.0%	0	7.3%	2	1.7%	1	1.7%	1
Easy to get there by car	3.1%	18	7.0%	13	0.0%	0	1.0%	1	1.7%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	7.6%	2	0.8%	0	0.6%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.9%	18	2.8%	5	10.0%	2	1.0%	1	8.6%	2	0.0%	0	1.2%	1	7.5%	2	35.7%	5	0.0%	0	0.0%	0	0.6%	0
Shops - good range of bakers / butchers / greengrocers	2.9%	17	5.2%	10	10.0%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.8%	0	3.0%	1
Shops - good opening hours / open on Sundays	2.7%	16	6.6%	12	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for financial services (e.g. banks / building societies)	2.6%	15	1.4%	3	1.5%	0	6.4%	7	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	9.4%	3	0.0%	0	3.4%	1
Shops - good range of	2.5%	15	2.8%	5	0.0%	0	0.0%	0	12.7%	2	0.0%	0	0.0%	0	7.8%	2	35.7%	5	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		Zone 9		Zone 10		Zone 11	
quality shops																								
Shops - good range of charity shops	2.0%	12	2.8%	5	20.9%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3
Traditional / quaint	2.0%	12	0.3%	1	15.3%	3	2.7%	3	0.0%	0	3.7%	3	0.0%	0	1.5%	0	0.0%	0	0.0%	0	5.6%	2	3.8%	1
Shops - good range of clothes shops	1.9%	11	4.5%	8	0.0%	0	0.5%	1	11.0%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas	1.8%	11	3.2%	6	1.5%	0	0.5%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.6%	0
Clean streets / well maintained	1.8%	10	1.4%	3	1.5%	0	0.0%	0	0.0%	0	1.1%	1	8.2%	5	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of health services (e.g. doctors, dentists, opticians etc.)	1.6%	10	3.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Like to support local businesses	1.6%	9	4.2%	8	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's cheap	1.2%	7	0.0%	0	0.0%	0	4.5%	5	1.7%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good toilet facilities	1.1%	6	0.0%	0	10.0%	2	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	1.0%	6	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	3.1%	2	15.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.8%	5	1.4%	3	0.0%	0	0.0%	0	1.7%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Diverse / multi-cultural	0.8%	5	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has undercover shopping	0.7%	4	2.4%	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	0.0%	0	0.0%	0
Close to friends / relatives	0.7%	4	1.4%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.6%	0
Good bus service	0.6%	4	0.0%	0	1.5%	0	0.5%	1	0.0%	0	2.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0
Open / green spaces / parks	0.5%	3	0.0%	0	0.0%	0	0.5%	1	11.0%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - M&S	0.5%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Specific store - Primark	0.4%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Costa	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get there on foot	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.6%	0
Dog friendly shops	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Specific store - Waitrose	0.1%	0	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
Parking - good car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good train service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	7.2%	43	1.6%	3	4.5%	1	18.7%	19	1.7%	0	5.5%	4	4.8%	3	1.5%	0	35.7%	5	8.6%	3	12.0%	4	1.7%	1
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	3.0%	1
Weighted base:		596		189		17		102		20		75		62		21		15		33		31		31
Sample:		557		84		24		72		27		91		78		17		5		32		51		76

Q22 What do you dislike about Witney Town Centre? [MR]
Those that visit Witney Town Centre at least once a month at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Too many empty shops	12.7%	76	17.8%	34	0.0%	0	18.0%	18	0.0%	0	6.1%	5	8.5%	5	7.8%	2	20.4%	3	7.3%	2	8.4%	3	13.7%	4
Shops - need more / better clothes shops	7.2%	43	11.2%	21	0.0%	0	15.2%	15	0.0%	0	0.6%	0	0.0%	0	10.0%	2	0.0%	0	10.7%	4	0.8%	0	0.6%	0
Not enough / poor quality cafés / restaurants	6.1%	36	14.5%	27	23.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	6.4%	2	0.0%	0	3.0%	1
Dirty streets / poorly maintained	5.6%	33	8.9%	17	10.0%	2	2.7%	3	0.0%	0	4.8%	4	1.2%	1	0.0%	0	35.7%	5	0.0%	0	4.2%	1	3.0%	1
Traffic congestion	5.0%	30	6.1%	12	0.0%	0	7.7%	8	0.0%	0	2.8%	2	7.6%	5	0.0%	0	0.0%	0	1.2%	0	5.1%	2	4.6%	1
Shops - need longer opening hours / more open on Sundays	4.9%	29	5.2%	10	0.0%	0	2.7%	3	41.8%	8	0.0%	0	0.0%	0	7.8%	2	35.7%	5	0.0%	0	0.0%	0	5.9%	2
Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	4.7%	28	11.3%	21	7.8%	1	3.4%	4	8.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more independent shops	4.6%	27	3.8%	7	10.0%	2	1.5%	2	0.0%	0	5.9%	4	11.9%	7	7.8%	2	0.0%	0	6.1%	2	1.7%	1	3.0%	1
Poor nightlife	4.6%	27	7.0%	13	13.1%	2	5.4%	5	11.0%	2	0.0%	0	0.0%	0	15.6%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Too many charity shops	4.5%	27	8.9%	17	0.0%	0	0.5%	1	0.0%	0	1.7%	1	0.0%	0	17.8%	4	0.0%	0	6.1%	2	0.8%	0	7.3%	2
Too many betting shops	3.5%	21	7.0%	13	17.8%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0
Needs an update / revamp	3.5%	21	9.5%	18	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Shops - need more / better range of non-food shops generally	3.4%	20	2.6%	5	0.0%	0	5.5%	6	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	17.6%	5
Shops - need more 'high street' retailers	3.3%	20	4.0%	8	1.5%	0	1.0%	1	0.0%	0	3.4%	3	4.2%	3	10.0%	2	0.0%	0	6.1%	2	4.2%	1	0.6%	0
Lack of pedestrianised areas	3.2%	19	7.6%	14	7.8%	1	0.5%	1	0.0%	0	0.6%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0
Parking - not enough spaces available	2.8%	17	2.1%	4	0.0%	0	6.1%	6	11.0%	2	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	7.3%	2
Hard to get to by car	2.5%	15	0.5%	1	1.5%	0	2.6%	3	0.0%	0	3.9%	3	10.1%	6	0.0%	0	0.0%	0	1.2%	0	1.7%	1	3.5%	1
Shops - need more quality shops	2.0%	12	1.4%	3	13.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	3	0.0%	0	6.1%	2	0.0%	0	6.5%	2
Lack of undercover shopping	2.0%	12	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.2%	3	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0
Not enough other services (e.g. library, hairdresser, vets etc.)	1.9%	11	3.8%	7	0.0%	0	0.5%	1	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough health facilities (e.g. doctors, dentists, opticians, etc)	1.9%	11	2.8%	5	0.0%	0	0.0%	0	0.0%	0	7.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	1.8%	11	3.8%	7	0.0%	0	0.0%	0	8.6%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many hairdressers	1.6%	10	2.4%	4	0.0%	0	3.4%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Poor layout / shops too far apart	1.6%	10	4.5%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	1.5%	9	0.0%	0	1.5%	0	0.0%	0	0.0%	0	1.1%	1	4.0%	2	0.0%	0	35.7%	5	0.0%	0	0.0%	0	1.1%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Shops - need more bakers / butchers / greengrocers	1.5%	9	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	6.4%	2	0.0%	0	7.9%	2
Lack of security / don't feel safe	1.5%	9	4.2%	8	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more affordable shops	1.5%	9	4.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough / poor quality pubs / bars	1.4%	8	2.8%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Parking - longer parking times	1.3%	8	1.4%	3	0.0%	0	2.7%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Too many coffee shops	1.3%	8	1.8%	3	0.0%	0	0.5%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Not enough / poor quality public toilets	1.1%	7	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.1%	2	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Parking - not enough on-street parking	1.1%	7	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	0
Not attractive / poor environment	1.1%	7	2.4%	4	10.0%	2	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
Parking - no free parking	1.1%	7	2.8%	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	4.2%	1	0.0%	0
Poor atmosphere / unfriendly people	1.1%	6	1.4%	3	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Unclear closure times	0.9%	6	1.8%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hard to get to on foot	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.7%	5	0.0%	0	0.0%	0	0.0%	0
Parking - more parent and child parking spaces	0.8%	5	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hard to get to by train	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	8.2%	3	0.0%	0	0.0%	0
Shops - need more / better range of supermarkets	0.7%	4	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.8%	0	0.0%	0
Too many takeaways	0.6%	4	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Hard to get to by bus	0.6%	4	0.0%	0	0.0%	0	3.4%	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
Parking - not enough disabled parking	0.6%	4	0.3%	1	1.5%	0	2.7%	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
Not enough financial services (e.g. banks / building societies)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No updates on town improvements	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - expensive parking	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	0.4%	2	0.0%	0	1.5%	0	0.0%	0	11.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too much homelessness	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	6.4%	2	0.0%	0	0.0%	0
Parking - need bigger spaces	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
Nothing unique about the town	0.1%	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	0.0%	0	0.0%	0	0.0%	0
High rent	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Too many estate agents	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough / poor quality seating areas	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of bins	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
M&S is too small	0.0%	0	0.0%	0	0.0%	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
Too much pedestrianisation	0.0%	0	0.0%	0	0.0%	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
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many beggars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - cashless payment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	39.1%	233	20.5%	39	31.7%	5	38.1%	39	50.0%	10	61.3%	46	60.2%	37	37.9%	8	8.2%	1	52.5%	17	56.2%	17	40.7%	13
(Don't know)	1.5%	9	2.1%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	0	0.8%	0	0.6%	0
Weighted base:		596		189		17		102		20		75		62		21		15		33		31		31
Sample:		557		84		24		72		27		91		78		17		5		32		51		76

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q23 What could be improved about Witney Town Centre that would make you visit more often? [MR]																								
Better market	11.5%	126	29.6%	69	4.5%	3	19.4%	31	6.5%	5	0.0%	0	4.3%	4	6.3%	6	4.3%	5	0.0%	0	0.0%	0	8.6%	4
Less empty shops	8.6%	94	9.2%	21	4.2%	2	16.8%	27	4.7%	4	9.5%	8	6.0%	5	6.4%	6	10.6%	13	5.0%	4	5.3%	3	1.1%	1
Shops - more / better clothes shops	6.0%	66	8.5%	20	4.7%	3	10.2%	16	4.1%	3	6.0%	5	6.5%	6	2.1%	2	4.3%	5	0.5%	0	6.1%	3	5.6%	3
Shops - more / better range of non-food shops generally	6.0%	66	8.0%	19	0.9%	1	12.5%	20	0.0%	0	5.5%	5	9.1%	8	3.0%	3	1.0%	1	5.3%	5	5.2%	3	5.6%	3
More / better cafés / restaurants	5.6%	61	12.2%	28	0.0%	0	5.3%	9	13.1%	10	7.3%	6	3.8%	3	1.8%	2	0.0%	0	2.3%	2	2.4%	1	0.4%	0
Shops - more 'high street' retailers	5.1%	56	4.9%	11	4.4%	3	14.3%	23	0.8%	1	5.5%	5	5.7%	5	2.3%	2	0.0%	0	3.3%	3	2.9%	2	4.9%	2
Shops - more independent shops	4.0%	44	9.8%	23	2.9%	2	4.1%	7	3.2%	2	1.0%	1	0.4%	0	2.0%	2	3.0%	4	3.7%	3	0.5%	0	1.1%	1
Improve the nightlife	3.7%	41	7.6%	18	2.9%	2	3.4%	5	5.6%	4	2.6%	2	2.3%	2	3.5%	3	0.0%	0	2.4%	2	0.0%	0	3.9%	2
Parking - make more spaces available	3.6%	39	2.5%	6	3.3%	2	7.8%	13	8.2%	6	0.5%	0	3.4%	3	0.7%	1	1.0%	1	1.9%	2	3.9%	2	8.4%	4
More / better financial services (e.g. banks / building societies)	3.4%	38	8.7%	20	0.0%	0	7.9%	13	0.0%	0	1.0%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Easier to get to by car	3.2%	35	1.8%	4	6.0%	4	0.0%	0	4.6%	4	0.5%	0	0.4%	0	6.9%	6	2.0%	2	10.7%	9	8.1%	4	2.3%	1
Less charity shops	3.1%	35	6.1%	14	3.8%	2	3.2%	5	2.2%	2	0.5%	0	3.8%	3	5.8%	5	0.0%	0	0.0%	0	0.5%	0	4.3%	2
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.1%	34	3.8%	9	0.0%	0	12.3%	20	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	3.2%	2	0.4%	0
Less traffic congestion / improved access	3.0%	33	5.6%	13	1.3%	1	1.6%	3	4.9%	4	4.0%	3	0.9%	1	1.8%	2	4.3%	5	0.5%	0	0.5%	0	2.3%	1
More pedestrianised areas	2.6%	29	5.7%	13	0.0%	0	2.5%	4	0.0%	0	2.0%	2	0.4%	0	4.7%	4	4.3%	5	0.0%	0	0.5%	0	0.0%	0
Easier to get to by bus	2.6%	28	0.0%	0	1.3%	1	6.7%	11	6.9%	5	2.5%	2	5.6%	5	0.7%	1	0.0%	0	4.1%	4	1.0%	1	0.0%	0
Shops - longer opening hours / more open on Sundays	2.5%	27	3.4%	8	0.0%	0	2.2%	4	8.4%	6	0.0%	0	4.6%	4	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
More / better pubs / bars	2.4%	27	2.6%	6	0.0%	0	5.0%	8	2.8%	2	4.3%	4	0.0%	0	0.0%	0	4.3%	5	0.5%	0	0.0%	0	2.0%	1
Shops - more / better range of supermarkets	2.4%	26	6.8%	16	0.4%	0	3.4%	5	3.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.0%	1
Better disabled access	2.4%	26	9.0%	21	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	2.0%	22	2.3%	5	2.3%	1	0.0%	0	5.0%	4	2.6%	2	0.0%	0	2.3%	2	4.3%	5	0.0%	0	0.0%	0	3.9%	2
Less cheap shops	1.9%	21	6.1%	14	6.1%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Shops - more affordable shops	1.9%	20	5.7%	13	2.3%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Better lighting	1.9%	20	4.2%	10	5.2%	3	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Shops - more high quality shops	1.8%	20	3.5%	8	0.0%	0	1.0%	2	2.6%	2	4.3%	4	3.2%	3	1.8%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Cleaner streets / better maintained	1.5%	16	2.5%	6	2.9%	2	1.7%	3	0.0%	0	4.3%	4	0.9%	1	0.0%	0	0.0%	0	0.5%	0	2.4%	1	0.0%	0
Shops - more bakers /	1.5%	16	1.1%	3	0.0%	0	5.6%	9	0.4%	0	0.0%	0	2.9%	2	1.8%	2	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		Zone 9		Zone 10		Zone 11	
butchers / greengrocers																								
Make it more attractive / nicer environment	1.3%	14	1.9%	4	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.4%	0	6.5%	6	0.0%	0	0.0%	0	0.5%	0	0.0%	0
More / better range of other services (e.g. library, hairdresser, vets etc.)	1.3%	14	2.5%	6	2.3%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	4	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Parking - make it free	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	4.7%	4	3.3%	4	0.0%	0	2.4%	1	0.4%	0
Better security / safety	1.0%	11	3.1%	7	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	0	1.8%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Easier to get to by train	0.8%	9	1.5%	3	0.4%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.4%	0
More / better seating areas	0.8%	9	0.0%	0	0.0%	0	3.9%	6	0.0%	0	1.0%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.8%	9	1.9%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	0.8%	9	1.1%	3	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Less takeaways	0.7%	8	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
More rubbish bins	0.7%	7	1.9%	4	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.7%	7	1.9%	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	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.6%	7	1.9%	4	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More social events	0.6%	6	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	0.0%	0	0.0%	0
Better layout / shops closer together	0.5%	6	0.2%	1	0.4%	0	0.3%	1	2.8%	2	0.0%	0	0.0%	0	2.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Parking - make more disabled spaces available	0.5%	6	0.4%	1	0.4%	0	1.3%	2	2.2%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Update / refurbish the shopping area	0.5%	6	1.4%	3	0.0%	0	0.0%	0	0.4%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more mother and child parking	0.4%	5	0.0%	0	0.0%	0	2.8%	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
Quieter / less busy	0.4%	4	0.0%	0	2.9%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper rent	0.4%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Less coffee shops	0.3%	4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Specific store - Primark	0.3%	4	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	0.0%	0	2.0%	1
Less barbers	0.3%	3	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	2.9%	1
Specific store - Waitrose	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Flooding	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Less pedestrianised areas	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More charity shops	0.2%	2	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
Specific store - Iceland	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	0.0%	0	0.0%	0	0.0%	0
Too far away from home	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better cultural facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Specific store - M&S	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - KFC	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Parking - make it cheaper	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - longer parking times	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Better advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to on foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more payment methods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	37.5%	412	13.0%	30	49.8%	29	17.7%	29	48.9%	38	46.6%	39	50.3%	43	55.6%	51	50.7%	62	51.3%	44	52.5%	28	40.0%	19
(Don't know)	6.5%	72	1.8%	4	8.6%	5	3.3%	5	4.3%	3	2.0%	2	5.3%	5	7.8%	7	18.0%	22	12.1%	10	5.8%	3	10.7%	5
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q24 Do you visit Witney Town Centre once a month or more during the evening, either during the week or at weekends?

Yes	27.4%	302	59.1%	137	15.6%	9	39.5%	64	16.0%	12	24.7%	21	24.1%	21	15.1%	14	5.3%	6	7.2%	6	5.2%	3	18.8%	9
No	72.6%	798	40.9%	95	84.4%	50	60.5%	98	84.0%	64	75.3%	63	75.9%	65	84.9%	78	94.7%	116	92.8%	80	94.8%	51	81.2%	38
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q25 When do you tend to visit Witney Town Centre during the evening? [MR/PR]
Those that visit Witney Town Centre once a month or more during the evening at Q24

Friday evenings	52.3%	158	52.3%	72	47.1%	4	43.1%	28	44.7%	5	92.0%	19	47.7%	10	57.7%	8	0.0%	0	100.0%	6	28.1%	1	55.8%	5
Saturday evenings	57.4%	173	62.0%	85	52.9%	5	56.4%	36	30.9%	4	83.5%	17	72.4%	15	42.3%	6	0.0%	0	32.4%	2	81.3%	2	14.0%	1
Sunday to Thursday evenings	49.8%	150	50.9%	70	27.9%	3	51.1%	33	63.2%	8	22.1%	5	71.1%	15	34.0%	5	100.0%	6	32.4%	2	18.7%	1	54.3%	5
Weighted base:		302		137		9		64		12		21		21		14		6		6		3		9
Sample:		148		46		6		23		9		16		14		8		3		3		5		15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [Number of times per month]																								
Q26 How often do visit Witney Town Centre during the evening? *Those that visit Witney Town Centre once a month or more during the evening at Q24*																								
7 times a week	1.2%	4	0.0%	0	0.0%	0	5.5%	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
5 - 6 times a week	1.5%	4	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 times a week	5.6%	17	7.7%	11	0.0%	0	0.0%	0	13.7%	2	10.5%	2	12.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 times a week	4.4%	13	5.2%	7	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	19.5%	59	28.8%	39	18.6%	2	4.3%	3	0.0%	0	2.0%	0	9.4%	2	23.2%	3	81.4%	5	0.0%	0	9.4%	0	41.7%	4
Once a week	16.6%	50	13.1%	18	24.4%	2	12.9%	8	22.8%	3	29.6%	6	34.4%	7	31.2%	4	0.0%	0	0.0%	0	0.0%	0	15.4%	1
Once every 2 weeks	19.1%	58	23.9%	33	14.5%	1	16.9%	11	2.6%	0	24.1%	5	0.0%	0	0.0%	0	0.0%	0	67.6%	4	71.9%	2	14.0%	1
Once a month	10.9%	33	7.3%	10	28.5%	3	10.6%	7	0.0%	0	29.9%	6	26.6%	5	0.0%	0	0.0%	0	0.0%	0	18.7%	1	14.4%	1
Once every 2 months	8.3%	25	6.4%	9	14.0%	1	9.8%	6	43.3%	5	0.0%	0	1.8%	0	22.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every 3 months	6.5%	20	2.5%	3	0.0%	0	20.7%	13	0.0%	0	0.0%	0	3.6%	1	11.2%	2	9.3%	1	0.0%	0	0.0%	0	0.0%	0
Less often than once every 3 months	5.5%	17	0.0%	0	0.0%	0	11.3%	7	17.6%	2	4.0%	1	12.1%	2	0.0%	0	9.3%	1	32.4%	2	0.0%	0	14.4%	1
(Don't know / varies)	1.1%	3	1.9%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*1.23*		*1.53*		*0.79*		*0.97*		*0.83*		*0.96*		*1.10*		*1.16*		*1.64*		*0.34*		*0.60*		*1.10*
Weighted base:		302		137		9		64		12		21		21		14		6		6		3		9
Sample:		148		46		6		23		9		16		14		8		3		3		5		15
Q27 What activities do you do in Witney Town Centre during the evenings? [MR] *Those that visit Witney Town Centre once a month or more during the evening at Q24*																								
Visiting pubs / bars	46.5%	140	54.8%	75	14.0%	1	45.7%	29	51.5%	6	42.1%	9	19.9%	4	42.8%	6	81.4%	5	0.0%	0	18.7%	1	43.3%	4
Visiting cafes	8.4%	25	9.7%	13	14.5%	1	7.2%	5	23.1%	3	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	20.9%	2
Eating out	49.2%	149	37.0%	51	24.4%	2	64.7%	41	60.8%	7	53.9%	11	70.4%	14	88.8%	12	81.4%	5	0.0%	0	9.4%	0	37.8%	3
Visiting the cinema	26.6%	80	16.5%	23	28.5%	3	24.5%	16	36.5%	4	18.1%	4	40.5%	8	45.6%	6	100.0%	6	100.0%	6	81.3%	2	19.4%	2
Visiting the theatre	6.7%	20	11.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	81.4%	5	0.0%	0	0.0%	0	0.0%	0
Visiting live music venues	3.9%	12	3.9%	5	18.6%	2	0.0%	0	2.6%	0	10.0%	2	11.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting nightclubs	6.8%	21	11.6%	16	0.0%	0	4.3%	3	13.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	0	0.0%	0
Visiting arts/cultural venues / museums	7.6%	23	12.3%	17	0.0%	0	0.8%	1	2.6%	0	2.0%	0	9.1%	2	11.6%	2	0.0%	0	0.0%	0	0.0%	0	15.4%	1
Visiting health and fitness	3.5%	11	2.5%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	12.1%	2	0.0%	0	0.0%	0	33.8%	2	0.0%	0	0.0%	0
Visiting places of worship	2.1%	6	4.4%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting family entertainment venues	1.6%	5	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%	2	0.0%	0	0.0%	0
Visiting LGBTQ pubs / bars / venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Going to work	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	0	0.0%	0
(Don't know)	0.9%	3	1.9%	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	0.0%	0	0.0%	0
Weighted base:		302		137		9		64		12		21		21		14		6		6		3		9
Sample:		148		46		6		23		9		16		14		8		3		3		5		15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q28 Do you visit any of these OTHER town centres in the West Oxfordshire local authority area? [MR/PR]																								
Carterton	28.6%	315	27.8%	64	17.4%	10	76.8%	124	11.1%	9	23.3%	20	14.0%	12	12.3%	11	4.8%	6	15.0%	13	61.7%	33	26.6%	13
Chipping Norton	39.9%	439	21.4%	50	86.2%	51	27.0%	44	10.4%	8	5.4%	5	36.2%	31	49.5%	46	73.0%	89	78.4%	68	23.4%	13	76.4%	36
Burford	33.9%	372	31.6%	73	35.9%	21	38.5%	62	26.5%	20	18.9%	16	27.5%	23	22.5%	21	40.8%	50	42.5%	37	62.3%	34	32.7%	15
Woodstock	26.4%	290	21.1%	49	27.0%	16	5.8%	9	11.0%	8	24.2%	20	75.2%	64	52.6%	49	33.4%	41	16.7%	14	3.4%	2	37.3%	18
(None of the above)	27.6%	304	46.5%	108	10.8%	6	13.7%	22	54.2%	42	56.8%	48	14.9%	13	17.4%	16	21.7%	26	9.2%	8	15.6%	8	14.2%	7
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
Q29 Which of those centres do you visit the most? [PR] *Those that visit a centre at Q28*																								
Carterton	32.3%	257	38.8%	48	6.8%	4	88.7%	124	28.2%	10	46.0%	17	11.0%	8	10.3%	8	0.0%	0	7.7%	6	57.1%	26	18.3%	7
Chipping Norton	34.9%	278	15.8%	20	86.9%	46	2.5%	4	5.7%	2	3.4%	1	8.7%	6	34.5%	26	90.7%	87	76.0%	60	0.6%	0	65.6%	26
Burford	15.0%	120	29.7%	37	5.8%	3	5.5%	8	56.7%	20	21.7%	8	5.8%	4	2.5%	2	7.4%	7	13.6%	11	42.3%	19	2.6%	1
Woodstock	17.8%	141	15.7%	19	0.5%	0	3.3%	5	9.4%	3	28.9%	10	74.5%	54	52.7%	40	1.9%	2	2.7%	2	0.0%	0	13.4%	5
Weighted base:		796		124		53		139		35		36		72		76		96		78		46		40
Sample:		814		57		93		81		38		47		82		78		80		90		80		88
Meanscore: [Number of times per month]																								
Q30 How often do you shop in CENTRE MENTIONED AT Q29? *Those that visit a centre at Q28*																								
7 times a week	3.1%	25	0.0%	0	11.7%	6	10.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	7.3%	3	0.0%	0
5 - 6 times a week	2.5%	20	2.1%	3	2.9%	2	9.1%	13	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.1%	1	2.2%	1
4 times a week	3.0%	24	2.1%	3	4.5%	2	8.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.5%	0	1.1%	1	2.3%	1
3 times a week	8.6%	68	7.9%	10	11.7%	6	22.6%	31	4.8%	2	0.0%	0	4.5%	3	2.1%	2	6.8%	6	0.0%	0	8.2%	4	10.3%	4
Twice a week	8.1%	64	10.6%	13	31.2%	16	6.5%	9	6.1%	2	1.1%	0	12.5%	9	4.0%	3	1.9%	2	3.6%	3	3.4%	2	12.0%	5
Once a week	20.7%	165	27.0%	33	23.5%	12	20.6%	29	0.9%	0	1.1%	0	19.2%	14	11.9%	9	23.6%	23	29.4%	23	31.5%	14	17.0%	7
Once every 2 weeks	10.7%	85	6.5%	8	9.5%	5	4.8%	7	5.7%	2	4.6%	2	7.1%	5	16.0%	12	12.6%	12	19.2%	15	13.6%	6	27.6%	11
Once a month	13.8%	110	14.2%	18	1.5%	1	1.9%	3	21.2%	7	35.4%	13	22.6%	16	20.9%	16	15.3%	15	15.6%	12	10.1%	5	12.8%	5
Once every 2 months	3.8%	30	5.5%	7	0.5%	0	0.4%	1	5.7%	2	6.9%	2	3.6%	3	8.9%	7	5.7%	5	2.1%	2	1.7%	1	2.2%	1
Once every 3 months	6.1%	49	4.9%	6	0.0%	0	3.3%	5	1.8%	1	9.4%	3	8.1%	6	12.1%	9	9.1%	9	5.0%	4	13.3%	6	0.4%	0
Less often than once every 3 months	12.9%	103	11.9%	15	0.0%	0	7.7%	11	44.5%	16	38.0%	14	8.6%	6	9.4%	7	12.1%	12	21.0%	16	4.6%	2	11.8%	5
(Don't know / varies)	2.0%	16	4.0%	5	0.0%	0	2.5%	4	1.8%	1	0.0%	0	5.0%	4	2.7%	2	0.6%	1	0.5%	0	0.0%	0	0.4%	0
(Never shop there)	4.6%	37	3.4%	4	3.0%	2	1.9%	3	7.4%	3	3.4%	1	7.8%	6	11.9%	9	6.3%	6	2.1%	2	4.0%	2	0.9%	0
Mean:		*1.29*		*1.09*		*2.50*		*2.74*		*0.41*		*0.19*		*0.86*		*0.50*		*0.93*		*0.61*		*1.42*		*1.13*
Weighted base:		796		124		53		139		35		36		72		76		96		78		46		40
Sample:		814		57		93		81		38		47		82		78		80		90		80		88

Q31 What is usually the main purpose of your trip to CENTRE MENTIONED AT Q29?
Those that visit a centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
FOOD shopping	37.4%	298	22.7%	28	59.3%	31	55.4%	77	8.0%	3	26.6%	10	24.8%	18	16.4%	13	47.2%	45	38.4%	30	43.5%	20	57.7%	23
NON-FOOD shopping	13.2%	105	12.5%	15	14.4%	8	11.8%	16	14.7%	5	22.9%	8	9.9%	7	10.2%	8	12.4%	12	13.8%	11	17.2%	8	15.4%	6
Window shopping / browsing	8.4%	67	16.2%	20	2.4%	1	4.4%	6	16.9%	6	29.7%	11	5.6%	4	8.5%	7	5.0%	5	5.0%	4	5.2%	2	2.2%	1
Health service e.g. doctor, dentist, hospital, opticians	5.4%	43	0.0%	0	2.4%	1	0.4%	1	1.8%	1	1.1%	0	14.9%	11	17.9%	14	1.9%	2	12.3%	10	2.3%	1	7.8%	3
Visiting family / friends who live there	3.9%	31	7.4%	9	1.5%	1	0.0%	0	6.1%	2	3.4%	1	5.2%	4	2.9%	2	4.4%	4	4.7%	4	6.2%	3	3.1%	1
Meeting family / friends to socialise	3.5%	28	8.5%	11	1.0%	1	1.1%	2	1.8%	1	0.0%	0	3.7%	3	8.3%	6	3.2%	3	0.5%	0	3.0%	1	1.3%	1
Daytime drinking	3.4%	27	5.1%	6	0.0%	0	0.0%	0	17.1%	6	3.4%	1	10.3%	7	0.0%	0	6.3%	6	0.0%	0	0.6%	0	0.0%	0
Daytime eating	3.2%	26	2.1%	3	3.3%	2	0.8%	1	16.0%	6	3.4%	1	1.0%	1	4.8%	4	1.9%	2	6.5%	5	4.4%	2	0.4%	0
Visiting cafes / coffee shops	2.7%	22	2.1%	3	1.0%	1	0.8%	1	0.0%	0	0.0%	0	4.1%	3	10.7%	8	0.6%	1	4.1%	3	2.9%	1	2.7%	1
Business meetings	2.1%	17	4.9%	6	2.5%	1	6.6%	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
Night-time drinking	2.0%	16	2.1%	3	4.3%	2	0.0%	0	0.0%	0	0.0%	0	7.9%	6	2.5%	2	0.0%	0	0.0%	0	5.0%	2	2.3%	1
Work there	1.8%	14	2.1%	3	0.0%	0	6.4%	9	0.0%	0	0.0%	0	0.5%	0	2.0%	2	0.0%	0	0.0%	0	1.1%	1	0.4%	0
Other service e.g. laundrette, hairdresser, salon, vets, recycling	1.7%	13	0.4%	1	1.0%	1	0.4%	1	0.0%	0	0.0%	0	3.7%	3	2.9%	2	3.2%	3	4.1%	3	1.7%	1	0.0%	0
Visit museums / galleries	1.1%	9	5.7%	7	0.0%	0	0.0%	0	0.9%	0	1.1%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting gym / leisure centre / swimming pool	1.1%	9	3.1%	4	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.4%	0	0.0%	0	0.0%	0	0.6%	0	2.2%	1
Visit parks / green spaces	1.1%	8	0.0%	0	0.5%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0
Using Post Office	1.0%	8	0.0%	0	0.0%	0	2.9%	4	4.8%	2	0.0%	0	0.5%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Night-time eating	0.9%	7	2.1%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.5%	0	2.0%	2	0.0%	0	0.0%	0	2.9%	1	0.4%	0
Takeaways / fast food	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.4%	0
Walk / walk the dog	0.7%	6	2.5%	3	0.5%	0	0.4%	1	0.9%	0	0.0%	0	1.0%	1	0.4%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Visit daytime theatres / shows	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Visiting place of worship	0.6%	5	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0
Visit night-time theatres / shows	0.6%	5	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Buying fuel	0.6%	4	0.0%	0	0.0%	0	2.3%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	0	0.0%	0
Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.9%	1	2.3%	1
Financial service e.g. bank, building society, cash machine	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Study there	0.1%	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	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Visiting live music venues / gigs	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
Visiting cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubbing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessing transport (e.g. using bus / tube / train station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	7	0.0%	0	0.5%	0	2.3%	3	9.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Weighted base:		796		124		53		139		35		36		72		76		96		78		46		40
Sample:		814		57		93		81		38		47		82		78		80		90		80		88

Q32 How do you think CENTRE MENTIONED AT Q29 could be improved? [MR]
Those that visit a centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Parking - make more spaces available	18.0%	143	3.4%	4	17.3%	9	0.8%	1	18.1%	6	10.3%	4	46.6%	34	24.3%	18	27.8%	27	26.9%	21	13.6%	6	31.3%	13
Better market	10.9%	87	24.2%	30	4.0%	2	23.9%	33	14.2%	5	0.0%	0	4.5%	3	2.1%	2	5.5%	5	0.5%	0	3.8%	2	10.7%	4
Shops - more / better range of non-food shops generally	8.5%	68	9.5%	12	9.1%	5	16.4%	23	4.8%	2	1.1%	0	14.1%	10	0.4%	0	6.8%	6	0.0%	0	17.8%	8	2.6%	1
Less traffic congestion / improved access	7.1%	57	5.7%	7	12.1%	6	3.7%	5	10.3%	4	12.6%	5	2.1%	1	3.7%	3	10.8%	10	14.6%	11	2.9%	1	6.5%	3
Shops - more independent shops	6.5%	52	10.3%	13	10.6%	6	8.6%	12	1.8%	1	0.0%	0	9.7%	7	8.9%	7	3.8%	4	0.5%	0	0.0%	0	6.8%	3
More / better cafés / restaurants	5.7%	46	10.0%	12	3.8%	2	13.2%	18	12.9%	5	0.0%	0	8.4%	6	2.1%	2	0.0%	0	0.0%	0	0.6%	0	0.9%	0
Shops - more / better clothes shops	5.0%	39	4.3%	5	16.2%	9	7.2%	10	6.1%	2	0.0%	0	0.0%	0	3.5%	3	4.4%	4	3.7%	3	7.9%	4	0.0%	0
Parking - make it free	3.7%	29	0.0%	0	2.9%	2	2.0%	3	0.9%	0	0.0%	0	16.4%	12	9.7%	7	1.3%	1	2.6%	2	0.0%	0	5.2%	2
Less empty shops	3.5%	28	4.3%	5	3.9%	2	9.8%	14	6.1%	2	0.0%	0	3.2%	2	0.0%	0	0.6%	1	0.5%	0	1.1%	1	3.1%	1
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.4%	27	0.0%	0	4.3%	2	12.6%	18	4.8%	2	0.0%	0	4.5%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1
More / better pubs / bars	3.1%	25	10.6%	13	0.0%	0	2.5%	4	0.0%	0	0.0%	0	7.7%	6	2.1%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Less cheap shops	2.9%	23	4.3%	5	4.3%	2	3.9%	5	6.1%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	5	2.7%	2	0.0%	0	2.3%	1
Shops - more high quality shops	2.9%	23	4.8%	6	1.0%	1	4.0%	6	0.0%	0	0.0%	0	5.2%	4	0.0%	0	5.5%	5	0.5%	0	3.4%	2	0.0%	0
Shops - longer opening hours / more open on Sundays	2.8%	22	12.1%	15	0.0%	0	0.0%	0	6.1%	2	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Shops - more affordable shops	2.6%	20	3.6%	4	0.5%	0	4.5%	6	4.8%	2	0.0%	0	5.0%	4	0.0%	0	0.0%	0	2.7%	2	0.6%	0	4.6%	2
More / better health facilities (e.g. doctors, dentists, opticians, etc)	2.6%	20	2.1%	3	0.0%	0	4.3%	6	4.8%	2	0.0%	0	7.6%	5	5.3%	4	0.0%	0	0.5%	0	0.0%	0	0.4%	0
Shops - more / better range of supermarkets	2.5%	20	0.0%	0	0.0%	0	2.7%	4	11.9%	4	0.0%	0	5.5%	4	2.5%	2	5.5%	5	0.0%	0	1.7%	1	0.4%	0
Less cafes / restaurants	2.3%	19	0.0%	0	1.0%	1	8.3%	12	0.0%	0	0.0%	0	2.6%	2	0.4%	0	0.0%	0	0.5%	0	3.8%	2	5.1%	2
Better lighting	2.3%	18	9.9%	12	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Shops - more bakers / butchers / greengrocers	2.3%	18	4.3%	5	7.5%	4	0.0%	0	6.1%	2	1.1%	0	4.5%	3	2.0%	2	0.6%	1	0.0%	0	0.0%	0	2.3%	1
Shops - more 'high street' retailers	2.1%	17	2.7%	3	1.5%	1	3.8%	5	0.9%	0	0.0%	0	0.0%	0	4.8%	4	1.9%	2	1.0%	1	0.0%	0	2.2%	1
Easier to get to by car	2.1%	17	0.0%	0	3.9%	2	5.8%	8	6.1%	2	0.0%	0	1.0%	1	2.5%	2	0.0%	0	0.5%	0	0.6%	0	2.3%	1
More / better financial services (e.g. banks / building societies)	2.0%	16	0.0%	0	3.4%	2	2.0%	3	8.1%	3	0.0%	0	4.5%	3	0.4%	0	0.6%	1	0.0%	0	4.6%	2	5.6%	2
More / better range of other	2.0%	16	4.3%	5	0.0%	0	4.5%	6	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
services (e.g. library, hairdresser, vets etc.)																								
Better disabled access	2.0%	16	4.3%	5	4.3%	2	3.3%	5	0.0%	0	0.0%	0	2.6%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make more disabled spaces available	1.6%	13	0.4%	1	0.5%	0	0.8%	1	0.0%	0	0.0%	0	2.7%	2	6.1%	5	3.3%	3	0.0%	0	0.6%	0	2.2%	1
Update / refurbish the shopping area	1.6%	13	0.4%	1	2.0%	1	6.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.1%	1	2.3%	1
Improve the nightlife	1.5%	12	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	5.5%	5	2.7%	2	0.0%	0	0.0%	0
Less charity shops	1.4%	11	0.0%	0	0.5%	0	2.0%	3	4.8%	2	0.0%	0	4.5%	3	3.1%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Less takeaways	1.3%	10	3.6%	4	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	3.8%	2	3.8%	2
Make it more attractive / nicer environment	1.3%	10	2.1%	3	2.9%	2	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Better layout / shops closer together	1.3%	10	7.0%	9	0.5%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	1.2%	9	4.2%	5	0.5%	0	0.0%	0	0.9%	0	2.3%	1	0.5%	0	0.4%	0	0.0%	0	1.5%	1	1.1%	1	0.9%	0
More road crossings	0.7%	5	2.1%	3	0.5%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Parking - make it cheaper	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.1%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
More / better public toilets	0.6%	5	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.6%	5	2.1%	3	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security / safety	0.6%	4	3.6%	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	0.0%	0	0.0%	0
Parking - larger spaces	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	4.5%	4	0.0%	0	0.0%	0
Quieter / less busy	0.4%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	2	1.1%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	0	0.0%	0
Cleaner streets / better maintained	0.4%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0
More / better seating areas	0.4%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by bus	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Stop HGVs entering	0.4%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	0
Parking - more payment methods	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Easier to get to by train	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	3.4%	3	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.3%	3	0.4%	1	0.5%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
More rubbish bins	0.3%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to on foot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less beauty salons	0.3%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.9%	1
More undercover shopping	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - less independent shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Make it less busy	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	0	0.0%	0	0.4%	0
No more new housing	0.2%	1	0.0%	0	0.5%	0	0.4%	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
Parking - longer parking times	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	0
Specific store - M&S	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
More social events	0.1%	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	0.0%	0	0.0%	0	0.0%	0
More shoe shops	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Waitrose	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Stronger decision making	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
about the town																								
Stop pharmacy closures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	24.6%	196	14.1%	17	20.5%	11	12.2%	17	16.8%	6	35.7%	13	13.2%	10	29.2%	22	41.5%	40	44.6%	35	36.5%	17	21.5%	9
(Don't know)	6.9%	55	7.7%	10	6.5%	3	2.3%	3	7.4%	3	38.0%	14	3.6%	3	6.4%	5	0.6%	1	5.0%	4	13.6%	6	11.1%	4
Weighted base:		796		124		53		139		35		36		72		76		96		78		46		40
Sample:		814		57		93		81		38		47		82		78		80		90		80		88

Q33 Are there any types of shops or local services which you consider to be missing from CENTRE MENTIONED AT Q29? [MR]
Those that visit a centre at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Clothes retailers	14.1%	112	6.4%	8	32.9%	17	25.3%	35	0.0%	0	8.0%	3	7.2%	5	11.1%	8	12.6%	12	7.2%	6	19.1%	9	22.3%	9
Banks / building societies	11.1%	89	12.5%	16	15.5%	8	10.2%	14	1.8%	1	1.1%	0	15.8%	11	7.7%	6	10.7%	10	14.0%	11	13.8%	6	11.8%	5
DIY / hardware store	5.4%	43	2.7%	3	4.8%	3	20.5%	29	0.0%	0	0.0%	0	1.0%	1	2.5%	2	1.3%	1	1.0%	1	8.4%	4	0.0%	0
GP surgery	4.9%	39	12.1%	15	3.5%	2	3.1%	4	0.0%	0	0.0%	0	17.4%	13	5.7%	4	0.0%	0	0.5%	0	0.6%	0	0.4%	0
Book shop	4.5%	35	6.4%	8	2.5%	1	8.4%	12	6.1%	2	0.0%	0	2.7%	2	6.3%	5	5.5%	5	0.0%	0	0.6%	0	0.0%	0
Greengrocer	3.4%	27	0.0%	0	2.9%	2	9.1%	13	5.7%	2	0.0%	0	2.6%	2	5.9%	4	1.3%	1	3.2%	2	0.6%	0	0.9%	0
Dentist	3.2%	25	2.1%	3	4.8%	3	9.3%	13	0.0%	0	0.0%	0	2.6%	2	4.9%	4	0.0%	0	0.5%	0	0.6%	0	2.3%	1
Shoe shop	3.1%	25	0.0%	0	14.7%	8	3.6%	5	0.0%	0	0.0%	0	1.0%	1	2.5%	2	5.0%	5	1.0%	1	3.4%	2	5.4%	2
Supermarket	2.9%	23	0.0%	0	4.3%	2	2.9%	4	14.1%	5	1.1%	0	2.1%	1	9.0%	7	0.0%	0	0.5%	0	4.6%	2	2.3%	1
Amusements / arcade	2.9%	23	10.0%	12	0.0%	0	6.4%	9	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants	2.8%	22	0.0%	0	4.7%	2	7.3%	10	0.0%	0	0.0%	0	8.4%	6	0.8%	1	0.0%	0	2.7%	2	0.0%	0	1.3%	1
ATMs / cash machines	2.8%	22	7.9%	10	0.0%	0	2.3%	3	4.8%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	2.7%	2	0.0%	0	7.7%	3
Bakery	2.5%	20	2.1%	3	0.0%	0	8.4%	12	0.0%	0	0.0%	0	5.7%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better transport links	2.4%	19	7.9%	10	0.0%	0	0.0%	0	10.9%	4	0.0%	0	0.0%	0	4.3%	3	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Council office	2.2%	17	3.6%	4	0.0%	0	6.6%	9	4.8%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist	2.1%	16	0.0%	0	0.0%	0	9.3%	13	0.0%	0	0.0%	0	3.2%	2	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Coffee shop / café	1.9%	15	4.3%	5	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	4.0%	3	0.6%	1	0.0%	0	0.0%	0	8.9%	4
Post office	1.8%	14	3.6%	4	3.8%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.4%	0	5.5%	5	0.0%	0	0.0%	0	0.4%	0
Fish monger	1.6%	13	4.3%	5	2.4%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	4	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Market	1.5%	12	2.1%	3	3.0%	2	3.3%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.5%	0	0.0%	0	2.3%	1
Haberdashery	1.5%	12	4.3%	5	4.2%	2	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Electrical store	1.5%	12	2.1%	3	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.7%	2	1.1%	1	3.8%	2
Department Store	1.4%	11	0.0%	0	1.0%	1	3.3%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.4%	4	0.5%	0	0.0%	0	0.0%	0
More security	1.3%	10	7.9%	10	0.0%	0	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
Library	1.2%	10	2.1%	3	0.0%	0	0.0%	0	10.9%	4	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butcher	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.5%	0	2.9%	2	3.3%	3	0.0%	0	0.6%	0	5.2%	2
Gift shop	1.0%	8	5.5%	7	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bike shop	1.0%	8	0.0%	0	0.0%	0	2.5%	4	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3
Underground station	0.9%	7	2.1%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barber	0.8%	6	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	2.6%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.7%	6	3.6%	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	2.9%	1	0.0%	0
Toy shop	0.7%	6	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Deli	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.6%	2	0.0%	0	0.6%	1	2.6%	2	0.0%	0	0.4%	0
Leisure facilities	0.5%	4	2.7%	3	0.0%	0	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
Jewellers	0.5%	4	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.3%	1
Sports shop	0.4%	4	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Children's clothing	0.4%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Pubs	0.4%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High street stores	0.3%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture store	0.3%	3	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.6%	1
Petrol station	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Parking	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Music shop	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Schools	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Fast food shop	0.2%	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	0.0%	0	1.1%	1	0.4%	0
Pharmacy	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Betting shop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Specialty shops	0.1%	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	0.0%	0	0.0%	0	0.4%	0
Florist	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craft shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stationery shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None	34.2%	272	27.2%	34	27.8%	15	15.2%	21	43.0%	15	52.4%	19	35.2%	25	36.4%	28	53.8%	51	43.7%	34	43.9%	20	23.0%	9
(Don't know)	12.9%	103	15.0%	19	9.5%	5	9.2%	13	10.1%	4	30.2%	11	7.8%	6	7.3%	6	14.1%	13	21.0%	16	10.6%	5	14.8%	6
Weighted base:		796		124		53		139		35		36		72		76		96		78		46		40
Sample:		814		57		93		81		38		47		82		78		80		90		80		88

Q34 How often do you or your household to visit the following leisure attractions? [PR]

Bingo / casino / bookmaker

More than once a week	1.5%	17	1.9%	4	2.9%	2	1.7%	3	2.2%	2	0.5%	0	2.3%	2	1.8%	2	0.0%	0	0.0%	0	0.5%	0	3.9%	2
Once a week	2.0%	21	5.2%	12	0.0%	0	4.7%	8	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Once a fortnight	4.5%	49	9.1%	21	3.8%	2	15.1%	24	0.4%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Once a month	3.5%	39	10.6%	25	2.3%	1	0.0%	0	4.3%	3	4.3%	4	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.4%	0
Once every two months	1.1%	12	2.6%	6	0.9%	1	0.3%	1	2.2%	2	0.0%	0	2.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	1.5%	17	4.9%	11	0.0%	0	0.3%	1	0.0%	0	0.5%	0	0.0%	0	1.8%	2	0.5%	1	2.9%	2	0.0%	0	0.0%	0
Once a year	1.8%	20	4.5%	11	0.0%	0	0.3%	1	0.0%	0	2.6%	2	0.0%	0	3.3%	3	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Less often	0.5%	5	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dont know	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	83.4%	917	60.1%	139	90.1%	53	77.6%	125	90.9%	70	89.5%	75	95.4%	81	87.8%	81	91.7%	112	97.1%	84	99.5%	54	90.4%	43
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Cinema

More than once a week	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	3.9%	2
Once a week	3.0%	33	7.9%	18	3.3%	2	1.7%	3	0.0%	0	3.5%	3	0.4%	0	0.0%	0	4.3%	5	0.5%	0	2.5%	1	0.0%	0
Once a fortnight	5.9%	65	10.9%	25	0.9%	1	8.9%	14	7.2%	6	1.5%	1	0.9%	1	3.5%	3	5.8%	7	2.9%	2	3.2%	2	5.9%	3
Once a month	11.8%	130	12.0%	28	10.1%	6	27.0%	44	0.8%	1	11.1%	9	16.0%	14	11.5%	11	4.9%	6	4.0%	3	6.3%	3	12.3%	6
Once every two months	16.5%	181	18.2%	42	19.8%	12	20.5%	33	11.8%	9	6.4%	5	18.2%	15	18.0%	17	11.7%	14	24.1%	21	16.0%	9	7.7%	4
Once every six months	14.8%	163	14.6%	34	15.1%	9	8.3%	13	21.9%	17	9.8%	8	23.6%	20	21.1%	20	14.1%	17	12.9%	11	11.5%	6	16.5%	8
Once a year	5.3%	58	1.9%	4	0.9%	1	3.1%	5	9.5%	7	12.2%	10	4.4%	4	6.5%	6	10.7%	13	4.5%	4	1.5%	1	6.7%	3
Less often	3.8%	42	5.7%	13	0.9%	1	1.0%	2	0.4%	0	3.0%	2	6.4%	5	3.6%	3	4.5%	6	7.8%	7	1.0%	1	4.6%	2
Dont know	1.8%	19	6.0%	14	0.0%	0	0.3%	1	0.0%	0	2.6%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Never	36.7%	404	22.8%	53	49.1%	29	29.2%	47	48.4%	37	49.9%	42	27.4%	23	35.7%	33	43.9%	54	42.8%	37	58.0%	31	37.2%	17
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Gym / health club / sports facility																								
More than once a week	15.6%	172	8.6%	20	13.1%	8	22.0%	36	7.6%	6	14.7%	12	21.7%	19	26.2%	24	18.3%	22	11.5%	10	12.3%	7	19.2%	9
Once a week	9.0%	99	7.6%	18	7.3%	4	7.8%	13	14.5%	11	6.9%	6	8.4%	7	8.2%	8	12.5%	15	8.3%	7	11.0%	6	10.4%	5
Once a fortnight	5.9%	65	10.7%	25	11.1%	7	8.9%	14	2.8%	2	1.5%	1	7.4%	6	0.0%	0	0.0%	0	8.3%	7	2.4%	1	3.3%	2
Once a month	4.7%	52	9.6%	22	0.9%	1	7.2%	12	0.4%	0	3.1%	3	4.4%	4	5.8%	5	0.5%	1	2.4%	2	0.0%	0	6.6%	3
Once every two months	4.5%	49	6.8%	16	0.0%	0	11.2%	18	3.2%	2	5.1%	4	8.2%	7	0.0%	0	0.5%	1	0.5%	0	1.0%	1	0.0%	0
Once every six months	1.3%	14	2.3%	5	2.3%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Once a year	0.5%	5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.4%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.4%	0
Less often	0.5%	6	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	2.3%	2	0.0%	0	0.0%	0
Dont know	1.2%	14	2.9%	7	0.4%	0	0.0%	0	0.4%	0	2.6%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Never	56.7%	624	51.3%	119	65.0%	38	42.6%	69	67.8%	52	61.9%	52	49.4%	42	53.3%	49	65.6%	80	66.1%	57	73.3%	40	54.2%	25
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
Theatre / concert / music hall																								
More than once a week	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Once a week	1.1%	12	1.9%	4	0.0%	0	1.7%	3	2.6%	2	0.0%	0	0.4%	0	0.3%	0	0.0%	0	0.5%	0	0.0%	0	3.9%	2
Once a fortnight	5.6%	62	8.7%	20	0.4%	0	11.2%	18	0.4%	0	8.0%	7	2.2%	2	3.0%	3	7.3%	9	0.5%	0	2.5%	1	2.3%	1
Once a month	6.7%	74	13.6%	32	9.0%	5	2.0%	3	5.8%	4	3.1%	3	10.5%	9	6.1%	6	0.5%	1	5.8%	5	5.8%	3	7.1%	3
Once every two months	14.8%	163	14.6%	34	9.5%	6	18.9%	31	9.7%	7	12.5%	10	29.9%	25	18.8%	17	7.9%	10	9.2%	8	17.6%	10	10.7%	5
Once every six months	17.4%	191	11.7%	27	24.5%	14	10.0%	16	27.5%	21	12.7%	11	24.1%	20	26.3%	24	22.3%	27	18.7%	16	7.6%	4	20.4%	10
Once a year	9.7%	106	5.9%	14	7.7%	5	16.7%	27	7.6%	6	13.2%	11	5.8%	5	10.1%	9	13.4%	16	6.4%	6	6.1%	3	10.2%	5
Less often	3.4%	37	6.3%	15	3.8%	2	1.0%	2	6.9%	5	0.0%	0	0.4%	0	3.9%	4	4.5%	6	2.3%	2	0.5%	0	4.1%	2
Dont know	0.6%	6	0.0%	0	0.0%	0	2.2%	4	0.4%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Never	40.3%	443	37.3%	86	45.0%	27	36.4%	59	39.1%	30	47.9%	40	24.5%	21	31.6%	29	44.1%	54	53.6%	46	59.8%	32	40.8%	19
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
Museum / gallery or place of historical / cultural interest																								
More than once a week	0.6%	7	1.9%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Once a week	1.1%	13	2.5%	6	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.5%	0	2.4%	1	0.4%	0
Once a fortnight	3.3%	37	8.3%	19	4.2%	2	0.0%	0	4.1%	3	0.5%	0	8.2%	7	0.0%	0	0.5%	1	0.5%	0	2.5%	1	4.3%	2
Once a month	7.4%	82	14.0%	33	4.9%	3	3.7%	6	3.9%	3	1.5%	1	12.5%	11	7.5%	7	6.8%	8	6.3%	5	2.4%	1	7.9%	4
Once every two months	13.5%	148	13.3%	31	12.4%	7	22.4%	36	12.9%	10	6.9%	6	17.3%	15	18.7%	17	6.9%	8	5.9%	5	15.8%	9	8.5%	4
Once every six months	16.2%	178	12.5%	29	12.9%	8	20.2%	33	12.0%	9	16.4%	14	20.5%	17	22.5%	21	14.7%	18	15.9%	14	16.5%	9	15.3%	7
Once a year	8.5%	93	2.0%	5	1.7%	1	16.0%	26	7.6%	6	22.2%	19	7.5%	6	8.8%	8	11.9%	15	4.8%	4	2.4%	1	5.5%	3
Less often	3.0%	33	6.3%	15	0.9%	1	2.3%	4	6.3%	5	1.0%	1	0.0%	0	3.1%	3	2.0%	2	2.3%	2	2.9%	2	0.4%	0
Dont know	2.0%	22	0.2%	1	0.0%	0	4.3%	7	0.0%	0	3.1%	3	0.0%	0	3.9%	4	4.3%	5	0.0%	0	0.5%	0	5.3%	2
Never	44.3%	488	39.0%	90	62.6%	37	31.1%	50	51.0%	39	48.4%	41	31.8%	27	35.6%	33	50.3%	61	63.9%	55	54.0%	29	52.5%	25
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Pub / bar / nightclub / live music venue																								
More than once a week	4.2%	46	5.4%	12	0.4%	0	7.7%	12	0.8%	1	6.9%	6	5.0%	4	3.4%	3	1.0%	1	3.7%	3	1.9%	1	3.8%	2
Once a week	17.9%	197	14.2%	33	14.4%	9	17.1%	28	14.9%	11	12.3%	10	30.8%	26	20.8%	19	28.9%	35	7.8%	7	17.7%	10	18.5%	9
Once a fortnight	10.7%	117	16.2%	38	6.0%	4	8.2%	13	12.9%	10	13.8%	12	15.4%	13	4.1%	4	4.9%	6	13.6%	12	6.1%	3	7.8%	4
Once a month	16.2%	178	25.4%	59	9.9%	6	15.5%	25	17.7%	14	6.9%	6	14.0%	12	19.1%	18	10.2%	12	16.5%	14	7.1%	4	19.0%	9
Once every two months	9.5%	105	6.9%	16	19.8%	12	9.0%	14	10.3%	8	9.0%	8	10.9%	9	10.5%	10	9.5%	12	12.5%	11	7.6%	4	3.8%	2
Once every six months	5.7%	63	3.1%	7	3.8%	2	9.5%	15	5.5%	4	4.9%	4	6.1%	5	8.7%	8	7.8%	10	1.4%	1	3.7%	2	8.3%	4
Once a year	1.9%	21	4.2%	10	0.4%	0	3.5%	6	0.0%	0	1.0%	1	0.4%	0	0.0%	0	0.5%	1	3.6%	3	0.5%	0	0.0%	0
Less often	1.0%	11	4.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Dont know	0.8%	9	0.0%	0	0.0%	0	2.2%	4	0.0%	0	2.6%	2	0.4%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	32.1%	353	20.1%	47	45.2%	27	27.4%	44	37.9%	29	42.5%	36	16.9%	14	30.5%	28	37.1%	45	40.9%	35	55.3%	30	38.4%	18
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
Restaurant / café																								
More than once a week	8.7%	96	8.4%	19	4.7%	3	8.1%	13	6.0%	5	7.7%	7	11.4%	10	16.2%	15	7.8%	9	7.9%	7	5.8%	3	10.8%	5
Once a week	13.6%	149	10.3%	24	17.0%	10	10.2%	16	13.6%	10	15.4%	13	29.2%	25	18.1%	17	8.5%	10	6.4%	5	14.0%	8	21.9%	10
Once a fortnight	17.7%	195	21.2%	49	9.4%	6	20.6%	33	22.8%	17	13.8%	12	29.2%	25	13.3%	12	8.7%	11	15.0%	13	16.6%	9	17.3%	8
Once a month	19.9%	219	22.1%	51	13.0%	8	20.3%	33	15.4%	12	17.8%	15	12.2%	10	19.5%	18	21.9%	27	30.1%	26	21.9%	12	15.7%	7
Once every two months	13.4%	147	15.6%	36	20.6%	12	13.9%	22	13.9%	11	12.9%	11	6.1%	5	10.6%	10	15.5%	19	12.6%	11	6.8%	4	13.7%	6
Once every six months	3.7%	40	2.1%	5	2.9%	2	5.4%	9	3.0%	2	4.1%	3	1.7%	1	7.0%	6	5.8%	7	3.7%	3	1.0%	1	1.1%	1
Once a year	0.4%	4	0.0%	0	0.4%	0	0.0%	0	0.4%	0	1.0%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	3.4%	2	0.8%	0
Less often	0.3%	4	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Dont know	0.8%	9	0.0%	0	0.4%	0	0.3%	1	3.0%	2	3.1%	3	2.6%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	0
Never	21.7%	238	18.9%	44	31.5%	19	21.2%	34	22.0%	17	24.2%	20	7.4%	6	15.0%	14	31.3%	38	24.3%	21	30.6%	17	18.1%	9
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
Family entertainment (e.g. tenpin bowling, skating rink, family day out)																								
More than once a week	1.6%	17	2.3%	5	0.0%	0	3.7%	6	2.2%	2	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Once a week	1.3%	14	5.4%	12	1.3%	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	0.0%	0
Once a fortnight	5.1%	56	11.0%	26	0.4%	0	11.3%	18	2.2%	2	2.6%	2	0.4%	0	4.0%	4	0.0%	0	2.9%	2	0.0%	0	3.3%	2
Once a month	8.7%	96	10.9%	25	3.1%	2	18.4%	30	3.2%	2	0.5%	0	5.2%	4	10.5%	10	8.6%	11	9.1%	8	3.0%	2	4.3%	2
Once every two months	8.3%	92	16.5%	38	3.3%	2	2.2%	4	0.0%	0	9.4%	8	5.3%	5	12.4%	11	5.9%	7	14.0%	12	3.9%	2	5.2%	2
Once every six months	5.0%	55	1.7%	4	0.9%	1	8.9%	14	9.8%	8	2.5%	2	11.9%	10	6.7%	6	1.0%	1	5.5%	5	7.0%	4	0.4%	0
Once a year	3.6%	40	4.2%	10	0.9%	1	2.8%	5	6.5%	5	4.8%	4	0.4%	0	3.3%	3	3.6%	4	3.7%	3	6.5%	4	2.9%	1
Less often	1.3%	14	1.1%	3	0.0%	0	0.0%	0	8.4%	6	0.0%	0	0.4%	0	3.0%	3	0.5%	1	0.0%	0	0.0%	0	3.3%	2
Dont know	0.9%	10	0.0%	0	3.8%	2	0.3%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	2.6%	3	0.0%	0	2.4%	1	2.0%	1
Never	64.2%	707	46.9%	109	86.2%	51	52.5%	85	67.6%	52	77.6%	65	71.7%	61	60.1%	56	77.4%	94	64.7%	56	76.8%	42	78.7%	37
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Outdoor / social activities e.g. walking, fishing, horse riding, art / craft classes, choir practice, watching sporting events, etc.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
More than once a week	2.2%	24	0.0%	0	1.3%	1	2.5%	4	0.4%	0	1.0%	1	1.7%	1	3.4%	3	6.9%	8	1.9%	2	4.4%	2	2.5%	1
Once a week	0.9%	10	0.4%	1	5.5%	3	0.0%	0	0.0%	0	3.5%	3	1.7%	1	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0
Once a fortnight	0.3%	3	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	1.1%	12	0.0%	0	0.4%	0	4.2%	7	0.4%	0	0.0%	0	0.0%	0	0.3%	0	2.6%	3	0.5%	0	0.0%	0	2.0%	1
Once every two months	0.5%	6	1.9%	4	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.4%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Dont know	0.8%	9	0.0%	0	3.8%	2	2.2%	4	0.8%	1	2.6%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Never	93.8%	1032	97.6%	226	88.9%	53	90.5%	146	98.3%	75	92.0%	77	93.9%	80	96.3%	89	86.6%	106	96.7%	83	95.6%	52	94.8%	45
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Q35 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?
Those that said 'Bingo / casino / bookmaker' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	15.0%	19	25.1%	15	0.0%	0	0.0%	0	0.0%	0	61.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Chipping Norton Town Centre	0.8%	1	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0
Zone 3																								
Carterton Town Centre	1.3%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Stanford in the Vale Village Centre, SN7 8	1.3%	2	0.0%	0	0.0%	0	0.0%	0	44.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																								
Woodstock Town Centre	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.2%	5	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Zone 10																								
Lechlade-on-Thames Town Centre, GL7 3	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	0.0%	0
Zone 11																								
Enstone Village Centre, OX7 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0
Outside Catchment Area																								
Adderbury Village Centre	2.1%	3	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	0.0%	0	0.0%	0
Admiral Casino, Oxford Street, High Wycombe, HP11 2DG	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Admiral Casino, Parson's Street, Banbury, OX16 5LW	15.4%	19	9.0%	5	0.0%	0	37.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	25.8%	1
Banbury Town Centre	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	0	29.9%	3	0.0%	0	0.0%	0	0.0%	0
Betzone, High Street, Banbury, OX16 5EG	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, Greenbridge Retail Park, Garrard Way, Swindon, SN3 3SQ	10.5%	13	22.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	1.6%	2	0.0%	0	0.0%	0	0.0%	0	55.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merkur Slots, Templars Square Shopping Centre, Upper Barr, Oxford, OX4 3UX	31.7%	40	31.3%	18	0.0%	0	56.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	69.2%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Milton Keynes City Centre, MK9 3	0.2%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	8.0%	10	7.6%	4	87.5%	4	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Others																								
Weighted base:		125		59		4		34		4		7		2		3		10		0		0		4
Sample:		58		18		4		13		3		4		1		4		5		1		1		4

Q36 Which cinema do you or members of your household normally visit?
Those that said 'Cinema' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Cineworld, Marriotts Walk, Witney, OX28 6GW	38.7%	240	40.6%	60	12.4%	4	58.9%	60	17.8%	6	80.0%	27	58.1%	34	7.2%	4	2.8%	2	38.2%	19	73.6%	16	34.8%	9
Witney Town Centre, OX28 6	3.2%	20	12.6%	18	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Chipping Norton Town Centre, OX7 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
The Living Room, High Street, Chipping Norton, OX7 5AD	6.2%	39	2.3%	3	44.6%	13	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.6%	0	13.2%	8	14.5%	7	0.0%	0	18.4%	5
The Theatre, Spring Street, Chipping Norton, OX7 5NL	3.4%	21	0.0%	0	22.2%	6	8.8%	9	0.0%	0	0.0%	0	0.6%	0	0.0%	0	6.6%	4	0.8%	0	0.0%	0	4.1%	1
Zone 5																								
Eynsham Village Centre	0.1%	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
Zone 6																								
Didcot Town Centre, OX11 8	0.1%	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
Woodstock Town Centre, OX20 1	0.7%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Odeon, Heyford Park, Bicester, OX25 5BD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Zone 11																								
Soho Farmhouse, Great Tew, Chipping Norton, OX7 4JS	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Banbury Town Centre, OX16 5	0.1%	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	0.0%	0	0.0%	0	0.7%	0
Bicester Town Centre, OX26 6	0.4%	3	1.8%	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	0.0%	0	0.0%	0
Cheltenham Town Centre, GL50 1	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	7.2%	4	0.0%	0	0.0%	0
Cirencester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Curzon, Westgate Shopping Centre, Oxford, OX1 1NZ	2.0%	12	1.8%	3	0.9%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	2	7.7%	4	0.0%	0	0.8%	0	0.0%	0	6.0%	2
Everyman, Bell Court, Wood Street, Stratford-upon-Avon, CV37 6LP	1.3%	8	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	11.8%	6	0.0%	0	0.0%	0
Everyman, Regent Street, Cheltenham, GL50 1HQ	0.1%	1	0.0%	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	1.2%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kassam Stadium, Grenoble Road, Littlemore, Oxford, OX4 4XP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Milton Keynes City Centre, MK9 3	0.2%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, George Street, Oxford, OX1 2BL	3.2%	20	6.7%	10	0.0%	0	0.0%	0	0.0%	0	3.7%	1	7.1%	4	3.5%	2	0.0%	0	5.5%	3	0.0%	0	0.0%	0
Oxford City Centre, OX1 1	2.4%	15	6.1%	9	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Picturehouse, Walton Street, Oxford, OX2 6AE	1.0%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.5%	1	5.2%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	4.2%	1
Regal Cinema, Port Street, Evesham, WR11 3LD	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	7.1%	3	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre, CV37 6	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.8%	0	0.0%	0	0.0%	0
The Abbey Cinema, Abbey Close, Abingdon, OX14 3JD	2.4%	15	0.0%	0	0.0%	0	0.0%	0	21.5%	7	0.0%	0	0.0%	0	0.0%	0	8.2%	5	4.3%	2	1.2%	0	0.0%	0
The Light, Spiceball Park Road, Banbury, OX16 2PA	12.5%	77	9.0%	13	8.8%	2	13.6%	14	0.0%	0	0.0%	0	0.0%	0	21.2%	12	53.5%	34	0.8%	0	0.0%	0	5.2%	1
The Ultimate Picture Palace, Jeune Street, Cowley Road, Oxford, OX4 1BN	2.6%	16	5.4%	8	0.0%	0	3.5%	4	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Vue, Greenbridge Retail & Leisure Park, Swindon, SN3 3SQ	5.7%	35	4.8%	7	0.0%	0	9.1%	9	25.3%	9	0.0%	0	0.0%	0	6.6%	4	0.0%	0	0.0%	0	22.9%	5	6.0%	2
Vue, Ozone Leisure Park, Littlemore, Oxford, OX4 4XP	5.8%	36	5.9%	9	0.0%	0	0.0%	0	19.7%	7	12.6%	4	17.2%	10	4.9%	3	0.0%	0	7.2%	4	0.0%	0	0.0%	0
Vue, Pioneer Centre, Bicester, OX26 6FA	5.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	45.5%	25	8.2%	5	0.0%	0	0.0%	0	0.0%	0
Others																								
Weighted base:		621		147		28		101		35		34		59		56		64		49		22		26
Sample:		499		56		43		48		39		39		60		44		42		45		30		53

Q37 Where do you or members of your household normally go to use a gym / healthclub / sports facility?
Those that said 'Gym / health club / sports facility' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Estelle Manor, Eynsham, North Leigh, Park, OX29 6PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Minster Lovell Village Centre, OX29 0	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	0.0%	0	0.0%	0	0.0%	0
PureGym, Ducklington Lane, Witney, OX28 4JF	7.0%	28	15.8%	15	0.0%	0	6.0%	5	0.0%	0	7.8%	2	7.3%	2	10.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windrush Leisure Centre, Witan Way, Witney, OX28 4YA	6.3%	25	6.3%	6	0.0%	0	8.8%	7	11.5%	2	6.0%	2	9.8%	3	0.0%	0	0.0%	0	7.4%	2	1.8%	0	17.9%	3
Witney Lakes Resort, Downs Road, Witney, OX29 0SY	2.0%	8	0.5%	1	0.0%	0	1.4%	1	0.0%	0	14.5%	4	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Witney Town Centre	6.8%	27	13.3%	13	0.0%	0	4.8%	4	0.0%	0	31.2%	9	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Zone 2																								
Chipping Norton Leisure Centre, Burford Road, Chipping Norton, OX7 5DY	6.3%	25	0.0%	0	55.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	14.5%	5	20.3%	6	0.0%	0	8.9%	2
Chipping Norton Lido, Fox Close, Chipping Norton, OX7 5BZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Chipping Norton Town Centre	3.4%	14	0.0%	0	34.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	3.3%	1	3.0%	1	0.0%	0	18.2%	3
Zone 3																								
Carterton Leisure Centre, Broadshires Way, Carterton, OX18 1AA	12.0%	48	5.4%	5	0.0%	0	45.8%	35	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	7.4%	2	28.6%	4	0.0%	0
Carterton Town Centre	2.9%	12	3.6%	3	0.0%	0	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	2	0.0%	0
Zone 4																								
Southmoor Village Centre, OX13 5	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Bartholomew Sports Centre, Back Lane, Eynsham, Witney, OX29 4QP	3.2%	13	11.0%	11	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ducklington Village Hall, Ducklington, Standlake Road, Ducklington, OX29 7UX	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	0.0%	0	0.0%	0	0.0%	0
Lincoln Farm Park, High Street, Standlake, Witney, OX29 7RH	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	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	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	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		Zone 9		Zone 10		Zone 11	
Zone 6																								
Woodstock Town Centre	1.2%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	12.0%	4	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Deddington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Kirtlington Golf Club, Kirtlington, Kidlington, OX5 3JY	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bannatyne Health Club, Oxford Road, Bodicote, Banbury, OX15 4AF	2.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	21.1%	8	0.0%	0	0.0%	0	0.0%	0
Brailes Local Centre, OX15 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Rye Hill Golf Club, Milcombe, Banbury, OX15 4RU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Bledington Village Centre, OX7 6	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.7%	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	0.0%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	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	3.0%	1	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	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	11.4%	3	0.0%	0	0.0%	0
The Fire Service College, London Road, Moreton-in-Marsh, GL56 0RH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
The Wychwood Golf Club, Lyneham, Chipping Norton, OX7 6QQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	3	0.0%	0
Zone 11																								
Charlbury Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	2
Enstone Village Centre, OX7 4	0.7%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	1.5%	0	0.0%	0	1.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Outside Catchment Area																								
Abingdon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Banbury Town Centre	0.2%	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	1.5%	0	0.0%	0	1.0%	0
Barton Leisure Centre, Waynflete Road, Oxford, OX3 8GA	1.1%	4	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Bicester Golf Club, Green Lane, Chesterton, Bicester, OX26 1TH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Leisure Centre, Queens Avenue, Bicester, OX26 2NR	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	7	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Bourton-on-the-Water Village Centre, GL54 2	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	18.8%	5	0.0%	0	0.0%	0
Brackley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Buzz Gym, Westgate Shopping Centre, Queen Street, Oxford, OX1 1NZ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Carlton Village Centre, MK43 7	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0
Chesterton Valley Golf Course, Bridgnorth, WV15 5NX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterton Village Centre, OX26 1	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clanfield Village Centre, PO8 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Cumnor Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Oxford Business Park, Garsington Road, Oxford, OX4 2JY	2.2%	9	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2
David Lloyd, The Aerodrome, Liverpool, L24 8QD	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	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Wendlebury Road, Bicester, OX25 2BX	2.5%	10	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairford Town Centre, GL7 4	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	2	0.0%	0
Faringdon Leisure Centre, Fernham Road, Faringdon, Oxfordshire, SN7 7LB	1.9%	7	0.0%	0	0.0%	0	0.0%	0	36.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Faringdon Town Centre	0.4%	2	0.0%	0	0.0%	0	0.7%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Ferry Leisure Centre,	3.6%	14	0.0%	0	0.0%	0	12.0%	9	11.5%	2	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Diamond Place, Summertown, Oxford, OX2 7DP																								
Frilford Local Centre, OX13 6	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Village Centre, OX12 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inkberrow Village Centre, WR7 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Juvenate Health Club, Godstow Road, Wolvercote, Oxford, OX2 8AL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington & Gosford Leisure Centre, Oxford Road, Kidlington, OX5 2NU	0.9%	4	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leys Pools & Leisure Centre, Pegasus Road, Oxford, OX4 6JL	0.3%	1	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Naunton Downs Estate, Naunton, Cheltenham, GL54 3AE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0
Nuffield Health, Woodstock Road, Oxford, OX2 7NZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Oxford City Centre	2.8%	11	9.3%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Oxsrad Sports & Leisure Centre, Court Place Farm, Marsh Lane, Headington, Oxford, OX3 0NQ	1.2%	5	4.7%	4	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Banbury Cross Retail Park, Lockheed Close, Banbury, OX16 1LX	1.6%	6	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0
PureGym, Oxford Road, Bicester, OX26 1BT	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	4.6%	2	14.6%	5	0.0%	0	0.0%	0	0.0%	0
Shrivenham Village Centre, SN6 8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slip Village Centre, NN14 3	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spiceball Leisure Centre, Cherwell Drive, Banbury, OX16 2BW	4.6%	19	4.7%	4	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	8	0.0%	0	0.0%	0	10.0%	2
Stratford-upon-Avon Town Centre	0.7%	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	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	12.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
The Gym Group, Fairacres Retail Park, Marcham	0.8%	3	0.0%	0	0.0%	0	0.0%	0	17.9%	3	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		Zone 9		Zone 10		Zone 11	
Road, Abingdon, OX14 1ST																								
The Gym Group, Headington Retail Park, Horspath Driftway, Oxford, OX3 7JN	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Horse Leisure and Tennis Centre, Audlett Drive, Abingdon, Oxfordshire, OX14 3PJ	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	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.2%	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	1.5%	0	0.0%	0	0.0%	0
Others																								
Weighted base:		402		95		19		77		19		28		34		35		36		27		14		17
Sample:		288		37		22		35		17		25		26		29		19		26		20		32

Q38 Where do you or members of your household normally go to visit the theatre, watch a concert or live music?
Those that said 'Theatre / concert / music hall' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	0.9%	5	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																								
Chipping Norton Town Centre	12.0%	66	5.7%	7	50.3%	14	10.7%	9	0.0%	0	1.2%	0	2.6%	1	9.2%	4	28.2%	18	23.6%	8	0.0%	0	16.9%	4
The Theatre, Spring Street, Chipping Norton, OX7 5NL	1.4%	8	0.0%	0	12.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	7.6%	3	1.4%	0	1.5%	0
Zone 3																								
Zone 4																								
Zone 5																								
Eynsham Village Centre	0.1%	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
Northmoor Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Zone 6																								
Blenheim Palace, Woodstock, OX20 1PS	0.2%	1	0.4%	1	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
Zone 7																								
Deddington Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Local Centre, OX7 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	1.0%	5	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Zone 10																								
Lechlade-on-Thames Town Centre, GL7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Zone 11																								
Charlbury Town Centre	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	5.9%	2	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Ashmolean Museum of Art and Archaeology, Beaumont Street, Oxford, OX1 2PH	2.7%	15	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	8.2%	5	0.0%	0	12.1%	2	0.0%	0
Banbury Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	1.3%	7	5.7%	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	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.4%	2	0.0%	0	6.2%	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	0.0%	0
Bristol City Centre, BS1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Central London / West End	17.6%	98	15.5%	19	11.1%	3	12.5%	11	32.1%	13	15.0%	5	16.9%	10	15.2%	6	18.4%	12	15.6%	6	45.0%	9	17.8%	4
Cheltenham Town Centre	1.8%	10	2.1%	3	0.9%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.7%	0	0.0%	0	11.4%	4	5.5%	1	6.5%	2
Cirencester Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	3	0.0%	0
Kidlington Village Centre	0.5%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre, L1 3	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	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		Zone 9		Zone 10		Zone 11	
Lowestoft Town Centre, NR32 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Malvern Wells Village Centre, WR13 6	0.6%	4	0.0%	0	0.0%	0	4.1%	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
Manchester City Centre, M2 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre, MK9 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%	0	1.1%	0	0.0%	0	0.0%	0
New Theatre, George Street, Oxford, OX1 2AG	3.7%	21	5.7%	7	0.9%	0	0.6%	1	0.8%	0	1.2%	0	10.7%	6	10.3%	4	0.0%	0	1.1%	0	0.0%	0	5.4%	1
Newbury Town Centre, RG14 5	0.1%	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	0.0%	0
Newcastle City Centre, NE1 5	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	47.4%	263	46.8%	58	10.8%	3	66.1%	57	55.4%	23	79.0%	28	60.0%	35	55.6%	23	24.6%	16	23.3%	8	13.8%	3	44.0%	10
Oxford Playhouse, Beaumont Street, Oxford, OX1 2LW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.9%	1	1.1%	0	0.0%	0	0.0%	0
Plymouth City Centre, PL1 1	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	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.6%	4	0.0%	0	0.0%	0	4.1%	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
Royal Leamington Spa Town Centre, CV31 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Royal Shakespeare Theatre, Waterside, Stratford-upon-Avon, CV37 6BB	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	2.7%	15	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	3	3.8%	2	7.5%	5	8.0%	3	0.0%	0	3.9%	1
Swindon Town Centre	0.9%	5	0.0%	0	0.0%	0	0.6%	1	9.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
The Watermill Theatre, Bagnor, Newbury, RG20 8AE	0.1%	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	0.0%	0
Upton House and Gardens, Edge Hill, Banbury, OX15 6HT	0.8%	4	3.6%	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	0.0%	0	0.0%	0
Others																								
Weighted base:		556		124		28		86		41		35		58		41		64		35		19		24
Sample:		493		47		46		44		44		38		61		43		46		37		33		54

Q39 Where do you or members of your household normally go to visit a museum, gallery, or other place of historical / cultural interest?
Those that said 'Museum / gallery or place of historical / cultural interest' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Witney Town Centre	1.4%	7	5.2%	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	6.0%	1	0.0%	0
Zone 2																								
Chipping Norton Town Centre	3.3%	16	3.2%	3	16.6%	3	10.7%	9	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 3																								
Bampton Local Centre, OX18 2	0.3%	2	0.0%	0	7.6%	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	0.0%	0
Zone 4																								
Buscot Park, Lechlade Road, Faringdon, SN7 8BU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Blenheim Palace, Woodstock, OX20 1PS	2.5%	12	8.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	8.9%	2	0.0%	0	0.0%	0
Woodstock Town Centre	4.5%	22	0.5%	1	0.0%	0	0.6%	1	2.2%	1	3.3%	1	19.7%	11	3.8%	2	1.3%	1	10.3%	2	6.0%	1	11.1%	2
Zone 7																								
Rousham House & Gardens, Rousham, Bicester, OX25 4QU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Hook Norton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Zone 9																								
Kingham Village Centre	0.5%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	0.1%	1	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	1.2%	0	0.0%	0
Filkins Village Centre, GL7 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%	0	0.0%	0	1.2%	0	0.0%	0
Zone 11																								
Outside Catchment Area																								
Abingdon Town Centre	0.5%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmolean Museum of Art and Archaeology, Beaumont Street, Oxford, OX1 2PH	13.5%	66	11.8%	12	21.7%	4	1.2%	1	4.4%	1	15.5%	6	13.8%	7	31.8%	16	19.5%	9	16.6%	4	20.0%	4	7.3%	1
Banbury Town Centre	1.7%	8	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	6	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1	0.9%	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	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	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	0.0%	0	0.0%	0	0.0%	0
British Motor Museum, Banbury Road, Lighthorne Heath, Warwick, CV35 0BJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Central London / West End	22.2%	108	10.4%	11	13.6%	2	38.7%	33	24.9%	7	4.4%	2	15.1%	8	11.9%	6	40.7%	19	38.4%	9	31.1%	7	23.3%	4
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Chester City Centre, CH1 2	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	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	2	0.0%	0
Colchester City Centre, CO1 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Compton Verney Local Centre, CV35 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Didcot Town Centre	1.8%	9	2.5%	3	0.0%	0	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duxford Village Centre, CB22 4	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull City Centre, HU1 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%	0	0.0%	0	1.2%	0	0.0%	0
Kidlington Village Centre	0.7%	4	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Liverpool City Centre, L1 3	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	0.0%	0	0.0%	0	0.0%	0
Loxford Local Centre, IG1 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Milton Keynes City Centre, MK9 3	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre, NE1 5	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	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	39.3%	191	36.2%	38	39.1%	7	27.2%	23	65.2%	19	75.6%	28	45.9%	25	48.8%	24	18.5%	8	22.3%	5	22.4%	5	47.6%	8
Oxford University Museum of Natural History, Parks Road, Oxford, OX1 3PW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitt Rivers Museum, South Parks Road, Oxford, OX1 3PP	0.5%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portland Museum, Wakeham, Easton, Portland, DT5 1HS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.3%	6	0.0%	0	0.0%	0	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour Town Centre, CV36 4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.5%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-le-Dale Village Centre, PR5 4	0.5%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre, CV34 4	0.9%	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	0.0%	0	0.0%	0	0.0%	0
Others																								
Weighted base:		487		105		17		86		29		37		54		49		46		23		22		17
Sample:		422		41		29		39		35		42		55		41		42		25		34		39

Q40 Where do you or members of your household normally go to visit pubs / bars / nightclubs?
Those that said 'Pub / bar / nightclub / live music venue' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Hailey Village Centre, OX29 9	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leafield Village Centre, OX29 9	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Long Hanborough Village Centre, OX29 6	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minster Lovell Village Centre, OX29 0	1.2%	8	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Leigh Village Centre	0.3%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	3.4%	1
The Back Lane Tavern, Park Lane, Woodstock, OX20 1UD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney Town Centre	25.4%	160	71.2%	105	0.0%	0	22.7%	21	11.6%	4	21.1%	9	21.3%	14	0.6%	0	0.0%	0	0.8%	0	8.9%	2	14.6%	4
Woodstock Town Centre	5.1%	32	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	26.9%	17	23.2%	11	0.9%	1	5.3%	3	0.0%	0	0.6%	0
Zone 2																								
Chipping Norton Town Centre	5.0%	31	0.0%	0	59.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	9	0.8%	0	0.0%	0	16.5%	4
Salford Village Centre, OX7 5	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Zone 3																								
Bampton Local Centre, OX18 2	0.4%	2	0.0%	0	0.0%	0	2.2%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	6.8%	43	0.0%	0	0.0%	0	46.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Appleton Village Centre, OX13 5	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Bessels Leigh Local centre, OX13 5	0.1%	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	0.0%	0
Buckland Village Centre	0.5%	3	1.8%	3	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	0.0%	0
Longworth Village Centre, OX13 5	0.3%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.4%	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	0.0%	0	7.7%	2	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Ducklington Village Centre, OX29 7	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eynsham Village Centre	2.8%	18	0.0%	0	0.0%	0	3.4%	3	0.0%	0	33.0%	14	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbridge Local Centre, OX29 7	0.5%	3	0.3%	1	0.0%	0	2.8%	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
Northmoor Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stanton Harcourt Village Centre, OX29 5	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Green Local Centre, OX29 5	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																								
Barford St Michael Village Centre, OX15 0	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	10	0.0%	0	0.8%	0	0.0%	0	3.3%	1
Duns Tew Village Centre, OX25 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Middle Barton Local Centre, OX7 7	0.2%	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	0.0%	0	0.0%	0	0.0%	0
North Aston Village Centre, OX25 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	2.0%	13	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	6	4.1%	2	0.0%	0	0.0%	0
Bodicote Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0
Freeland Village Centre, OX29 8	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	1.7%	11	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	10	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	1.1%	7	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	1.6%	1	0.0%	0	0.0%	0
Sibford Gower Local Centre, OX15 5	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Stonesfield Village Centre, OX29 8	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Whichford Village Centre, CV36 5	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Ascott-under-Wychwood Village Centre, OX7 6	0.1%	0	0.0%	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
Bledington Village Centre, OX7 6	1.1%	7	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	5	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	0.1%	0	0.0%	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
Churchill Local Centre, OX7 6	0.8%	5	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	2.4%	1	0.0%	0	0.6%	0
Kingham Village Centre	1.2%	8	1.8%	3	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	5	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	11.1%	6	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	1.9%	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	23.4%	12	0.0%	0	0.0%	0
Shipton-under-Wychwood	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	6.4%	3	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Village Centre																								
Zone 10																								
Asthall Village Centre, OX18 4	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0
Burford Town Centre, OX18 4	0.7%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	1	0.8%	0	8.4%	2	0.0%	0
Filkins Village Centre, GL7 3	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	0.0%	0	17.0%	4	0.0%	0
Fulbrook Village Centre, OX18 4	0.0%	0	0.0%	0	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
Lechlade-on-Thames Town Centre, GL7 3	1.2%	8	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	6	0.0%	0
Shilton Village Centre, OX18 4	0.0%	0	0.0%	0	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
Swinbrook Village Centre, OX18 4	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	2	0.0%	0
Zone 11																								
Chadlington Village Centre	1.2%	8	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	9.7%	3
Charlbury Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.4%	7
Enstone Village Centre, OX7 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Finstock Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Ramsden Local Centre, OX7 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Outside Catchment Area																								
Abingdon Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	17.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Alderminster Village Centre, CV37 8	0.1%	0	0.0%	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
Aynho Village Centre, OX17 3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	3.4%	21	0.0%	0	0.9%	0	15.3%	14	0.0%	0	0.0%	0	0.0%	0	3.3%	2	7.4%	5	0.0%	0	0.0%	0	0.6%	0
Binsey Village Centre, OX2 0	0.1%	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	0.0%	0
Birmingham City Centre, B2 4	0.1%	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	0.0%	0
Bourton on the Water Village Centre, GL54 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Hill Local Centre, GL56 9	0.1%	0	0.0%	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
Central London / West End	1.3%	8	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	8.1%	5	0.0%	0	0.0%	0	0.6%	0
Charlton-on-Otmoor Local Centre, OX5 2	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	1.2%	0	0.0%	0
Charney Bassett Local Centre, OX12 0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Campden Town	0.1%	0	0.0%	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, GL55 6																								
Cirencester Town Centre	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	0.0%	0	0.0%	0	0.0%	0
Clanfield Village Centre, PO8 0	0.7%	4	0.0%	0	0.0%	0	4.3%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre, WR11 4	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	5.3%	3	0.0%	0	0.0%	0
Faringdon Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	9.3%	4	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre, GU9 7	0.4%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fyfield Village Centre, CM5 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Coxwell Village Centre, SN7 7	0.1%	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	0.0%	0
Hampton Poyle Village Centre, OX5 2	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamwell Village Centre, OX17 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kineton Village Centre, CV35 0	0.1%	0	0.0%	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
King's Sutton Village Centre, OX17 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Little Coxwell Village Centre, SN7 7	0.1%	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	0.0%	0
Middle Tysoe Village Centre, CV35 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Murcott Village Centre, OX5 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oddington Village Centre, OX5 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Oxford City Centre	9.5%	60	13.8%	20	9.2%	3	1.1%	1	24.9%	9	21.0%	9	0.6%	0	15.9%	8	0.0%	0	9.5%	5	1.2%	0	14.2%	4
Shipston-on-Stour Town Centre, CV36 4	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre, SY1 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.9%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.8%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.4%	3	0.0%	0	0.0%	0	0.6%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Wantage Town Centre, OX12 9	0.1%	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	0.0%	0
Weston-on-the-Green Village Centre, OX25 3	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Village Centre,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.9%	2	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	Zone 9	Zone 10	Zone 11
OX1 5												
Others												
Weighted base:	630	148	29	94	38	43	64	49	65	51	23	27
Sample:	563	60	43	49	46	41	70	50	57	55	36	56

Q41 Where do you or members of your household normally go for eating out e.g. cafes and restaurants?
Those that said 'Restaurant / café' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Hailey Village Centre, OX29 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Long Hanborough Village Centre, OX29 6	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minster Lovell Village Centre, OX29 0	0.1%	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
Witney Town Centre	30.5%	218	71.0%	112	0.0%	0	27.9%	29	19.8%	9	43.6%	23	42.2%	26	1.7%	1	4.5%	3	2.5%	2	7.3%	2	28.2%	10
Woodstock Town Centre	2.9%	21	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	14	8.7%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	2
Zone 2																								
Chipping Norton Town Centre	8.3%	59	0.0%	0	64.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	15.8%	11	23.5%	15	0.0%	0	21.7%	8
Zone 3																								
Aston Village Centre, OX18 2	0.7%	5	0.0%	0	0.7%	0	0.5%	1	4.5%	2	0.0%	0	0.6%	0	2.9%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Bampton Local Centre, OX18 2	1.3%	9	1.6%	3	0.0%	0	6.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	7.7%	55	1.7%	3	0.0%	0	47.9%	50	1.3%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.5%	0
Zone 4																								
Buckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southmoor Village Centre, OX13 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Stanford in the Vale Village Centre, SN7 8	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Eynsham Village Centre	0.9%	7	0.0%	0	0.0%	0	2.5%	3	0.0%	0	6.9%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northmoor Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake Village Centre	0.4%	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	3.3%	2	0.0%	0	0.0%	0
Zone 7																								
Clifton Local Centre, OX15 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deddington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns Tew Village Centre, OX25 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Aston Local Centre, OX25 5	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0
North Aston Village Centre, OX25 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tackley Village Centre, OX5 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																								
Bloxham Village Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	1.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Bodicote Village Centre	0.4%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre, OX15 4	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Freeland Village Centre, OX29 8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	1.7%	12	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	16.6%	11	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	0.3%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.6%	0	0.0%	0	0.0%	0
Sibford Gower Local Centre, OX15 5	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Swalcliffe Local Centre, OX15 5	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Whichford Village Centre, CV36 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Zone 9																								
Ascott-under-Wychwood Village Centre, OX7 6	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Bledington Village Centre, OX7 6	0.4%	3	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Churchill Local Centre, OX7 6	0.3%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingham Village Centre	0.7%	5	2.8%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Longborough Local Centre, GL56 0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	16.0%	10	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre, GL56 0	2.7%	20	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	1	28.4%	18	0.0%	0	0.0%	0
Shipton-under-Wychwood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Zone 10																								
Burford Town Centre, OX18 4	2.6%	19	2.2%	3	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.9%	1	3.1%	2	31.1%	10	3.1%	1
Filkins Village Centre, GL7 3	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	0.0%	0	0.8%	0	0.0%	0
Great Barrington Village Centre, OX18 4	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	1.5%	11	0.0%	0	0.0%	0	1.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.8%	9	0.0%	0
Swinbrook Village Centre, OX18 4	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Zone 11																								
Chadlington Village Centre	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	0.0%	0	0.0%	0	7.6%	3
Charlbury Town Centre	1.1%	8	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	2.9%	2	0.0%	0	0.6%	0	0.0%	0	9.3%	3
Finstock Village Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Great Tew Local Centre, OX7 4	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Abingdon Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adderbury Village Centre	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	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	4.3%	31	0.0%	0	3.6%	1	4.4%	5	0.0%	0	0.0%	0	0.0%	0	9.7%	5	24.7%	17	4.4%	3	0.0%	0	0.5%	0
Beccles Town Centre, NR34 9	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Town Centre	0.9%	7	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Bourton on the Water Village Centre, GL54 2	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley Town Centre	0.4%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre, RG12 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre, BS1 3	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.7%	12	1.7%	3	0.7%	0	3.0%	3	0.0%	0	0.0%	0	1.2%	1	6.1%	3	0.0%	0	0.6%	0	4.9%	2	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	0	0.0%	0
Chipping Campden Town Centre, GL55 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Cirencester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Clanfield Village Centre, PO8 0	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.7%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Coleshill Village Centre, SN6 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dedham Village Centre, CO7 6	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre, SO50 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Evesham Town Centre, WR11 4	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	4.2%	3	0.0%	0	0.0%	0
Faringdon Town Centre	1.3%	9	1.7%	3	0.0%	0	0.0%	0	13.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre, GU9 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frilford Local Centre, OX13 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fyfield Village Centre, CM5 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Coxwell Village Centre, SN7 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardington Mandeville Village Centre, BA22 9	0.4%	3	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haworth Village Centre, BD22 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highworth Town Centre, SN6 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kidlington Village Centre	1.9%	13	0.0%	0	0.7%	0	0.0%	0	0.0%	0	3.9%	2	3.7%	2	16.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Sutton Village Centre, OX17 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Langford Village Centre, OX26 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Manchester City Centre, M1 5	0.2%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	12.1%	87	11.7%	18	13.1%	5	1.0%	1	12.0%	6	38.7%	21	15.9%	10	24.6%	13	1.8%	1	4.5%	3	4.9%	2	20.0%	7
Sandford-on-Thames Village Centre, OX4 4	0.1%	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
Shipston-on-Stour Town Centre, CV36 4	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
St Mawes Village Centre, TR2 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Town Centre, PE9 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Mandeville Village Centre, HP22 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1	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	1.9%	1	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5	1.3%	1	0.0%	0	0.0%	0
Swindon Town Centre	1.0%	7	0.0%	0	0.0%	0	1.0%	1	7.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0
Teddington Local Centre, TW11 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenbury Wells Town Centre, WR15 8	0.5%	4	0.0%	0	0.0%	0	3.4%	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
Tewkesbury Town Centre, GL20 8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Wantage Town Centre, OX12 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarnton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																								
Weighted base:		716		158		36		105		48		54		63		55		68		64		32		35
Sample:		725		70		63		66		65		64		76		57		57		69		65		73

Q42 Where do you or members of your household normally go for family entertainment e.g. tenpin bowling, skating rink?
Those that said 'Family entertainment (e.g. tenpin bowling, skating rink, family day out)' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																								
Cogges Manor Farm, Church Lane, Witney, OX28 3LA	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	7.4%	2	0.0%	0	0.0%	0
Witney Town Centre	5.4%	15	10.1%	10	0.0%	0	8.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	1
Zone 2																								
Chipping Norton Town Centre	0.4%	1	0.0%	0	14.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Fairytale Farm, Southcombe, OX7 5QH	1.9%	5	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																								
Brize Norton Village Centre, OX18 3	1.8%	5	0.0%	0	0.0%	0	8.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	4.0%	11	0.0%	0	0.0%	0	18.8%	11	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0
Crocodiles of the World, Burford Road, Brize Norton, Carterton, OX18 3NX	1.1%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4																								
Buckland Village Centre	0.9%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millets Farm Centre, Kingston Road, Frilford, Abingdon, OX13 5HB	1.7%	5	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																								
Zone 6																								
Blenheim Local Centre, OX20 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	4.5%	13	11.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	1.4%	0	0.0%	0	0.0%	0
Zone 7																								
Zone 8																								
Zone 9																								
Moreton-in-Marsh Town Centre, GL56 0	1.7%	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	16.6%	5	0.0%	0	0.0%	0
Zone 10																								
Cotswold Wildlife Park & Gardens, Bradwell Grove, Burford, OX18 4JP	0.5%	1	0.5%	1	0.0%	0	0.0%	0	1.9%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Lechlade-on-Thames Town Centre, GL7 3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	1	0.0%	0
Zone 11																								
Dean Local Centre, OX7 3	0.1%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Catchment Area																								
Aylesbury Town Centre, HP20 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Bowl, Cherwell	9.2%	26	0.0%	0	46.3%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	0	21.9%	5	43.5%	6	36.2%	10	0.0%	0	27.8%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre, George Street, Banbury, OX16 5BH																								
Banbury Town Centre	3.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.8%	9	4.0%	1	1.4%	0	0.0%	0	0.0%	0
Barnt Green Village Centre, B45 8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Bicester Town Centre	2.4%	7	0.0%	0	0.0%	0	0.0%	0	12.8%	2	0.0%	0	14.1%	2	12.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre, RG12 1	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	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre, CF10 1	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	4.2%	12	8.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	4	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.9%	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	9.5%	3	0.0%	0	0.0%	0
Cirencester Town Centre	0.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0
Cotswold Farm Park, Guiting Power, Cheltenham, GL54 5FL	0.1%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Local Centre, OX4 2	1.2%	3	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome Town Centre, BA11 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Hollywood Bowl, Ozone Leisure Park, Grenoble Road, Littlemore, Oxford, OX4 4XP	14.3%	40	9.0%	9	0.0%	0	16.1%	9	30.0%	5	50.9%	6	37.3%	5	21.9%	5	0.0%	0	0.0%	0	0.0%	0	19.0%	1
Kassam Stadium, Grenoble Road, Littlemore, Oxford, OX4 4XP	2.2%	6	0.0%	0	0.0%	0	4.8%	3	0.0%	0	22.0%	3	2.7%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Kidlington Village Centre	0.9%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	24.7%	70	37.0%	36	29.8%	2	29.8%	17	25.6%	4	20.5%	3	18.1%	2	0.0%	0	8.1%	1	9.5%	3	2.7%	0	32.6%	2
Oxford Ice Rink, Oxpens Road, Oxford, OX1 1RX	3.8%	11	0.0%	0	0.0%	0	12.6%	7	0.0%	0	0.0%	0	14.1%	2	0.0%	0	0.0%	0	0.0%	0	18.2%	2	0.0%	0
Peterborough City Centre, PE1 1	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	0.0%	0	0.0%	0	0.0%	0
Preston City Centre, PR1 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	1.4%	0	0.0%	0	0.0%	0
Stroud Bowl, Stroud, GL5 1QA	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Tenpin, Whitehill Way, Shaw Ridge Leisure Park, Swindon, SN5 7DN	3.8%	11	0.0%	0	0.0%	0	0.0%	0	29.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	54.6%	5	0.0%	0
Thornbury Town Centre, BS35 2	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0
Waddesdon Manor, Waddesdon, Aylesbury, HP18 0JH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre, CV34 4	0.9%	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	9.5%	3	0.0%	0	0.0%	0
Wellesbourne Village Centre, CV35 9	0.1%	0	0.0%	0	0.0%	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	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Weston-super-Mare Town Centre, BS23 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% 0	1.4% 0	0.0% 0	0.0% 0
Others												
Weighted base:	284	97	5	57	17	13	14	22	15	28	10	6
Sample:	157	37	11	19	9	8	11	12	13	18	10	9

Q43 Where do you or members of your household normally go for outdoor / social activities e.g. walking, fishing, horse riding, art / craft classes, choir practice, watching sporting events, etc.
Those that said 'Other activity' at Q34 AND Excl. Nulls & SFT

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1																							
Witney Town Centre	1.8%	1	18.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodstock Town Centre	3.2%	2	0.0%	0	6.0%	0	0.0%	0	0.0%	0	9.1%	0	23.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																							
Chipping Norton Town Centre	4.9%	3	0.0%	0	54.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	0	0.0%	0	0.0%	0
Zone 3																							
Bampton Local Centre, OX18 2	0.9%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton Town Centre	6.3%	4	0.0%	0	0.0%	0	31.0%	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
Zone 4																							
Appleton Village Centre, OX13 5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																							
Eynsham Village Centre	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.6%	2	0.0%	0	0.0%	0	0.0%	0	14.3%	0	0.0%	0	0.0%	0
Standlake Village Centre	3.4%	2	0.0%	0	0.0%	0	9.3%	1	0.0%	0	18.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																							
Deddington Town Centre	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Heyford Village Centre, OX25 5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Barton Local Centre, OX7 7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over Worton Local Centre, OX7 7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steeple Aston Village Centre, OX25 4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																							
Bloxham Village Centre	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	3	0.0%	0	0.0%	0	0.0%	0
Hook Norton Village Centre	3.1%	2	0.0%	0	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Compton Village Centre, CV36 5	2.1%	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	0.0%	0	0.0%	0	0.0%	0
Stonesfield Village Centre, OX29 8	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																							
Bledington Village Centre, OX7 6	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	3	0.0%	0	0.0%	0	0.0%	0
Broadwell Local Centre, GL56 0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	0	0.0%	0	0.0%	0
Churchill Local Centre, OX7 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	0.0%	0	14.3%	0	0.0%	0	0.0%	0
Milton-under-Wychwood Village Centre, OX7 6	4.9%	3	0.0%	0	0.0%	0	24.2%	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
Moreton-in-Marsh Town Centre, GL56 0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 10																								
Burford Town Centre, OX18 4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lechlade-on-Thames Town Centre, GL7 3	9.1%	5	0.0%	0	0.0%	0	31.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.1%	2	0.0%	0
Zone 11																								
Enstone Village Centre, OX7 4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.8%	1
Outside Catchment Area																								
Alderminster Village Centre, CV37 8	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	3	0.0%	0	0.0%	0	0.0%	0
Banbury Town Centre	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	14.3%	0	0.0%	0	0.0%	0
Birmingham City Centre, B2 4	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	3	0.0%	0	0.0%	0	0.0%	0
Central London / West End	8.0%	4	81.4%	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	0.0%	0	0.0%	0
Cheltenham 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	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Coleshill Village Centre, SN6 7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	0	0.0%	0
Draycote Local Centre, CV23 9	1.1%	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	0.0%	0	0.0%	0	0.0%	0
Kidlington Village Centre	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	0	33.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lydney Town Centre, GL15 5	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	0
Oxford City Centre	3.0%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	0	9.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.4%	1
Shipston-on-Stour Town Centre, CV36 4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Silverstone Racing Circuit, Silverstone, Towcester NN12 8TN	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre, ST16 2	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	14.3%	0	0.0%	0	0.0%	0
Stratford-upon-Avon 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	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	0	0.0%	0
Others																								
Weighted base:		56		5		4		11		1		5		5		2		16		3		2		2
Sample:		64		3		7		6		2		7		9		6		10		7		4		3

Q44 What improvements could be made to the leisure offer in the West Oxfordshire authority area that would make you visit / partake in leisure activities more often? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Cheaper prices to access leisure facilities / events	6.1%	68	15.2%	35	3.8%	2	13.5%	22	0.0%	0	0.0%	0	0.4%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	2
More / better car parking	5.1%	56	9.0%	21	2.3%	1	2.8%	5	8.0%	6	0.5%	0	6.5%	6	3.8%	3	4.8%	6	2.4%	2	5.7%	3	6.6%	3
More / better cafes / coffee shops	3.7%	41	11.0%	26	5.6%	3	0.0%	0	5.9%	5	0.0%	0	2.3%	2	5.8%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Augmented reality gaming centre	3.7%	41	10.7%	25	2.9%	2	5.6%	9	0.0%	0	0.0%	0	3.8%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema - multi-screen cinema	3.6%	40	8.4%	20	2.3%	1	4.7%	8	2.2%	2	6.9%	6	4.4%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
More leisure facilities / activities for teenagers	3.5%	39	4.7%	11	4.7%	3	6.0%	10	0.4%	0	5.0%	4	2.7%	2	5.4%	5	0.0%	0	1.9%	2	3.7%	2	0.4%	0
More local sports & recreation facilities (e.g. football pitches, tennis courts)	3.5%	39	5.9%	14	8.4%	5	1.0%	2	0.0%	0	5.0%	4	4.3%	4	0.7%	1	2.5%	3	0.5%	0	4.2%	2	9.9%	5
Improved public transport	3.3%	36	5.4%	12	0.0%	0	0.6%	1	3.7%	3	3.1%	3	9.0%	8	8.0%	7	0.0%	0	0.5%	0	1.0%	1	2.7%	1
Cinema - art house cinema	3.2%	36	7.3%	17	2.7%	2	4.5%	7	0.0%	0	2.6%	2	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0	3.3%	2
Swimming pool - indoor	3.1%	34	0.2%	1	5.5%	3	2.8%	5	0.4%	0	4.3%	4	7.2%	6	7.2%	7	0.0%	0	6.1%	5	3.9%	2	2.7%	1
Leisure / sports centre	2.8%	31	9.0%	21	0.4%	0	1.7%	3	2.2%	2	0.0%	0	0.4%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	2
More leisure facilities / activities for young children	2.8%	31	9.2%	21	4.7%	3	0.3%	1	0.4%	0	2.5%	2	0.4%	0	1.8%	2	0.0%	0	1.9%	2	0.5%	0	0.4%	0
Casino	2.7%	30	2.6%	6	0.4%	0	7.4%	12	5.9%	5	4.3%	4	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Indoor soft play areas	2.7%	30	4.2%	10	3.8%	2	6.0%	10	3.7%	3	0.0%	0	0.4%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Improved security / CCTV / more police	2.4%	27	7.2%	17	0.0%	0	1.7%	3	2.8%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	2.0%	1
More leisure facilities / activities for families	2.4%	27	3.8%	9	3.8%	2	6.2%	10	0.0%	0	0.0%	0	5.2%	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
More / better parks / green spaces	2.3%	26	2.6%	6	0.4%	0	1.7%	3	2.2%	2	4.8%	4	3.8%	3	1.8%	2	4.3%	5	0.0%	0	0.0%	0	2.0%	1
More / better pubs / bars	2.3%	25	3.8%	9	0.4%	0	5.8%	9	2.8%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	2.4%	2	0.5%	0	0.0%	0
Crazy golf	2.2%	24	2.3%	5	2.9%	2	9.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
More family-friendly pubs / restaurants	2.1%	23	3.4%	8	0.4%	0	5.3%	9	2.2%	2	0.0%	0	0.4%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comedy clubs	2.0%	22	6.5%	15	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	1.9%	21	4.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6	0.0%	0	0.0%	0	2.4%	2	0.0%	0	2.0%	1
More / better health clubs / indoor gyms	1.8%	20	2.8%	7	0.0%	0	2.2%	4	0.4%	0	5.0%	4	0.0%	0	3.0%	3	0.0%	0	0.5%	0	2.9%	2	2.3%	1
Ten-pin bowling	1.8%	20	3.8%	9	3.8%	2	2.0%	3	2.8%	2	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0
More / better disabled access	1.8%	20	4.5%	11	0.0%	0	2.8%	5	2.8%	2	0.0%	0	0.4%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Improved cycle access (more / better cycle paths)	1.7%	19	3.1%	7	0.0%	0	2.2%	4	8.4%	6	0.5%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	1.7%	19	2.3%	5	0.4%	0	2.5%	4	0.0%	0	0.0%	0	2.6%	2	7.2%	7	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Ice rink	1.7%	18	3.1%	7	0.0%	0	5.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.5%	0	0.0%	0
Hotels - cheaper hotels	1.6%	18	3.8%	9	2.9%	2	1.7%	3	2.2%	2	0.0%	0	3.8%	3	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		Zone 9		Zone 10		Zone 11	
More / better publicity / advertising / social media updates of what's on / available	1.5%	16	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	7.4%	9	0.0%	0	0.0%	0	0.0%	0
More / better cultural facilities	1.4%	15	4.9%	11	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
More food / farmers markets	1.4%	15	2.6%	6	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotels - more / better hotels	1.3%	15	3.8%	9	2.9%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.8%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Improved pedestrian access	1.3%	14	3.4%	8	2.3%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.0%	1
Increased availability for leisure activities	1.2%	14	0.2%	1	0.4%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	6	2.3%	2	0.5%	0	0.0%	0
Bingo venue	1.1%	12	1.9%	4	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
More / better shopping	0.8%	9	1.5%	3	0.0%	0	0.0%	0	3.7%	3	0.5%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment (make it look more attractive)	0.8%	8	0.0%	0	2.3%	1	2.2%	4	2.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved road quality	0.7%	8	0.0%	0	0.0%	0	2.2%	4	2.5%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.5%	0	0.5%	0	0.0%	0
More pedestrianised areas	0.6%	7	1.1%	3	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Swimming pool - outdoor	0.6%	6	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.0%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Trampoline park	0.6%	6	0.0%	0	0.0%	0	2.8%	5	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating areas	0.5%	6	0.0%	0	0.0%	0	2.2%	4	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public transport services	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0	4.1%	4	0.5%	0	1.9%	1
More / better signposting and street information	0.5%	5	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Theatres	0.5%	5	0.2%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.5%	0	0.0%	0	2.0%	1
Climbing	0.4%	5	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities / activities for the elderly	0.4%	5	1.1%	3	2.6%	2	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
Swimming pool - sauna	0.4%	5	0.0%	0	0.0%	0	2.8%	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
Outdoor gyms	0.4%	4	0.0%	0	0.0%	0	1.7%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bike facilities	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.5%	1	3.1%	3	0.0%	0	0.0%	0
Museums	0.3%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Arts / crafts classes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
More outdoor festivals / events / carnivals	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theme park	0.2%	3	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	0.0%	0	0.0%	0
More live music venues	0.2%	3	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	0.0%	0	0.0%	0
Easier to get to by car	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
More art galleries	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more spaces available	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	0.0%	0	3.7%	2	0.0%	0
Water sports	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	0.0%	0	3.2%	2	0.0%	0
Outdoor sports centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Art classes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	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		Zone 9		Zone 10		Zone 11	
Swimming pool - warmer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Cleaner facilities	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobile library	0.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More street cleaning / cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Racket sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Indoor bowls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Skate park	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More betting shops	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better libraries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 nightclubs / better nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	47.3%	520	23.8%	55	51.2%	30	27.5%	44	57.6%	44	65.5%	55	46.7%	40	48.3%	45	71.5%	87	63.5%	55	70.3%	38	56.8%	27
(Don't know)	5.8%	64	4.5%	10	6.1%	4	4.5%	7	3.5%	3	2.0%	2	7.3%	6	4.7%	4	7.4%	9	13.7%	12	3.9%	2	9.7%	5
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

GEN Gender of respondent:

Male	41.9%	461	49.5%	115	34.0%	20	42.5%	69	45.2%	35	46.0%	39	37.8%	32	35.8%	33	42.1%	51	28.7%	25	37.3%	20	48.3%	23
Female	58.1%	639	50.6%	117	66.0%	39	57.5%	93	54.8%	42	54.0%	45	62.2%	53	64.2%	59	57.9%	71	71.3%	61	62.7%	34	51.7%	24
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

AGE Can I ask how old you are please?

18-24	8.8%	97	16.0%	37	4.5%	3	6.8%	11	6.6%	5	7.7%	6	6.8%	6	10.6%	10	5.1%	6	4.9%	4	5.0%	3	11.8%	6
25-34	10.1%	111	20.6%	48	4.5%	3	11.8%	19	6.6%	5	5.2%	4	4.6%	4	7.0%	6	5.1%	6	7.3%	6	5.0%	3	13.7%	6
35-44	18.2%	200	26.9%	62	11.4%	7	28.4%	46	11.1%	8	8.7%	7	11.5%	10	20.7%	19	13.0%	16	12.3%	11	8.5%	5	19.8%	9
45-54	19.4%	213	24.9%	58	23.3%	14	26.0%	42	28.1%	22	3.3%	3	14.6%	12	15.8%	15	13.2%	16	18.7%	16	19.4%	11	12.6%	6
55-64	18.0%	198	4.4%	10	24.0%	14	6.5%	11	16.9%	13	37.1%	31	30.6%	26	25.4%	23	24.7%	30	21.0%	18	24.3%	13	17.0%	8
65+	25.6%	281	7.2%	17	32.2%	19	20.4%	33	30.7%	24	38.0%	32	31.9%	27	20.6%	19	38.9%	47	35.9%	31	37.8%	20	25.2%	12
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
ETH The following question will be used in a statistical format only, and will help to ensure we get a representative sample of the community. What is your ethnic background?																								
White	82.7%	910	65.7%	152	89.2%	53	76.8%	124	84.1%	65	88.5%	74	97.7%	83	91.4%	84	89.1%	109	90.4%	78	82.3%	45	91.4%	43
Mixed / multiple ethnic groups	1.8%	19	3.1%	7	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	4.3%	5	2.3%	2	0.0%	0	0.4%	0
Asian / Asian British	5.3%	59	15.4%	36	2.9%	2	6.0%	10	3.7%	3	0.0%	0	2.3%	2	1.8%	2	1.0%	1	2.4%	2	0.0%	0	3.9%	2
Black / African / Caribbean / Black British	2.1%	24	6.5%	15	0.0%	0	3.2%	5	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	1.0%	11	0.0%	0	0.0%	0	5.7%	9	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.4%	1	0.0%	0
(Refused)	7.0%	77	9.3%	22	7.9%	5	6.3%	10	7.4%	6	11.5%	10	0.0%	0	5.1%	5	5.1%	6	4.9%	4	15.3%	8	4.3%	2
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100
QUOTA Zone:																								
Zone 1	21.1%	232	100.0%	232	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	5.4%	59	0.0%	0	100.0%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	14.7%	162	0.0%	0	0.0%	0	100.0%	162	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	7.0%	77	0.0%	0	0.0%	0	0.0%	0	100.0%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	7.6%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	7.7%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	8.4%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	11.1%	122	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	122	0.0%	0	0.0%	0	0.0%	0
Zone 9	7.8%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	86	0.0%	0	0.0%	0
Zone 10	4.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	54	0.0%	0
Zone 11	4.3%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	47
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

PC Postcode Sector:	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
CV36 5	3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	34	0.0%	0	0.0%	0	0.0%	0
GL56 0	3.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.9%	42	0.0%	0	0.0%	0
GL7 3	3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.5%	34	0.0%	0
OX13 5	3.2%	36	0.0%	0	0.0%	0	0.0%	0	46.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX15 0	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX15 4	2.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	32	0.0%	0	0.0%	0	0.0%	0
OX15 5	5.1%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.0%	56	0.0%	0	0.0%	0	0.0%	0
OX18 1	6.9%	76	0.0%	0	0.0%	0	46.9%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX18 2	3.1%	34	0.0%	0	0.0%	0	21.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX18 3	4.7%	52	0.0%	0	0.0%	0	32.0%	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
OX18 4	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.5%	20	0.0%	0
OX20 1	3.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 4	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 5	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX25 6	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 1	3.4%	38	16.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 2	0.7%	8	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 3	0.7%	8	3.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 4	0.8%	9	4.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 5	5.0%	55	23.6%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX28 6	7.0%	77	33.4%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 0	2.3%	25	10.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 4	4.6%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.6%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 5	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 6	0.7%	7	3.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 7	2.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 8	4.6%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.1%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX29 9	0.4%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX5 3	2.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX7 3	2.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.7%	31
OX7 4	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	16
OX7 5	5.4%	59	0.0%	0	100.0%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX7 6	4.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.1%	44	0.0%	0	0.0%	0
OX7 7	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN7 8	3.7%	41	0.0%	0	0.0%	0	0.0%	0	53.5%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1100		232		59		162		77		84		85		92		122		86		54		47
Sample:		1100		100		100		100		100		100		100		100		100		100		100		100

Appendix 7:

Data Tabulations

By Q29

	Total		Q29: Carterton		Q29: Chipping Norton		Q29: Burford		Q29: Woodstock	
Q29 Which of those centres do you visit the most? [PR] *Those that visit a centre at Q28*										
Carterton	24.2%	197	100.0%	197	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	43.7%	356	0.0%	0	100.0%	356	0.0%	0	0.0%	0
Burford	14.4%	117	0.0%	0	0.0%	0	100.0%	117	0.0%	0
Woodstock	17.7%	144	0.0%	0	0.0%	0	0.0%	0	100.0%	144
Base:		814		197		356		117		144
Meanscore: [Number of times per month]										
Q30 How often do you shop in CENTRE MENTIONED AT Q29? *Those that visit a centre at Q28*										
7 times a week	2.8%	23	4.1%	8	3.1%	11	3.4%	4	0.0%	0
5 - 6 times a week	2.0%	16	3.6%	7	1.4%	5	0.9%	1	2.1%	3
4 times a week	2.3%	19	4.1%	8	2.2%	8	1.7%	2	0.7%	1
3 times a week	5.8%	47	10.2%	20	5.6%	20	2.6%	3	2.8%	4
Twice a week	9.2%	75	9.6%	19	11.2%	40	4.3%	5	7.6%	11
Once a week	20.3%	165	19.3%	38	27.0%	96	7.7%	9	15.3%	22
Once every 2 weeks	11.4%	93	12.7%	25	12.9%	46	7.7%	9	9.0%	13
Once a month	14.0%	114	16.8%	33	13.5%	48	12.8%	15	12.5%	18
Once every 2 months	5.2%	42	4.1%	8	5.3%	19	7.7%	9	4.2%	6
Once every 3 months	4.7%	38	2.5%	5	3.9%	14	6.0%	7	8.3%	12
Less often than once every 3 months	13.5%	110	7.6%	15	8.4%	30	36.8%	43	15.3%	22
(Don't know / varies)	1.4%	11	1.5%	3	1.1%	4	0.9%	1	2.1%	3
(Never shop there)	7.5%	61	4.1%	8	4.2%	15	7.7%	9	20.1%	29
Mean:		*1.17*		*1.54*		*1.23*		*0.75*		*0.81*
Base:		814		197		356		117		144

	Total		Q29: Carterton		Q29: Chipping Norton		Q29: Burford		Q29: Woodstock	
Q31 What is usually the main purpose of your trip to CENTRE MENTIONED AT Q29? *Those that visit a centre at Q28*										
FOOD shopping	41.4%	337	60.4%	119	51.7%	184	10.3%	12	15.3%	22
NON-FOOD shopping	14.0%	114	5.1%	10	16.0%	57	27.4%	32	10.4%	15
Window shopping / browsing	8.7%	71	4.1%	8	5.1%	18	27.4%	32	9.0%	13
Health service e.g. doctor, dentist, hospital, opticians	6.5%	53	2.5%	5	6.5%	23	1.7%	2	16.0%	23
Visiting family / friends who live there	3.7%	30	2.0%	4	4.5%	16	5.1%	6	2.8%	4
Daytime eating	3.3%	27	1.5%	3	1.1%	4	9.4%	11	6.3%	9
Visiting cafes / coffee shops	2.9%	24	1.0%	2	3.4%	12	2.6%	3	4.9%	7
Meeting family / friends to socialise	2.8%	23	2.0%	4	2.5%	9	2.6%	3	4.9%	7
Other service e.g. laundrette, hairdresser, salon, vets, recycling	2.2%	18	4.1%	8	1.1%	4	0.0%	0	4.2%	6
Daytime drinking	2.1%	17	2.5%	5	0.6%	2	6.0%	7	2.1%	3
Night-time eating	1.2%	10	0.0%	0	0.8%	3	0.9%	1	4.2%	6
Work there	1.1%	9	3.0%	6	0.3%	1	0.0%	0	1.4%	2
Walk / walk the dog	1.1%	9	0.5%	1	0.8%	3	0.9%	1	2.8%	4
Night-time drinking	1.0%	8	1.0%	2	0.0%	0	0.9%	1	3.5%	5
Visiting gym / leisure centre / swimming pool	0.9%	7	1.5%	3	0.6%	2	0.0%	0	1.4%	2
Visit museums / galleries	0.7%	6	0.0%	0	0.0%	0	0.9%	1	3.5%	5
Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).	0.7%	6	1.0%	2	0.0%	0	0.9%	1	2.1%	3
Using Post Office	0.6%	5	1.0%	2	0.3%	1	0.0%	0	1.4%	2
Business meetings	0.6%	5	2.0%	4	0.3%	1	0.0%	0	0.0%	0
Buying fuel	0.6%	5	2.0%	4	0.3%	1	0.0%	0	0.0%	0
Visiting place of worship	0.5%	4	0.0%	0	0.6%	2	1.7%	2	0.0%	0
Visit night-time theatres / shows	0.5%	4	0.0%	0	1.1%	4	0.0%	0	0.0%	0
Takeaways / fast food	0.4%	3	0.0%	0	0.0%	0	0.9%	1	1.4%	2
Visit daytime theatres / shows	0.4%	3	0.0%	0	0.8%	3	0.0%	0	0.0%	0
Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)	0.4%	3	1.0%	2	0.3%	1	0.0%	0	0.0%	0
Visit parks / green spaces	0.4%	3	0.0%	0	0.3%	1	0.0%	0	1.4%	2
Financial service e.g. bank, building society, cash machine	0.2%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0
Study there	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Visiting live music venues / gigs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Visiting cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubbing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessing transport (e.g. using bus / tube / train station)	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
Visit community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	6	1.5%	3	0.6%	2	0.0%	0	0.7%	1
Base:		814		197		356		117		144

	Total		Q29: Carterton		Q29: Chipping Norton		Q29: Burford		Q29: Woodstock	
Q32 How do you think CENTRE MENTIONED AT Q29 could be improved? [MR] *Those that visit a centre at Q28*										
Parking - make more spaces available	21.3%	173	1.5%	3	21.9%	78	29.9%	35	39.6%	57
Less traffic congestion / improved access	8.6%	70	1.0%	2	11.0%	39	17.1%	20	6.3%	9
Shops - more / better range of non-food shops generally	6.0%	49	10.2%	20	3.9%	14	5.1%	6	6.3%	9
Better market	4.2%	34	11.2%	22	2.5%	9	2.6%	3	0.0%	0
Shops - more / better clothes shops	4.1%	33	5.1%	10	5.1%	18	2.6%	3	1.4%	2
Shops - more independent shops	3.9%	32	6.1%	12	3.7%	13	3.4%	4	2.1%	3
Parking - make it free	3.6%	29	1.0%	2	1.7%	6	0.9%	1	13.9%	20
Less empty shops	3.1%	25	5.1%	10	3.7%	13	0.0%	0	1.4%	2
More / better cafés / restaurants	2.7%	22	5.6%	11	0.8%	3	2.6%	3	3.5%	5
Shops - more 'high street' retailers	2.3%	19	3.6%	7	3.1%	11	0.9%	1	0.0%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	2.1%	17	2.5%	5	0.6%	2	0.0%	0	6.9%	10
Shops - more / better range of supermarkets	2.0%	16	2.0%	4	0.8%	3	4.3%	5	2.8%	4
Easier to get to by car	2.0%	16	2.0%	4	2.0%	7	2.6%	3	1.4%	2
More / better financial services (e.g. banks / building societies)	1.8%	15	3.0%	6	2.0%	7	0.9%	1	0.7%	1
More pedestrianised areas	1.8%	15	0.5%	1	1.7%	6	5.1%	6	1.4%	2
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.6%	13	5.1%	10	0.6%	2	0.0%	0	0.7%	1
Shops - more high quality shops	1.6%	13	3.0%	6	1.4%	5	0.9%	1	0.7%	1
Update / refurbish the shopping area	1.6%	13	3.0%	6	1.7%	6	0.9%	1	0.0%	0
Make it more attractive / nicer environment	1.6%	13	3.6%	7	1.7%	6	0.0%	0	0.0%	0
Less cafes / restaurants	1.4%	11	2.5%	5	1.4%	5	0.0%	0	0.7%	1
Parking - make more disabled spaces available	1.4%	11	0.5%	1	1.1%	4	1.7%	2	2.8%	4
Shops - more affordable shops	1.4%	11	1.5%	3	0.8%	3	0.9%	1	2.8%	4
Shops - more bakers / butchers / greengrocers	1.2%	10	2.0%	4	0.6%	2	0.9%	1	2.1%	3
More / better pubs / bars	1.2%	10	0.5%	1	0.8%	3	0.9%	1	3.5%	5
Cleaner streets / better maintained	1.2%	10	0.0%	0	2.2%	8	0.0%	0	1.4%	2
Shops - longer opening hours / more open on Sundays	1.1%	9	2.0%	4	0.3%	1	2.6%	3	0.7%	1
Less cheap shops	1.1%	9	3.0%	6	0.6%	2	0.9%	1	0.0%	0
Less charity shops	1.0%	8	1.0%	2	1.1%	4	0.0%	0	1.4%	2
Parking - make it cheaper	0.9%	7	0.0%	0	0.3%	1	1.7%	2	2.8%	4
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.7%	6	1.0%	2	0.6%	2	0.9%	1	0.7%	1
Better disabled access	0.7%	6	2.0%	4	0.6%	2	0.0%	0	0.0%	0
Better layout / shops closer together	0.7%	6	1.0%	2	0.6%	2	0.9%	1	0.7%	1
Stop HGVs entering	0.6%	5	0.0%	0	0.3%	1	3.4%	4	0.0%	0
Less takeaways	0.6%	5	2.0%	4	0.0%	0	0.0%	0	0.7%	1
Better lighting	0.6%	5	2.5%	5	0.0%	0	0.0%	0	0.0%	0
Easier to get to by bus	0.6%	5	0.0%	0	0.6%	2	0.0%	0	2.1%	3
Improve the nightlife	0.5%	4	0.5%	1	0.3%	1	1.7%	2	0.0%	0
Parking - more payment methods	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Make it less busy	0.5%	4	0.0%	0	0.3%	1	0.9%	1	1.4%	2
Quieter / less busy	0.5%	4	0.0%	0	0.3%	1	2.6%	3	0.0%	0
Nicer atmosphere / friendlier people	0.5%	4	1.0%	2	0.3%	1	0.9%	1	0.0%	0
More road crossings	0.5%	4	0.5%	1	0.6%	2	0.9%	1	0.0%	0

	Total		Q29: Carterton		Q29: Chipping Norton		Q29: Burford		Q29: Woodstock	
Parking - longer parking times	0.5%	4	0.0%	0	1.1%	4	0.0%	0	0.0%	0
No more new housing	0.4%	3	1.0%	2	0.3%	1	0.0%	0	0.0%	0
Less beauty salons	0.4%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.2%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0
Easier to get to on foot	0.2%	2	0.0%	0	0.3%	1	0.0%	0	0.7%	1
Less betting shops	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0
More shoe shops	0.2%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0
Specific store - M&S	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Better security / safety	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
More rubbish bins	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
More / better seating areas	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
More undercover shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Specific store - Waitrose	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
More social events	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Shops - less independent shops	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Easier to get to by train	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Parking - larger spaces	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Stop pharmacy closures	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Stronger decision making about the town	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	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
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	29.9%	243	29.4%	58	36.2%	129	23.1%	27	20.1%	29
(Don't know)	8.6%	70	16.8%	33	5.1%	18	8.5%	10	6.3%	9
Base:		814		197		356		117		144

Q33 Are there any types of shops or local services which you consider to be missing from CENTRE MENTIONED AT Q29? [MR]
Those that visit a centre at Q28

	Total		Q29: Carterton		Q29: Chipping Norton		Q29: Burford		Q29: Woodstock	
Clothes retailers	15.7%	128	19.8%	39	23.0%	82	1.7%	2	3.5%	5
Banks / building societies	12.3%	100	11.7%	23	14.9%	53	9.4%	11	9.0%	13
Shoe shop	5.7%	46	5.1%	10	9.6%	34	0.0%	0	1.4%	2
GP surgery	4.1%	33	5.1%	10	1.4%	5	0.9%	1	11.8%	17
DIY / hardware store	3.3%	27	7.6%	15	1.7%	6	2.6%	3	2.1%	3
Supermarket	2.9%	24	2.0%	4	1.1%	4	5.1%	6	6.9%	10
Greengrocer	2.6%	21	4.1%	8	1.4%	5	1.7%	2	4.2%	6
Restaurants	2.1%	17	3.0%	6	2.5%	9	0.9%	1	0.7%	1
Book shop	1.7%	14	5.1%	10	0.3%	1	2.6%	3	0.0%	0
Dentist	1.7%	14	4.6%	9	0.8%	3	0.9%	1	0.7%	1
Chemist	1.4%	11	3.6%	7	0.0%	0	0.9%	1	2.1%	3
Coffee shop / café	1.2%	10	1.5%	3	1.1%	4	0.0%	0	2.1%	3
ATMs / cash machines	1.2%	10	3.0%	6	0.8%	3	0.0%	0	0.7%	1
Haberdashery	1.1%	9	1.5%	3	1.4%	5	0.9%	1	0.0%	0
Fish monger	1.1%	9	0.0%	0	0.6%	2	1.7%	2	3.5%	5
Electrical store	1.1%	9	1.5%	3	1.1%	4	1.7%	2	0.0%	0
Bakery	1.1%	9	2.0%	4	0.0%	0	0.9%	1	2.8%	4
Butcher	1.1%	9	1.0%	2	0.8%	3	0.0%	0	2.8%	4
Amusements / arcade	1.0%	8	2.5%	5	0.3%	1	0.9%	1	0.7%	1
Department Store	1.0%	8	0.5%	1	2.0%	7	0.0%	0	0.0%	0
Better transport links	1.0%	8	1.5%	3	0.8%	3	1.7%	2	0.0%	0
Post office	0.9%	7	0.0%	0	1.1%	4	1.7%	2	0.7%	1
Market	0.9%	7	1.0%	2	0.8%	3	0.9%	1	0.7%	1
Gift shop	0.7%	6	2.5%	5	0.0%	0	0.0%	0	0.7%	1
Council office	0.6%	5	2.0%	4	0.0%	0	0.0%	0	0.7%	1
Deli	0.6%	5	0.0%	0	0.3%	1	0.9%	1	2.1%	3
Bike shop	0.6%	5	1.0%	2	0.8%	3	0.0%	0	0.0%	0
Furniture store	0.6%	5	0.5%	1	0.6%	2	0.0%	0	1.4%	2
More security	0.5%	4	1.5%	3	0.3%	1	0.0%	0	0.0%	0
Toy shop	0.5%	4	1.0%	2	0.3%	1	0.9%	1	0.0%	0
Fast food shop	0.5%	4	0.0%	0	0.3%	1	2.6%	3	0.0%	0
Pharmacy	0.5%	4	0.0%	0	0.6%	2	0.0%	0	1.4%	2
Library	0.5%	4	0.0%	0	0.3%	1	1.7%	2	0.7%	1
Barber	0.4%	3	0.5%	1	0.3%	1	0.9%	1	0.0%	0
Petrol station	0.4%	3	0.0%	0	0.0%	0	0.9%	1	1.4%	2
Jewellers	0.4%	3	1.0%	2	0.0%	0	0.0%	0	0.7%	1
Underground station	0.4%	3	0.5%	1	0.0%	0	0.9%	1	0.7%	1
Children's clothing	0.4%	3	0.0%	0	0.3%	1	0.9%	1	0.7%	1
Florist	0.2%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0
Pubs	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	0.2%	2	0.5%	1	0.0%	0	0.9%	1	0.0%	0
Specialty shops	0.2%	2	0.5%	1	0.3%	1	0.0%	0	0.0%	0
Betting shop	0.2%	2	0.0%	0	0.3%	1	0.0%	0	0.7%	1
Cinema	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Craft shop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Stationery shop	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Music shop	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Schools	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sports shop	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
High street stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None	40.3%	328	32.5%	64	38.2%	136	58.1%	68	41.7%	60
(Don't know)	12.3%	100	12.2%	24	12.1%	43	11.1%	13	13.9%	20
Base:		814		197		356		117		144

Appendix 8:

Data Tabulations

By Q29 (Weighted)

	Total		Q29: Carterton		Q29: Chipping Norton		Q29: Burford		Q29: Woodstock	
Q29 Which of those centres do you visit the most? [PR] *Those that visit a centre at Q28*										
Carterton	32.3%	257	100.0%	257	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	34.9%	278	0.0%	0	100.0%	278	0.0%	0	0.0%	0
Burford	15.0%	120	0.0%	0	0.0%	0	100.0%	120	0.0%	0
Woodstock	17.8%	141	0.0%	0	0.0%	0	0.0%	0	100.0%	141
Weighted base:		796		257		278		120		141
Sample:		814		197		356		117		144
Meanscore: [Number of times per month]										
Q30 How often do you shop in CENTRE MENTIONED AT Q29? *Those that visit a centre at Q28*										
7 times a week	3.1%	25	5.9%	15	2.4%	7	2.6%	3	0.0%	0
5 - 6 times a week	2.5%	20	5.0%	13	1.2%	3	0.2%	0	2.4%	3
4 times a week	3.0%	24	5.1%	13	2.4%	7	2.4%	3	0.7%	1
3 times a week	8.6%	68	16.1%	41	6.0%	17	3.5%	4	4.2%	6
Twice a week	8.1%	64	10.6%	27	6.8%	19	3.9%	5	9.7%	14
Once a week	20.7%	165	24.4%	63	23.0%	64	11.9%	14	17.0%	24
Once every 2 weeks	10.7%	85	10.5%	27	14.7%	41	6.4%	8	6.8%	10
Once a month	13.8%	110	11.3%	29	16.2%	45	17.0%	20	11.2%	16
Once every 2 months	3.8%	30	1.1%	3	4.9%	14	7.7%	9	3.3%	5
Once every 3 months	6.1%	49	0.7%	2	8.8%	24	8.2%	10	8.9%	13
Less often than once every 3 months	12.9%	103	6.2%	16	10.0%	28	30.5%	36	16.2%	23
(Don't know / varies)	2.0%	16	1.7%	4	0.6%	2	0.3%	0	6.9%	10
(Never shop there)	4.6%	37	1.5%	4	3.0%	8	5.4%	6	12.9%	18
Mean:		*1.29*		*1.98*		*1.05*		*0.73*		*0.91*
Weighted base:		796		257		278		120		141
Sample:		814		197		356		117		144

Q31 What is usually the main purpose of your trip to CENTRE MENTIONED AT Q29?
Those that visit a centre at Q28

	Total		Q29: Carterton		Q29: Chipping Norton		Q29: Burford		Q29: Woodstock	
FOOD shopping	37.4%	298	55.4%	143	44.3%	123	7.2%	9	16.8%	24
NON-FOOD shopping	13.2%	105	7.9%	20	16.4%	46	22.4%	27	8.6%	12
Window shopping / browsing	8.4%	67	4.8%	12	3.9%	11	26.6%	32	8.4%	12
Health service e.g. doctor, dentist, hospital, opticians	5.4%	43	0.6%	2	6.9%	19	0.5%	1	15.2%	22
Visiting family / friends who live there	3.9%	31	2.3%	6	4.9%	14	4.9%	6	4.2%	6
Meeting family / friends to socialise	3.5%	28	2.2%	6	4.9%	14	1.9%	2	4.2%	6
Daytime drinking	3.4%	27	3.6%	9	2.2%	6	7.8%	9	1.9%	3
Daytime eating	3.2%	26	1.1%	3	1.1%	3	10.6%	13	5.1%	7
Visiting cafes / coffee shops	2.7%	22	1.8%	5	3.2%	9	2.0%	2	4.0%	6
Business meetings	2.1%	17	5.4%	14	1.0%	3	0.0%	0	0.0%	0
Night-time drinking	2.0%	16	1.2%	3	0.0%	0	1.9%	2	7.3%	10
Work there	1.8%	14	3.8%	10	0.6%	2	0.0%	0	2.0%	3
Other service e.g. laundrette, hairdresser, salon, vets, recycling	1.7%	13	1.8%	5	1.4%	4	0.0%	0	3.5%	5
Visit museums / galleries	1.1%	9	0.0%	0	0.0%	0	2.2%	3	4.2%	6
Visiting gym / leisure centre / swimming pool	1.1%	9	1.6%	4	0.8%	2	0.0%	0	1.5%	2
Visit parks / green spaces	1.1%	8	0.0%	0	1.3%	4	0.0%	0	3.4%	5
Using Post Office	1.0%	8	0.9%	2	1.3%	4	0.0%	0	1.7%	2
Night-time eating	0.9%	7	0.0%	0	0.3%	1	1.4%	2	3.0%	4
Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).	0.8%	6	0.7%	2	0.0%	0	0.1%	0	2.9%	4
Takeaways / fast food	0.7%	6	0.0%	0	0.0%	0	4.4%	5	0.4%	1
Walk / walk the dog	0.7%	6	0.2%	1	0.3%	1	2.2%	3	1.1%	2
Visit daytime theatres / shows	0.7%	5	0.0%	0	1.9%	5	0.0%	0	0.0%	0
Visiting place of worship	0.6%	5	0.0%	0	0.3%	1	3.4%	4	0.0%	0
Visit night-time theatres / shows	0.6%	5	0.0%	0	1.7%	5	0.0%	0	0.0%	0
Buying fuel	0.6%	4	1.5%	4	0.2%	1	0.0%	0	0.0%	0
Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)	0.5%	4	0.9%	2	0.6%	2	0.0%	0	0.0%	0
Financial service e.g. bank, building society, cash machine	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Study there	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Visiting live music venues / gigs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Visiting cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nightclubbing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessing transport (e.g. using bus / tube / train station)	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
Visit community centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	7	2.4%	6	0.2%	0	0.0%	0	0.2%	0
Weighted base:		796		257		278		120		141
Sample:		814		197		356		117		144

Q32 How do you think CENTRE MENTIONED AT Q29 could be improved? [MR]
Those that visit a centre at Q28

	Total		Q29: Carterton		Q29: Chipping Norton		Q29: Burford		Q29: Woodstock	
Parking - make more spaces available	18.0%	143	3.0%	8	22.6%	63	21.6%	26	33.3%	47
Better market	10.9%	87	25.4%	65	5.5%	15	5.4%	6	0.0%	0
Shops - more / better range of non-food shops generally	8.5%	68	13.3%	34	3.6%	10	10.1%	12	8.1%	12
Less traffic congestion / improved access	7.1%	57	0.8%	2	9.2%	26	15.7%	19	7.1%	10
Shops - more independent shops	6.5%	52	7.5%	19	7.1%	20	3.7%	4	5.7%	8
More / better cafés / restaurants	5.7%	46	11.2%	29	0.8%	2	2.6%	3	8.3%	12
Shops - more / better clothes shops	5.0%	39	5.8%	15	4.8%	13	5.5%	7	3.3%	5
Parking - make it free	3.7%	29	2.1%	5	1.6%	4	1.7%	2	12.3%	17
Less empty shops	3.5%	28	8.4%	22	1.5%	4	0.0%	0	1.6%	2
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.4%	27	8.0%	21	1.2%	3	0.0%	0	2.3%	3
More / better pubs / bars	3.1%	25	1.4%	4	2.5%	7	2.2%	3	8.2%	12
Less cheap shops	2.9%	23	5.4%	14	2.7%	7	1.8%	2	0.0%	0
Shops - more high quality shops	2.9%	23	4.1%	11	3.1%	9	1.6%	2	1.4%	2
Shops - longer opening hours / more open on Sundays	2.8%	22	4.2%	11	1.0%	3	5.6%	7	1.4%	2
Shops - more affordable shops	2.6%	20	2.8%	7	1.0%	3	0.2%	0	7.2%	10
More / better health facilities (e.g. doctors, dentists, opticians, etc)	2.6%	20	3.1%	8	0.6%	2	0.0%	0	7.4%	11
Shops - more / better range of supermarkets	2.5%	20	1.6%	4	0.8%	2	6.9%	8	3.9%	6
Less cafes / restaurants	2.3%	19	5.6%	15	0.8%	2	0.0%	0	1.3%	2
Better lighting	2.3%	18	7.2%	18	0.0%	0	0.0%	0	0.0%	0
Shops - more bakers / butchers / greengrocers	2.3%	18	3.3%	8	0.8%	2	1.8%	2	3.7%	5
Shops - more 'high street' retailers	2.1%	17	2.9%	7	3.3%	9	0.3%	0	0.0%	0
Easier to get to by car	2.1%	17	2.5%	6	1.8%	5	3.6%	4	0.5%	1
More / better financial services (e.g. banks / building societies)	2.0%	16	2.9%	8	1.4%	4	1.1%	1	2.3%	3
More / better range of other services (e.g. library, hairdresser, vets etc.)	2.0%	16	2.4%	6	1.3%	4	2.2%	3	2.3%	3
Better disabled access	2.0%	16	4.7%	12	1.3%	3	0.0%	0	0.0%	0
Parking - make more disabled spaces available	1.6%	13	0.2%	1	1.7%	5	0.7%	1	4.8%	7
Update / refurbish the shopping area	1.6%	13	3.8%	10	0.8%	2	0.4%	1	0.0%	0
Improve the nightlife	1.5%	12	1.1%	3	0.8%	2	5.8%	7	0.0%	0
Less charity shops	1.4%	11	1.7%	4	0.6%	2	0.0%	0	3.8%	5
Less takeaways	1.3%	10	3.2%	8	0.0%	0	0.0%	0	1.5%	2
Make it more attractive / nicer environment	1.3%	10	3.3%	9	0.6%	2	0.0%	0	0.0%	0
Better layout / shops closer together	1.3%	10	0.4%	1	1.3%	4	2.2%	3	1.9%	3
More pedestrianised areas	1.2%	9	0.1%	0	0.7%	2	5.5%	7	0.5%	1
More road crossings	0.7%	5	0.2%	1	0.8%	2	2.2%	3	0.0%	0
Parking - make it cheaper	0.7%	5	0.0%	0	0.1%	0	0.6%	1	3.1%	4
More / better public toilets	0.6%	5	0.0%	0	1.7%	5	0.0%	0	0.0%	0
Less betting shops	0.6%	5	0.0%	0	0.0%	0	4.0%	5	0.0%	0
Better security / safety	0.6%	4	0.0%	0	1.6%	4	0.0%	0	0.0%	0
Parking - larger spaces	0.4%	4	0.0%	0	1.3%	4	0.0%	0	0.0%	0
Quieter / less busy	0.4%	3	0.0%	0	0.2%	1	2.4%	3	0.0%	0
Cleaner streets / better maintained	0.4%	3	0.0%	0	1.0%	3	0.0%	0	0.5%	1
More / better seating areas	0.4%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Easier to get to by bus	0.4%	3	0.0%	0	0.2%	1	0.0%	0	1.9%	3
Stop HGVs entering	0.4%	3	0.0%	0	0.1%	0	2.4%	3	0.0%	0

Column %ges.

	Total		Q29: Carterton		Q29: Chipping Norton		Q29: Burford		Q29: Woodstock	
Parking - more payment methods	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Easier to get to by train	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.3%	3	0.4%	1	0.1%	0	1.1%	1	0.0%	0
More rubbish bins	0.3%	3	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Easier to get to on foot	0.3%	2	0.0%	0	0.1%	0	0.0%	0	1.4%	2
Less beauty salons	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Shops - less independent shops	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Make it less busy	0.2%	1	0.0%	0	0.1%	0	0.1%	0	0.4%	1
No more new housing	0.2%	1	0.4%	1	0.1%	0	0.0%	0	0.0%	0
Parking - longer parking times	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Specific store - M&S	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
More social events	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
More shoe shops	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Specific store - Waitrose	0.1%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0
Stronger decision making about the town	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Stop pharmacy closures	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	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
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	24.6%	196	18.6%	48	36.5%	101	21.7%	26	14.6%	21
(Don't know)	6.9%	55	9.6%	25	4.0%	11	9.1%	11	6.0%	9
Weighted base:		796		257		278		120		141
Sample:		814		197		356		117		144

Q33 Are there any types of shops or local services which you consider to be missing from CENTRE MENTIONED AT Q29? [MR]
Those that visit a centre at Q28

	Total		Q29: Carterton		Q29: Chipping Norton		Q29: Burford		Q29: Woodstock	
Clothes retailers	14.1%	112	19.8%	51	17.9%	50	3.7%	4	5.2%	7
Banks / building societies	11.1%	89	11.0%	28	12.9%	36	10.1%	12	8.7%	12
DIY / hardware store	5.4%	43	14.1%	36	0.9%	3	1.5%	2	1.6%	2
GP surgery	4.9%	39	7.1%	18	1.3%	4	1.6%	2	10.6%	15
Book shop	4.5%	35	8.6%	22	1.3%	4	8.2%	10	0.0%	0
Greengrocer	3.4%	27	5.7%	15	1.0%	3	1.8%	2	5.2%	7
Dentist	3.2%	25	7.2%	19	0.8%	2	2.2%	3	1.3%	2
Shoe shop	3.1%	25	2.6%	7	5.8%	16	0.0%	0	1.4%	2
Supermarket	2.9%	23	2.2%	6	1.4%	4	4.5%	5	5.9%	8
Amusements / arcade	2.9%	23	6.2%	16	1.0%	3	2.2%	3	1.4%	2
Restaurants	2.8%	22	5.4%	14	2.0%	6	0.1%	0	1.8%	2
ATMs / cash machines	2.8%	22	5.7%	15	1.9%	5	0.0%	0	1.5%	2
Bakery	2.5%	20	4.6%	12	0.0%	0	1.6%	2	4.6%	6
Better transport links	2.4%	19	3.4%	9	1.9%	5	4.0%	5	0.0%	0
Council office	2.2%	17	6.0%	15	0.0%	0	0.0%	0	1.4%	2
Chemist	2.1%	16	5.3%	14	0.0%	0	1.6%	2	0.7%	1
Coffee shop / café	1.9%	15	2.5%	6	0.7%	2	0.0%	0	4.8%	7
Post office	1.8%	14	0.0%	0	1.9%	5	5.8%	7	1.4%	2
Fish monger	1.6%	13	0.0%	0	1.4%	4	3.6%	4	3.2%	5
Market	1.5%	12	1.3%	3	0.6%	2	2.2%	3	3.2%	5
Haberdashery	1.5%	12	1.7%	4	1.9%	5	2.2%	3	0.0%	0
Electrical store	1.5%	12	0.9%	2	2.5%	7	2.4%	3	0.0%	0
Department Store	1.4%	11	1.8%	5	2.4%	7	0.0%	0	0.0%	0
More security	1.3%	10	2.3%	6	1.6%	4	0.0%	0	0.0%	0
Library	1.2%	10	0.0%	0	0.6%	2	4.0%	5	2.3%	3
Butcher	1.1%	9	0.6%	1	2.0%	6	0.0%	0	1.0%	1
Gift shop	1.0%	8	3.0%	8	0.0%	0	0.0%	0	0.3%	0
Bike shop	1.0%	8	1.7%	4	1.3%	4	0.0%	0	0.0%	0
Underground station	0.9%	7	1.1%	3	0.0%	0	2.2%	3	1.4%	2
Barber	0.8%	6	1.1%	3	0.6%	2	1.6%	2	0.0%	0
Cinema	0.7%	6	2.2%	6	0.0%	0	0.0%	0	0.0%	0
Toy shop	0.7%	6	1.4%	4	0.7%	2	0.1%	0	0.0%	0
Deli	0.6%	5	0.0%	0	0.1%	0	1.7%	2	2.0%	3
Leisure facilities	0.5%	4	0.2%	1	0.0%	0	2.8%	3	0.0%	0
Jewellers	0.5%	4	1.1%	3	0.0%	0	0.0%	0	0.7%	1
Sports shop	0.4%	4	1.4%	4	0.0%	0	0.0%	0	0.0%	0
Children's clothing	0.4%	3	0.0%	0	0.1%	0	0.1%	0	1.9%	3
Pubs	0.4%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
High street stores	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Furniture store	0.3%	3	0.2%	1	0.5%	1	0.0%	0	0.4%	1
Petrol station	0.3%	2	0.0%	0	0.0%	0	0.2%	0	1.4%	2
Parking	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Music shop	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Schools	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Fast food shop	0.2%	1	0.0%	0	0.1%	0	0.9%	1	0.0%	0
Pharmacy	0.1%	1	0.0%	0	0.2%	0	0.0%	0	0.5%	1
Betting shop	0.1%	1	0.0%	0	0.1%	0	0.0%	0	0.3%	0
Specialty shops	0.1%	1	0.2%	1	0.1%	0	0.0%	0	0.0%	0
Florist	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Craft shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Stationery shop	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None	34.2%	272	19.5%	50	39.6%	110	46.5%	56	39.6%	56
(Don't know)	12.9%	103	9.8%	25	17.0%	47	14.8%	18	9.1%	13
Weighted base:		796		257		278		120		141
Sample:		814		197		356		117		144

Column %ges.

Appendix 9:

Sample Questionnaire

Job No: 079A24

West Oxfordshire Household Survey

Good morning / afternoon / evening, I am …… from NEMS Market Research and we are conducting a short survey in your area about shopping and leisure activities, on behalf of West Oxfordshire District Council. Do you have time to answer some questions please? It will take about 7 minutes.

QA **Are you the person responsible, or jointly responsible for food and non-food shopping in your household?**

YES – CONTINUE INTERVIEW.
NO – ASK TO SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE household's SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW.

READ OUT: We now have a few questions about where you go food shopping. In answering these questions the location may be a store, a town, village or city, a specific road or area, or it could be via the internet / delivery.

Q01 **Where do you normally undertake your household's main food and grocery shopping?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF THEY SAY VIA INTERNET OR DELIVERY PROBE FOR THE METHOD USED.

#Food	Food list	
500	Other (PLEASE WRITE IN)	**GO TO Q02**
502	Internet - delivered	**GO TO Q02**
503	Internet - collection (Click & collect)	GO TO Q04
504	Telephone / delivery order from a local independent business	GO TO Q04
505	(Don't know / varies)	GO TO Q04
506	(Don't do this type of shopping)	CLOSE
		CLOSE

Not those that said 'Internet' or 'Telephone / delivery order from a local independent business' at Q01:

Q02 **When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you usually combine your shopping with other activities (for example non-food shopping, leisure, entertainment, services or visiting restaurants, bars, banks, etc.)?**
DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anywhere else?

1	Yes – NON-FOOD shopping	GO TO Q03
2	Yes – other FOOD shopping	GO TO Q03
3	Yes – getting petrol	GO TO Q03
4	Yes – leisure activity (e.g. gym, leisure centre, cinema, etc.)	GO TO Q03
5	Yes – visiting banks and other financial services (including cashpoints)	GO TO Q03
6	Yes – visiting café / pub / restaurant	GO TO Q03
7	Yes – visiting chemist / pharmacy	GO TO Q03
8	Yes – visiting family / friends	GO TO Q03
9	Yes – visiting health service such as doctor, dentist, hospital, opticians	GO TO Q03
A	Yes – visiting library	GO TO Q03
B	Yes – visiting market	GO TO Q03
C	Yes – visiting other services such as hairdressers, barbers, salons, laundrette, recycling, vets, etc.	GO TO Q03
D	Yes – visiting place of worship	GO TO Q03
E	Yes – travelling to / from school / college / university (includes school run)	GO TO Q03
F	Yes – travelling to / from work	GO TO Q03
G	Yes – window shopping / browsing	GO TO Q03
H	Yes – walking the dog / go for a walk	GO TO Q03
I	Yes – other activity (PLEASE WRITE IN)	GO TO Q03
J	(No activity)	**GO TO Q04**
K	(Don't know)	**GO TO Q04**

Those that said an activity at Q02

Q03 **When you combine your trip with other activities, where do you normally go?**
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK THE PLACE THEY GO TO MOST OFTEN.

#NFood Non-Food List

Q04 **Where else do you undertake your household's main food shopping (in addition to STORE MENTIONED AT Q01)?**

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF THEY SAY VIA INTERNET OR DELIVERY PROBE FOR THE METHOD USED. IF THEY SAY VARIES ASK THEM TO NAME THE PLACE THEY USE SECOND MOST OFTEN FOR THEIR MAIN FOOD SHOPPING.

#Food	Food list
500	Other (PLEASE WRITE IN)
502	Internet - delivered
503	Internet - collection (Click & collect)
504	Telephone / delivery order from a local independent business
505	(Don't know / varies)
507	(Nowhere else)

Q05 **In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?**

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF THEY SAY VIA INTERNET OR DELIVERY PROBE FOR THE METHOD USED.

#Food	Food list	
500	Other (PLEASE WRITE IN)	**GO TO Q06**
502	Internet - delivered	**GO TO Q06**
503	Internet - collection (Click & collect)	**GO TO Q06**
504	Telephone / delivery order from a local independent business	**GO TO Q06**
505	(Don't know / varies)	**GO TO Q06**
506	(Don't do this type of shopping)	GO TO Q07
		GO TO Q08

All those who do top-up shopping at Q05:

Q06 **In addition to (STORE MENTIONED AT Q05), where else do you regularly use for your household's small scale top-up food shopping?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF THEY SAY VIA INTERNET OR DELIVERY PROBE FOR THE METHOD USED. IF THEY SAY VARIES ASK THEM TO NAME THE PLACE THEY USE SECOND MOST OFTEN FOR TOP-UP FOOD SHOPPING.

#Food	Food list
500	Other (PLEASE WRITE IN)
502	Internet - delivered
503	Internet - collection (Click & collect)
504	Telephone / delivery order from a local independent business
505	(Don't know / varies)
507	(Nowhere else)

All those who do top-up shopping at Q05:

Q07 **Of all the money you spend on your main and top-up food shopping, what % share goes to your main food shopping?**

DO NOT READ OUT. PLEASE WRITE IN TO THE NEAREST WHOLE %

X	% (PLEASE WRITE IN)
Y	(Don't know)
Z	(Refused)

READ OUT: I would now like to ask you some questions about your non-food shopping habits / preferences. In answering these questions the location may be a town centre, a retail park, a free standing store, or it could be facilities such as the internet, TV shopping or mail order / catalogue.

Q08 **Where do you do most of your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood	Non-Food List	
500	Other (PLEASE WRITE IN)	GO TO Q10
501	Abroad	GO TO Q10
502	Internet	**GO TO Q09**
503	Mail order / catalogue	**GO TO Q09**
504	TV shopping	**GO TO Q09**
505	(Don't know / varies)	GO TO Q11
506	(Don't do this type of shopping)	GO TO Q11

Those who do most of their clothing and footwear via the Internet/delivery at Q08:

Q09 **Which internet / home delivery retailer do you use most often for your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetNF Internet Non-Food List

Those who do men's, women's, children's and baby clothing, and footwear shopping at Q08:

Q10 **In addition to (LOCATION MENTIONED AT Q08), where else do you regularly shop for your household's men's, women's, children's and baby clothing and footwear purchases?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q11 **Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q12 **Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, iPad, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q13 **Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q14 **Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q15 **Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q16 **Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q17 **Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q18 **Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses):**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q19 **How often do you or your household visit Witney Town Centre for shopping, services, leisure, work or other town centre uses?**
READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK THEM TO ESTIMATE HOW OFTEN THEY GO.

1	7 times a week	GO TO Q20
2	5 - 6 times a week	GO TO Q20
3	4 times a week	GO TO Q20
4	3 times a week	GO TO Q20
5	Twice a week	GO TO Q20
6	Once a week	GO TO Q20
7	Once every 2 weeks	GO TO Q20
8	Once a month	**GO TO Q23**
9	Once every 2 months	**GO TO Q23**
A	Once every 3 months	**GO TO Q23**
B	Less often than once every 3 months	**GO TO Q23**
C	(Don't know)	**GO TO Q23**
D	(Never)	

Those that visit Witney Town Centre at least once a month at Q19:

Q20 **What is the MAIN activity you visit Witney Town Centre for?**
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY IT VARIES ASK WHAT THEY MOST OFTEN VISIT WITNEY TOWN CENTRE FOR.

001	FOOD shopping
002	NON-FOOD shopping
003	Financial service e.g. bank, building society, cash machine
004	Health service e.g. doctor, dentist, hospital, opticians
005	Other service e.g. laundrette, hairdresser, salon, vets, recycling
006	Accessing transport (e.g. using bus / tube / train station)
007	Business meetings
008	Buying fuel
009	Daytime drinking
010	Daytime eating
011	Night-time drinking
012	Night-time eating
013	Meeting family / friends to socialise
014	Nightclubbing
015	Study there
016	Takeaways / fast food
017	Using Post Office
018	Visit community centre
019	Visit daytime theatres / shows
020	Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).
021	Visit museums / galleries
022	Visit night-time theatres / shows
023	Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)
024	Visit parks / green spaces
025	Visiting cafes / coffee shops
026	Visiting cinema
027	Visiting family / friends who live there
028	Visiting gym / leisure centre / swimming pool
029	Visiting library
030	Visiting live music venues / gigs
031	Visiting place of worship
032	Walk / walk the dog
033	Window shopping / browsing
034	Work there
500	Other (PLEASE WRITE IN)
505	(Don't know / varies)

Those that visit Witney Town Centre at least once a month at Q19:

Q21 **What do you like about Witney Town Centre?**

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

IF THE RESPONDENT STATES THEY LIKE A SPECIFIC SHOP OR ATTRACTION USE THE OTHER BOX TO GIVE FULL DETAILS OF THE SHOP AND ITS NAME OR THE ATTRACTION AND ITS NAME

Amenities / shops

001 Good cafés / restaurants
002 Good for financial services (e.g. banks / building societies)
003 Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)
004 Good market
005 Good pubs / bars
006 Good range of health services (e.g. doctors, dentists, opticians etc.)
007 Good range of other services (e.g. library, hairdresser, vets etc.)
008 Like to support local businesses
009 Shops - good opening hours / open on Sundays
010 Shops - good range of affordable shops
011 Shops - good range of bakers / butchers / greengrocers
012 Shops - good range of charity shops
013 Shops - good range of clothes shops
014 Shops - good range of 'high street' retailers
015 Shops - good range of independent shops
016 Shops - good range of non-food shops generally
017 Shops - good range of quality shops
018 Shops - good range of supermarkets

Shopping Environment

019 Attractive environment / nice place
020 Clean streets / well maintained
021 Diverse / multi-cultural
022 Familiar / know where everything is
023 Good disabled access
024 Good for a day out
025 Good layout / shops close together
026 Good seating areas
027 Good toilet facilities
028 Has undercover shopping
029 Nice atmosphere / friendly people
030 Open / green spaces / parks
031 Pedestrianised areas
032 Quiet / not too busy
033 Traditional / quaint
034 You can get everything you need there

Location / Travel

035 Close to friends / relatives
036 Close to home
037 Close to work / en route to work
038 Easy to get there by car
039 Easy to get there on foot
040 Good bus service
041 Good train service

Parking

042 Parking - it's cheap
043 Parking - it's easy to find a space
044 Parking - it's free

Others

500 Other (PLEASE WRITE IN)
505 (Don't know)
509 (Nothing)

Those that visit Witney Town Centre at least once a month at Q19:

Q22 **What do you dislike about Witney Town Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

Amenities / shops

001 Not enough / poor quality cafés / restaurants
002 Not enough / poor quality pubs / bars
003 Not enough financial services (e.g. banks / building societies)
004 Not enough health facilities (e.g. doctors, dentists, opticians, etc)
005 Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)
006 Not enough other services (e.g. library, hairdresser, vets etc.)
007 Poor market
008 Poor nightlife
009 Shops - need longer opening hours / more open on Sundays
010 Shops - need more / better clothes shops
011 Shops - need more / better range of non-food shops generally
012 Shops - need more / better range of supermarkets
013 Shops - need more affordable shops
014 Shops - need more bakers / butchers / greengrocers
015 Shops - need more 'high street' retailers
016 Shops - need more independent shops
017 Shops - need more quality shops
018 Too many betting shops
019 Too many charity shops
020 Too many empty shops
021 Too many takeaways

Shopping Environment

022 Dirty streets / poorly maintained
023 Lack of pedestrianised areas
024 Lack of security / don't feel safe
025 Lack of undercover shopping
026 Needs an update / revamp
027 Not attractive / poor environment
028 Not enough / poor quality public toilets
029 Not enough / poor quality seating areas
030 Poor atmosphere / unfriendly people
031 Poor disabled access
032 Poor layout / shops too far apart
033 Too busy / crowded
034 Too many beggars
035 Too much homelessness

Location / Travel

036 Hard to get to by bus
037 Hard to get to by car
038 Hard to get to by train
039 Hard to get to on foot
040 Too far away from home
041 Traffic congestion

Parking

042 Parking - cashless payment
043 Parking - expensive parking
044 Parking - longer parking times
045 Parking - no free parking
046 Parking - not enough disabled parking
047 Parking - not enough spaces available

Others

500 Other (PLEASE WRITE IN)
505 (Don't know)
509 (Nothing)

ASKED TO ALL:

Q23 **What could be improved about Witney Town Centre that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

Amenities / shops
001 Better market
002 Improve the nightlife
003 Less betting shops
004 Less charity shops
005 Less cheap shops
006 Less empty shops
007 Less takeaways
008 More / better cafés / restaurants
009 More / better financial services (e.g. banks / building societies)
010 More / better health facilities (e.g. doctors, dentists, opticians, etc)
011 More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)
012 More / better pubs / bars
013 More / better range of other services (e.g. library, hairdresser, vets etc.)
014 Shops - longer opening hours / more open on Sundays
015 Shops - more / better clothes shops
016 Shops - more / better range of non-food shops generally
017 Shops - more / better range of supermarkets
018 Shops - more affordable shops
019 Shops - more bakers / butchers / greengrocers
020 Shops - more high quality shops
021 Shops - more 'high street' retailers
022 Shops - more independent shops

Shopping Environment
023 Better disabled access
024 Better layout / shops closer together
025 Better lighting
026 Better security / safety
027 Cleaner streets / better maintained
028 Make it more attractive / nicer environment
029 More pedestrianised areas
030 More road crossings
031 More rubbish bins
032 More undercover shopping
033 Nicer atmosphere / friendlier people
034 Quieter / less busy
035 Update / refurbish the shopping area
036 More / better seating areas
037 More / better public toilets

Location / Travel
038 Easier to get to by bus
039 Easier to get to by car
040 Easier to get to by train
041 Easier to get to on foot
042 Less traffic congestion / improved access

Parking
043 Parking - make it cheaper
044 Parking - make it free
045 Parking - make more disabled spaces available
046 Parking - make more spaces available
047 Parking - more payment methods

Others
500 Other (PLEASE WRITE IN)
505 (Don't know)
509 (Nothing)

Q24 **Do you visit Witney Town Centre once a month or more during the evening, either during the week or at weekends?**

DO NOT READ OUT. ONE ANSWER ONLY

1	Yes	GO TO Q25
2	No	**GO TO Q28**

Those that answered YES to Q24

Q25 **When do you tend to visit Witney Town Centre during the evening?**
READ OUT. CAN BE MULTICODED

1 Friday evenings
2 Saturday evenings
3 Sunday to Thursday evenings

Those that answered YES to Q24

Q26 **How often do visit Witney Town Centre during the evening?**
DO NOT READ OUT. ONE ANSWER ONLY

1 7 times a week
2 5 - 6 times a week
3 4 times a week
4 3 times a week
5 Twice a week
6 Once a week
7 Once every 2 weeks
8 Once a month
9 Once every 2 months
A Once every 3 months
B Less often than once every 3 months
C (Don't know / varies)

Those that answered YES to Q24

Q27 **What activities do you do in Witney Town Centre during the evenings?**
DO NOT PROMPT. CAN BE MULTICODED

001 Visiting pubs / bars
002 Visiting cafes
003 Eating out
004 Visiting the cinema
005 Visiting the theatre
006 Visiting live music venues
007 Visiting nightclubs
008 Visiting arts/cultural venues / museums
009 Visiting health and fitness
010 Visiting places of worship
011 Visiting family entertainment venues
012 Visiting LGBTQ pubs / bars / venues
500 Other (PLEASE WRITE IN)
505 (Don't know)

Q28 **Do you visit any of these <u>OTHER</u> town centres in the West Oxfordshire local authority area?**
READ OUT. CHOOSE ALL THAT ARE MENTIONED.

1 Carterton
2 Chipping Norton
3 Burford
4 Woodstock
5 (None of the above) **GO TO Q34**

Those who visit any of the town centres at Q28

Q29 **Which of those centres do you visit the most?**
READ OUT. ONE ANSWER ONLY

1 Carterton
2 Chipping Norton
3 Burford
4 Woodstock

Those who specified a main location at Q29

Q30 **How often do you shop in (CENTRE MENTIONED AT Q29)?**
DO NOT READ OUT. ONE ANSWER ONLY

1 7 times a week
2 5 - 6 times a week
3 4 times a week
4 3 times a week
5 Twice a week
6 Once a week
7 Once every 2 weeks
8 Once a month
9 Once every 2 months
A Once every 3 months
B Less often than once every 3 months
C (Don't know / varies)

Those who specified a main location at Q29

Q31 **What is usually the main purpose of your trip to (CENTRE MENTIONED AT Q29)?**
DO NOT READ OUT. ONE ANSWER ONLY

001 FOOD shopping
002 NON-FOOD shopping
003 Financial service e.g. bank, building society, cash machine
004 Health service e.g. doctor, dentist, hospital, opticians
005 Other service e.g. laundrette, hairdresser, salon, vets, recycling
006 Accessing transport (e.g. using bus / tube / train station)
007 Business meetings
008 Buying fuel
009 Daytime drinking
010 Daytime eating
011 Night-time drinking
012 Night-time eating
013 Meeting family / friends to socialise
014 Nightclubbing
015 Study there
016 Takeaways / fast food
017 Using Post Office
018 Visit community centre
019 Visit daytime theatres / shows
020 Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).
021 Visit museums / galleries
022 Visit night-time theatres / shows
023 Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)
024 Visit parks / green spaces
025 Visiting cafes / coffee shops
026 Visiting cinema
027 Visiting family / friends who live there
028 Visiting gym / leisure centre / swimming pool
029 Visiting library
030 Visiting live music venues / gigs
031 Visiting place of worship
032 Walk / walk the dog
033 Window shopping / browsing
034 Work there
500 Other (PLEASE WRITE IN)
505 (Don't know / varies)

Those who specified a main location at Q29

Q32 **How do you think (CENTRE MENTIONED AT Q29) could be improved?**
DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Anything else?

Amenities / shops

001 Better market
002 Improve the nightlife
003 Less betting shops
004 Less charity shops
005 Less cheap shops
006 Less empty shops
007 Less takeaways
008 More / better cafés / restaurants
009 More / better financial services (e.g. banks / building societies)
010 More / better health facilities (e.g. doctors, dentists, opticians, etc)
011 More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)
012 More / better pubs / bars
013 More / better range of other services (e.g. library, hairdresser, vets etc.)
014 Shops - longer opening hours / more open on Sundays
015 Shops - more / better clothes shops
016 Shops - more / better range of non-food shops generally
017 Shops - more / better range of supermarkets
018 Shops - more affordable shops
019 Shops - more bakers / butchers / greengrocers
020 Shops - more high quality shops
021 Shops - more 'high street' retailers
022 Shops - more independent shops

Shopping Environment

023 Better disabled access
024 Better layout / shops closer together
025 Better lighting
026 Better security / safety
027 Cleaner streets / better maintained
028 Make it more attractive / nicer environment
029 More pedestrianised areas
030 More road crossings
031 More rubbish bins
032 More undercover shopping
033 Nicer atmosphere / friendlier people
034 Quieter / less busy
035 Update / refurbish the shopping area
036 More / better seating areas
037 More / better public toilets

Location / Travel

038 Easier to get to by bus
039 Easier to get to by car
040 Easier to get to by train
041 Easier to get to on foot
042 Less traffic congestion / improved access

Parking

043 Parking - make it cheaper
044 Parking - make it free
045 Parking - make more disabled spaces available
046 Parking - make more spaces available
047 Parking - more payment methods

Others

500 Other (PLEASE WRITE IN)
505 (Don't know)
509 (Nothing)

Those who specified a main location at Q29

Q33 **Are there any types of shops or local services which you consider to be missing from (CENTRE MENTIONED AT Q29)?**
DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Which others?

001	Amusements / arcade
002	ATMs / cash machines
003	Bakery
004	Banks / building societies
005	Barber
006	Better transport links
007	Bike shop
008	Book shop
009	Butcher
010	Chemist
011	Clothes retailers
012	Coffee shop / café
013	Council office
014	Dentist
015	DIY / hardware store
016	Electrical store
017	Fish monger
018	GP surgery
019	Greengrocer
020	Haberdashery
021	Library
022	Market
023	More security
024	Petrol station
025	Post office
026	Public toilets
027	Pubs
028	Restaurants
029	Stationery shop
030	Supermarket
031	Underground station
500	Other (PLEASE WRITE IN)
509	None
505	(Don't know)

READ OUT: I would now like to ask you some questions about leisure activities.

Q34 **How often do you or your household to visit the following leisure attractions?**
READ OUT. ONE ANSWER PER ATTRACTION.

More than once a week |Once a week|Once a fortnight|Once a month|Once every two months|Once every six months|Once a year|Less Often|(Don't know / varies)|Never

1	Bingo / casino / bookmaker	GO TO Q35
2	Cinema	GO TO Q36
3	Gym / health club / sports facility	GO TO Q37
4	Theatre / concert / music hall	GO TO Q38
5	Museum / gallery or place of historical / cultural interest	GO TO Q39
6	Pub / bar / nightclub / live music venue	GO TO Q40
7	Restaurant / café	GO TO Q41
8	Family entertainment (e.g. tenpin bowling, skating rink, family day out)	GO TO Q42
9	Other activity (PLEASE WRITE IN)	GO TO Q43

Those who said bingo / casino / bookmaker at Q34:

Q35 **Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?**
DO NOT READ OUT. ONE ANSWER ONLY. IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA.

#Gamble Gamble List

Those who said cinema at Q34:

Q36 **Which cinema do you or members of your household normally visit?**
DO NOT READ OUT. ONE ANSWER ONLY. IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA.

#Cinema Cinema List

Those who said gym / health club / sports facility at Q34:

Q37 **Where do you or members of your household normally go to use a gym / healthclub / sports facility?**
DO NOT READ OUT. ONE ANSWER ONLY. IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA.

#Health Health club List

Those who said theatre / concert / music hall at Q34:

Q38 **Where do you or members of your household normally go to visit the theatre, watch a concert or live music?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Culture Culture List

Those who said museum / gallery / place of historical / cultural interest at Q34:

Q39 **Where do you or members of your household normally go to visit a museum, gallery, or other place of historical / cultural interest?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Culture Culture List

Those who said pub / bars / nightclub /music venue at Q34:

Q40 **Where do you or members of your household normally go to visit pubs / bars / nightclubs?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Social Social List

Those who said restaurant / café at Q34:

Q41 **Where do you or members of your household normally go for eating out e.g. cafes and restaurants?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Social Social List

Those who said family entertainment activities at Q34:

Q42 **Where do you or members of your household normally go for family entertainment e.g. tenpin bowling, skating rink?**

DO NOT READ OUT. ONE ANSWER ONLY. IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA.

#Family Family Entertainment List

Those who said other leisure attractions at Q34:

Q43 **Where do you or members of your household normally go for (OTHER LEISURE ACTIVITY MENTIONED AT Q34)?**

DO NOT READ OUT. ONE ANSWER ONLY.

#Social Social List

Q44 **What improvements could be made to the leisure offer in the West Oxfordshire authority area that would make you visit / partake in leisure activities more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

001 Augmented reality gaming centre
002 Bingo venue
003 Casino
004 Cheaper prices to access leisure facilities / events
005 Cinema - art house cinema
006 Cinema - multi-screen cinema
007 Crazy golf
008 Hotels - cheaper hotels
009 Hotels - more / better hotels
010 Ice rink
011 Improved cycle access (more / better cycle paths)
012 Improved pedestrian access
013 Improved public transport
014 Improved security / CCTV / more police
015 Improvements in the built environment (make it look more attractive)
016 Indoor soft play areas
017 Leisure / sports centre
018 More / better cafes / coffee shops
019 More / better car parking
020 More / better comedy clubs
021 More / better cultural facilities
022 More / better disabled access
023 More / better health clubs / indoor gyms
024 More / better parks / green spaces
025 More / better public toilets
026 More / better publicity / advertising / social media updates of what's on / available
027 More / better pubs / bars
028 More / better restaurants
029 More / better seating areas
030 More / better signposting and street information
031 More art galleries
032 More family-friendly pubs / restaurants
033 More food / farmers markets
034 More leisure facilities / activities for families
035 More leisure facilities / activities for teenagers
036 More leisure facilities / activities for the elderly
037 More leisure facilities / activities for young children
038 More live music venues
039 More local sports & recreation facilities (e.g. football pitches, tennis courts)
040 More nightclubs / better nightlife
041 More outdoor festivals / events / carnivals
042 More pavement cafes
043 More street cleaning / cleaner streets
044 Museums
045 Outdoor gyms
046 Swimming pool - indoor
047 Swimming pool - outdoor
048 Ten-pin bowling
049 Theatres
050 Trampoline park
500 Other (PLEASE WRITE IN)
505 (Don't know)
509 (Nothing)

GEN **Gender of respondent:**
DO NOT READ OUT. CODE FROM OBSERVATION.

1 Male
2 Female

AGE **Can I ask how old you are please?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 18-24
2 25-34
3 35-44
4 45-54
5 55-64
6 65+
7 (Refused)

ETH **The following question will be used in a statistical format only, and will help to ensure we get a representative sample of the community. What is your ethnic background?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 White
2 Mixed / multiple ethnic groups
3 Asian / Asian British
4 Black / African / Caribbean / Black British
5 Other ethnic group
6 (Refused)

Thank & close.

Lambert Smith Hampton

Town Centre Strategy and Needs Assessment

Volume 2: Appendices

Prepared for:

West Oxfordshire District Council

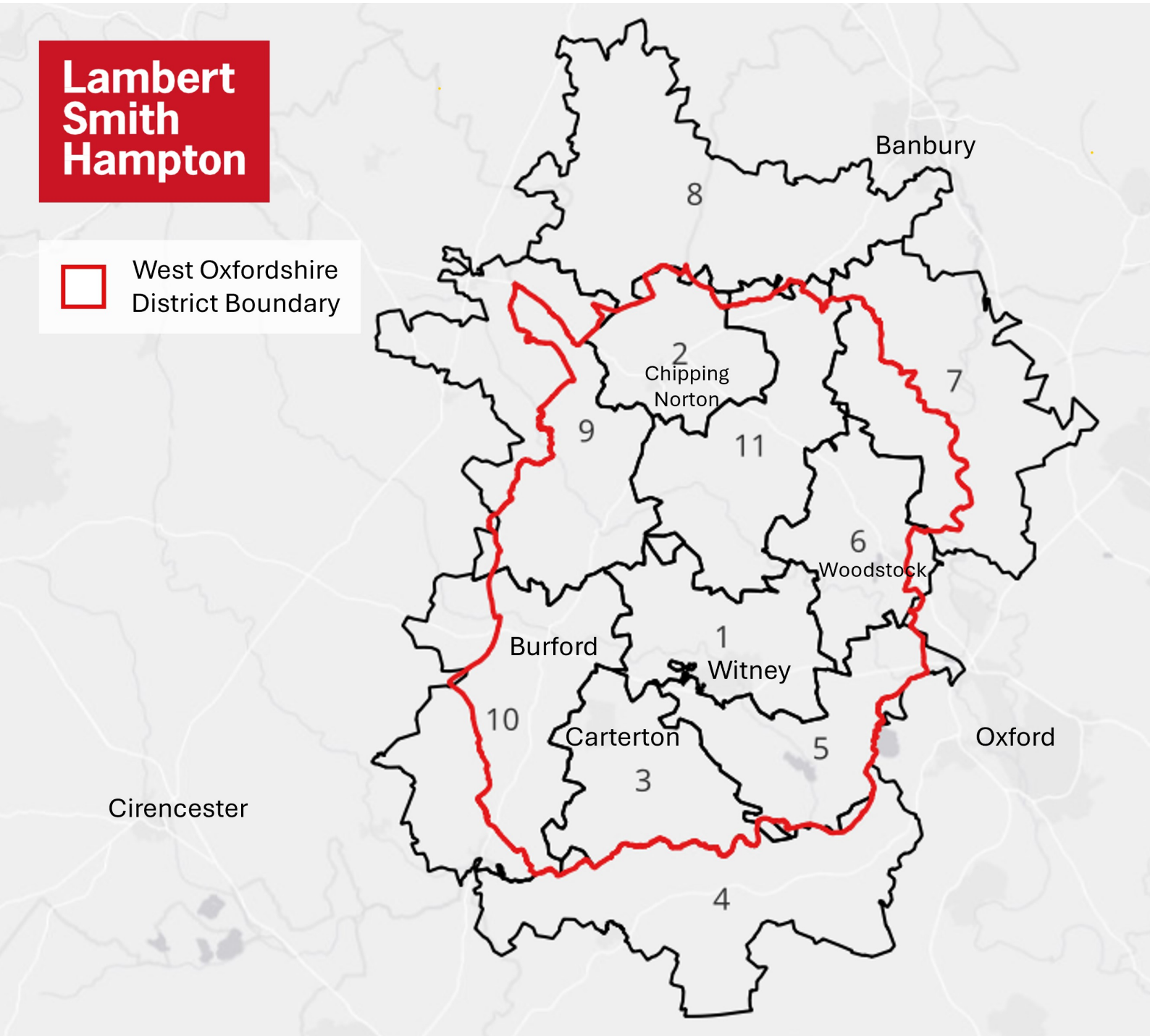
March 2025

lsh.co.uk

Volume 2: Appendices

Appendix 1	Defined Catchment Area & Zones
Appendix 2	Population And Expenditure: Convenience Goods
Appendix 3	Convenience Goods Market Shares (Including SFT)
Appendix 4	Convenience Goods Turnover (Excluding SFT)
Appendix 5	Convenience Goods Capacity
Appendix 6	Population And Expenditure: Comparison Goods
Appendix 7	Comparison Goods Market Shares (Including SFT)
Appendix 8	Comparison Goods Turnover (Excluding SFT)
Appendix 9	Comparison Goods Capacity

Appendix 1: Defined Catchment Area & Zones


Lambert Smith Hampton
West Oxfordshire District Boundary
Banbury
8
2
Chipping Norton
7
9
11
6
Woodstock
1
Witney
Burford
10
Carterton
5
Oxford
3
Cirencester
4

Appendix 2: Population and Expenditure:

Convenience Goods

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2025) POPULATION & PROJECTIONS (to 2045) **GROWTH 2025 to 2045 (%)**

ZONE:	2025	2030	2035	2040	2041	2045	2025-2035	2025-2041	2025-2045
Zone 1	35,739	36,271	36,863	37,537	37,704	38,251	3.1%	5.5%	7.0%
Zone 2	9,485	9,607	9,722	9,857	9,873	9,959	2.5%	4.1%	5.0%
Zone 3	25,099	25,697	26,173	26,690	26,794	27,224	4.3%	6.8%	8.5%
Zone 4	12,660	13,302	13,785	14,243	14,311	14,769	8.9%	13.0%	16.7%
Zone 5	13,182	13,472	13,718	14,013	14,068	14,277	4.1%	6.7%	8.3%
Zone 6	13,200	13,380	13,571	13,740	13,784	13,941	2.8%	4.4%	5.6%
Zone 7	14,876	15,232	15,484	15,747	15,788	16,020	4.1%	6.1%	7.7%
Zone 8	19,042	19,536	19,993	20,318	20,388	20,743	5.0%	7.1%	8.9%
Zone 9	13,950	14,397	14,730	15,035	15,076	15,384	5.6%	8.1%	10.3%
Zone 10	8,818	9,075	9,280	9,457	9,487	9,670	5.2%	7.6%	9.7%
Zone 11	7,242	7,326	7,391	7,452	7,453	7,505	2.1%	2.9%	3.6%
Study Area	**173,293**	**177,295**	**180,710**	**184,089**	**184,726**	**187,743**	**6.2%**	**6.6%**	**8.3%**

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2025) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) Location Analyst Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

TABLE 2: REVISED CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

	2025 (incl SFT)	2025	2030	2035	2040	2041	2045
		EXCLUDING SPECIAL FORMS OF TRADING					
EXPERIAN - SPECIAL FORMS OF TRADING (%):		**5.6%**	**6.5%**	**7.1%**	**7.4%**	**7.4%**	**7.4%**
REVISED SPECIAL FORMS OF TRADING (%):		**5.6%**	**6.5%**	**7.1%**	**7.4%**	**7.4%**	**7.4%**
Zone 1	£2,752	£2,598	£2,573	£2,569	£2,574	£2,576	£2,587
Zone 2	£2,840	£2,680	£2,655	£2,651	£2,656	£2,658	£2,669
Zone 3	£2,620	£2,473	£2,450	£2,446	£2,450	£2,453	£2,463
Zone 4	£2,992	£2,824	£2,797	£2,793	£2,798	£2,801	£2,812
Zone 5	£2,884	£2,722	£2,696	£2,692	£2,697	£2,700	£2,711
Zone 6	£2,933	£2,769	£2,742	£2,738	£2,743	£2,746	£2,757
Zone 7	£2,920	£2,757	£2,731	£2,727	£2,731	£2,734	£2,745
Zone 8	£2,995	£2,827	£2,800	£2,796	£2,801	£2,804	£2,815
Zone 9	£3,070	£2,898	£2,870	£2,866	£2,871	£2,874	£2,885
Zone 10	£3,295	£3,111	£3,081	£3,076	£3,082	£3,085	£3,097
Zone 11	£3,104	£2,931	£2,903	£2,898	£2,903	£2,906	£2,918
STUDY AREA AVERAGE:	**£2,946**	**£2,781**	**£2,754**	**£2,750**	**£2,755**	**£2,758**	**£2,769**

Source: Average spend per capita estimates (2022 prices) are derived from Experian 'Retail Area Planner' Reports using the Experian Location Analyst GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 21 published by Experian Business Strategies (February 2024).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the Retail Planner Briefing Note 21 (February 2024).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2025) TO 2045 (£m) **GROWTH 2025 to 2045 (%)**

	2025 (incl SFT)	2025	2030	2035	2040	2041	2045	2025-2035	2025-2041	2025-2045
		EXCLUDING SPECIAL FORMS OF TRADING								
Zone 1	98.4	92.8	93.3	94.7	96.6	97.1	98.9	2.0%	4.6%	6.6%
Zone 2	26.9	25.4	25.5	25.8	26.2	26.2	26.6	1.4%	3.2%	4.5%
Zone 3	65.8	62.1	62.9	64.0	65.4	65.7	67.0	3.1%	5.9%	8.0%
Zone 4	37.9	35.8	37.2	38.5	39.9	40.1	41.5	7.7%	12.1%	16.2%
Zone 5	38.0	35.9	36.3	36.9	37.8	38.0	38.7	2.9%	5.8%	7.8%
Zone 6	38.7	36.5	36.7	37.2	37.7	37.8	38.4	1.7%	3.6%	5.2%
Zone 7	43.4	41.0	41.6	42.2	43.0	43.2	44.0	2.9%	5.3%	7.2%
Zone 8	57.0	53.8	54.7	55.9	56.9	57.2	58.4	3.8%	6.2%	8.5%
Zone 9	42.8	40.4	41.3	42.2	43.2	43.3	44.4	4.4%	7.2%	9.8%
Zone 10	29.1	27.4	28.0	28.5	29.1	29.3	30.0	4.1%	6.7%	9.2%
Zone 11	22.5	21.2	21.3	21.4	21.6	21.7	21.9	0.9%	2.1%	3.2%
STUDY AREA:	**500.5**	**472.4**	**478.8**	**487.4**	**497.4**	**499.6**	**509.8**	**3.2%**	**5.7%**	**7.9%**

Appendix 3: Convenience Goods Market Shares (including SFT)

Lambert Smith Hampton

TABLE 1: ALL CONVENIENCE GOODS - 2024 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	1.4%	0.5%	0.1%	0.0%	1.3%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	0.4%
M&S, Marriotts Walk	2.6%	0.0%	0.2%	0.0%	2.0%	2.2%	0.0%	0.0%	0.0%	1.1%	1.6%	1.0%
Waitrose, Witan Way, Woolgate	9.2%	0.3%	4.6%	2.6%	12.4%	15.7%	0.4%	0.6%	3.7%	8.6%	7.8%	6.1%
All Other Floorspace	0.9%	0.1%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.5%	0.1%	0.0%	0.3%
Subtotal	14.1%	0.8%	4.8%	2.6%	15.9%	18.4%	0.4%	0.6%	4.2%	9.9%	9.4%	7.7%
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	0.7%	20.1%	0.0%	0.0%	0.0%	0.0%	0.4%	3.9%	4.9%	0.0%	9.8%	2.6%
Sainsbury's Superstore, Market Street	0.0%	12.8%	0.0%	0.0%	0.0%	0.3%	0.0%	4.1%	2.5%	0.0%	1.7%	1.5%
All Other Floorspace	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%	0.0%	0.0%	0.5%	0.1%
Subtotal	0.7%	33.7%	0.0%	0.0%	0.0%	0.3%	0.7%	8.4%	7.4%	0.0%	12.0%	4.2%
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	5.5%	3.6%	25.9%	0.1%	0.2%	2.4%	5.5%	0.0%	0.0%	7.1%	1.0%	5.8%
Morrisons, Black Bourton Road	2.7%	0.0%	17.2%	0.0%	0.2%	0.1%	0.0%	0.0%	3.5%	13.4%	2.1%	4.0%
Aldi, Alvescot Road	2.2%	0.0%	12.6%	0.0%	0.5%	0.5%	0.0%	0.0%	1.3%	12.6%	2.0%	3.1%
All Other Floorspace	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	10.4%	3.6%	55.8%	0.1%	1.0%	3.0%	5.5%	0.0%	4.8%	33.0%	5.0%	12.9%
TOWN CENTRE: BURFORD												
Co-op, High Street	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.3%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.5%	0.0%	0.0%
Subtotal	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	3.8%	0.0%	0.4%
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.3%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.1%	0.0%	0.0%	0.0%	0.1%	0.5%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	15.0%	2.7%	7.3%	0.1%	23.1%	9.6%	1.3%	2.2%	4.8%	2.1%	14.8%	8.1%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	5.6%	0.0%	3.1%	1.0%	6.4%	3.3%	0.4%	0.0%	0.0%	3.3%	5.5%	2.8%
Sainsbury's Superstore, Witan Way, Witney	13.7%	0.0%	5.8%	3.1%	22.3%	14.2%	0.2%	0.0%	6.9%	6.0%	6.8%	7.8%
Aldi, Banbury Road, Chipping Norton	0.0%	28.8%	0.0%	0.0%	0.0%	0.6%	4.2%	7.2%	7.0%	0.0%	16.7%	4.1%
M&S Foodhall, Windmill Square, Chipping Norton	0.0%	10.6%	0.0%	0.0%	0.0%	0.8%	0.3%	1.9%	3.3%	0.0%	6.4%	1.4%
Subtotal	19.3%	39.4%	8.9%	4.1%	28.7%	18.9%	5.2%	9.1%	17.2%	9.3%	35.4%	16.1%
WEST OXFORDSHIRE DISTRICT AREA	**59.5%**	**80.3%**	**78.0%**	**6.9%**	**68.6%**	**56.1%**	**13.2%**	**20.4%**	**38.5%**	**58.1%**	**76.6%**	**49.9%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	2.3%	0.5%	0.1%	22.4%	1.9%	0.1%	0.8%	0.0%	0.0%	0.0%	0.7%	2.4%
Banbury	2.2%	6.9%	5.3%	0.4%	0.4%	1.9%	22.5%	44.3%	1.0%	0.0%	4.5%	9.0%
Bicester	1.4%	0.0%	0.0%	0.0%	0.1%	2.3%	21.9%	0.9%	0.0%	0.5%	0.9%	2.5%
Faringdon	0.0%	0.0%	1.4%	40.6%	0.1%	0.0%	0.0%	0.0%	0.0%	10.8%	0.0%	3.9%
Kidlington	0.3%	0.5%	0.5%	0.8%	4.5%	14.6%	12.8%	0.0%	0.5%	0.0%	0.8%	2.9%
Moreton-in-Marsh	0.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	4.7%	24.4%	0.0%	0.0%	2.7%
Oxford	1.1%	0.0%	1.0%	1.3%	8.4%	4.8%	2.1%	0.1%	0.0%	0.1%	2.2%	1.8%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	3.0%	0.0%	0.0%	0.7%
Swindon	0.0%	0.0%	0.3%	3.3%	0.0%	0.1%	0.0%	0.0%	0.0%	6.2%	0.0%	0.6%
Wantage	0.0%	0.0%	0.0%	8.1%	0.0%	0.4%	0.0%	0.0%	1.5%	0.0%	0.0%	0.8%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.2%
All Other Centres / Stores	0.0%	2.7%	1.2%	4.7%	0.1%	0.8%	4.9%	12.4%	20.1%	16.4%	0.4%	5.2%
Subtotal	7.5%	11.0%	9.6%	81.5%	15.6%	25.0%	65.1%	67.9%	50.5%	34.0%	9.4%	32.7%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	33.0%	8.7%	12.3%	11.5%	15.8%	19.0%	21.8%	11.6%	11.0%	7.9%	13.9%	17.3%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**40.5%**	**19.7%**	**22.0%**	**93.1%**	**31.4%**	**43.9%**	**86.8%**	**79.6%**	**61.5%**	**41.9%**	**23.4%**	**50.1%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 2: MAIN FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
M&S, Marriotts Walk	1.3%	0.0%	0.0%	0.0%	1.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%
Waitrose, Witan Way, Woolgate	8.4%	0.4%	6.6%	3.2%	12.9%	18.3%	0.3%	0.0%	4.7%	12.6%	9.1%	6.7%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	9.7%	0.4%	6.6%	3.2%	14.8%	19.6%	0.3%	0.0%	4.7%	12.6%	9.5%	7.3%
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	0.0%	19.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	4.7%	0.0%	9.9%	2.1%
Sainsbury's Superstore, Market Street	0.0%	7.1%	0.0%	0.0%	0.0%	0.4%	0.0%	5.3%	2.4%	0.0%	2.0%	1.3%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	26.9%	0.0%	0.0%	0.0%	0.4%	0.0%	7.3%	7.1%	0.0%	11.8%	3.4%
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	6.8%	4.5%	31.3%	0.0%	0.0%	3.8%	5.9%	0.0%	0.0%	6.9%	0.0%	6.9%
Morrisons, Black Bourton Road	3.3%	0.0%	18.3%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	16.8%	3.3%	4.6%
Aldi, Alvescot Road	2.2%	0.0%	14.0%	0.0%	0.5%	0.9%	0.0%	0.0%	0.5%	14.3%	3.3%	3.4%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	12.3%	4.5%	63.6%	0.0%	0.5%	4.7%	5.9%	0.0%	5.5%	38.0%	6.6%	14.9%
TOWN CENTRE: BURFORD												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	10.5%	0.0%	0.6%	0.0%	9.6%	0.4%	0.0%	0.0%	0.5%	0.0%	6.0%	3.2%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	5.4%	0.0%	3.2%	0.0%	3.6%	1.7%	0.0%	0.0%	0.0%	4.8%	6.7%	2.5%
Sainsbury's Superstore, Witan Way, Witney	17.8%	0.0%	8.3%	3.2%	26.9%	18.2%	0.0%	0.0%	11.2%	9.2%	7.8%	10.1%
Aldi, Banbury Road, Chipping Norton	0.0%	39.4%	0.0%	0.0%	0.0%	0.0%	5.7%	10.7%	7.3%	0.0%	21.0%	5.4%
M&S Foodhall, Windmill Square, Chipping Norton	0.0%	11.6%	0.0%	0.0%	0.0%	0.0%	0.3%	1.0%	3.3%	0.0%	6.9%	1.4%
Subtotal	23.2%	51.0%	11.5%	3.2%	30.5%	19.9%	6.1%	11.7%	21.8%	14.1%	42.5%	19.4%
WEST OXFORDSHIRE DISTRICT AREA	**55.7%**	**82.9%**	**82.3%**	**6.5%**	**55.4%**	**45.9%**	**12.3%**	**19.0%**	**39.5%**	**65.1%**	**76.4%**	**48.3%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	2.6%	0.0%	0.0%	21.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
Banbury	2.1%	3.9%	2.8%	0.0%	0.5%	1.3%	19.9%	47.9%	0.5%	0.0%	0.8%	8.4%
Bicester	1.1%	0.0%	0.0%	0.0%	0.0%	2.3%	21.1%	0.0%	0.0%	0.0%	0.0%	2.2%
Faringdon	0.0%	0.0%	0.3%	43.6%	0.0%	0.0%	0.0%	0.0%	0.0%	14.4%	0.0%	4.2%
Kidlington	0.0%	0.0%	0.0%	0.0%	6.9%	15.2%	14.6%	0.0%	0.0%	0.0%	0.0%	3.0%
Moreton-in-Marsh	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.3%	5.4%	20.7%	0.0%	0.0%	2.4%
Oxford	1.5%	0.0%	1.7%	0.8%	11.7%	7.9%	1.8%	0.0%	0.0%	0.0%	3.7%	2.4%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	4.5%	0.0%	0.0%	0.8%
Swindon	0.0%	0.0%	0.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.6%
Wantage	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.9%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.3%
All Other Centres / Stores	0.0%	2.2%	0.0%	0.4%	0.0%	0.0%	2.1%	2.0%	17.7%	5.3%	0.4%	2.4%
Subtotal	7.4%	6.5%	5.2%	77.5%	20.6%	26.7%	59.8%	61.8%	45.8%	26.8%	4.8%	29.9%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	37.0%	10.6%	12.5%	16.0%	23.9%	27.4%	27.9%	19.2%	14.7%	8.1%	18.8%	21.8%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**44.3%**	**17.1%**	**17.7%**	**93.5%**	**44.6%**	**54.1%**	**87.7%**	**81.0%**	**60.5%**	**34.9%**	**23.6%**	**51.7%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	5.9%	0.0%	0.0%	0.0%	1.7%	0.8%	0.0%	0.0%	0.0%	0.7%	0.0%	1.4%
M&S, Marriotts Walk	3.5%	0.0%	0.0%	0.0%	2.6%	2.5%	0.0%	0.0%	0.0%	5.7%	6.5%	1.7%
Waitrose, Witan Way, Woolgate	8.4%	0.0%	1.9%	4.7%	23.3%	23.6%	1.1%	4.1%	1.4%	5.9%	13.9%	7.5%
All Other Floorspace	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Subtotal	19.6%	0.0%	1.9%	4.7%	27.6%	27.0%	1.1%	4.1%	1.4%	12.3%	20.4%	10.9%
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	4.7%	8.5%	0.0%	0.0%	0.0%	0.0%	2.7%	2.4%	4.2%	0.0%	5.0%	2.5%
Sainsbury's Superstore, Market Street	0.0%	31.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.6%	1.9%
All Other Floorspace	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%
Subtotal	4.7%	41.7%	0.0%	0.0%	0.0%	0.0%	2.7%	2.4%	5.6%	0.0%	6.1%	4.4%
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	5.6%	6.1%	11.0%	0.0%	0.9%	0.0%	4.7%	0.0%	0.0%	6.3%	6.3%	4.0%
Morrisons, Black Bourton Road	2.9%	0.0%	22.5%	0.0%	0.9%	0.0%	0.0%	0.0%	3.5%	11.9%	0.6%	4.6%
Aldi, Alvescot Road	2.4%	0.0%	16.5%	0.0%	0.9%	0.0%	0.0%	0.0%	6.8%	18.3%	0.0%	4.4%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	10.9%	6.1%	50.0%	0.0%	2.6%	0.0%	4.7%	0.0%	10.3%	36.5%	6.9%	13.0%
TOWN CENTRE: BURFORD												
Co-op, High Street	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.1%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.1%
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	7.0%	0.0%	0.5%	0.0%	16.2%	0.0%	0.0%	0.0%	1.4%	0.0%	4.0%	3.0%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	12.4%	0.0%	3.6%	0.0%	6.9%	13.3%	2.8%	0.0%	0.0%	0.0%	1.7%	4.8%
Sainsbury's Superstore, Witan Way, Witney	13.5%	0.0%	4.3%	1.4%	31.0%	10.7%	1.1%	0.0%	1.4%	1.3%	8.4%	7.2%
Aldi, Banbury Road, Chipping Norton	0.0%	13.1%	0.0%	0.0%	0.0%	4.2%	4.3%	3.3%	16.5%	0.0%	11.5%	3.7%
M&S Foodhall, Windmill Square, Chipping Norton	0.0%	9.1%	0.0%	0.0%	0.0%	5.1%	0.0%	3.3%	2.8%	0.0%	7.9%	1.8%
Subtotal	25.8%	22.1%	7.8%	1.4%	37.9%	33.3%	8.2%	6.5%	20.7%	1.3%	29.5%	17.5%
WEST OXFORDSHIRE DISTRICT AREA	**68.1%**	**70.0%**	**68.1%**	**6.1%**	**84.3%**	**60.3%**	**16.7%**	**13.1%**	**39.4%**	**50.7%**	**66.9%**	**49.9%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	1.8%	0.0%	0.5%	14.3%	1.7%	0.8%	2.8%	0.0%	0.0%	0.0%	0.0%	1.9%
Banbury	4.0%	17.2%	12.2%	0.0%	0.9%	3.4%	22.2%	66.2%	4.2%	0.0%	20.7%	14.4%
Bicester	3.5%	0.0%	0.0%	0.0%	0.9%	2.5%	26.1%	0.0%	0.0%	3.3%	5.8%	3.7%
Faringdon	0.0%	0.0%	3.2%	40.3%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	0.0%	4.1%
Kidlington	2.3%	3.6%	3.1%	5.4%	0.0%	22.6%	11.7%	0.0%	3.6%	0.0%	0.0%	4.5%
Moreton-in-Marsh	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	16.7%	0.0%	0.0%	2.3%
Oxford	0.0%	0.0%	0.0%	4.7%	6.0%	0.0%	0.5%	0.8%	0.0%	0.7%	0.0%	1.0%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	2.1%	0.0%	0.0%	1.3%
Swindon	0.0%	0.0%	0.5%	11.6%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	1.4%
Wantage	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.1%
All Other Centres / Stores	0.0%	5.0%	0.0%	0.7%	0.0%	0.0%	0.0%	4.9%	30.4%	14.4%	0.0%	4.3%
Subtotal	13.3%	25.8%	19.5%	84.8%	9.5%	29.4%	63.4%	86.9%	57.0%	36.4%	26.5%	39.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	18.5%	4.2%	12.5%	9.1%	6.2%	10.3%	20.0%	0.0%	3.6%	12.9%	6.6%	10.6%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**31.9%**	**30.0%**	**31.9%**	**93.9%**	**15.7%**	**39.7%**	**83.3%**	**86.9%**	**60.6%**	**49.3%**	**33.1%**	**50.1%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 4: TOP UP FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	2.9%	3.2%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
M&S, Marriotts Walk	2.7%	0.0%	0.9%	0.0%	2.5%	4.7%	0.0%	0.0%	0.0%	1.7%	0.0%	1.3%
Waitrose, Witan Way, Woolgate	7.4%	0.0%	1.7%	0.0%	4.3%	4.2%	0.0%	0.0%	3.6%	0.6%	0.9%	2.7%
All Other Floorspace	4.4%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Subtotal	17.5%	3.2%	2.6%	0.0%	10.6%	8.9%	0.0%	0.0%	3.6%	2.3%	0.9%	5.9%
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	0.0%	30.9%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	8.0%	0.0%	19.0%	4.1%
Sainsbury's Superstore, Market Street	0.0%	18.9%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	1.6%	0.0%	0.0%	1.7%
All Other Floorspace	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	2.3%	0.7%	0.0%	0.0%	0.0%	0.4%
Subtotal	0.0%	51.7%	0.0%	0.0%	0.0%	0.0%	2.3%	13.4%	9.6%	0.0%	19.0%	6.2%
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	0.0%	0.0%	27.2%	0.5%	0.6%	0.0%	8.0%	0.0%	0.0%	2.9%	0.0%	4.5%
Morrisons, Black Bourton Road	1.6%	0.0%	9.8%	0.0%	0.6%	0.5%	0.0%	0.0%	0.0%	3.4%	0.0%	1.9%
Aldi, Alvescot Road	3.3%	0.0%	3.9%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%	1.7%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	4.9%	0.0%	40.9%	0.5%	1.9%	0.5%	8.0%	0.0%	0.0%	14.7%	0.0%	8.1%
TOWN CENTRE: BURFORD												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.1%	0.0%	0.9%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	3.4%	0.0%	0.3%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	19.5%	0.0%	1.2%
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	16.2%	0.0%	0.0%	0.0%	0.0%	0.5%	1.3%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	20.2%	0.0%	0.0%	0.0%	0.0%	0.5%	1.6%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	33.1%	8.8%	15.7%	0.0%	58.5%	41.3%	7.7%	5.8%	20.2%	9.4%	50.0%	22.5%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	3.1%	0.0%	0.0%	0.0%	14.7%	1.0%	0.0%	0.0%	0.0%	2.8%	2.4%	2.1%
Sainsbury's Superstore, Witan Way, Witney	6.5%	0.0%	0.9%	0.0%	1.9%	4.5%	0.5%	0.0%	0.0%	0.6%	1.8%	2.0%
Aldi, Banbury Road, Chipping Norton	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	1.1%	0.0%	9.9%	1.0%
M&S Foodhall, Windmill Square, Chipping Norton	0.0%	9.3%	0.0%	0.0%	0.0%	0.0%	0.5%	5.3%	1.6%	0.0%	0.9%	1.3%
Subtotal	9.6%	15.9%	0.9%	0.0%	16.6%	5.6%	1.4%	5.9%	2.7%	3.4%	15.1%	6.5%
WEST OXFORDSHIRE DISTRICT AREA	**65.1%**	**79.7%**	**60.0%**	**0.5%**	**87.6%**	**76.4%**	**19.4%**	**25.8%**	**36.1%**	**49.2%**	**85.5%**	**52.0%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	2.9%	0.0%	0.0%	33.5%	4.4%	0.0%	2.4%	0.0%	0.0%	0.0%	4.8%	3.9%
Banbury	0.0%	11.4%	11.7%	2.7%	0.0%	3.8%	28.6%	14.3%	0.5%	0.0%	0.0%	6.8%
Bicester	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	5.8%	0.0%	0.0%	0.0%	2.0%
Faringdon	0.0%	0.0%	4.6%	30.4%	0.6%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	3.1%
Kidlington	0.0%	0.0%	0.0%	0.0%	1.2%	8.6%	7.5%	0.0%	0.0%	0.0%	2.4%	1.5%
Moreton-in-Marsh	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	38.1%	0.0%	0.0%	3.7%
Oxford	1.3%	0.0%	0.0%	0.5%	3.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.6%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wantage	0.0%	0.0%	0.0%	2.6%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	0.0%	4.1%	7.8%	26.0%	0.0%	2.1%	18.5%	50.0%	19.0%	39.9%	0.9%	14.7%
Subtotal	5.4%	16.2%	24.1%	95.7%	9.3%	17.1%	69.9%	73.5%	57.6%	43.3%	8.1%	36.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	29.5%	4.1%	15.9%	3.8%	3.1%	6.5%	10.7%	0.7%	6.2%	7.5%	6.4%	11.4%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**34.9%**	**20.3%**	**40.0%**	**99.5%**	**12.4%**	**23.6%**	**80.6%**	**74.2%**	**63.9%**	**50.8%**	**14.5%**	**48.0%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	0.5%	0.0%	0.7%	0.0%	2.6%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
M&S, Marriotts Walk	8.2%	0.0%	0.7%	0.0%	3.9%	2.9%	0.0%	0.0%	0.0%	0.0%	4.1%	2.4%
Waitrose, Witan Way, Woolgate	18.1%	0.0%	0.7%	0.0%	5.2%	5.9%	0.0%	0.0%	1.9%	1.0%	0.8%	4.7%
All Other Floorspace	0.0%	0.9%	0.0%	0.0%	1.3%	2.0%	0.0%	0.0%	4.7%	1.0%	0.0%	0.8%
Subtotal	26.8%	0.9%	2.0%	0.0%	13.0%	12.7%	0.0%	0.0%	6.6%	2.0%	4.9%	8.4%
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	0.0%	22.8%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	2.8%	0.0%	2.4%	3.0%
Sainsbury's Superstore, Market Street	0.0%	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	6.3%	0.0%	4.8%	1.5%
All Other Floorspace	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	4.0%	0.7%
Subtotal	0.0%	36.1%	0.0%	0.0%	0.0%	0.0%	0.0%	17.0%	9.1%	0.0%	11.2%	5.2%
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	6.0%	0.0%	14.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	15.5%	0.0%	4.0%
Morrisons, Black Bourton Road	0.0%	0.0%	13.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	2.4%
Aldi, Alvescot Road	0.0%	0.0%	11.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
All Other Floorspace	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	6.0%	0.0%	40.3%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	25.5%	0.0%	8.0%
TOWN CENTRE: BURFORD												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.3%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.3%
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	10.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.9%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	13.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	23.8%	0.9%	0.0%	0.0%	0.0%	0.0%	1.9%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	27.5%	13.8%	44.7%	1.4%	61.0%	31.2%	1.7%	13.5%	12.8%	6.6%	31.1%	23.7%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	0.5%	0.0%	6.5%	9.6%	10.4%	1.0%	0.0%	0.0%	0.0%	0.0%	8.6%	2.9%
Sainsbury's Superstore, Witan Way, Witney	0.5%	0.0%	0.7%	9.6%	11.7%	10.5%	0.0%	0.0%	0.0%	2.0%	5.6%	3.0%
Aldi, Banbury Road, Chipping Norton	0.0%	22.4%	0.0%	0.0%	0.0%	0.0%	0.9%	1.5%	0.0%	0.0%	8.6%	1.8%
M&S Foodhall, Windmill Square, Chipping Norton	0.0%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	9.6%	1.4%
Subtotal	1.0%	30.9%	7.2%	19.1%	22.1%	11.5%	0.9%	1.5%	6.6%	2.0%	32.3%	9.2%
WEST OXFORDSHIRE DISTRICT AREA	**61.4%**	**81.6%**	**94.1%**	**20.6%**	**96.1%**	**80.2%**	**3.5%**	**32.1%**	**35.1%**	**40.9%**	**79.4%**	**56.8%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.0%	4.5%	0.0%	23.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%
Banbury	2.7%	2.6%	0.0%	0.0%	0.0%	0.0%	29.2%	35.1%	0.0%	0.0%	9.5%	7.6%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	34.4%	0.0%	0.0%	0.0%	0.0%	3.4%
Faringdon	0.0%	0.0%	0.0%	38.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	2.9%
Kidlington	0.0%	0.0%	0.0%	0.0%	1.3%	7.8%	11.2%	0.0%	0.0%	0.0%	4.1%	1.9%
Moreton-in-Marsh	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	37.6%	0.0%	0.0%	3.6%
Oxford	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	8.8%	0.0%	0.0%	0.0%	0.0%	0.8%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.5%
Wantage	0.0%	0.0%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	0.0%	0.0%	0.0%	4.3%	1.3%	4.9%	8.4%	29.7%	20.5%	50.6%	0.0%	9.6%
Subtotal	2.7%	8.0%	0.0%	79.4%	3.9%	19.8%	92.0%	67.9%	58.2%	59.1%	13.6%	33.5%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	35.9%	10.4%	5.9%	0.0%	0.0%	0.0%	4.5%	0.0%	6.8%	0.0%	7.0%	9.7%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**38.6%**	**18.4%**	**5.9%**	**79.4%**	**3.9%**	**19.8%**	**96.5%**	**67.9%**	**64.9%**	**59.1%**	**20.6%**	**43.2%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Appendix 4: Convenience Goods Turnover (excluding SFT)

Lambert Smith Hampton

TABLE 1: ALL CONVENIENCE GOODS - 2024 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	2.1%	0.5%	0.1%	0.0%	1.5%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.5%
M&S, Marriotts Walk	3.8%	0.0%	0.2%	0.0%	2.4%	2.7%	0.0%	0.0%	0.0%	1.2%	1.9%	1.2%
Waitrose, Witan Way, Woolgate	13.8%	0.3%	5.2%	3.0%	14.7%	19.4%	0.5%	0.7%	4.2%	9.4%	9.0%	7.3%
All Other Floorspace	1.4%	0.1%	0.0%	0.0%	0.3%	0.2%	0.0%	0.0%	0.5%	0.1%	0.0%	0.3%
Subtotal	21.0%	0.9%	5.5%	3.0%	18.9%	22.7%	0.5%	0.7%	4.7%	10.8%	10.9%	9.4%
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	1.1%	22.0%	0.0%	0.0%	0.0%	0.0%	0.5%	4.5%	5.5%	0.0%	11.3%	3.1%
Sainsbury's Superstore, Market Street	0.0%	14.0%	0.0%	0.0%	0.0%	0.3%	0.0%	4.6%	2.9%	0.0%	2.0%	1.8%
All Other Floorspace	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%	0.0%	0.0%	0.6%	0.2%
Subtotal	1.1%	36.9%	0.0%	0.0%	0.0%	0.3%	1.0%	9.6%	8.4%	0.0%	13.9%	5.1%
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	8.2%	4.0%	29.6%	0.1%	0.3%	3.0%	7.0%	0.0%	0.0%	7.7%	1.1%	7.0%
Morrisons, Black Bourton Road	4.0%	0.0%	19.6%	0.0%	0.3%	0.1%	0.0%	0.0%	4.0%	14.5%	2.4%	4.8%
Aldi, Alvescot Road	3.3%	0.0%	14.4%	0.0%	0.6%	0.6%	0.0%	0.0%	1.5%	13.7%	2.3%	3.8%
All Other Floorspace	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	15.5%	4.0%	63.7%	0.1%	1.1%	3.7%	7.0%	0.0%	5.4%	35.9%	5.8%	15.6%
TOWN CENTRE: BURFORD												
Co-op, High Street	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.4%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.6%	0.0%	0.0%
Subtotal	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	4.1%	0.0%	0.5%
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.1%	0.0%	0.0%	0.0%	0.1%	0.4%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	0.1%	0.0%	0.0%	0.0%	0.1%	0.6%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	22.4%	3.0%	8.3%	0.2%	27.4%	11.8%	1.7%	2.5%	5.4%	2.2%	17.2%	9.8%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	8.4%	0.0%	3.5%	1.1%	7.6%	4.1%	0.5%	0.0%	0.0%	3.6%	6.4%	3.4%
Sainsbury's Superstore, Witan Way, Witney	20.5%	0.0%	6.6%	3.5%	26.4%	17.6%	0.3%	0.0%	7.8%	6.5%	7.9%	9.4%
Aldi, Banbury Road, Chipping Norton	0.0%	31.6%	0.0%	0.0%	0.0%	0.8%	5.4%	8.1%	7.9%	0.0%	19.4%	5.0%
M&S Foodhall, Windmill Square, Chipping Norton	0.0%	11.6%	0.0%	0.0%	0.0%	0.9%	0.3%	2.1%	3.7%	0.0%	7.5%	1.7%
Subtotal	28.8%	43.1%	10.2%	4.6%	34.0%	23.4%	6.6%	10.2%	19.4%	10.1%	41.2%	19.5%
WEST OXFORDSHIRE DISTRICT AREA	**88.8%**	**87.9%**	**89.0%**	**7.8%**	**81.5%**	**69.2%**	**16.8%**	**23.1%**	**43.3%**	**63.1%**	**89.0%**	**60.4%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	3.4%	0.5%	0.1%	25.3%	2.3%	0.2%	1.0%	0.0%	0.0%	0.0%	0.8%	2.9%
Banbury	3.2%	7.6%	6.0%	0.5%	0.5%	2.3%	28.7%	50.1%	1.1%	0.0%	5.2%	10.9%
Bicester	2.1%	0.0%	0.0%	0.0%	0.2%	2.8%	28.0%	1.0%	0.0%	0.5%	1.0%	3.1%
Faringdon	0.0%	0.0%	1.6%	45.9%	0.1%	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%	4.7%
Kidlington	0.5%	0.6%	0.5%	0.9%	5.3%	18.0%	16.3%	0.0%	0.6%	0.0%	0.9%	3.5%
Moreton-in-Marsh	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.3%	5.3%	27.4%	0.0%	0.0%	3.3%
Oxford	1.6%	0.0%	1.2%	1.5%	10.0%	6.0%	2.7%	0.1%	0.0%	0.1%	2.6%	2.1%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	3.4%	0.0%	0.0%	0.8%
Swindon	0.0%	0.0%	0.3%	3.7%	0.0%	0.1%	0.0%	0.0%	0.0%	6.7%	0.0%	0.8%
Wantage	0.0%	0.0%	0.0%	9.2%	0.0%	0.5%	0.0%	0.0%	1.6%	0.0%	0.0%	0.9%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.3%
All Other Centres / Stores	0.0%	2.9%	1.3%	5.3%	0.2%	1.0%	6.2%	14.0%	22.5%	17.8%	0.4%	6.3%
Subtotal	11.2%	12.1%	11.0%	92.2%	18.5%	30.8%	83.2%	76.9%	56.7%	36.9%	11.0%	39.6%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**11.2%**	**12.1%**	**11.0%**	**92.2%**	**18.5%**	**30.8%**	**83.2%**	**76.9%**	**56.7%**	**36.9%**	**11.0%**	**39.6%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 2: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	£1.9	£0.1	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
M&S, Marriotts Walk	£3.5	£0.0	£0.1	£0.0	£0.9	£1.0	£0.0	£0.0	£0.0	£0.3	£0.4	£5.6
Waitrose, Witan Way, Woolgate	£12.8	£0.1	£3.2	£1.1	£5.3	£7.1	£0.2	£0.4	£1.7	£2.6	£1.9	£34.6
All Other Floorspace	£1.3	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£1.5
Subtotal	£19.5	£0.2	£3.4	£1.1	£6.8	£8.3	£0.2	£0.4	£1.9	£3.0	£2.3	£44.2
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	£1.0	£5.6	£0.0	£0.0	£0.0	£0.0	£0.2	£2.4	£2.2	£0.0	£2.4	£14.6
Sainsbury's Superstore, Market Street	£0.0	£3.6	£0.0	£0.0	£0.0	£0.1	£0.0	£2.5	£1.2	£0.0	£0.4	£8.4
All Other Floorspace	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.1	£0.8
Subtotal	£1.0	£9.4	£0.0	£0.0	£0.0	£0.1	£0.4	£5.1	£3.4	£0.0	£3.0	£23.9
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	£7.7	£1.0	£18.4	£0.0	£0.1	£1.1	£2.9	£0.0	£0.0	£2.1	£0.2	£33.3
Morrisons, Black Bourton Road	£3.7	£0.0	£12.2	£0.0	£0.1	£0.0	£0.0	£0.0	£1.6	£4.0	£0.5	£22.7
Aldi, Alvescot Road	£3.1	£0.0	£8.9	£0.0	£0.2	£0.2	£0.0	£0.0	£0.6	£3.7	£0.5	£17.7
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Subtotal	£14.4	£1.0	£39.5	£0.0	£0.4	£1.4	£2.9	£0.0	£2.2	£9.8	£1.2	£73.8
TOWN CENTRE: BURFORD												
Co-op, High Street	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£2.0
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.2
Subtotal	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.1	£0.0	£2.2
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Subtotal	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£20.8	£0.8	£5.2	£0.1	£9.8	£4.3	£0.7	£1.4	£2.2	£0.6	£3.7	£46.5
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	£7.8	£0.0	£2.2	£0.4	£2.7	£1.5	£0.2	£0.0	£0.0	£1.0	£1.4	£16.0
Sainsbury's Superstore, Witan Way, Witney	£19.0	£0.0	£4.1	£1.3	£9.5	£6.4	£0.1	£0.0	£3.1	£1.8	£1.7	£44.3
Aldi, Banbury Road, Chipping Norton	£0.0	£8.0	£0.0	£0.0	£0.0	£0.3	£2.2	£4.4	£3.2	£0.0	£4.1	£23.7
M&S Foodhall, Windmill Square, Chipping Norton	£0.0	£2.9	£0.0	£0.0	£0.0	£0.3	£0.1	£1.1	£1.5	£0.0	£1.6	£8.2
Subtotal	£26.8	£11.0	£6.3	£1.6	£12.2	£8.5	£2.7	£5.5	£7.8	£2.8	£8.7	£92.2
WEST OXFORDSHIRE DISTRICT AREA	**£82.5**	**£22.4**	**£55.2**	**£2.8**	**£29.2**	**£25.3**	**£6.9**	**£12.4**	**£17.5**	**£17.3**	**£18.9**	**£285.4**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£3.1	£0.1	£0.0	£9.1	£0.8	£0.1	£0.4	£0.0	£0.0	£0.0	£0.2	£13.9
Banbury	£3.0	£1.9	£3.7	£0.2	£0.2	£0.8	£11.8	£27.0	£0.4	£0.0	£1.1	£51.4
Bicester	£1.9	£0.0	£0.0	£0.0	£0.1	£1.0	£11.5	£0.5	£0.0	£0.1	£0.2	£14.4
Faringdon	£0.0	£0.0	£1.0	£16.4	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£0.0	£22.2
Kidlington	£0.5	£0.2	£0.3	£0.3	£1.9	£6.6	£6.7	£0.0	£0.2	£0.0	£0.2	£16.4
Moreton-in-Marsh	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£2.9	£11.1	£0.0	£0.0	£15.5
Oxford	£1.5	£0.0	£0.7	£0.5	£3.6	£2.2	£1.1	£0.1	£0.0	£0.0	£0.5	£10.0
Stratford-upon-Avon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£1.4	£0.0	£0.0	£3.8
Swindon	£0.0	£0.0	£0.2	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£3.7
Wantage	£0.0	£0.0	£0.0	£3.3	£0.0	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£4.4
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£1.3
All Other Centres / Stores	£0.0	£0.7	£0.8	£1.9	£0.1	£0.4	£2.6	£7.5	£9.1	£4.9	£0.1	£30.0
Subtotal	£10.4	£3.1	£6.8	£33.0	£6.6	£11.3	£34.1	£41.4	£22.9	£10.1	£2.3	£187.0
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£10.4**	**£3.1**	**£6.8**	**£33.0**	**£6.6**	**£11.3**	**£34.1**	**£41.4**	**£22.9**	**£10.1**	**£2.3**	**£187.0**
OVERALL TOTAL	**£92.8**	**£25.4**	**£62.1**	**£35.8**	**£35.9**	**£36.5**	**£41.0**	**£53.8**	**£40.4**	**£27.4**	**£21.2**	**£472.4**

TABLE 3: 2030 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	£1.9	£0.1	£0.0	£0.0	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
M&S, Marriotts Walk	£3.6	£0.0	£0.1	£0.0	£0.9	£1.0	£0.0	£0.0	£0.0	£0.3	£0.4	£5.7
Waitrose, Witan Way, Woolgate	£12.8	£0.1	£3.3	£1.1	£5.3	£7.1	£0.2	£0.4	£1.7	£2.6	£1.9	£35.1
All Other Floorspace	£1.3	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£1.5
Subtotal	£19.6	£0.2	£3.5	£1.1	£6.9	£8.3	£0.2	£0.4	£2.0	£3.0	£2.3	£44.8
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	£1.0	£5.6	£0.0	£0.0	£0.0	£0.0	£0.2	£2.4	£2.3	£0.0	£2.4	£14.8
Sainsbury's Superstore, Market Street	£0.0	£3.6	£0.0	£0.0	£0.0	£0.1	£0.0	£2.5	£1.2	£0.0	£0.4	£8.5
All Other Floorspace	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.1	£0.8
Subtotal	£1.0	£9.4	£0.0	£0.0	£0.0	£0.1	£0.4	£5.2	£3.5	£0.0	£3.0	£24.2
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	£7.7	£1.0	£18.6	£0.0	£0.1	£1.1	£2.9	£0.0	£0.0	£2.1	£0.2	£33.7
Morrisons, Black Bourton Road	£3.7	£0.0	£12.3	£0.0	£0.1	£0.0	£0.0	£0.0	£1.6	£4.1	£0.5	£23.0
Aldi, Alvescot Road	£3.1	£0.0	£9.1	£0.0	£0.2	£0.2	£0.0	£0.0	£0.6	£3.8	£0.5	£18.0
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Subtotal	£14.5	£1.0	£40.1	£0.0	£0.4	£1.4	£2.9	£0.0	£2.2	£10.0	£1.2	£74.8
TOWN CENTRE: BURFORD												
Co-op, High Street	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£2.0
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.2
Subtotal	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£2.2
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Subtotal	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£20.9	£0.8	£5.2	£0.1	£9.9	£4.3	£0.7	£1.4	£2.2	£0.6	£3.7	£47.1
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	£7.8	£0.0	£2.2	£0.4	£2.8	£1.5	£0.2	£0.0	£0.0	£1.0	£1.4	£16.2
Sainsbury's Superstore, Witan Way, Witney	£19.1	£0.0	£4.2	£1.3	£9.6	£6.4	£0.1	£0.0	£3.2	£1.8	£1.7	£44.9
Aldi, Banbury Road, Chipping Norton	£0.0	£8.1	£0.0	£0.0	£0.0	£0.3	£2.3	£4.4	£3.3	£0.0	£4.1	£24.0
M&S Foodhall, Windmill Square, Chipping Norton	£0.0	£3.0	£0.0	£0.0	£0.0	£0.3	£0.1	£1.2	£1.5	£0.0	£1.6	£8.3
Subtotal	£26.9	£11.0	£6.4	£1.7	£12.4	£8.6	£2.7	£5.6	£8.0	£2.8	£8.8	£93.4
WEST OXFORDSHIRE DISTRICT AREA	**£82.9**	**£22.4**	**£56.0**	**£2.9**	**£29.6**	**£25.4**	**£7.0**	**£12.7**	**£17.9**	**£17.6**	**£18.9**	**£289.3**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£3.1	£0.1	£0.0	£9.4	£0.8	£0.1	£0.4	£0.0	£0.0	£0.0	£0.2	£14.1
Banbury	£3.0	£1.9	£3.8	£0.2	£0.2	£0.8	£11.9	£27.4	£0.5	£0.0	£1.1	£52.0
Bicester	£2.0	£0.0	£0.0	£0.0	£0.1	£1.0	£11.6	£0.5	£0.0	£0.1	£0.2	£14.6
Faringdon	£0.0	£0.0	£1.0	£17.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£0.0	£22.5
Kidlington	£0.5	£0.2	£0.3	£0.3	£1.9	£6.6	£6.8	£0.0	£0.3	£0.0	£0.2	£16.6
Moreton-in-Marsh	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£2.9	£11.3	£0.0	£0.0	£15.7
Oxford	£1.5	£0.0	£0.7	£0.5	£3.6	£2.2	£1.1	£0.1	£0.0	£0.0	£0.5	£10.2
Stratford-upon-Avon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£1.4	£0.0	£0.0	£3.9
Swindon	£0.0	£0.0	£0.2	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£3.7
Wantage	£0.0	£0.0	£0.0	£3.4	£0.0	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£4.5
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£1.3
All Other Centres / Stores	£0.0	£0.7	£0.8	£2.0	£0.1	£0.4	£2.6	£7.7	£9.3	£5.0	£0.1	£30.4
Subtotal	£10.4	£3.1	£6.9	£34.3	£6.7	£11.3	£34.6	£42.0	£23.4	£10.3	£2.3	£189.6
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£10.4**	**£3.1**	**£6.9**	**£34.3**	**£6.7**	**£11.3**	**£34.6**	**£42.0**	**£23.4**	**£10.3**	**£2.3**	**£189.6**
OVERALL TOTAL	**£93.3**	**£25.5**	**£62.9**	**£37.2**	**£36.3**	**£36.7**	**£41.6**	**£54.7**	**£41.3**	**£28.0**	**£21.3**	**£478.8**

TABLE 4: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	£1.9	£0.1	£0.0	£0.0	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
M&S, Marriotts Walk	£3.6	£0.0	£0.1	£0.0	£0.9	£1.0	£0.0	£0.0	£0.0	£0.3	£0.4	£5.8
Waitrose, Witan Way, Woolgate	£13.0	£0.1	£3.3	£1.2	£5.4	£7.2	£0.2	£0.4	£1.8	£2.7	£1.9	£35.7
All Other Floorspace	£1.3	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£1.6
Subtotal	£19.9	£0.2	£3.5	£1.2	£7.0	£8.4	£0.2	£0.4	£2.0	£3.1	£2.3	£45.6
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	£1.0	£5.7	£0.0	£0.0	£0.0	£0.0	£0.2	£2.5	£2.3	£0.0	£2.4	£15.1
Sainsbury's Superstore, Market Street	£0.0	£3.6	£0.0	£0.0	£0.0	£0.1	£0.0	£2.6	£1.2	£0.0	£0.4	£8.7
All Other Floorspace	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.1	£0.8
Subtotal	£1.0	£9.5	£0.0	£0.0	£0.0	£0.1	£0.4	£5.3	£3.5	£0.0	£3.0	£24.6
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	£7.8	£1.0	£18.9	£0.0	£0.1	£1.1	£2.9	£0.0	£0.0	£2.2	£0.2	£34.3
Morrisons, Black Bourton Road	£3.7	£0.0	£12.5	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£4.1	£0.5	£23.4
Aldi, Alvescot Road	£3.1	£0.0	£9.2	£0.0	£0.2	£0.2	£0.0	£0.0	£0.6	£3.9	£0.5	£18.3
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Subtotal	£14.7	£1.0	£40.8	£0.0	£0.4	£1.4	£2.9	£0.0	£2.3	£10.2	£1.2	£76.1
TOWN CENTRE: BURFORD												
Co-op, High Street	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£2.0
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.2
Subtotal	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£2.3
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Subtotal	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£21.3	£0.8	£5.3	£0.1	£10.1	£4.4	£0.7	£1.4	£2.3	£0.6	£3.7	£47.9
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	£7.9	£0.0	£2.3	£0.4	£2.8	£1.5	£0.2	£0.0	£0.0	£1.0	£1.4	£16.5
Sainsbury's Superstore, Witan Way, Witney	£19.4	£0.0	£4.2	£1.4	£9.8	£6.5	£0.1	£0.0	£3.3	£1.9	£1.7	£45.7
Aldi, Banbury Road, Chipping Norton	£0.0	£8.1	£0.0	£0.0	£0.0	£0.3	£2.3	£4.5	£3.3	£0.0	£4.2	£24.4
M&S Foodhall, Windmill Square, Chipping Norton	£0.0	£3.0	£0.0	£0.0	£0.0	£0.3	£0.1	£1.2	£1.6	£0.0	£1.6	£8.5
Subtotal	£27.3	£11.1	£6.5	£1.8	£12.6	£8.7	£2.8	£5.7	£8.2	£2.9	£8.8	£95.1
WEST OXFORDSHIRE DISTRICT AREA	**£84.1**	**£22.7**	**£57.0**	**£3.0**	**£30.1**	**£25.7**	**£7.1**	**£12.9**	**£18.3**	**£18.0**	**£19.1**	**£294.5**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£3.2	£0.1	£0.1	£9.8	£0.8	£0.1	£0.4	£0.0	£0.0	£0.0	£0.2	£14.3
Banbury	£3.0	£1.9	£3.9	£0.2	£0.2	£0.9	£12.1	£28.0	£0.5	£0.0	£1.1	£53.0
Bicester	£2.0	£0.0	£0.0	£0.0	£0.1	£1.0	£11.8	£0.5	£0.0	£0.2	£0.2	£14.9
Faringdon	£0.0	£0.0	£1.0	£17.7	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£0.0	£22.9
Kidlington	£0.5	£0.2	£0.3	£0.4	£2.0	£6.7	£6.9	£0.0	£0.3	£0.0	£0.2	£16.9
Moreton-in-Marsh	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£3.0	£11.6	£0.0	£0.0	£16.0
Oxford	£1.5	£0.0	£0.7	£0.6	£3.7	£2.2	£1.1	£0.1	£0.0	£0.0	£0.5	£10.3
Stratford-upon-Avon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£1.4	£0.0	£0.0	£3.9
Swindon	£0.0	£0.0	£0.2	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£3.8
Wantage	£0.0	£0.0	£0.0	£3.5	£0.0	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£4.5
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£1.3
All Other Centres / Stores	£0.0	£0.8	£0.8	£2.0	£0.1	£0.4	£2.6	£7.8	£9.5	£5.1	£0.1	£30.9
Subtotal	£10.6	£3.1	£7.0	£35.5	£6.8	£11.4	£35.1	£43.0	£23.9	£10.5	£2.3	£192.9
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£10.6**	**£3.1**	**£7.0**	**£35.5**	**£6.8**	**£11.4**	**£35.1**	**£43.0**	**£23.9**	**£10.5**	**£2.3**	**£192.9**
OVERALL TOTAL	**£94.7**	**£25.8**	**£64.0**	**£38.5**	**£36.9**	**£37.2**	**£42.2**	**£55.9**	**£42.2**	**£28.5**	**£21.4**	**£487.4**

TABLE 5: 2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	£2.0	£0.1	£0.0	£0.0	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
M&S, Marriotts Walk	£3.7	£0.0	£0.1	£0.0	£0.9	£1.0	£0.0	£0.0	£0.0	£0.4	£0.4	£5.9
Waitrose, Witan Way, Woolgate	£13.3	£0.1	£3.4	£1.2	£5.6	£7.3	£0.2	£0.4	£1.8	£2.7	£2.0	£36.4
All Other Floorspace	£1.3	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£1.6
Subtotal	£20.3	£0.2	£3.6	£1.2	£7.1	£8.6	£0.2	£0.4	£2.0	£3.1	£2.4	£46.6
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	£1.0	£5.8	£0.0	£0.0	£0.0	£0.0	£0.2	£2.5	£2.4	£0.0	£2.5	£15.4
Sainsbury's Superstore, Market Street	£0.0	£3.7	£0.0	£0.0	£0.0	£0.1	£0.0	£2.6	£1.2	£0.0	£0.4	£8.9
All Other Floorspace	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.1	£0.9
Subtotal	£1.0	£9.7	£0.0	£0.0	£0.0	£0.1	£0.4	£5.4	£3.6	£0.0	£3.0	£25.1
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	£8.0	£1.0	£19.3	£0.0	£0.1	£1.1	£3.0	£0.0	£0.0	£2.2	£0.2	£35.0
Morrisons, Black Bourton Road	£3.8	£0.0	£12.8	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£4.2	£0.5	£23.9
Aldi, Alvescot Road	£3.2	£0.0	£9.4	£0.0	£0.2	£0.2	£0.0	£0.0	£0.6	£4.0	£0.5	£18.7
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Subtotal	£15.0	£1.0	£41.6	£0.0	£0.4	£1.4	£3.0	£0.0	£2.3	£10.4	£1.2	£77.7
TOWN CENTRE: BURFORD												
Co-op, High Street	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£2.1
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.2
Subtotal	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£2.3
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Subtotal	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£21.7	£0.8	£5.4	£0.1	£10.4	£4.5	£0.7	£1.4	£2.3	£0.7	£3.7	£48.9
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	£8.1	£0.0	£2.3	£0.4	£2.9	£1.5	£0.2	£0.0	£0.0	£1.1	£1.4	£16.8
Sainsbury's Superstore, Witan Way, Witney	£19.8	£0.0	£4.3	£1.4	£10.0	£6.6	£0.1	£0.0	£3.4	£1.9	£1.7	£46.7
Aldi, Banbury Road, Chipping Norton	£0.0	£8.3	£0.0	£0.0	£0.0	£0.3	£2.3	£4.6	£3.4	£0.0	£4.2	£24.9
M&S Foodhall, Windmill Square, Chipping Norton	£0.0	£3.0	£0.0	£0.0	£0.0	£0.4	£0.1	£1.2	£1.6	£0.0	£1.6	£8.6
Subtotal	£27.8	£11.3	£6.6	£1.8	£12.9	£8.8	£2.8	£5.8	£8.4	£3.0	£8.9	£97.0
WEST OXFORDSHIRE DISTRICT AREA	**£85.8**	**£23.0**	**£58.2**	**£3.1**	**£30.8**	**£26.1**	**£7.2**	**£13.2**	**£18.7**	**£18.4**	**£19.3**	**£300.5**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£3.3	£0.1	£0.1	£10.1	£0.9	£0.1	£0.4	£0.0	£0.0	£0.0	£0.2	£14.6
Banbury	£3.1	£2.0	£3.9	£0.2	£0.2	£0.9	£12.4	£28.5	£0.5	£0.0	£1.1	£54.1
Bicester	£2.0	£0.0	£0.0	£0.0	£0.1	£1.0	£12.0	£0.6	£0.0	£0.2	£0.2	£15.2
Faringdon	£0.0	£0.0	£1.0	£18.3	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£0.0	£23.4
Kidlington	£0.5	£0.2	£0.3	£0.4	£2.0	£6.8	£7.0	£0.0	£0.3	£0.0	£0.2	£17.3
Moreton-in-Marsh	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£3.0	£11.8	£0.0	£0.0	£16.4
Oxford	£1.5	£0.0	£0.8	£0.6	£3.8	£2.3	£1.1	£0.1	£0.0	£0.0	£0.6	£10.6
Stratford-upon-Avon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£1.5	£0.0	£0.0	£4.0
Swindon	£0.0	£0.0	£0.2	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£3.9
Wantage	£0.0	£0.0	£0.0	£3.6	£0.0	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£4.6
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£1.3
All Other Centres / Stores	£0.0	£0.8	£0.9	£2.1	£0.1	£0.4	£2.7	£8.0	£9.7	£5.2	£0.1	£31.6
Subtotal	£10.8	£3.2	£7.2	£36.7	£7.0	£11.6	£35.8	£43.7	£24.5	£10.7	£2.4	£196.9
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£10.8**	**£3.2**	**£7.2**	**£36.7**	**£7.0**	**£11.6**	**£35.8**	**£43.7**	**£24.5**	**£10.7**	**£2.4**	**£196.9**
OVERALL TOTAL	**£96.6**	**£26.2**	**£65.4**	**£39.9**	**£37.8**	**£37.7**	**£43.0**	**£56.9**	**£43.2**	**£29.1**	**£21.6**	**£497.4**

TABLE 6: 2041 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	£2.0	£0.1	£0.1	£0.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
M&S, Marriotts Walk	£3.7	£0.0	£0.1	£0.0	£0.9	£1.0	£0.0	£0.0	£0.0	£0.4	£0.4	£6.0
Waitrose, Witan Way, Woolgate	£13.4	£0.1	£3.4	£1.2	£5.6	£7.3	£0.2	£0.4	£1.8	£2.7	£2.0	£36.6
All Other Floorspace	£1.3	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£1.6
Subtotal	£20.4	£0.2	£3.6	£1.2	£7.2	£8.6	£0.2	£0.4	£2.0	£3.2	£2.4	£46.8
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	£1.0	£5.8	£0.0	£0.0	£0.0	£0.0	£0.2	£2.6	£2.4	£0.0	£2.5	£15.5
Sainsbury's Superstore, Market Street	£0.0	£3.7	£0.0	£0.0	£0.0	£0.1	£0.0	£2.6	£1.2	£0.0	£0.4	£8.9
All Other Floorspace	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.1	£0.9
Subtotal	£1.0	£9.7	£0.0	£0.0	£0.0	£0.1	£0.4	£5.5	£3.6	£0.0	£3.0	£25.3
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	£8.0	£1.0	£19.4	£0.0	£0.1	£1.1	£3.0	£0.0	£0.0	£2.2	£0.2	£35.2
Morrisons, Black Bourton Road	£3.8	£0.0	£12.9	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£4.2	£0.5	£24.0
Aldi, Alvescot Road	£3.2	£0.0	£9.5	£0.0	£0.2	£0.2	£0.0	£0.0	£0.6	£4.0	£0.5	£18.8
All Other Floorspace	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Subtotal	£15.0	£1.0	£41.8	£0.0	£0.4	£1.4	£3.0	£0.0	£2.4	£10.5	£1.3	£78.0
TOWN CENTRE: BURFORD												
Co-op, High Street	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£2.1
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.2
Subtotal	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£2.3
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Subtotal	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£21.8	£0.8	£5.5	£0.1	£10.4	£4.5	£0.7	£1.4	£2.3	£0.7	£3.7	£49.1
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	£8.1	£0.0	£2.3	£0.4	£2.9	£1.5	£0.2	£0.0	£0.0	£1.1	£1.4	£16.9
Sainsbury's Superstore, Witan Way, Witney	£19.9	£0.0	£4.4	£1.4	£10.0	£6.7	£0.1	£0.0	£3.4	£1.9	£1.7	£46.9
Aldi, Banbury Road, Chipping Norton	£0.0	£8.3	£0.0	£0.0	£0.0	£0.3	£2.3	£4.6	£3.4	£0.0	£4.2	£25.0
M&S Foodhall, Windmill Square, Chipping Norton	£0.0	£3.0	£0.0	£0.0	£0.0	£0.4	£0.1	£1.2	£1.6	£0.0	£1.6	£8.7
Subtotal	£28.0	£11.3	£6.7	£1.8	£12.9	£8.8	£2.9	£5.9	£8.4	£3.0	£8.9	£97.5
WEST OXFORDSHIRE DISTRICT AREA	**£86.3**	**£23.1**	**£58.5**	**£3.1**	**£30.9**	**£26.2**	**£7.3**	**£13.2**	**£18.8**	**£18.5**	**£19.3**	**£301.8**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£3.3	£0.1	£0.1	£10.2	£0.9	£0.1	£0.4	£0.0	£0.0	£0.0	£0.2	£14.7
Banbury	£3.1	£2.0	£4.0	£0.2	£0.2	£0.9	£12.4	£28.7	£0.5	£0.0	£1.1	£54.3
Bicester	£2.0	£0.0	£0.0	£0.0	£0.1	£1.1	£12.1	£0.6	£0.0	£0.2	£0.2	£15.3
Faringdon	£0.0	£0.0	£1.0	£18.4	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£0.0	£23.5
Kidlington	£0.5	£0.2	£0.3	£0.4	£2.0	£6.8	£7.0	£0.0	£0.3	£0.0	£0.2	£17.4
Moreton-in-Marsh	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£3.1	£11.9	£0.0	£0.0	£16.4
Oxford	£1.5	£0.0	£0.8	£0.6	£3.8	£2.3	£1.2	£0.1	£0.0	£0.0	£0.6	£10.6
Stratford-upon-Avon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£1.5	£0.0	£0.0	£4.0
Swindon	£0.0	£0.0	£0.2	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£3.9
Wantage	£0.0	£0.0	£0.0	£3.7	£0.0	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£4.7
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£1.3
All Other Centres / Stores	£0.0	£0.8	£0.9	£2.1	£0.1	£0.4	£2.7	£8.0	£9.8	£5.2	£0.1	£31.7
Subtotal	£10.8	£3.2	£7.2	£36.9	£7.0	£11.7	£35.9	£43.9	£24.6	£10.8	£2.4	£197.8
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£10.8**	**£3.2**	**£7.2**	**£36.9**	**£7.0**	**£11.7**	**£35.9**	**£43.9**	**£24.6**	**£10.8**	**£2.4**	**£197.8**
OVERALL TOTAL	**£97.1**	**£26.2**	**£65.7**	**£40.1**	**£38.0**	**£37.8**	**£43.2**	**£57.2**	**£43.3**	**£29.3**	**£21.7**	**£499.6**

TABLE 7: 2045 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY												
Co-op, High Street	£2.0	£0.1	£0.1	£0.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
M&S, Marriotts Walk	£3.8	£0.0	£0.1	£0.0	£0.9	£1.0	£0.0	£0.0	£0.0	£0.4	£0.4	£6.1
Waitrose, Witan Way, Woolgate	£13.6	£0.1	£3.5	£1.2	£5.7	£7.5	£0.2	£0.4	£1.9	£2.8	£2.0	£37.3
All Other Floorspace	£1.4	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£1.6
Subtotal	£20.8	£0.2	£3.7	£1.2	£7.3	£8.7	£0.2	£0.4	£2.1	£3.2	£2.4	£47.7
TOWN CENTRE: CHIPPING NORTON												
Co-op, High Street	£1.0	£5.8	£0.0	£0.0	£0.0	£0.0	£0.2	£2.6	£2.4	£0.0	£2.5	£15.8
Sainsbury's Superstore, Market Street	£0.0	£3.7	£0.0	£0.0	£0.0	£0.1	£0.0	£2.7	£1.3	£0.0	£0.4	£9.1
All Other Floorspace	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.1	£0.9
Subtotal	£1.0	£9.8	£0.0	£0.0	£0.0	£0.1	£0.4	£5.6	£3.7	£0.0	£3.0	£25.8
TOWN CENTRE: CARTERTON												
Asda Supermarket, Black Bourton Road	£8.2	£1.1	£19.8	£0.0	£0.1	£1.1	£3.1	£0.0	£0.0	£2.3	£0.2	£35.9
Morrisons, Black Bourton Road	£3.9	£0.0	£13.1	£0.0	£0.1	£0.0	£0.0	£0.0	£1.8	£4.3	£0.5	£24.5
Aldi, Alvescot Road	£3.3	£0.0	£9.7	£0.0	£0.2	£0.2	£0.0	£0.0	£0.6	£4.1	£0.5	£19.1
All Other Floorspace	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Subtotal	£15.3	£1.1	£42.7	£0.0	£0.4	£1.4	£3.1	£0.0	£2.4	£10.7	£1.3	£79.6
TOWN CENTRE: BURFORD												
Co-op, High Street	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£2.1
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.3
Subtotal	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£2.4
TOWN CENTRE: WOODSTOCK												
Co-op, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Subtotal	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£22.2	£0.8	£5.6	£0.1	£10.6	£4.5	£0.7	£1.5	£2.4	£0.7	£3.8	£50.1
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Lidl, New Close Lane, Witney	£8.3	£0.0	£2.4	£0.4	£3.0	£1.6	£0.2	£0.0	£0.0	£1.1	£1.4	£17.3
Sainsbury's Superstore, Witan Way, Witney	£20.3	£0.0	£4.4	£1.5	£10.2	£6.8	£0.1	£0.0	£3.5	£2.0	£1.7	£47.8
Aldi, Banbury Road, Chipping Norton	£0.0	£8.4	£0.0	£0.0	£0.0	£0.3	£2.4	£4.7	£3.5	£0.0	£4.2	£25.5
M&S Foodhall, Windmill Square, Chipping Norton	£0.0	£3.1	£0.0	£0.0	£0.0	£0.4	£0.2	£1.2	£1.6	£0.0	£1.6	£8.9
Subtotal	£28.5	£11.5	£6.8	£1.9	£13.2	£9.0	£2.9	£6.0	£8.6	£3.0	£9.0	£99.5
WEST OXFORDSHIRE DISTRICT AREA	**£87.9**	**£23.4**	**£59.7**	**£3.3**	**£31.5**	**£26.6**	**£7.4**	**£13.5**	**£19.2**	**£18.9**	**£19.5**	**£308.0**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£3.3	£0.1	£0.1	£10.5	£0.9	£0.1	£0.4	£0.0	£0.0	£0.0	£0.2	£15.0
Banbury	£3.2	£2.0	£4.0	£0.2	£0.2	£0.9	£12.6	£29.3	£0.5	£0.0	£1.1	£55.4
Bicester	£2.1	£0.0	£0.0	£0.0	£0.1	£1.1	£12.3	£0.6	£0.0	£0.2	£0.2	£15.6
Faringdon	£0.0	£0.0	£1.1	£19.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5	£0.0	£24.0
Kidlington	£0.5	£0.2	£0.4	£0.4	£2.1	£6.9	£7.2	£0.0	£0.3	£0.0	£0.2	£17.7
Moreton-in-Marsh	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£3.1	£12.2	£0.0	£0.0	£16.8
Oxford	£1.6	£0.0	£0.8	£0.6	£3.9	£2.3	£1.2	£0.1	£0.0	£0.0	£0.6	£10.8
Stratford-upon-Avon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£1.5	£0.0	£0.0	£4.1
Swindon	£0.0	£0.0	£0.2	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£4.0
Wantage	£0.0	£0.0	£0.0	£3.8	£0.0	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£4.7
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£1.4
All Other Centres / Stores	£0.0	£0.8	£0.9	£2.2	£0.1	£0.4	£2.7	£8.2	£10.0	£5.3	£0.1	£32.3
Subtotal	£11.0	£3.2	£7.4	£38.3	£7.2	£11.8	£36.6	£44.9	£25.2	£11.0	£2.4	£201.8
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£11.0**	**£3.2**	**£7.4**	**£38.3**	**£7.2**	**£11.8**	**£36.6**	**£44.9**	**£25.2**	**£11.0**	**£2.4**	**£201.8**
OVERALL TOTAL	**£98.9**	**£26.6**	**£67.0**	**£41.5**	**£38.7**	**£38.4**	**£44.0**	**£58.4**	**£44.4**	**£30.0**	**£21.9**	**£509.8**

Appendix 5: Convenience Goods Capacity

Lambert Smith Hampton

TABLE 1: **TOTAL ALLOCATED CONVENIENCE GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)**
Excluding SFT & 'Inflow' from outside Study Area

	2025	2030	2035	2040	2041	2045
WEST OXFORDSHIRE DISTRICT AREA						
TOWN CENTRE: WITNEY	£44.2	£44.8	£45.6	£46.6	£46.8	£47.7
TOWN CENTRE: CHIPPING NORTON	£23.9	£24.2	£24.6	£25.1	£25.3	£25.8
TOWN CENTRE: CARTERTON	£73.8	£74.8	£76.1	£77.7	£78.0	£79.6
TOWN CENTRE: BURFORD	£2.2	£2.2	£2.3	£2.3	£2.3	£2.4
TOWN CENTRE: WOODSTOCK	£2.7	£2.7	£2.8	£2.8	£2.8	£2.9
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£46.5	£47.1	£47.9	£48.9	£49.1	£50.1
OUT-OF-TOWN CENTRE STORES / LOCATIONS	£92.2	£93.4	£95.1	£97.0	£97.5	£99.5
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE WEST OXFORDSHIRE DISTRICT AREA	**£285.4**	**£289.3**	**£294.5**	**£300.5**	**£301.8**	**£308.0**

TABLE 2: **ALL CONVENIENCE GOODS - TOTAL TURNOVER**
Including 'Inflow' from outside Study Area

		2025	2030	2035	2040	2041	2045
WEST OXFORDSHIRE DISTRICT AREA							
TOWN CENTRE: WITNEY	2.0%	£45.1	£45.7	£46.5	£47.5	£47.7	£48.7
TOWN CENTRE: CHIPPING NORTON	2.0%	£24.4	£24.7	£25.1	£25.6	£25.8	£26.3
TOWN CENTRE: CARTERTON	2.0%	£75.3	£76.3	£77.6	£79.2	£79.6	£81.2
TOWN CENTRE: BURFORD	2.0%	£2.3	£2.3	£2.3	£2.4	£2.4	£2.4
TOWN CENTRE: WOODSTOCK	2.0%	£2.7	£2.8	£2.8	£2.9	£2.9	£3.0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.0%	£46.9	£47.6	£48.4	£49.4	£49.6	£50.6
OUT-OF-TOWN CENTRE STORES / LOCATIONS	1.0%	£93.1	£94.4	£96.0	£98.0	£98.5	£100.5
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE WEST OXFORDSHIRE DISTRICT AREA		**£289.7**	**£293.7**	**£298.9**	**£305.0**	**£306.4**	**£312.7**

TABLE 3: **COMMITTED CONVENIENCE GOODS FLOORSPACE**

	CENTRE	PLANNING REF	LOCATION	Gross Floorspace (sq m)	Net Floorspace (sq m)	2025 Average Sales Density (£ per sqm)	FORECAST TURNOVER (£M)					
							2025	2030	2035	2040	2041	2045
1	New Local Centre near Witney	23/01203/RES	In-centre	860	301	12,500	-	£3.8	£3.9	£3.9	£3.9	£4.0
					WEST OXFORDSHIRE DISTRICT AREA TOTAL		-	**£3.8**	**£3.9**	**£3.9**	**£3.9**	**£4.0**

Notes

1 Planning Ref No. 23/01203/RES. Land East off Isabelle Spencer Way, Witney, Oxfordshire. Reserved matters approval for local centre and associated infrastructure pursuant to outline permission 12/0084/P/OP. Assumed a gross to net ratio of 70% results in a net floorspce of 602 sqm. Of this net floorspace, it is assumed that it will be split evenly between comparison (301sqm net) and convenience goods (301 sqm net)

TABLE 4: **WEST OXFORDSHIRE DISTRICT AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£289.7	£293.7	£298.9	£305.0	£306.4	£312.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£289.7	£292.7	£297.1	£301.6	£302.5	£306.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.0	£1.9	£3.5	£3.9	£6.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£3.8	£3.9	£3.9	£3.9	£4.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£2.8**	**-£2.0**	**-£0.4**	**£0.0**	**£2.6**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,626	£12,816	£13,009	£13,048	£13,206
	(ii) Net Floorspace Capacity (sq m):	-	**-221**	**-156**	**-32**	**1**	**197**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-315	-223	-46	2	281

Notes:

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 2).

STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 21 (February 2024) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 3. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by **2030**.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and supermarket and Limited Assortment Discount (LAD) operators.

TABLE 5: **TOWN CENTRE: WITNEY - CONVENIENCE GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£45.1	£45.7	£46.5	£47.5	£47.7	£48.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£45.1	£45.6	£46.3	£47.0	£47.1	£47.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.3	£0.5	£0.6	£1.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£3.8	£3.9	£3.9	£3.9	£4.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£3.6**	**-£3.6**	**-£3.4**	**-£3.3**	**-£3.0**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,626	£12,816	£13,009	£13,048	£13,206
	(ii) Net Floorspace Capacity (sq m):	-	**-288**	**-278**	**-259**	**-254**	**-223**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-412	-398	-370	-363	-319

TABLE 6: **TOWN CENTRE: CHIPPING NORTON - CONVENIENCE GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£24.4	£24.7	£25.1	£25.6	£25.8	£26.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£24.4	£24.6	£25.0	£25.3	£25.4	£25.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.2	£0.3	£0.3	£0.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.1**	**£0.2**	**£0.3**	**£0.3**	**£0.6**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,626	£12,816	£13,009	£13,048	£13,206
	(ii) Net Floorspace Capacity (sq m):	-	**7**	**12**	**23**	**25**	**42**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		10	17	32	36	60

Lambert Smith Hampton

TABLE 7: **TOWN CENTRE: CARTERTON - CONVENIENCE GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£75.3	£76.3	£77.6	£79.2	£79.6	£81.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£75.3	£76.0	£77.2	£78.3	£78.6	£79.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.5	£0.9	£1.0	£1.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.3**	**£0.5**	**£0.9**	**£1.0**	**£1.7**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,626	£12,816	£13,009	£13,048	£13,206
	(ii) Net Floorspace Capacity (sq m):	-	**21**	**38**	**70**	**79**	**129**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		30	54	100	112	185

TABLE 8: **TOWN CENTRE: BURFORD - CONVENIENCE GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.3	£2.3	£2.3	£2.4	£2.4	£2.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.3	£2.3	£2.3	£2.4	£2.4	£2.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0	£0.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,626	£12,816	£13,009	£13,048	£13,206
	(ii) Net Floorspace Capacity (sq m):	-	**1**	**1**	**2**	**2**	**4**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1	2	3	3	6

TABLE 9: **TOWN CENTRE: WOODSTOCK - CONVENIENCE GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.7	£2.8	£2.8	£2.9	£2.9	£3.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.7	£2.8	£2.8	£2.8	£2.9	£2.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0	£0.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,626	£12,816	£13,009	£13,048	£13,206
	(ii) Net Floorspace Capacity (sq m):	-	**1**	**1**	**3**	**3**	**5**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1	2	4	4	7

TABLE 10: **ALL LOCAL CENTRES / ALL OTHER SHOPS - CONVENIENCE GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£46.9	£47.6	£48.4	£49.4	£49.6	£50.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£46.9	£47.4	£48.1	£48.8	£49.0	£49.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.3	£0.6	£0.6	£1.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.2**	**£0.3**	**£0.6**	**£0.6**	**£1.1**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,626	£12,816	£13,009	£13,048	£13,206
	(ii) Net Floorspace Capacity (sq m):	-	**13**	**23**	**44**	**49**	**81**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		19	33	62	70	115

TABLE 11: **ALL OUT-OF-CENTRE FLOORSPACE IN THE WEST OXFORDSHIRE DISTRICT AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£93.1	£94.4	£96.0	£98.0	£98.5	£100.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£93.1	£94.0	£95.5	£96.9	£97.2	£98.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.6	£1.1	£1.3	£2.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.3**	**£0.6**	**£1.1**	**£1.3**	**£2.1**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,626	£12,816	£13,009	£13,048	£13,206
	(ii) Net Floorspace Capacity (sq m):	-	**26**	**47**	**86**	**97**	**160**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		37	66	123	139	229

SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW FLOORSPACE (NET SQ M)

	2030	2035	2040	2041	2045
TOWN CENTRE: WITNEY	-288	-278	-259	-254	-223
TOWN CENTRE: CHIPPING NORTON	7	12	23	25	42
TOWN CENTRE: CARTERTON	21	38	70	79	129
TOWN CENTRE: BURFORD	1	1	2	2	4
TOWN CENTRE: WOODSTOCK	1	1	3	3	5
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	13	23	44	49	81
OUT-OF-TOWN CENTRE STORES / LOCATIONS	26	47	86	97	160
GRAND TOTAL: WEST OXFORDSHIRE DISTRICT AREA	-221	-156	-32	1	197

Appendix 6: Population and Expenditure: Comparison Goods

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2025) POPULATION & PROJECTIONS (to 2045) **GROWTH 2025 to 2045 (%)**

ZONE:	2025	2030	2035	2040	2041	2045	2025-2035	2025-2041	2025-2045
Zone 1	35,739	36,271	36,863	37,537	37,704	38,251	3.1%	5.5%	7.0%
Zone 2	9,485	9,607	9,722	9,857	9,873	9,959	2.5%	4.1%	5.0%
Zone 3	25,099	25,697	26,173	26,690	26,794	27,224	4.3%	6.8%	8.5%
Zone 4	12,660	13,302	13,785	14,243	14,311	14,769	8.9%	13.0%	16.7%
Zone 5	13,182	13,472	13,718	14,013	14,068	14,277	4.1%	6.7%	8.3%
Zone 6	13,200	13,380	13,571	13,740	13,784	13,941	2.8%	4.4%	5.6%
Zone 7	14,876	15,232	15,484	15,747	15,788	16,020	4.1%	6.1%	7.7%
Zone 8	19,042	19,536	19,993	20,318	20,388	20,743	5.0%	7.1%	8.9%
Zone 9	13,950	14,397	14,730	15,035	15,076	15,384	5.6%	8.1%	10.3%
Zone 10	8,818	9,075	9,280	9,457	9,487	9,670	5.2%	7.6%	9.7%
Zone 11	7,242	7,326	7,391	7,452	7,453	7,505	2.1%	2.9%	3.6%
Study Area	**173,293**	**177,295**	**180,710**	**184,089**	**184,726**	**187,743**	**6.2%**	**6.6%**	**8.3%**

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2025) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) Location Analyst Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

TABLE 2: REVISED COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

	2025 (incl SFT)	2025	2030	2035	2040	2041	2045
		EXCLUDING SPECIAL FORMS OF TRADING					
EXPERIAN - SPECIAL FORMS OF TRADING (%):		**25.5%**	**27.8%**	**29.1%**	**29.7%**	**29.7%**	**29.7%**
REVISED SPECIAL FORMS OF TRADING (%):		**35.5%**	**38.7%**	**40.5%**	**41.3%**	**41.3%**	**41.3%**
Zone 1	£4,161	£2,685	£2,972	£3,312	£3,749	£3,854	£4,304
Zone 2	£4,263	£2,751	£3,045	£3,393	£3,841	£3,948	£4,409
Zone 3	£4,132	£2,666	£2,951	£3,288	£3,722	£3,826	£4,273
Zone 4	£4,801	£3,097	£3,429	£3,821	£4,325	£4,446	£4,965
Zone 5	£4,499	£2,902	£3,213	£3,580	£4,053	£4,166	£4,653
Zone 6	£4,549	£2,935	£3,249	£3,620	£4,098	£4,213	£4,705
Zone 7	£4,558	£2,940	£3,255	£3,627	£4,106	£4,221	£4,714
Zone 8	£4,799	£3,096	£3,428	£3,819	£4,323	£4,444	£4,963
Zone 9	£4,677	£3,018	£3,341	£3,722	£4,214	£4,332	£4,838
Zone 10	£5,116	£3,301	£3,654	£4,072	£4,609	£4,738	£5,291
Zone 11	£4,768	£3,076	£3,405	£3,794	£4,295	£4,415	£4,931
STUDY AREA AVERAGE:	**£4,575**	**£2,951**	**£3,268**	**£3,641**	**£4,121**	**£4,237**	**£4,731**

Source: Average spend per capita estimates (2022 prices) are derived from Experian 'Retail Area Planner' Reports using the Experian Location Analyst GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 21 published by Experian Business Strategies (February 2024).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the Retail Planner Briefing Note 21 (February 2024).

TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, BASE YEAR (2025) TO 2045 (£m) **GROWTH 2025 to 2045 (%)**

	2025 (incl SFT)	2025	2030	2035	2040	2041	2045	2025-2035	2025-2041	2025-2045
		EXCLUDING SPECIAL FORMS OF TRADING								
Zone 1	148.7	95.9	107.8	122.1	140.7	145.3	164.6	27.2%	51.4%	71.6%
Zone 2	40.4	26.1	29.3	33.0	37.9	39.0	43.9	26.4%	49.4%	68.3%
Zone 3	103.7	66.9	75.8	86.1	99.3	102.5	116.3	28.6%	53.2%	73.9%
Zone 4	60.8	39.2	45.6	52.7	61.6	63.6	73.3	34.3%	62.3%	87.0%
Zone 5	59.3	38.3	43.3	49.1	56.8	58.6	66.4	28.4%	53.2%	73.6%
Zone 6	60.0	38.7	43.5	49.1	56.3	58.1	65.6	26.8%	49.9%	69.3%
Zone 7	67.8	43.7	49.6	56.2	64.7	66.6	75.5	28.4%	52.3%	72.6%
Zone 8	91.4	59.0	67.0	76.4	87.8	90.6	103.0	29.5%	53.7%	74.6%
Zone 9	65.2	42.1	48.1	54.8	63.4	65.3	74.4	30.3%	55.1%	76.8%
Zone 10	45.1	29.1	33.2	37.8	43.6	44.9	51.2	29.8%	54.4%	75.8%
Zone 11	34.5	22.3	24.9	28.0	32.0	32.9	37.0	25.9%	47.7%	66.1%
STUDY AREA:	**777.1**	**501.3**	**568.0**	**645.2**	**744.1**	**767.5**	**871.3**	**28.7%**	**53.1%**	**73.8%**

Appendix 7: Comparison Goods Market Shares (including SFT)

Lambert Smith Hampton

TABLE 1: ALL COMPARISON GOODS - 2024 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	17.6%	1.1%	13.1%	5.7%	23.9%	20.6%	0.5%	1.5%	4.2%	16.5%	15.2%	11.3%
TOWN CENTRE: CHIPPING NORTON	0.0%	24.1%	0.2%	0.0%	0.5%	0.0%	0.8%	4.5%	6.2%	0.0%	6.4%	2.7%
TOWN CENTRE: CARTERTON	0.5%	0.0%	7.9%	0.0%	0.0%	0.4%	1.6%	0.0%	0.2%	3.6%	0.1%	1.6%
TOWN CENTRE: BURFORD	0.0%	0.5%	0.0%	0.1%	0.1%	0.1%	0.0%	0.6%	0.0%	2.6%	0.0%	0.3%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.1%	2.1%	0.4%	0.0%	0.0%	0.0%	0.3%	0.2%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.4%	0.1%	0.7%	0.4%	6.3%	0.8%	0.1%	0.9%	1.6%	0.8%	3.9%	1.2%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.1%	0.5%	0.0%	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
B&Q, Thorney Leys Park, witney	2.7%	0.2%	2.6%	0.0%	3.8%	1.3%	0.0%	0.0%	2.9%	2.6%	2.3%	1.8%
Lidl, New Close Lane, Witney	0.5%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.9%	0.3%	0.2%
Sainsbury's Superstore, Witan Way, Witney	2.6%	0.3%	1.0%	0.1%	3.9%	2.1%	0.0%	0.0%	1.5%	0.7%	2.7%	1.4%
Aldi, Banbury Road, Chipping Norton	0.4%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.8%	0.2%
All Other Out-of-Centre floorspace	0.3%	1.4%	1.4%	1.0%	0.7%	2.1%	0.0%	0.8%	2.6%	1.3%	1.4%	1.1%
Subtotal	6.5%	3.5%	5.5%	1.1%	8.5%	5.9%	0.2%	1.0%	7.0%	5.6%	7.5%	4.7%
WEST OXFORDSHIRE DISTRICT AREA	**25.0%**	**29.3%**	**27.4%**	**7.2%**	**39.3%**	**29.8%**	**3.7%**	**8.5%**	**19.3%**	**29.0%**	**33.4%**	**22.0%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.6%	0.8%	1.3%	11.9%	3.5%	1.3%	0.4%	0.5%	0.0%	0.0%	0.7%	1.8%
Banbury	2.6%	16.1%	1.1%	0.2%	0.0%	0.8%	19.5%	31.6%	6.2%	0.1%	8.7%	7.9%
Bicester	1.3%	0.1%	0.9%	0.2%	0.0%	2.2%	10.6%	1.5%	0.0%	0.0%	0.2%	1.7%
Bicester Village	0.4%	0.1%	0.0%	0.0%	0.0%	0.6%	1.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Central London	0.0%	0.5%	0.1%	0.1%	0.1%	0.2%	1.2%	0.0%	0.9%	1.7%	1.4%	0.4%
Cheltenham	0.2%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.7%	5.7%	1.5%	0.8%	0.7%
Faringdon	0.0%	0.0%	0.6%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.5%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	0.4%	0.0%	0.0%	1.3%	1.0%	4.2%	3.6%	0.0%	0.0%	0.0%	0.2%	0.9%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%	0.0%	0.1%	0.1%
Milton Keynes	1.1%	0.1%	0.0%	0.1%	0.0%	1.8%	1.3%	2.5%	0.0%	0.0%	0.1%	0.8%
Moreton-in-Marsh	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%	6.1%	0.0%	0.0%	0.6%
Oxford	9.6%	5.1%	9.6%	16.8%	25.5%	18.9%	9.1%	1.6%	3.4%	0.7%	8.5%	9.8%
Stratford-upon-Avon	0.2%	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	5.8%	5.3%	0.2%	0.0%	1.2%
Swindon	0.0%	0.1%	4.5%	3.1%	0.0%	0.0%	0.0%	0.0%	0.9%	10.8%	0.0%	1.6%
Swindon Designer Outlet Village	0.1%	0.0%	1.8%	1.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.3%	0.0%	0.5%
Wantage	0.3%	0.0%	0.0%	5.9%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	2.2%	1.7%	1.3%	4.0%	1.2%	2.7%	3.9%	4.4%	7.2%	14.8%	2.6%	3.7%
Subtotal	19.1%	25.2%	21.4%	49.9%	31.5%	32.8%	50.6%	50.3%	36.5%	32.6%	23.2%	33.0%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	55.9%	45.6%	51.2%	42.9%	29.3%	37.4%	45.6%	41.2%	44.2%	38.4%	43.4%	45.1%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**75.0%**	**70.7%**	**72.6%**	**92.8%**	**60.7%**	**70.2%**	**96.3%**	**91.5%**	**80.7%**	**71.0%**	**66.6%**	**78.0%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 2: CLOTHING & FOOTWEAR - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	19.7%	4.8%	15.1%	12.0%	27.9%	18.8%	0.7%	3.7%	7.5%	17.3%	18.8%	13.7%
TOWN CENTRE: CHIPPING NORTON	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.5%	0.4%
TOWN CENTRE: CARTERTON	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.5%	0.0%	1.1%
TOWN CENTRE: BURFORD	0.0%	0.3%	0.0%	0.3%	0.0%	0.1%	0.0%	2.2%	0.2%	4.8%	0.0%	0.6%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.1%	0.2%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.0%	0.5%	1.1%	2.1%	0.1%	0.0%	0.4%	0.4%	2.2%	3.1%	0.7%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Thorney Leys Park, witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, New Close Lane, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Witan Way, Witney	0.8%	0.0%	1.3%	0.0%	2.8%	0.7%	0.0%	0.0%	1.4%	0.7%	0.5%	0.8%
Aldi, Banbury Road, Chipping Norton	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
All Other Out-of-Centre floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.8%	3.7%	1.3%	0.0%	2.8%	0.7%	0.0%	0.0%	1.4%	0.7%	0.5%	1.0%
WEST OXFORDSHIRE DISTRICT AREA	**20.5%**	**13.2%**	**23.5%**	**13.5%**	**32.7%**	**22.0%**	**1.7%**	**6.3%**	**11.7%**	**26.6%**	**23.9%**	**17.6%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.4%	0.0%	0.0%	2.6%	0.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Banbury	2.1%	21.8%	2.4%	0.2%	0.0%	1.3%	22.2%	25.3%	7.8%	0.0%	11.4%	7.9%
Bicester	1.2%	0.2%	4.5%	0.0%	0.0%	3.9%	5.2%	2.2%	0.0%	0.0%	0.6%	1.9%
Bicester Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.5%	0.0%	0.0%	0.0%	0.2%	0.2%
Central London	0.0%	0.2%	0.3%	0.2%	0.2%	1.1%	1.8%	0.2%	3.3%	5.7%	3.3%	1.1%
Cheltenham	0.3%	0.6%	0.3%	0.0%	0.2%	0.0%	0.0%	0.2%	13.3%	3.6%	0.0%	1.4%
Faringdon	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
Kidlington	0.4%	0.0%	0.0%	0.0%	1.9%	0.7%	2.6%	0.0%	0.0%	0.0%	0.0%	0.5%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.3%	0.0%	0.3%	0.4%
Milton Keynes	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%	1.0%	3.5%	0.0%	0.0%	0.0%	0.5%
Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%
Oxford	9.6%	3.8%	6.6%	25.2%	27.7%	29.1%	9.8%	3.5%	6.5%	0.7%	13.3%	11.7%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	8.2%	0.0%	0.0%	1.4%
Swindon	0.1%	0.5%	6.4%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%	0.0%	1.7%
Swindon Designer Outlet Village	0.4%	0.0%	6.0%	4.8%	0.0%	0.0%	0.0%	0.0%	3.0%	2.5%	0.2%	1.6%
Wantage	0.4%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	1.0%	3.6%	1.7%	2.0%	0.7%	3.9%	1.7%	2.7%	4.6%	11.6%	2.7%	2.7%
Subtotal	15.8%	30.6%	28.2%	41.8%	30.9%	42.1%	45.8%	47.4%	48.0%	34.2%	31.9%	33.9%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	63.8%	56.2%	48.3%	44.7%	36.4%	35.9%	52.5%	46.3%	40.3%	39.2%	44.3%	48.5%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**79.5%**	**86.8%**	**76.5%**	**86.5%**	**67.3%**	**78.0%**	**98.3%**	**93.7%**	**88.3%**	**73.4%**	**76.1%**	**82.4%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 3: RECORDING MEDIA - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	11.4%	0.9%	12.3%	1.2%	28.2%	13.8%	0.9%	5.8%	0.0%	30.2%	27.0%	10.9%
TOWN CENTRE: CHIPPING NORTON	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.9%	0.8%
TOWN CENTRE: CARTERTON	1.8%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
TOWN CENTRE: BURFORD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.1%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Thorney Leys Park, witney	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Lidl, New Close Lane, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Witan Way, Witney	0.0%	0.0%	0.0%	0.0%	2.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Aldi, Banbury Road, Chipping Norton	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.6%
All Other Out-of-Centre floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	1.8%	0.0%	0.0%	0.0%	4.0%	4.1%	0.0%	0.0%	0.0%	0.0%	4.9%	1.2%
WEST OXFORDSHIRE DISTRICT AREA	**15.0%**	**10.0%**	**13.0%**	**1.2%**	**32.2%**	**18.7%**	**0.9%**	**8.1%**	**0.0%**	**31.9%**	**32.8%**	**13.5%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Banbury	1.8%	7.4%	0.0%	0.0%	0.0%	0.8%	27.5%	6.9%	2.1%	0.0%	0.9%	4.1%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.1%
Bicester 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%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cheltenham	0.3%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	8.9%	0.0%	0.0%	0.8%
Faringdon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	4.5%	0.0%	0.0%	0.0%	0.0%	0.4%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oxford	7.1%	0.9%	12.2%	1.2%	21.6%	9.1%	7.5%	0.0%	7.9%	0.0%	0.0%	7.2%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.4%	0.0%	0.7%
Swindon Designer Outlet 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%
Wantage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	3.5%	0.0%	0.6%
Subtotal	11.5%	8.4%	12.2%	1.2%	21.6%	11.5%	40.5%	6.9%	25.3%	18.9%	0.9%	14.3%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	73.4%	81.6%	74.8%	97.6%	46.2%	69.8%	58.7%	85.0%	74.7%	49.1%	66.2%	72.2%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**85.0%**	**90.0%**	**87.0%**	**98.8%**	**67.8%**	**81.3%**	**99.1%**	**91.9%**	**100.0%**	**68.1%**	**67.2%**	**86.5%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 4: AUDIO VISUAL, PHOTOGRAPHIC, COMPUTER ITEMS & DOMESTIC ELECTRICAL - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	10.5%	0.5%	7.2%	1.4%	9.7%	11.0%	0.0%	0.0%	1.1%	12.1%	5.7%	5.7%
TOWN CENTRE: CHIPPING NORTON	0.0%	20.7%	2.3%	0.0%	0.0%	0.0%	0.4%	5.5%	10.4%	0.0%	3.4%	3.1%
TOWN CENTRE: CARTERTON	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.2%
TOWN CENTRE: BURFORD	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.2%	0.0%	0.0%	0.0%	12.4%	2.3%	0.0%	0.0%	1.1%	0.0%	2.2%	1.3%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Thorney Leys Park, witney	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lidl, New Close Lane, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Witan Way, Witney	6.4%	2.4%	1.0%	0.5%	10.2%	1.4%	0.0%	0.0%	1.1%	1.0%	3.3%	2.7%
Aldi, Banbury Road, Chipping Norton	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
All Other Out-of-Centre floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	9.3%	2.4%	1.0%	0.5%	11.2%	1.4%	0.0%	0.0%	1.1%	1.0%	3.3%	3.4%
WEST OXFORDSHIRE DISTRICT AREA	**20.0%**	**23.6%**	**11.6%**	**1.9%**	**33.9%**	**14.7%**	**0.4%**	**5.5%**	**13.7%**	**13.6%**	**14.6%**	**13.8%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.0%	0.0%	0.0%	1.4%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Banbury	6.9%	10.5%	1.8%	1.4%	0.0%	0.9%	18.8%	36.1%	3.3%	0.0%	11.9%	8.9%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.4%	0.4%
Bicester 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%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.2%
Cheltenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	0.0%	0.6%
Faringdon	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.5%	0.0%	0.0%	0.0%	0.0%	0.2%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	3.6%	0.0%	0.0%	0.0%	0.6%
Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	4.2%	0.0%	0.0%	0.4%
Oxford	9.8%	1.4%	18.5%	22.3%	22.9%	30.2%	9.8%	0.5%	4.2%	2.0%	10.0%	12.1%
Stratford-upon-Avon	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	2.7%	0.0%	0.0%	0.8%
Swindon	0.0%	0.0%	5.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	17.1%	0.0%	2.3%
Swindon Designer Outlet Village	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Wantage	0.0%	0.0%	0.0%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	0.0%	3.2%	0.0%	0.5%	2.0%	3.3%	0.4%	3.3%	13.2%	10.1%	0.4%	2.7%
Subtotal	16.7%	15.5%	26.5%	44.3%	28.2%	35.3%	37.7%	48.5%	35.3%	32.5%	22.8%	30.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	63.3%	60.9%	61.9%	53.8%	37.9%	50.0%	61.9%	46.0%	51.0%	54.0%	62.6%	55.6%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**80.0%**	**76.4%**	**88.4%**	**98.1%**	**66.1%**	**85.3%**	**99.6%**	**94.5%**	**86.3%**	**86.4%**	**85.4%**	**86.2%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 5: BOOKS, STATIONERY & DRAWING MATERIALS - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	29.9%	0.0%	23.3%	6.2%	44.5%	37.3%	4.0%	0.0%	9.0%	31.1%	26.3%	19.4%
TOWN CENTRE: CHIPPING NORTON	0.0%	47.0%	0.0%	0.0%	0.0%	0.5%	3.3%	13.9%	14.1%	0.0%	23.4%	6.7%
TOWN CENTRE: CARTERTON	1.3%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	1.9%
TOWN CENTRE: BURFORD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	4.6%	0.0%	0.4%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	2.5%	0.0%	0.0%	0.0%	0.5%	0.9%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.3%	0.0%	0.4%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.4%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Thorney Leys Park, witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, New Close Lane, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Witan Way, Witney	3.4%	0.0%	3.1%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.9%	1.4%
Aldi, Banbury Road, Chipping Norton	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.4%
All Other Out-of-Centre floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	4.8%	0.0%	3.1%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.6%	3.3%	1.8%
WEST OXFORDSHIRE DISTRICT AREA	**36.3%**	**47.0%**	**35.7%**	**6.2%**	**52.2%**	**46.4%**	**9.8%**	**14.4%**	**23.1%**	**45.2%**	**55.3%**	**31.5%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.0%	0.0%	0.4%	9.4%	0.5%	2.4%	0.0%	2.8%	0.0%	0.0%	0.0%	1.4%
Banbury	0.0%	2.5%	0.0%	0.0%	0.0%	0.5%	16.7%	25.8%	0.5%	0.0%	3.5%	5.0%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%	0.0%	1.0%
Bicester 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%
Central London	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	3.6%	0.0%	0.5%	0.0%	2.4%	0.5%
Cheltenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.4%
Faringdon	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	0.0%	0.0%	0.0%	0.0%	0.5%	3.9%	0.4%	0.0%	0.0%	0.0%	0.0%	0.4%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.4%
Oxford	1.7%	1.5%	0.0%	18.0%	12.5%	7.2%	7.6%	0.0%	2.8%	0.6%	3.3%	4.5%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	6.7%	0.0%	0.0%	1.5%
Swindon	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.3%
Swindon Designer Outlet 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%
Wantage	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	5.8%	0.5%	1.8%	1.1%	1.0%	0.0%	0.0%	1.1%	1.6%	10.2%	0.5%	2.4%
Subtotal	7.6%	4.6%	2.5%	37.0%	15.1%	13.9%	39.3%	36.8%	21.1%	16.2%	9.7%	18.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	56.2%	48.5%	61.8%	56.8%	32.8%	39.6%	50.9%	48.7%	55.9%	38.6%	35.0%	50.0%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**63.7%**	**53.0%**	**64.3%**	**93.8%**	**47.8%**	**53.6%**	**90.2%**	**85.6%**	**76.9%**	**54.8%**	**44.7%**	**68.5%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 6: PET PRODUCTS, HOBBY ITEMS, SPORTSWEAR, CAMPING, CYCLING & MUSICAL INSTRUMENTS - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	18.0%	0.0%	16.9%	2.4%	16.9%	16.9%	0.4%	0.0%	1.9%	14.7%	11.9%	9.8%
TOWN CENTRE: CHIPPING NORTON	0.0%	21.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	5.8%	1.5%
TOWN CENTRE: CARTERTON	1.4%	0.0%	6.9%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	1.4%	0.5%	1.7%
TOWN CENTRE: BURFORD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.5%	0.3%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%
B&Q, Thorney Leys Park, witney	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Lidl, New Close Lane, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.2%
Sainsbury's Superstore, Witan Way, Witney	3.5%	0.0%	0.0%	0.0%	0.6%	0.5%	0.0%	0.0%	0.6%	0.0%	2.1%	0.8%
Aldi, Banbury Road, Chipping Norton	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre floorspace	0.3%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%
Subtotal	3.8%	0.6%	0.0%	0.0%	6.3%	3.6%	0.8%	0.0%	0.6%	4.1%	2.1%	1.9%
WEST OXFORDSHIRE DISTRICT AREA	**24.5%**	**22.5%**	**23.8%**	**2.4%**	**23.2%**	**20.5%**	**5.0%**	**0.0%**	**3.7%**	**20.8%**	**20.8%**	**15.2%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.0%	0.0%	0.0%	13.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Banbury	5.1%	11.9%	0.0%	0.0%	0.0%	0.5%	16.1%	23.9%	5.4%	0.0%	10.2%	6.7%
Bicester	0.0%	0.6%	0.0%	0.6%	0.0%	2.7%	14.2%	0.0%	0.0%	0.0%	0.0%	1.6%
Bicester 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%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%
Cheltenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.2%	0.0%	4.5%	0.7%
Faringdon	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.5%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	0.0%	0.0%	0.0%	5.2%	1.9%	3.4%	2.5%	0.0%	0.0%	0.0%	0.0%	1.1%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	6.6%	0.0%	0.0%	0.7%
Oxford	5.6%	9.2%	11.6%	13.7%	29.0%	7.8%	0.0%	0.7%	3.1%	0.0%	4.5%	7.5%
Stratford-upon-Avon	1.4%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	6.2%	9.6%	0.0%	0.0%	1.9%
Swindon	0.0%	0.0%	6.2%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	0.0%	1.6%
Swindon Designer Outlet Village	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.3%
Wantage	0.0%	0.0%	0.0%	5.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	3.3%	0.6%	0.0%	7.7%	0.6%	1.6%	2.1%	4.0%	6.6%	11.0%	0.0%	3.3%
Subtotal	15.4%	22.3%	18.1%	53.0%	33.5%	16.0%	35.4%	38.7%	33.2%	26.5%	19.3%	27.7%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	60.0%	55.2%	58.1%	44.6%	43.3%	63.5%	59.7%	61.3%	63.1%	52.7%	59.9%	57.2%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**75.5%**	**77.5%**	**76.2%**	**97.6%**	**76.8%**	**79.5%**	**95.0%**	**100.0%**	**96.3%**	**79.2%**	**79.2%**	**84.8%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 7: FURNITURE, CARPETS, OTHER FLOOR COVERINGS AND HOUSEHOLD TEXTILES - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	13.8%	0.6%	6.2%	1.8%	16.5%	21.5%	0.0%	0.0%	5.3%	8.6%	19.1%	8.3%
TOWN CENTRE: CHIPPING NORTON	0.0%	12.7%	0.0%	0.0%	3.6%	0.0%	0.5%	1.5%	1.3%	0.0%	1.2%	1.3%
TOWN CENTRE: CARTERTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOWN CENTRE: BURFORD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.5%	0.0%	0.0%	0.0%	0.6%	0.3%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.7%	0.0%	0.0%	0.5%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Thorney Leys Park, witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, New Close Lane, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Witan Way, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Banbury Road, Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre floorspace	0.5%	6.9%	3.6%	4.0%	0.7%	4.6%	0.0%	4.5%	12.3%	5.6%	5.2%	3.8%
Subtotal	0.5%	6.9%	3.6%	4.0%	0.7%	5.2%	0.0%	4.5%	12.3%	5.6%	5.2%	3.8%
WEST OXFORDSHIRE DISTRICT AREA	**14.3%**	**20.9%**	**9.8%**	**5.8%**	**20.8%**	**29.5%**	**1.1%**	**9.9%**	**19.6%**	**14.3%**	**26.0%**	**14.3%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.8%	5.7%	6.0%	20.4%	18.7%	1.7%	0.5%	0.0%	0.0%	0.0%	4.9%	4.7%
Banbury	1.6%	31.6%	0.0%	0.0%	0.0%	0.6%	17.6%	30.8%	12.3%	0.8%	12.5%	8.8%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	6.6%	0.0%	0.0%	0.0%	1.4%
Bicester Village	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.6%
Central London	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	2.7%	0.0%	0.0%	0.8%	0.6%	0.4%
Cheltenham	0.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.8%	0.0%	0.5%
Faringdon	0.0%	0.0%	3.6%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.9%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.6%	0.3%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes	7.5%	0.6%	0.0%	0.6%	0.0%	8.5%	3.6%	5.8%	0.0%	0.0%	0.0%	3.2%
Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.8%	5.7%	0.0%	0.0%	0.6%
Oxford	17.3%	5.3%	18.4%	18.2%	41.0%	22.3%	17.8%	0.0%	4.6%	1.7%	11.0%	14.7%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	2.0%	0.0%	0.0%	0.4%
Swindon	0.0%	0.0%	9.0%	5.2%	0.0%	0.0%	0.0%	0.0%	5.8%	23.1%	0.0%	3.4%
Swindon Designer Outlet Village	0.0%	0.0%	0.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.2%
Wantage	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.1%
All Other Centres / Stores	5.7%	1.3%	2.6%	8.3%	0.0%	8.8%	7.4%	6.1%	2.6%	11.0%	7.9%	5.4%
Subtotal	33.0%	45.2%	40.0%	59.4%	59.6%	44.9%	64.6%	53.1%	37.0%	40.9%	37.4%	45.7%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	52.7%	33.9%	50.2%	34.8%	19.5%	25.6%	34.4%	37.0%	43.4%	44.8%	36.6%	40.0%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**85.7%**	**79.1%**	**90.2%**	**94.2%**	**79.2%**	**70.5%**	**98.9%**	**90.1%**	**80.4%**	**85.7%**	**74.0%**	**85.7%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 8: DIY GOODS, DECORATING SUPPLIES AND GARDEN PRODUCTS - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	6.1%	0.0%	7.2%	3.8%	6.9%	10.3%	0.0%	0.0%	0.0%	7.1%	12.2%	4.6%
TOWN CENTRE: CHIPPING NORTON	0.0%	29.9%	0.0%	0.0%	0.0%	0.0%	2.5%	10.6%	9.3%	0.0%	3.5%	4.2%
TOWN CENTRE: CARTERTON	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.5%
TOWN CENTRE: BURFORD	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	1.1%	0.0%	0.1%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	2.9%	0.5%	5.7%	1.6%	23.7%	5.7%	0.8%	2.7%	6.7%	2.1%	17.3%	5.6%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Thorney Leys Park, witney	39.8%	3.1%	34.9%	0.5%	35.9%	16.1%	0.0%	0.0%	32.3%	29.5%	25.8%	21.2%
Lidl, New Close Lane, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Witan Way, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Banbury Road, Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre floorspace	2.8%	4.9%	12.9%	4.0%	7.5%	17.2%	0.0%	1.6%	8.4%	3.8%	5.8%	6.1%
Subtotal	42.6%	8.0%	47.8%	4.6%	43.3%	33.4%	0.0%	1.6%	40.6%	33.3%	31.6%	27.3%
WEST OXFORDSHIRE DISTRICT AREA	**51.6%**	**38.5%**	**63.1%**	**9.9%**	**73.9%**	**50.3%**	**3.3%**	**14.9%**	**56.6%**	**47.3%**	**64.7%**	**42.2%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.3%	0.0%	6.5%	30.3%	1.1%	4.8%	4.0%	0.0%	0.0%	0.5%	0.0%	4.2%
Banbury	5.8%	32.8%	5.9%	0.0%	0.0%	0.5%	30.0%	57.0%	3.3%	0.0%	10.7%	14.1%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	29.1%	0.0%	0.0%	0.0%	0.0%	3.0%
Bicester 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%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cheltenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.5%	0.0%	0.1%
Faringdon	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.7%
Gloucester	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	0.0%	0.0%	0.3%	0.0%	2.9%	10.9%	8.7%	0.5%	0.0%	0.0%	0.9%	2.0%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh	0.0%	2.0%	0.0%	0.0%	0.6%	0.0%	0.0%	2.7%	13.8%	0.0%	0.0%	1.8%
Oxford	5.6%	7.1%	3.0%	14.2%	12.2%	18.1%	7.4%	0.0%	0.6%	0.0%	3.2%	6.0%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	2.7%	0.0%	0.6%
Swindon	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.6%
Swindon Designer Outlet Village	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wantage	3.6%	0.0%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	2.8%	0.0%	0.0%	0.0%	0.4%
All Other Centres / Stores	0.0%	1.0%	0.3%	6.8%	1.1%	0.0%	2.5%	5.9%	9.3%	34.3%	4.3%	5.0%
Subtotal	15.3%	43.5%	16.8%	71.9%	17.9%	38.2%	81.7%	72.7%	28.1%	45.4%	19.0%	40.2%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	33.2%	18.1%	20.1%	18.1%	8.2%	11.5%	15.0%	12.4%	15.2%	7.3%	16.3%	17.5%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**48.4%**	**61.5%**	**36.9%**	**90.1%**	**26.1%**	**49.7%**	**96.7%**	**85.1%**	**43.4%**	**52.7%**	**35.3%**	**57.8%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 9: PERSONAL CARE PRODUCTS AND MEDICAL GOODS - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	27.1%	0.0%	15.6%	7.2%	47.3%	34.8%	0.3%	4.7%	6.1%	23.7%	15.1%	17.7%
TOWN CENTRE: CHIPPING NORTON	0.0%	67.1%	0.0%	0.0%	0.0%	0.0%	2.4%	10.5%	16.7%	0.0%	22.0%	7.1%
TOWN CENTRE: CARTERTON	0.5%	0.0%	33.2%	0.0%	0.0%	2.7%	6.0%	0.0%	1.9%	16.9%	0.0%	6.3%
TOWN CENTRE: BURFORD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	8.8%	0.0%	0.5%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.5%	5.1%	1.7%	0.0%	0.0%	0.0%	0.0%	0.6%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.0%	1.0%	0.0%	15.5%	0.4%	0.0%	0.0%	5.9%	0.0%	9.8%	2.3%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Thorney Leys Park, witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, New Close Lane, Witney	3.3%	0.0%	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.0%	2.4%	2.1%	1.0%
Sainsbury's Superstore, Witan Way, Witney	6.4%	0.0%	3.2%	0.4%	9.8%	9.1%	0.3%	0.0%	5.6%	3.4%	8.1%	4.3%
Aldi, Banbury Road, Chipping Norton	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.3%	1.6%	0.0%	0.0%	4.7%	0.7%
All Other Out-of-Centre floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	9.7%	5.6%	3.2%	0.4%	10.3%	9.5%	0.7%	1.6%	5.6%	5.8%	15.0%	6.0%
WEST OXFORDSHIRE DISTRICT AREA	**37.3%**	**72.7%**	**52.9%**	**7.6%**	**73.6%**	**52.6%**	**11.2%**	**17.2%**	**36.3%**	**55.3%**	**62.0%**	**40.5%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	2.5%	0.0%	0.0%	19.5%	1.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	2.4%
Banbury	0.0%	4.7%	0.0%	0.0%	0.0%	0.9%	17.4%	46.9%	5.5%	0.0%	2.9%	7.8%
Bicester	7.0%	0.0%	0.0%	0.4%	0.0%	3.8%	17.6%	0.0%	0.0%	0.0%	0.0%	3.3%
Bicester 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%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	2.1%	0.1%
Cheltenham	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	3.3%	0.0%	0.0%	0.4%
Faringdon	0.0%	0.0%	0.7%	20.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	1.8%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	2.1%	0.0%	0.0%	2.9%	0.0%	14.7%	6.2%	0.0%	0.0%	0.0%	0.0%	2.3%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.8%	0.0%	0.0%	0.9%
Oxford	9.8%	2.9%	6.0%	5.4%	14.4%	1.8%	5.1%	4.7%	0.0%	0.0%	12.1%	6.2%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	8.6%	4.5%	0.0%	0.0%	1.4%
Swindon	0.0%	0.0%	1.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.3%
Swindon Designer Outlet Village	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wantage	0.0%	0.0%	0.0%	10.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	1.2%	0.5%	0.0%	0.9%	0.5%	0.0%	10.3%	7.4%	15.0%	28.0%	2.5%	4.9%
Subtotal	22.9%	8.0%	8.0%	63.1%	15.9%	21.2%	56.5%	70.9%	39.7%	31.4%	19.6%	32.5%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	39.8%	19.3%	39.1%	29.3%	10.5%	26.2%	32.3%	11.8%	24.1%	13.3%	18.5%	27.0%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**62.7%**	**27.3%**	**47.1%**	**92.4%**	**26.4%**	**47.4%**	**88.8%**	**82.8%**	**63.7%**	**44.7%**	**38.0%**	**59.5%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Lambert Smith Hampton

TABLE 10: ALL OTHER GOODS (JEWLLERY,GLASSWARE, TABLEWARE HOUSEHOLD UTENSILS) - 2024 MARKET SHARE ANALYSIS (%)

WEST OXFORDSHIRE DISTRICT AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	15.2%	0.0%	14.9%	11.7%	22.2%	20.9%	0.5%	0.0%	3.4%	27.1%	12.1%	11.6%
TOWN CENTRE: CHIPPING NORTON	0.0%	15.8%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	6.2%	0.0%	2.8%	2.5%
TOWN CENTRE: CARTERTON	1.5%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.5%
TOWN CENTRE: BURFORD	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.4%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.4%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP												
(M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
B&Q, Thorney Leys Park, witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, New Close Lane, Witney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Witan Way, Witney	0.9%	0.0%	0.0%	0.0%	6.0%	3.2%	0.0%	0.0%	3.5%	0.0%	10.1%	1.6%
Aldi, Banbury Road, Chipping Norton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Subtotal	0.9%	0.0%	5.5%	0.0%	6.0%	3.2%	0.0%	0.0%	3.5%	0.0%	10.8%	2.4%
WEST OXFORDSHIRE DISTRICT AREA	**17.5%**	**20.9%**	**21.3%**	**11.7%**	**33.4%**	**24.1%**	**0.5%**	**8.9%**	**13.1%**	**30.0%**	**26.5%**	**17.8%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	0.0%	0.0%	0.0%	2.2%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Banbury	0.0%	5.3%	0.0%	0.0%	0.0%	0.6%	16.8%	19.5%	6.2%	0.0%	0.0%	4.5%
Bicester	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.8%	0.0%	0.0%	0.0%	0.0%	0.3%
Bicester Village	4.4%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Central London	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.7%	1.0%	3.7%	0.8%
Cheltenham	0.3%	0.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	8.5%	0.0%	1.1%
Faringdon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidlington	0.3%	0.0%	0.0%	0.0%	0.0%	3.9%	3.3%	0.0%	0.0%	0.0%	0.0%	0.6%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	2.7%	6.2%	0.0%	0.0%	0.7%	1.5%
Moreton-in-Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	8.6%	0.0%	0.0%	0.9%
Oxford	10.7%	9.2%	3.3%	17.2%	27.8%	35.0%	19.5%	1.0%	0.7%	1.0%	4.4%	11.4%
Stratford-upon-Avon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	6.0%	0.0%	0.0%	1.5%
Swindon	0.0%	0.0%	0.9%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%	0.7%
Swindon Designer Outlet Village	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Wantage	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	1.5%	1.5%	5.2%	2.2%	6.0%	0.6%	6.8%	5.1%	4.8%	7.7%	2.1%	3.8%
Subtotal	17.2%	22.5%	13.5%	27.7%	33.7%	51.2%	54.5%	43.3%	33.7%	28.4%	10.9%	29.5%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	65.3%	56.6%	65.2%	60.6%	32.9%	24.7%	44.9%	47.8%	53.1%	41.5%	62.7%	52.8%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**82.5%**	**79.1%**	**78.7%**	**88.3%**	**66.6%**	**75.9%**	**99.5%**	**91.1%**	**86.9%**	**70.0%**	**73.5%**	**82.2%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Appendix 8: Comparison Goods Turnover

(excluding SFT)

Lambert Smith Hampton

TABLE 1: ALL COMPARISON GOODS - 2024 MARKET SHARE ANALYSIS (%)

Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	39.9%	2.0%	26.9%	10.0%	33.8%	32.8%	1.0%	2.6%	7.6%	26.8%	26.8%	20.5%
TOWN CENTRE: CHIPPING NORTON	0.0%	44.2%	0.5%	0.0%	0.7%	0.0%	1.5%	7.7%	11.1%	0.0%	11.2%	5.0%
TOWN CENTRE: CARTERTON	1.2%	0.0%	16.2%	0.0%	0.0%	0.6%	3.0%	0.0%	0.4%	5.9%	0.2%	2.8%
TOWN CENTRE: BURFORD	0.0%	0.9%	0.0%	0.1%	0.1%	0.1%	0.0%	0.9%	0.1%	4.1%	0.0%	0.5%
TOWN CENTRE: WOODSTOCK	0.0%	0.0%	0.0%	0.0%	0.1%	3.3%	0.8%	0.0%	0.0%	0.0%	0.6%	0.4%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.0%	0.3%	1.4%	0.6%	8.8%	1.3%	0.1%	1.5%	2.9%	1.2%	6.9%	2.2%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	0.0%	0.1%	1.0%	0.0%	0.0%	0.7%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%
B&Q, Thorney Leys Park, witney	6.1%	0.5%	5.3%	0.1%	5.4%	2.0%	0.0%	0.0%	5.2%	4.2%	4.1%	3.2%
Lidl, New Close Lane, Witney	1.1%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	1.5%	0.5%	0.3%
Sainsbury's Superstore, Witan Way, Witney	5.8%	0.5%	1.9%	0.2%	5.5%	3.3%	0.1%	0.0%	2.6%	1.1%	4.8%	2.5%
Aldi, Banbury Road, Chipping Norton	1.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%	0.0%	0.0%	1.5%	0.4%
All Other Out-of-Centre floorspace	0.7%	2.6%	3.0%	1.7%	0.9%	3.4%	0.0%	1.4%	4.7%	2.2%	2.4%	1.9%
Subtotal	14.7%	6.4%	11.2%	2.0%	12.0%	9.5%	0.4%	1.7%	12.5%	9.0%	13.3%	8.6%
WEST OXFORDSHIRE DISTRICT AREA	**56.8%**	**53.8%**	**56.2%**	**12.7%**	**55.5%**	**47.6%**	**6.9%**	**14.4%**	**34.6%**	**47.1%**	**58.9%**	**40.0%**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	1.4%	1.6%	2.7%	20.9%	4.9%	2.0%	0.8%	0.9%	0.0%	0.1%	1.3%	3.2%
Banbury	6.0%	29.6%	2.3%	0.3%	0.0%	1.2%	35.9%	53.8%	11.2%	0.2%	15.4%	14.4%
Bicester	2.9%	0.3%	1.9%	0.3%	0.0%	3.4%	19.5%	2.5%	0.0%	0.0%	0.3%	3.0%
Bicester Village	0.9%	0.1%	0.0%	0.0%	0.0%	1.0%	1.8%	0.0%	0.0%	0.0%	0.1%	0.4%
Central London	0.0%	0.9%	0.1%	0.2%	0.1%	0.4%	2.2%	0.1%	1.6%	2.7%	2.5%	0.7%
Cheltenham	0.4%	0.5%	0.2%	0.0%	0.1%	0.0%	0.0%	1.2%	10.2%	2.4%	1.4%	1.4%
Faringdon	0.0%	0.0%	1.2%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	1.0%
Gloucester	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Kidlington	0.9%	0.0%	0.1%	2.3%	1.4%	6.8%	6.5%	0.1%	0.0%	0.0%	0.3%	1.7%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.1%	0.0%	0.1%	0.2%
Milton Keynes	2.6%	0.2%	0.1%	0.2%	0.0%	2.9%	2.4%	4.2%	0.0%	0.0%	0.1%	1.4%
Moreton-in-Marsh	0.0%	0.3%	0.0%	0.0%	0.1%	0.0%	0.1%	1.1%	11.0%	0.0%	0.0%	1.1%
Oxford	21.8%	9.4%	19.7%	29.4%	36.0%	30.2%	16.7%	2.7%	6.1%	1.2%	14.9%	17.8%
Stratford-upon-Avon	0.5%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	9.8%	9.6%	0.4%	0.0%	2.2%
Swindon	0.0%	0.2%	9.2%	5.5%	0.0%	0.0%	0.0%	0.0%	1.5%	17.6%	0.0%	2.8%
Swindon Designer Outlet Village	0.2%	0.0%	3.7%	1.8%	0.0%	0.0%	0.0%	0.0%	1.1%	2.1%	0.1%	0.8%
Wantage	0.7%	0.0%	0.0%	10.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Warwick	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%
All Other Centres / Stores	4.9%	3.0%	2.6%	7.1%	1.7%	4.3%	7.2%	7.5%	12.9%	24.0%	4.7%	6.8%
Subtotal	43.2%	46.2%	43.8%	87.3%	44.5%	52.4%	93.1%	85.6%	65.4%	52.9%	41.1%	60.0%
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**43.2%**	**46.2%**	**43.8%**	**87.3%**	**44.5%**	**52.4%**	**93.1%**	**85.6%**	**65.4%**	**52.9%**	**41.1%**	**60.0%**
OVERALL TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 2: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)

Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	£38.3	£0.5	£18.0	£3.9	£12.9	£12.7	£0.4	£1.5	£3.2	£7.8	£6.0	£102.7
TOWN CENTRE: CHIPPING NORTON	£0.0	£11.5	£0.3	£0.0	£0.3	£0.0	£0.7	£4.5	£4.7	£0.0	£2.5	£25.0
TOWN CENTRE: CARTERTON	£1.1	£0.0	£10.8	£0.0	£0.0	£0.2	£1.3	£0.0	£0.2	£1.7	£0.0	£14.2
TOWN CENTRE: BURFORD	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£1.2	£0.0	£2.4
TOWN CENTRE: WOODSTOCK	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.4	£0.0	£0.0	£0.0	£0.1	£2.0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.0	£0.1	£0.9	£0.2	£3.4	£0.5	£0.1	£0.9	£1.2	£0.4	£1.5	£11.1
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	£0.0	£0.0	£0.7	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£1.0
B&Q, Thorney Leys Park, witney	£5.9	£0.1	£3.5	£0.0	£2.1	£0.8	£0.0	£0.0	£2.2	£1.2	£0.9	£16.1
Lidl, New Close Lane, Witney	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£1.5
Sainsbury's Superstore, Witan Way, Witney	£5.6	£0.1	£1.3	£0.1	£2.1	£1.3	£0.0	£0.0	£1.1	£0.3	£1.1	£12.6
Aldi, Banbury Road, Chipping Norton	£0.9	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.3	£2.1
All Other Out-of-Centre floorspace	£0.7	£0.7	£2.0	£0.7	£0.4	£1.3	£0.0	£0.8	£2.0	£0.6	£0.5	£9.7
Subtotal	£14.1	£1.7	£7.5	£0.8	£4.6	£3.7	£0.2	£1.0	£5.3	£2.6	£3.0	£43.1
WEST OXFORDSHIRE DISTRICT AREA	**£54.5**	**£14.0**	**£37.6**	**£5.0**	**£21.3**	**£18.5**	**£3.0**	**£8.5**	**£14.6**	**£13.7**	**£13.1**	**£200.4**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£1.4	£0.4	£1.8	£8.2	£1.9	£0.8	£0.3	£0.5	£0.0	£0.0	£0.3	£16.2
Banbury	£5.7	£7.7	£1.6	£0.1	£0.0	£0.5	£15.7	£31.7	£4.7	£0.1	£3.4	£72.2
Bicester	£2.8	£0.1	£1.3	£0.1	£0.0	£1.3	£8.5	£1.5	£0.0	£0.0	£0.1	£15.1
Bicester Village	£0.8	£0.0	£0.0	£0.0	£0.0	£0.4	£0.8	£0.0	£0.0	£0.0	£0.0	£1.9
Central London	£0.0	£0.2	£0.1	£0.1	£0.0	£0.1	£0.9	£0.0	£0.7	£0.8	£0.6	£3.7
Cheltenham	£0.4	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7	£4.3	£0.7	£0.3	£6.8
Faringdon	£0.0	£0.0	£0.8	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£5.0
Gloucester	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Kidlington	£0.9	£0.0	£0.0	£0.9	£0.5	£2.6	£2.9	£0.0	£0.0	£0.0	£0.1	£8.3
Leamington Spa	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.0	£0.8
Milton Keynes	£2.5	£0.0	£0.1	£0.1	£0.0	£1.1	£1.1	£2.5	£0.0	£0.0	£0.0	£7.2
Moreton-in-Marsh	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£4.6	£0.0	£0.0	£5.6
Oxford	£20.9	£2.5	£13.2	£11.5	£13.8	£11.7	£7.3	£1.6	£2.6	£0.3	£3.3	£89.4
Stratford-upon-Avon	£0.5	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£5.8	£4.0	£0.1	£0.0	£10.9
Swindon	£0.0	£0.0	£6.2	£2.2	£0.0	£0.0	£0.0	£0.0	£0.7	£5.1	£0.0	£14.2
Swindon Designer Outlet Village	£0.2	£0.0	£2.5	£0.7	£0.0	£0.0	£0.0	£0.0	£0.4	£0.6	£0.0	£4.2
Wantage	£0.7	£0.0	£0.0	£4.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.9
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.4
All Other Centres / Stores	£4.7	£0.8	£1.7	£2.8	£0.6	£1.7	£3.2	£4.4	£5.5	£7.0	£1.0	£34.0
Subtotal	£41.5	£12.1	£29.3	£34.2	£17.0	£20.3	£40.7	£50.5	£27.5	£15.4	£9.1	£300.9
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£41.5**	**£12.1**	**£29.3**	**£34.2**	**£17.0**	**£20.3**	**£40.7**	**£50.5**	**£27.5**	**£15.4**	**£9.1**	**£300.9**
OVERALL TOTAL	**£95.9**	**£26.1**	**£66.9**	**£39.2**	**£38.3**	**£38.7**	**£43.7**	**£59.0**	**£42.1**	**£29.1**	**£22.3**	**£501.3**

TABLE 3: 2030: SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)

Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	£43.0	£0.6	£20.4	£4.6	£14.6	£14.3	£0.5	£1.7	£3.7	£8.9	£6.7	£116.4
TOWN CENTRE: CHIPPING NORTON	£0.0	£12.9	£0.4	£0.0	£0.3	£0.0	£0.8	£5.2	£5.3	£0.0	£2.8	£28.3
TOWN CENTRE: CARTERTON	£1.2	£0.0	£12.3	£0.0	£0.0	£0.3	£1.5	£0.0	£0.2	£1.9	£0.0	£16.1
TOWN CENTRE: BURFORD	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.6	£0.0	£1.4	£0.0	£2.7
TOWN CENTRE: WOODSTOCK	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.4	£0.0	£0.0	£0.0	£0.1	£2.3
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.1	£0.1	£1.0	£0.3	£3.8	£0.5	£0.1	£1.0	£1.4	£0.4	£1.7	£12.5
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	£0.0	£0.0	£0.7	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2
B&Q, Thorney Leys Park, witney	£6.6	£0.1	£4.0	£0.0	£2.3	£0.9	£0.0	£0.0	£2.5	£1.4	£1.0	£18.3
Lidl, New Close Lane, Witney	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.1	£1.7
Sainsbury's Superstore, Witan Way, Witney	£6.3	£0.1	£1.5	£0.1	£2.4	£1.4	£0.0	£0.0	£1.3	£0.4	£1.2	£14.3
Aldi, Banbury Road, Chipping Norton	£1.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.4	£2.3
All Other Out-of-Centre floorspace	£0.7	£0.8	£2.3	£0.8	£0.4	£1.5	£0.0	£0.9	£2.2	£0.7	£0.6	£11.0
Subtotal	£15.8	£1.9	£8.5	£0.9	£5.2	£4.1	£0.2	£1.2	£6.0	£3.0	£3.3	£48.8
WEST OXFORDSHIRE DISTRICT AREA	**£61.2**	**£15.7**	**£42.6**	**£5.8**	**£24.0**	**£20.7**	**£3.4**	**£9.7**	**£16.6**	**£15.6**	**£14.7**	**£227.1**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£1.5	£0.5	£2.1	£9.5	£2.1	£0.9	£0.4	£0.6	£0.0	£0.0	£0.3	£18.3
Banbury	£6.4	£8.7	£1.8	£0.2	£0.0	£0.5	£17.8	£36.0	£5.4	£0.1	£3.8	£81.8
Bicester	£3.1	£0.1	£1.5	£0.1	£0.0	£1.5	£9.7	£1.7	£0.0	£0.0	£0.1	£17.2
Bicester Village	£0.9	£0.0	£0.0	£0.0	£0.0	£0.4	£0.9	£0.0	£0.0	£0.0	£0.0	£2.2
Central London	£0.0	£0.3	£0.1	£0.1	£0.0	£0.2	£1.1	£0.1	£0.8	£0.9	£0.6	£4.2
Cheltenham	£0.4	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.8	£4.9	£0.8	£0.4	£7.7
Faringdon	£0.0	£0.0	£0.9	£4.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£5.7
Gloucester	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Kidlington	£1.0	£0.0	£0.0	£1.0	£0.6	£2.9	£3.2	£0.0	£0.0	£0.0	£0.1	£9.4
Leamington Spa	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.1	£0.0	£0.0	£0.9
Milton Keynes	£2.8	£0.1	£0.1	£0.1	£0.0	£1.3	£1.2	£2.8	£0.0	£0.0	£0.0	£8.1
Moreton-in-Marsh	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.8	£5.3	£0.0	£0.0	£6.3
Oxford	£23.5	£2.8	£14.9	£13.4	£15.6	£13.1	£8.3	£1.8	£2.9	£0.4	£3.7	£101.3
Stratford-upon-Avon	£0.5	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£6.6	£4.6	£0.1	£0.0	£12.4
Swindon	£0.0	£0.1	£7.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.7	£5.8	£0.0	£16.1
Swindon Designer Outlet Village	£0.2	£0.0	£2.8	£0.8	£0.0	£0.0	£0.0	£0.0	£0.5	£0.7	£0.0	£4.8
Wantage	£0.8	£0.0	£0.0	£4.7	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.5
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.4
All Other Centres / Stores	£5.3	£0.9	£2.0	£3.2	£0.7	£1.9	£3.6	£5.0	£6.2	£8.0	£1.2	£38.6
Subtotal	£46.6	£13.5	£33.2	£39.8	£19.2	£22.8	£46.2	£57.3	£31.5	£17.5	£10.2	£341.0
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£46.6**	**£13.5**	**£33.2**	**£39.8**	**£19.2**	**£22.8**	**£46.2**	**£57.3**	**£31.5**	**£17.5**	**£10.2**	**£341.0**
OVERALL TOTAL	**£107.8**	**£29.3**	**£75.8**	**£45.6**	**£43.3**	**£43.5**	**£49.6**	**£67.0**	**£48.1**	**£33.2**	**£24.9**	**£568.0**

TABLE 4: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)

Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	£48.7	£0.7	£23.2	£5.3	£16.6	£16.1	£0.6	£1.9	£4.2	£10.1	£7.5	£132.2
TOWN CENTRE: CHIPPING NORTON	£0.0	£14.6	£0.4	£0.0	£0.4	£0.0	£0.9	£5.9	£6.1	£0.0	£3.2	£32.1
TOWN CENTRE: CARTERTON	£1.4	£0.0	£13.9	£0.0	£0.0	£0.3	£1.7	£0.0	£0.2	£2.2	£0.0	£18.3
TOWN CENTRE: BURFORD	£0.0	£0.3	£0.0	£0.1	£0.0	£0.1	£0.0	£0.7	£0.0	£1.6	£0.0	£3.0
TOWN CENTRE: WOODSTOCK	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.5	£0.0	£0.0	£0.0	£0.2	£2.6
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.2	£0.1	£1.2	£0.3	£4.3	£0.6	£0.1	£1.1	£1.6	£0.5	£1.9	£14.2
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	£0.0	£0.0	£0.9	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£1.4
B&Q, Thorney Leys Park, witney	£7.5	£0.1	£4.5	£0.0	£2.7	£1.0	£0.0	£0.0	£2.9	£1.6	£1.2	£20.7
Lidl, New Close Lane, Witney	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.1	£2.0
Sainsbury's Superstore, Witan Way, Witney	£7.1	£0.2	£1.7	£0.1	£2.7	£1.6	£0.0	£0.0	£1.4	£0.4	£1.3	£16.3
Aldi, Banbury Road, Chipping Norton	£1.2	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.4	£2.6
All Other Out-of-Centre floorspace	£0.8	£0.9	£2.6	£0.9	£0.5	£1.7	£0.0	£1.1	£2.6	£0.8	£0.7	£12.5
Subtotal	£17.9	£2.1	£9.6	£1.0	£5.9	£4.7	£0.2	£1.3	£6.9	£3.4	£3.7	£55.5
WEST OXFORDSHIRE DISTRICT AREA	**£69.3**	**£17.7**	**£48.4**	**£6.7**	**£27.3**	**£23.4**	**£3.9**	**£11.0**	**£19.0**	**£17.8**	**£16.5**	**£257.9**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£1.7	£0.5	£2.3	£11.0	£2.4	£1.0	£0.4	£0.7	£0.0	£0.0	£0.4	£20.8
Banbury	£7.3	£9.8	£2.0	£0.2	£0.0	£0.6	£20.2	£41.1	£6.1	£0.1	£4.3	£92.9
Bicester	£3.5	£0.1	£1.6	£0.1	£0.0	£1.7	£10.9	£1.9	£0.0	£0.0	£0.1	£19.5
Bicester Village	£1.1	£0.0	£0.0	£0.0	£0.0	£0.5	£1.0	£0.0	£0.0	£0.0	£0.0	£2.5
Central London	£0.0	£0.3	£0.1	£0.1	£0.0	£0.2	£1.2	£0.1	£0.9	£1.0	£0.7	£4.8
Cheltenham	£0.5	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.9	£5.6	£0.9	£0.4	£8.8
Faringdon	£0.0	£0.0	£1.0	£4.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£6.4
Gloucester	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Kidlington	£1.1	£0.0	£0.0	£1.2	£0.7	£3.3	£3.7	£0.1	£0.0	£0.0	£0.1	£10.7
Leamington Spa	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.1	£0.0	£0.0	£1.0
Milton Keynes	£3.2	£0.1	£0.1	£0.1	£0.0	£1.4	£1.4	£3.2	£0.0	£0.0	£0.0	£9.2
Moreton-in-Marsh	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.9	£6.0	£0.0	£0.0	£7.2
Oxford	£26.6	£3.1	£16.9	£15.5	£17.7	£14.8	£9.4	£2.1	£3.3	£0.4	£4.2	£115.0
Stratford-upon-Avon	£0.6	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£7.5	£5.2	£0.1	£0.0	£14.1
Swindon	£0.0	£0.1	£7.9	£2.9	£0.0	£0.0	£0.0	£0.0	£0.8	£6.6	£0.0	£18.3
Swindon Designer Outlet Village	£0.2	£0.0	£3.2	£0.9	£0.0	£0.0	£0.0	£0.0	£0.6	£0.8	£0.0	£5.4
Wantage	£0.9	£0.0	£0.0	£5.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.3
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.5
All Other Centres / Stores	£6.0	£1.0	£2.2	£3.7	£0.8	£2.1	£4.1	£5.7	£7.1	£9.1	£1.3	£43.8
Subtotal	£52.8	£15.2	£37.7	£46.0	£21.8	£25.7	£52.3	£65.3	£35.9	£20.0	£11.5	£387.3
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£52.8**	**£15.2**	**£37.7**	**£46.0**	**£21.8**	**£25.7**	**£52.3**	**£65.3**	**£35.9**	**£20.0**	**£11.5**	**£387.3**
OVERALL TOTAL	**£122.1**	**£33.0**	**£86.1**	**£52.7**	**£49.1**	**£49.1**	**£56.2**	**£76.4**	**£54.8**	**£37.8**	**£28.0**	**£645.2**

TABLE 5: 2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)

Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	£56.2	£0.8	£26.8	£6.2	£19.2	£18.5	£0.6	£2.2	£4.8	£11.7	£8.6	£152.5
TOWN CENTRE: CHIPPING NORTON	£0.0	£16.7	£0.5	£0.0	£0.4	£0.0	£1.0	£6.8	£7.0	£0.0	£3.6	£37.0
TOWN CENTRE: CARTERTON	£1.6	£0.0	£16.1	£0.0	£0.0	£0.3	£1.9	£0.0	£0.3	£2.6	£0.1	£21.1
TOWN CENTRE: BURFORD	£0.0	£0.4	£0.0	£0.1	£0.0	£0.1	£0.0	£0.8	£0.0	£1.8	£0.0	£3.5
TOWN CENTRE: WOODSTOCK	£0.0	£0.0	£0.0	£0.0	£0.1	£1.9	£0.5	£0.0	£0.0	£0.0	£0.2	£3.0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.4	£0.1	£1.4	£0.4	£5.0	£0.7	£0.1	£1.3	£1.9	£0.5	£2.2	£16.4
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	£0.0	£0.0	£1.0	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£1.6
B&Q, Thorney Leys Park, witney	£8.6	£0.2	£5.3	£0.0	£3.1	£1.1	£0.0	£0.0	£3.3	£1.8	£1.3	£23.9
Lidl, New Close Lane, Witney	£1.5	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.7	£0.2	£2.3
Sainsbury's Superstore, Witan Way, Witney	£8.2	£0.2	£1.9	£0.1	£3.1	£1.9	£0.1	£0.0	£1.7	£0.5	£1.5	£18.7
Aldi, Banbury Road, Chipping Norton	£1.4	£1.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.5	£3.0
All Other Out-of-Centre floorspace	£1.0	£1.0	£2.9	£1.0	£0.5	£1.9	£0.0	£1.2	£3.0	£0.9	£0.8	£14.4
Subtotal	£20.6	£2.4	£11.1	£1.2	£6.8	£5.3	£0.3	£1.5	£7.9	£3.9	£4.2	£64.0
WEST OXFORDSHIRE DISTRICT AREA	**£79.9**	**£20.4**	**£55.8**	**£7.8**	**£31.5**	**£26.8**	**£4.4**	**£12.7**	**£21.9**	**£20.5**	**£18.9**	**£297.4**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£2.0	£0.6	£2.7	£12.9	£2.8	£1.1	£0.5	£0.8	£0.0	£0.0	£0.4	£24.0
Banbury	£8.4	£11.2	£2.3	£0.2	£0.0	£0.7	£23.2	£47.2	£7.1	£0.1	£4.9	£107.2
Bicester	£4.1	£0.1	£1.9	£0.2	£0.0	£1.9	£12.6	£2.2	£0.0	£0.0	£0.1	£22.5
Bicester Village	£1.2	£0.0	£0.0	£0.0	£0.0	£0.6	£1.2	£0.0	£0.0	£0.0	£0.0	£2.9
Central London	£0.0	£0.3	£0.1	£0.1	£0.1	£0.2	£1.4	£0.1	£1.0	£1.2	£0.8	£5.5
Cheltenham	£0.6	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£1.0	£6.5	£1.1	£0.5	£10.1
Faringdon	£0.0	£0.0	£1.2	£5.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£7.4
Gloucester	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Kidlington	£1.3	£0.0	£0.1	£1.4	£0.8	£3.8	£4.2	£0.1	£0.0	£0.0	£0.1	£12.3
Leamington Spa	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.0	£0.0	£1.2
Milton Keynes	£3.6	£0.1	£0.1	£0.1	£0.0	£1.6	£1.6	£3.7	£0.0	£0.0	£0.0	£10.7
Moreton-in-Marsh	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£7.0	£0.0	£0.0	£8.3
Oxford	£30.7	£3.6	£19.6	£18.1	£20.4	£17.0	£10.8	£2.4	£3.9	£0.5	£4.8	£132.6
Stratford-upon-Avon	£0.7	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£8.6	£6.1	£0.2	£0.0	£16.2
Swindon	£0.0	£0.1	£9.1	£3.4	£0.0	£0.0	£0.0	£0.0	£1.0	£7.7	£0.0	£21.1
Swindon Designer Outlet Village	£0.2	£0.0	£3.7	£1.1	£0.0	£0.0	£0.0	£0.0	£0.7	£0.9	£0.0	£6.2
Wantage	£1.0	£0.0	£0.0	£6.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.2
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.6
All Other Centres / Stores	£6.9	£1.2	£2.6	£4.4	£1.0	£2.4	£4.7	£6.6	£8.2	£10.5	£1.5	£50.5
Subtotal	£60.8	£17.5	£43.5	£53.8	£25.2	£29.5	£60.2	£75.2	£41.4	£23.1	£13.1	£446.6
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£60.8**	**£17.5**	**£43.5**	**£53.8**	**£25.2**	**£29.5**	**£60.2**	**£75.2**	**£41.4**	**£23.1**	**£13.1**	**£446.6**
OVERALL TOTAL	**£140.7**	**£37.9**	**£99.3**	**£61.6**	**£56.8**	**£56.3**	**£64.7**	**£87.8**	**£63.4**	**£43.6**	**£32.0**	**£744.1**

TABLE 6: 2041 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	£58.0	£0.8	£27.6	£6.4	£19.8	£19.1	£0.7	£2.3	£5.0	£12.1	£8.8	£157.3
TOWN CENTRE: CHIPPING NORTON	£0.0	£17.2	£0.5	£0.0	£0.4	£0.0	£1.0	£7.0	£7.2	£0.0	£3.7	£38.2
TOWN CENTRE: CARTERTON	£1.7	£0.0	£16.6	£0.0	£0.0	£0.3	£2.0	£0.0	£0.3	£2.6	£0.1	£21.7
TOWN CENTRE: BURFORD	£0.0	£0.4	£0.0	£0.1	£0.0	£0.1	£0.0	£0.9	£0.0	£1.9	£0.0	£3.6
TOWN CENTRE: WOODSTOCK	£0.0	£0.0	£0.0	£0.0	£0.1	£1.9	£0.5	£0.0	£0.0	£0.0	£0.2	£3.1
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.5	£0.1	£1.4	£0.4	£5.2	£0.7	£0.1	£1.3	£1.9	£0.6	£2.3	£16.9
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	£0.0	£0.0	£1.0	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£1.6
B&Q, Thorney Leys Park, witney	£8.9	£0.2	£5.4	£0.0	£3.2	£1.2	£0.0	£0.0	£3.4	£1.9	£1.4	£24.7
Lidl, New Close Lane, Witney	£1.6	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.7	£0.2	£2.3
Sainsbury's Superstore, Witan Way, Witney	£8.4	£0.2	£2.0	£0.1	£3.2	£1.9	£0.1	£0.0	£1.7	£0.5	£1.6	£19.3
Aldi, Banbury Road, Chipping Norton	£1.4	£1.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.5	£3.1
All Other Out-of-Centre floorspace	£1.0	£1.0	£3.0	£1.1	£0.6	£2.0	£0.0	£1.2	£3.0	£1.0	£0.8	£14.9
Subtotal	£21.3	£2.5	£11.5	£1.2	£7.0	£5.5	£0.3	£1.6	£8.2	£4.1	£4.4	£66.0
WEST OXFORDSHIRE DISTRICT AREA	**£82.5**	**£21.0**	**£57.6**	**£8.1**	**£32.6**	**£27.7**	**£4.6**	**£13.1**	**£22.6**	**£21.2**	**£19.4**	**£306.8**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£2.1	£0.6	£2.8	£13.3	£2.9	£1.2	£0.5	£0.8	£0.0	£0.0	£0.4	£24.8
Banbury	£8.7	£11.5	£2.4	£0.2	£0.0	£0.7	£23.9	£48.7	£7.3	£0.1	£5.1	£110.5
Bicester	£4.2	£0.1	£2.0	£0.2	£0.0	£2.0	£13.0	£2.2	£0.0	£0.0	£0.1	£23.2
Bicester Village	£1.3	£0.0	£0.0	£0.0	£0.0	£0.6	£1.2	£0.0	£0.0	£0.0	£0.0	£3.0
Central London	£0.0	£0.3	£0.1	£0.2	£0.1	£0.2	£1.4	£0.1	£1.1	£1.2	£0.8	£5.7
Cheltenham	£0.6	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£1.1	£6.7	£1.1	£0.5	£10.4
Faringdon	£0.0	£0.0	£1.2	£5.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£7.7
Gloucester	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Kidlington	£1.3	£0.0	£0.1	£1.4	£0.8	£3.9	£4.4	£0.1	£0.0	£0.0	£0.1	£12.7
Leamington Spa	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.0	£0.0	£1.2
Milton Keynes	£3.8	£0.1	£0.1	£0.1	£0.0	£1.7	£1.6	£3.8	£0.0	£0.0	£0.0	£11.0
Moreton-in-Marsh	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£7.2	£0.0	£0.0	£8.6
Oxford	£31.7	£3.7	£20.2	£18.7	£21.1	£17.5	£11.1	£2.5	£4.0	£0.5	£4.9	£136.8
Stratford-upon-Avon	£0.7	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£8.9	£6.2	£0.2	£0.0	£16.7
Swindon	£0.1	£0.1	£9.4	£3.5	£0.0	£0.0	£0.0	£0.0	£1.0	£7.9	£0.0	£21.7
Swindon Designer Outlet Village	£0.3	£0.0	£3.8	£1.1	£0.0	£0.0	£0.0	£0.0	£0.7	£0.9	£0.0	£6.4
Wantage	£1.1	£0.0	£0.0	£6.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.5
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.6
All Other Centres / Stores	£7.1	£1.2	£2.7	£4.5	£1.0	£2.5	£4.8	£6.8	£8.5	£10.8	£1.5	£52.1
Subtotal	£62.8	£18.0	£44.9	£55.6	£26.1	£30.4	£62.1	£77.5	£42.7	£23.8	£13.5	£460.7
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£62.8**	**£18.0**	**£44.9**	**£55.6**	**£26.1**	**£30.4**	**£62.1**	**£77.5**	**£42.7**	**£23.8**	**£13.5**	**£460.7**
OVERALL TOTAL	**£145.3**	**£39.0**	**£102.5**	**£63.6**	**£58.6**	**£58.1**	**£66.6**	**£90.6**	**£65.3**	**£44.9**	**£32.9**	**£767.5**

TABLE 7: 2045 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)

Excluding Internet Shopping and other Special Forms of Trading

WEST OXFORDSHIRE DISTRICT AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area
TOWN CENTRE: WITNEY	£65.7	£0.9	£31.3	£7.3	£22.5	£21.5	£0.7	£2.6	£5.7	£13.7	£9.9	£178.5
TOWN CENTRE: CHIPPING NORTON	£0.0	£19.4	£0.6	£0.0	£0.5	£0.0	£1.1	£7.9	£8.2	£0.0	£4.2	£43.4
TOWN CENTRE: CARTERTON	£1.9	£0.0	£18.8	£0.0	£0.0	£0.4	£2.3	£0.0	£0.3	£3.0	£0.1	£24.7
TOWN CENTRE: BURFORD	£0.0	£0.4	£0.0	£0.1	£0.1	£0.1	£0.0	£1.0	£0.0	£2.1	£0.0	£4.1
TOWN CENTRE: WOODSTOCK	£0.0	£0.0	£0.0	£0.0	£0.1	£2.2	£0.6	£0.0	£0.0	£0.0	£0.2	£3.5
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.7	£0.1	£1.6	£0.4	£5.9	£0.8	£0.1	£1.5	£2.2	£0.6	£2.6	£19.2
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
London Road RP (M&S Foodhall, Mountain Warehouse, Pets Corner), Chipping Norton	£0.0	£0.1	£1.1	£0.0	£0.0	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£1.8
B&Q, Thorney Leys Park, witney	£10.1	£0.2	£6.1	£0.1	£3.6	£1.3	£0.0	£0.0	£3.9	£2.2	£1.5	£28.0
Lidl, New Close Lane, Witney	£1.8	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.8	£0.2	£2.6
Sainsbury's Superstore, Witan Way, Witney	£9.6	£0.2	£2.3	£0.1	£3.6	£2.2	£0.1	£0.0	£2.0	£0.6	£1.8	£22.0
Aldi, Banbury Road, Chipping Norton	£1.6	£1.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.5	£3.6
All Other Out-of-Centre floorspace	£1.1	£1.2	£3.5	£1.2	£0.6	£2.2	£0.0	£1.4	£3.5	£1.1	£0.9	£16.9
Subtotal	£24.1	£2.8	£13.0	£1.4	£7.9	£6.2	£0.3	£1.8	£9.3	£4.6	£4.9	£74.9
WEST OXFORDSHIRE DISTRICT AREA	**£93.4**	**£23.6**	**£65.4**	**£9.3**	**£36.9**	**£31.2**	**£5.2**	**£14.9**	**£25.8**	**£24.1**	**£21.8**	**£348.3**
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT												
Abingdon	£2.4	£0.7	£3.1	£15.3	£3.3	£1.3	£0.6	£0.9	£0.0	£0.0	£0.5	£28.1
Banbury	£9.8	£13.0	£2.7	£0.2	£0.0	£0.8	£27.1	£55.4	£8.3	£0.1	£5.7	£125.5
Bicester	£4.8	£0.1	£2.2	£0.2	£0.0	£2.3	£14.7	£2.6	£0.0	£0.0	£0.1	£26.3
Bicester Village	£1.4	£0.1	£0.0	£0.0	£0.0	£0.6	£1.4	£0.0	£0.0	£0.0	£0.0	£3.4
Central London	£0.0	£0.4	£0.1	£0.2	£0.1	£0.2	£1.6	£0.1	£1.2	£1.4	£0.9	£6.5
Cheltenham	£0.7	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£1.2	£7.6	£1.2	£0.5	£11.8
Faringdon	£0.0	£0.0	£1.4	£6.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£8.7
Gloucester	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Kidlington	£1.5	£0.0	£0.1	£1.7	£0.9	£4.4	£4.9	£0.1	£0.0	£0.0	£0.1	£14.4
Leamington Spa	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.1	£0.0	£0.0	£1.4
Milton Keynes	£4.3	£0.1	£0.1	£0.1	£0.0	£1.9	£1.8	£4.3	£0.0	£0.0	£0.0	£12.5
Moreton-in-Marsh	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£1.2	£8.2	£0.0	£0.0	£9.7
Oxford	£35.9	£4.1	£22.9	£21.6	£23.9	£19.8	£12.6	£2.8	£4.5	£0.6	£5.5	£155.3
Stratford-upon-Avon	£0.8	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£10.1	£7.1	£0.2	£0.0	£19.0
Swindon	£0.1	£0.1	£10.7	£4.0	£0.0	£0.0	£0.0	£0.0	£1.2	£9.0	£0.0	£24.7
Swindon Designer Outlet Village	£0.3	£0.0	£4.3	£1.3	£0.0	£0.0	£0.0	£0.0	£0.8	£1.1	£0.0	£7.3
Wantage	£1.2	£0.0	£0.0	£7.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5
Warwick	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.7
All Other Centres / Stores	£8.1	£1.3	£3.0	£5.2	£1.1	£2.9	£5.5	£7.7	£9.6	£12.3	£1.7	£59.2
Subtotal	£71.2	£20.3	£50.9	£64.0	£29.5	£34.3	£70.3	£88.1	£48.7	£27.1	£15.2	£523.0
OTHER CENTRES/STORES OUTSIDE WEST OXFORDSHIRE DISTRICT	**£71.2**	**£20.3**	**£50.9**	**£64.0**	**£29.5**	**£34.3**	**£70.3**	**£88.1**	**£48.7**	**£27.1**	**£15.2**	**£523.0**
OVERALL TOTAL	**£164.6**	**£43.9**	**£116.3**	**£73.3**	**£66.4**	**£65.6**	**£75.5**	**£103.0**	**£74.4**	**£51.2**	**£37.0**	**£871.3**

Appendix 9:

Comparison Goods Capacity

Lambert Smith Hampton

TABLE 1: **TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)**
Excluding SFT & 'Inflow' from outside Study Area

	2025	2030	2035	2040	2041	2045
WEST OXFORDSHIRE DISTRICT AREA						
TOWN CENTRE: WITNEY	£102.7	£116.4	£132.2	£152.5	£157.3	£178.5
TOWN CENTRE: CHIPPING NORTON	£25.0	£28.3	£32.1	£37.0	£38.2	£43.4
TOWN CENTRE: CARTERTON	£14.2	£16.1	£18.3	£21.1	£21.7	£24.7
TOWN CENTRE: BURFORD	£2.4	£2.7	£3.0	£3.5	£3.6	£4.1
TOWN CENTRE: WOODSTOCK	£2.0	£2.3	£2.6	£3.0	£3.1	£3.5
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£11.1	£12.5	£14.2	£16.4	£16.9	£19.2
OUT-OF-TOWN CENTRE STORES / LOCATIONS	£43.1	£48.8	£55.5	£64.0	£66.0	£74.9
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE WEST OXFORDSHIRE DISTRICT AREA	**£200.4**	**£227.1**	**£257.9**	**£297.4**	**£306.8**	**£348.3**

TABLE 2: **ALL COMPARISON GOODS - TOTAL TURNOVER**
Including 'Inflow' from outside Study Area

		2025	2030	2035	2040	2041	2045
WEST OXFORDSHIRE DISTRICT AREA							
TOWN CENTRE: WITNEY	3.0%	£105.8	£119.9	£136.2	£157.0	£162.0	£183.9
TOWN CENTRE: CHIPPING NORTON	3.0%	£25.7	£29.1	£33.1	£38.2	£39.4	£44.7
TOWN CENTRE: CARTERTON	3.0%	£14.6	£16.6	£18.8	£21.7	£22.4	£25.4
TOWN CENTRE: BURFORD	3.0%	£2.4	£2.7	£3.1	£3.6	£3.7	£4.2
TOWN CENTRE: WOODSTOCK	3.0%	£2.1	£2.3	£2.6	£3.1	£3.2	£3.6
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	3.0%	£11.4	£12.9	£14.7	£16.9	£17.4	£19.8
OUT-OF-TOWN CENTRE STORES / LOCATIONS	3.0%	£44.4	£50.3	£57.1	£65.9	£68.0	£77.1
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE WEST OXFORDSHIRE DISTRICT AREA		**£206.4**	**£233.9**	**£265.6**	**£306.3**	**£316.0**	**£358.7**

TABLE 3: **COMMITTED COMPARISON GOODS FLOORSPACE**

	CENTRE	PLANNING REF	LOCATION	Gross Floorspace (sq m)	Net Floorspace (sq m)	2025 Average Sales Density (£ per sqm)	FORECAST TURNOVER (£M) 2025	2030	2035	2040	2041	2045
1	New Local Centre near Witney	23/01203/RES	In-centre	860	301	6,000	-	£2.1	£2.4	£2.7	£2.8	£3.1
					WEST OXFORDSHIRE DISTRICT AREA TOTAL		-	**£2.1**	**£2.4**	**£2.7**	**£2.8**	**£3.1**

Notes

1 Planning Ref No. 23/01203/RES. Land East off Isabelle Spencer Way, Witney, Oxfordshire. Reserved matters approval for local centre and associated infrastructure pursuant to outline permission 12/0084/P/OP. Assumed a gross to net ratio of 70% results in a net floorspce of 602 sqm. Of this net floorspace, it is assumed that it will be split evenly between comparison (301sqm net) and convenience goods (301 sqm net)

TABLE 4: **WEST OXFORDSHIRE DISTRICT AREA - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£206.4	£233.9	£265.6	£306.3	£316.0	£358.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£206.4	£237.0	£272.0	£312.3	£321.1	£358.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£3.1	-£6.4	-£6.0	-£5.1	£0.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£2.1	£2.4	£2.7	£2.8	£3.1
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£5.2**	**-£8.8**	**-£8.7**	**-£7.9**	**-£3.0**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,888	£7,908	£9,079	£9,333	£10,423
	(ii) Net Floorspace Capacity (sq m):	**-**	**-750**	**-1,111**	**-961**	**-845**	**-287**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,072	-1,587	-1,373	-1,208	-411

Notes:

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 2).

STEP 2: It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 21 (February 2024) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 3. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by **2030**.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail

TABLE 5: **TOWN CENTRE: WITNEY - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£105.8	£119.9	£136.2	£157.0	£162.0	£183.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£105.8	£121.5	£139.5	£160.1	£164.6	£183.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.6	-£3.3	-£3.1	-£2.6	£0.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£2.1	£2.4	£2.7	£2.8	£3.1
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£3.7**	**-£5.7**	**-£5.8**	**-£5.4**	**-£3.1**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,888	£7,908	£9,079	£9,333	£10,423
	(ii) Net Floorspace Capacity (sq m):	**-**	**-531**	**-716**	**-640**	**-580**	**-294**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-759	-1,023	-914	-829	-420

TABLE 6: **TOWN CENTRE: CHIPPING NORTON - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£25.7	£29.1	£33.1	£38.2	£39.4	£44.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£25.7	£29.5	£33.9	£38.9	£40.0	£44.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.4	-£0.8	-£0.7	-£0.6	£0.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£0.4**	**-£0.8**	**-£0.7**	**-£0.6**	**£0.0**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,888	£7,908	£9,079	£9,333	£10,423
	(ii) Net Floorspace Capacity (sq m):	**-**	**-56**	**-101**	**-82**	**-68**	**2**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-80	-144	-118	-97	2

TABLE 7: **TOWN CENTRE: CARTERTON - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£14.6	£16.6	£18.8	£21.7	£22.4	£25.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£14.6	£16.8	£19.3	£22.1	£22.7	£25.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.5	-£0.4	-£0.4	£0.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£0.2**	**-£0.5**	**-£0.4**	**-£0.4**	**£0.0**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,888	£7,908	£9,079	£9,333	£10,423
	(ii) Net Floorspace Capacity (sq m):	-	**-32**	**-57**	**-47**	**-39**	**1**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-45	-82	-67	-55	1

TABLE 8: **TOWN CENTRE: BURFORD - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.4	£2.7	£3.1	£3.6	£3.7	£4.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.4	£2.8	£3.2	£3.7	£3.8	£4.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	-£0.1	-£0.1	£0.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.0**	**-£0.1**	**-£0.1**	**-£0.1**	**£0.0**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,888	£7,908	£9,079	£9,333	£10,423
	(ii) Net Floorspace Capacity (sq m):	-	**-5**	**-10**	**-8**	**-6**	**0**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-8	-14	-11	-9	0

TABLE 9: **TOWN CENTRE: WOODSTOCK - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.1	£2.3	£2.6	£3.1	£3.2	£3.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.1	£2.4	£2.7	£3.1	£3.2	£3.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	-£0.1	-£0.1	£0.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.0**	**-£0.1**	**-£0.1**	**-£0.1**	**£0.0**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,888	£7,908	£9,079	£9,333	£10,423
	(ii) Net Floorspace Capacity (sq m):	-	**-4**	**-8**	**-7**	**-5**	**0**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-6	-12	-9	-8	0

TABLE 10: **ALL LOCAL CENTRES / ALL OTHER SHOPS - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£11.4	£12.9	£14.7	£16.9	£17.4	£19.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£11.4	£13.1	£15.0	£17.2	£17.7	£19.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.4	-£0.3	-£0.3	£0.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£0.2**	**-£0.4**	**-£0.3**	**-£0.3**	**£0.0**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,888	£7,908	£9,079	£9,333	£10,423
	(ii) Net Floorspace Capacity (sq m):	-	**-25**	**-45**	**-36**	**-30**	**1**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-35	-64	-52	-43	1

TABLE 11: **ALL OUT-OF-CENTRE FLOORSPACE IN THE WEST OXFORDSHIRE DISTRICT AREA - COMPARISON GOODS CAPACITY ASSESSMENT**

Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£44.4	£50.3	£57.1	£65.9	£68.0	£77.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£44.4	£51.0	£58.5	£67.2	£69.0	£77.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.7	-£1.4	-£1.3	-£1.1	£0.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£0.7**	**-£1.4**	**-£1.3**	**-£1.1**	**£0.0**
STEP 6:	**FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:**						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,888	£7,908	£9,079	£9,333	£10,423
	(ii) Net Floorspace Capacity (sq m):	-	**-97**	**-174**	**-142**	**-117**	**3**
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-138	-249	-203	-167	4

SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT FOR NEW FLOORSPACE (NET SQ M)

	2030	2035	2040	2041	2045
TOWN CENTRE: WITNEY	-531	-716	-640	-580	-294
TOWN CENTRE: CHIPPING NORTON	-56	-101	-82	-68	2
TOWN CENTRE: CARTERTON	-32	-57	-47	-39	1
TOWN CENTRE: BURFORD	-5	-10	-8	-6	0
TOWN CENTRE: WOODSTOCK	-4	-8	-7	-5	0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	-25	-45	-36	-30	1
OUT-OF-TOWN CENTRE STORES / LOCATIONS	-97	-174	-142	-117	3
GRAND TOTAL: WEST OXFORDSHIRE DISTRICT AREA	-750	-1,111	-961	-845	-287