Carter Jonas

Broxtowe, Gedling, Nottingham City & Rushcliffe

Retail Study 2015

Final Report

Broxtowe Borough, Gedling Borough, Nottingham City, and Rushcliffe Borough Councils

September 2015

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Broxtowe, Gedling, Nottingham City, & Rushcliffe Retail Study 2015

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1.0 INTRODUCTION

1.1 Carter Jonas ('CJ') was commissioned by Nottingham City Council in partnership with Broxtowe Borough, Gedling Borough and Rushcliffe Borough Councils to update the retail evidence base (i.e. the 2008 Retail Study) to help inform both plan-making and decision-taking across the Study Area.

1.2 The Study Area is a conglomeration of the four Councils ("the Partner Councils") and their administrative areas. There is one city (Nottingham City) and three designated towns situated within the suburbs of Nottingham including Bulwell, Beeston and Arnold.

1.3 Notwithstanding its attraction as a place to live, work, shop and visit for a range of activities, the Study Area faces a number of challenges that need to be addressed if it is to ensure its sustainable growth and development in the future. The Partner Councils also recognise that an important element of achieving sustainable communities will involve the regeneration and renewal of its main town centres to help strengthen their important roles and functions as attractive and thriving retail, leisure and commercial centres each with their own distinctive character.

1.4 It is against this background that this retail study has been prepared. In terms of the scope of work, the Council's Brief set out the following seven main requirements:

- Prepare a retail study that updates the findings of the 2008 Retail Study and complies with latest government policy in the National Planning Policy Framework (NPPF).
- Assess the centres defined in the retail hierarchy, defined in the Aligned Core Strategies and the Rushcliffe Core Strategy.
- Identify deficiencies in retail provision within the Study Area; with particular focus on the need for new convenience floorspace in emerging and planned housing areas, as well as identifying appropriate floorspace for existing centres.
- Evaluate the existing network and hierarchy of retail centres and recommend any changes to their position within the hierarchy.
- Commission a new household survey to identify shopping patterns.
- Consider the findings of the Ashfield Retail Study Update (2011) and the Erewash Retail Needs Study Update (2010).
- Establish a robust and coherent evidence base to inform future decision and plan making and recommend priorities for action planning and investment.

1.5 The study will provide the necessary robust and up-to-date retail information and evidence needed by the Partner Councils to inform both plan-making and decision-taking at the local level over the development plan period. It has been prepared in the context of current and emerging national and development plan policy guidance, as well as other key material considerations; principally the National Planning Policy Framework

(NPPF) published in March 2012. Where relevant the study also draws on advice set out in the national Planning Practice Guidance (the Guidance), published in March 2014, which still places significant weight on the development of positive plan-led visions and strategies for town centres, and retains the key sequential and 'impact tests'.

1.6 The assessment of the need for new (convenience and comparison goods) retail floorspace has been carried out at the strategic 'City and Borough wide' level. Capacity has also been assessed for the Councils' main centres and local centres.

1.7 The Study Area sits within a Catchment Area that has been defined for the purpose of this retail assessment and comprises 16 study/ catchment zones (see **Appendix 1**). The defined Catchment Area and zones provide the framework for the new telephone interview survey of some 2,000 households conducted by NEMS Market Research (NEMS) in November and December 2014. This survey provides the most up-to-date evidence on shopping patterns and expenditure flows within the Catchment Area (comprising the 16 zones) and Study Area (comprising Zones 1 to 5). In turn, this has informed the high level health check assessments for the main centres, as well as the quantitative ('capacity') and qualitative need assessments for new retail (convenience and comparison goods) floorspace. The survey approach adopted by NEMS is explained in some detail in **Appendix 2**, along with the questionnaire. The full (weighted) survey results are set out in **Appendix 3**.

Notes & References

1.8 This report refers to different geographic areas. Therefore, to avoid confusion, the following references should be noted:

- **Partner Councils** – includes Nottingham City Council (broadly correlating to Zones 1 and 2), Broxtowe Borough (Zone 5), Gedling Borough (Zone 3), and Rushcliffe Borough (Zone 4) Councils.
- **Catchment Area** – the area defined for the Household Telephone Interview Survey. This includes the Study Area and outlying areas (Zones 1 to 16).
- **Study Area** or **Partner Council area** – includes the combined administrative areas of the Partner Councils (i.e. Zones 1 to 5).
- **Nottingham Core Housing Market Area** – includes the Study Area/ Partner Councils and Erewash Borough Council.
- **Greater Nottingham** – includes the Study Area/ Partner Councils and Ashfield District Council.

Report Structure

1.9 For ease of reference this report is structured as follows:

- **Section 2** highlights some of the key trends that are driving the dynamic changes in the retail sector at the national and local level, and how this has shaped (and is likely to shape) the UK's retail landscape.
- **Section 3** reviews the national and local planning policy context material to retail planning and town centres for each of the Partner Councils.
- **Section 4** sets out the results of the market share analysis for convenience and comparison goods retailing across the Catchment Area and 16 zones based on the results of the household telephone interview survey. The market share tabulations for convenience and comparison goods are set out in **Appendix 4** and **Appendix 5** respectively.
- **Sections 5-9** provide high-level updates of the town centre health checks within the Study Area and supplemented by further information in **Appendices 6-10**. These assessments draw on a variety of information sources and research, including the Councils' own town centre use monitoring data, the latest Experian Goad Reports for Bulwell and Beeston Town Centres, and Sherwood District Centre, supplemented by site visits. Drawing on the health checks conducted for the 2008 Retail Study it has also been possible to identify some of the changes in each centre's key performance indicators (KPIs) over the last 6-7 years.
- **Section 10** describes the key inputs and methodology applied in assessing the quantitative analysis for retail capacity in each of the Council areas. This includes a summary of the findings on market shares as well as key baseline data used, alongside detail committed retail development to inform the capacity findings.
- **Sections 11-14** sets out the outputs of the retail (economic) capacity assessment for comparison and convenience goods retailing for the four Partner Council areas and their main centres. CJ's CREAT^e Models are set out in **Appendix 12a** for convenience goods and **Appendix 13b** for comparison goods. Alternative capacity results are identified for each Partner Council based on population projections derived from planned housing across the Study Area. The quantitative results are set out Appendix 12b for convenience goods and Appendix 13b for comparison goods.
- **Section 15-18** draws together the key findings of the qualitative and quantitative need assessments for each of the four Partner Councils. Where a need for new retail (convenience and comparison goods) is identified over the development plan period, the study provides high level strategic advice on where this need should be directed in accordance with the main aims of national and local plan policy. High level advice is also provided on the need to review the definitions of existing town centre boundaries and primary shopping areas in

light of the findings of the need assessment, and whether a local impact threshold should be set in accordance with the NPPF (para 26).

1.10 It should be noted at the outset that the scope of the retail study update agreed with the local planning authorities does not extend to include commercial leisure uses (Class D2), as defined by the NPPF (i.e. cinemas, night clubs, casinos, health and fitness centres, indoor bowling centres and bingo halls), or other main town centre uses (e.g. Offices, theatres, galleries, hotels etc.). Notwithstanding this, the household telephone interview survey commissioned for the purpose of this study did ask specific questions on leisure preferences and behaviour, and will therefore provide part of the robust evidence base required to inform future leisure needs assessments. In addition, the town centre health checks carried out to inform this retail study update also takes account of wider leisure and town centre uses in addition to each centre's main retail offer. Nevertheless, we advise the Partner Councils to update their leisure needs assessment as a priority. It is particularly relevant given the growing importance of commercial leisure development as a key driver for investment in town centres today.

1.11 Finally, it is important to state at the outset that, in our experience, capacity forecasts beyond a five year time period should be interpreted with caution as they are subject to increasing margins of error. We therefore advise the Partner Councils that although this updated study provides the robust evidence base required to help inform plan-making, site allocations and the determination of planning applications at the local level, the forecasts should be constantly monitored and updated to take into account any significant new retail development and changes in the retail expenditure and population growth forecasts over time, as well as any potential impacts arising from other key trends in the retail sector (such as, for example, the growth in internet shopping).

2.0 RETAIL AND TOWN CENTRE TRENDS

2.1 This section summarises some of the key trends that have fuelled the changes in the retail sector over the last three decades, and the impact of these trends on the UK's town centres. It provides a commentary on the impact of the downturn in the economy since 2007 and the growth of internet ('multi-channel') retailing on consumer spending, retail development and retailers' business strategies. Drawing on the latest research it also describes how these trends may continue to shape changes in the future, and whether and how town centres can respond to help maintain and enhance their overall vitality and viability.

RETAIL TRENDS

Retail Expenditure Growth

2.2 Following an unprecedented period of growth in consumer spending since the mid-1990s, the onset of the economic recession in 2007/08 had a dramatic impact on consumer spending and market demand. Business and consumer confidence was further weakened by public sector cuts, the rise in VAT, increasing unemployment, less expansionary consumer credit and the rising cost of living (including higher energy costs, petrol and housing prices). This has effectively reduced disposable income and retailers' margins are being squeezed further.

2.3 The table below shows the actual and forecast growth in retail (convenience and comparison goods) spending per head identified by Experian Business Strategies in their latest Retail Planner Briefing Note 12 (October 2014). Total retail spend growth equals the combined growth for convenience and comparison expenditure. It should be noted that forecasts of total available expenditure are based on multiplying expenditure per capita and population growth.

Table 2.1 **Growth in UK Retail Spend per Head (% change) per annum, 2008 - 2030**

Volume Growth per head (%):	ACTUAL GROWTH						FORECASTS		TRENDS (per annum)	
	2008	2009	2010	2011	2012	2013	2014	2015-25	1973-2013	1993-2013
Total Retail Spend	1.7	-3.1	0.3	-0.8	1.2	2.3	3.3	2.4	2.7	3.6
Convenience Goods:	-4.9	-5.0	-0.8	-2.7	-0.5	-1.3	-0.5	0.6	0.2	-0.2
Comparison Goods:	4.7	-2.4	0.9	0.5	2.6	4.6	5.6	3.3	4.5	5.9

Source: Experian Retail Planner Briefing Note 12 (October 2014); Figures 1a and 1b.

Notes: The table also shows historic growth rates for the period 1973-2013 (the 'ultra long-term' trend) and for 1993-2013 (the 'medium-term' trend).

2.4 Although there has been negative annual growth in convenience goods expenditure per capita levels since 2008, the forecasts for 2015-25 show positive growth of +0.6% per annum on average. This is above previous historic long term trends of around +0.2% per annum.

2.5 For comparison goods Experian forecast that annual growth rates are recovering from a low of -2.4% in 2009, to +4.6% in 2013 and a stronger annual growth of +5.6% for 2014. Experian forecast that growth will average +3.3% per annum for the period 2015-2025, which is well below historic trends of between 4.5% and 5.9% per annum.

2.6 In summary there are positive signs of improvement in the UK economy and consumer and business confidence in 2014. Notwithstanding this, it is clear that the retail sector is highly vulnerable to changes in the UK economy (and how it responds in the future to changes in the Eurozone and global economies) and the fact that the forecast growth in retail sales volumes will be much lower and slower than in recent history.

Special Forms of Trading and Internet Shopping

2.7 Special Forms of Trading (SFT) 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).

2.8 Based on ONS data, Experian Business Strategies (EBS) estimate that the current (2014) value of internet sales is £37.2bn (current prices) and other (non-internet) SFT sales stand at approximately £8.3bn. This results in total SFT sales of £45.5bn in 2013, which represents a circa 165% increase from £17.1bn recorded in 2006. Overall the market share of SFT as a proportion of total retail sales has increased from 5.6% in 2006 to 13% in 2014. This significant growth has been fuelled by internet shopping, which had increased its share of total retail sales from 4.7% in 2008 to 10.6% in mid-2014.

2.9 Up to now, the impact of Internet shopping has been mainly concentrated on certain retail products and services (such as, for example, electrical goods, books, music and travel). In turn, this has resulted in a reduction in the number of retailers selling these types of products and services on the high street (the most recent examples being HMV and Blockbusters). However this does not mean that other comparison goods categories are immune to the impact of the internet, including clothing and footwear.

2.10 The table below sets out Experian's latest forecasts of the growth in the total market share of SFT between 2014 and 2031, based on retail spending growth assumptions and predictions as to the future take-up and expansion of internet shopping.

Table 2.2 **Projected market share of non-store retail sales, UK (%)**

	2014	2019	2024	2031
TOTAL:	13.0%	17.8%	19.6%	20.1%
Comparison	15.6%	20.4%	21.3%	20.7%
Convenience	8.5%	12.8%	15.9%	18.5%

Source: Appendix 3, Experian Retail Planner Briefing Note 12 (October 2014).

2.11 EBS forecast that non-store retailing will continue to grow rapidly over the short to medium term, outpacing traditional forms of spending. They predict that this growth will be sustained by new technology (such as browsing and purchasing through mobile phones) and the development of interactive TV shopping, but will slow after 2020. According to Experian, the slowdown in growth in SFT post-2020 is attributed to a gradual deceleration as internet usage matures.

2.12 However such forecasts need to be treated with caution, as according to Experian approximately 25% of all SFT sales for comparison goods and some 70% for convenience goods are still sourced through traditional ('bricks-and-mortar') retail space, rather than from 'virtual' stores and/or distribution warehouses. On this basis Experian has adjusted the SFT market shares to reflect the proportion of internet sales sourced from existing stores.

Table 2.3 **Projected market share of non-store retail sales, UK (%): Adjusted for SFT sales from stores**

	2014	2019	2024	2030
TOTAL:	8.4%	11.4%	12.5%	12.8%
Comparison	11.7%	15.3%	16.0%	15.5%
Convenience	2.6%	3.8%	4.7%	5.6%

Source: Appendix 3, Experian Retail Planner Briefing Note 12.1 (October 2014).

2.13 Although the growth in online sales has, and will inevitably continue to impact on the need for traditional shops, some commentators believe that the development of multi-channelling as part of retailers' business models will result in internet shopping actually driving demand for 'bricks-and-mortar' stores. This may be due to the need for 'click-and-collect' facilities in easily accessible locations (for example, on the high street, in existing out-of-centre stores or at important transport nodes), or for 'showrooms' where customers can view and test products in store before purchasing online. This co-ordinated multi-channel strategy should therefore help to support demand for retail space over time.

Floorspace 'Productivity' Growth

2.14 Floorspace 'productivity' (or turnover 'efficiency') growth represents the ability of retailers to absorb higher than inflation increases in their costs over time (such as rents, rates and service charges) to help maintain their profitability and viability. It is standard practice for retail planning assessments to make an allowance for the year-on-year growth in the average sales densities of existing comparison and convenience goods retail floorspace.

2.15 However there is limited evidence detailing actual changes in the turnover and profitability of retailers over time. Furthermore analysis of past data and trends is complicated by the fact that sales density increases have been affected by changes in the use of retail floorspace over the last 20 years; such as, for example, the growth in out-of-centre retailing; Sunday-trading; longer opening hours; and the very strong growth of retail expenditure relative to the growth in floorspace. However following the recession many retailers struggled to increase or even maintain sales density levels and, together with other financial problems, this resulted in some retailers going out of business.

2.16 The table below sets out the latest sales density growth forecasts for comparison and convenience goods floorspace published by Experian Business Strategies (EBS), based on predicted changes in retail floorspace over time and after making an allowance for non-store retailing.

Table 2.4 **Retail sale density growth rates: adjusted for non-store retailing (%)**

	2013	2014	2015	2016	2017-21	2022-35
Comparison	-1.8	-1.4	-0.3	-0.4	-0.2	+0.1
Convenience	+4.3	+5.3	+3.8	+2.3	+2.0	+2.2

Source: Experian *Retail Planner Briefing Note 12: Addendum* (October 2014); Figures 4a and 4b.

2.17 The forecasts show that the scope for sales density growth is very limited for convenience goods. This is mainly due to slow growth in sales volumes and limited additions to the floorspace stock. For comparison goods retailing, the trends towards more modern, higher density stores and the demolition of older inefficient space is forecast to continue, resulting in average growth rates of close to +2.5% per annum over the next two decades. However, this is still well below the rate seen during the boom of the early years of this century.

RETAIL DEVELOPMENT PIPELINE

2.18 The retail development pipeline slowed dramatically during the economic downturn compared with the shopping centre 'boom' experienced in the ten year period up to 2007. One of the key impacts has been to 'weed out' some of the more expensive and unviable development schemes that were in the pipeline before the economic downturn.

2.19 The latest Shopping Centre Development Pipeline Report published by the British Council of Shopping Centres (BCSC) in 2013 confirms that the quantum of completed new shopping centre floorspace in the UK is currently at its lowest level since the 1990s. Following the development of circa 260,000m^2 in 2009, 232,000m^2 in 2010 and 280,000m^2 in 2011, no new floorspace opened in 2012. The quantum of retail development in the pipeline is also continuing to decline, with shopping centre proposal levels falling by 37% from a peak of 30 million m^2 in March 2009 to 19 million m^2 in

June 2013 (CBRE data). This trend is anticipated to continue over the short term at least to 2015/16.

2.20 Notwithstanding this, the BCSC research also identified the first significant signs of new development activity in 2013 following the opening of circa 140,000m^2 of new retail floorspace (including Trinity Leeds). This is set to continue with a number of major schemes opening in 2014 and 2015, including Grand Central in Birmingham and Old Market in Hereford. There are also positive signs that new investment is returning to the shopping centre market from UK-based and international funds seeking assets in prime and secondary locations that offer the potential for growth.

2.21 Given that it takes on average over ten years for a town centre scheme to be planned and developed, and can take even longer to deliver more complicated sites, then it follows that it will take a number of years for centres to benefit from the economic upturn and renewed investment and development confidence. Furthermore, the more challenging retail environment means that those shopping locations outside the 'top 100' centres that missed the previous (pre-recession) development cycle may face a long wait for new town centre development, or require a new approach if they are to secure new shopping centre development in the future. Even then, the scale and type of new retail investment that will emerge in the post-recessionary period could be very different to the last "golden decade" of shopping centre development between 1997 and 2007.

RETAILER REQUIREMENTS

2.22 The economic downturn, in combination with other trends (such as changes in customer requirements, planning legislation and the growth in internet shopping), has created a need for retailers to review and rapidly adapt their business strategies, requirements and store formats. In general terms those retailers with strong brands and loyal customers, trading from the right stores in the right locations, and with a good online facility have managed to weather the economic storm. The following highlights some of the key trends that are occurring in the convenience and comparison goods retail sectors.

Convenience Goods Retailing

2.23 The changes in the food and grocery sector over the last decade illustrate the dynamic changes in the retail industry. Some of the key trends include:

- The move by all the major national grocery retailers into the smaller convenience store sector in order to increase market share further, including for example the Tesco 'Express', Sainsbury's 'Local' and 'Little Waitrose' formats.
- The growth of European 'deep discount' food operators (such as Aldi and Lidl) has also continued during the economic downturn. In response, this has

resulted in the expansion of own-brand 'value' ranges by the established grocers.

- An increase in the non-food sale areas of larger superstores over the last decade, including the development of own-label clothing. In some of the stores operated by Tesco (i.e. the 'Extra' format) and Asda, for example, a significant proportion of sales area (over 50%) is often set aside for non-food retailing.
- The 'race for more space' and new store openings over the last decade has also resulted in extensions to existing stores and/or new mezzanine space, and the growth of online shopping.

2.24 Over the last 12-18 months, however, the focus for the main foodstore operators has shifted to opening more convenience store formats, and growing their market shares of online sales. At the same time applications for large store formats have slowed significantly. Furthermore, Tesco and Morrisons have recently announced that they intend to dispose of some of their under-performing superstores, and Tesco is not now going to develop some 49 foodstores with extant planning permissions, including sites in Basingstoke and Dartford. This will inevitably have implications for the scale and type of new floorspace required by foodstore operators across the UK.

Comparison Goods Retailing

2.25 In the non-food sector, those retailers that experienced significant growth up to 2007 have had to adapt to the very different market conditions. The retailers that have not been flexible enough to respond to changing consumer needs, or are being squeezed in the increasingly competitive 'middle ground' between high-end and value retailing, have largely struggled to maintain market share over recent years. In some cases, this has resulted in a series of high profile 'casualties' and a number of key retailers have either disappeared from our high streets altogether (e.g. Woolworths, TJ Hughes and Jane Norman), or have gone into administration and been forced to reduce their representation in centres across the UK (e.g. HMV, Blockbusters, Austin Reed, Bank, etc.).

2.26 Within town centres, some traditional high street multiple operators are also changing their formats and requirements. For example, key anchor retailers such as Boots, Next, Mothercare, TK Maxx, John Lewis and Marks & Spencer are actively looking for larger format new-build or existing stores in out-of-centre locations to accommodate new retail formats (such as John Lewis at Home) and display their full range of products. These changes in retailer requirements and market demand will continue to have a significant impact on the UK's town centres and high streets, particularly in those cases where retailers make the decision to relocate from town centres to out-of-centre locations, or even out of the area altogether.

2.27 Research also shows that there is an increasing polarisation of development activity and investment interest in the larger regional and sub-regional centres (i.e. the 'top 100' centres). This is because these centres usually have large and established catchment areas, and therefore represent less 'risky' investments in the current uncertain economic climate. These larger centres have also generally benefitted from recent new shopping centre development and investment over the last decade, and are therefore better placed than smaller and medium sized centres to accommodate retailers' requirements for modern larger format units. The continuation of these trends will impact on future operator requirements, with retailers looking to satisfy their demand for larger modern premises in prime shopping locations, with strong catchment areas and a good supply of appropriate retail space.

2.28 The out-of-centre sector has also not been immune to change. Since 2007 there has been a notable downturn in the demand from traditional 'bulky goods' retailers for new space. For example, during the late 1990s both B&Q ('Warehouse') and Homebase were rolling out very large out-of-centre retail warehouses (some exceeding 10,000m2 gross) in an attempt to dominate market share. However, these same operators are now looking to close or scale down their under-performing stores in certain areas. Other 'bulky goods' operators have simply gone out of business (such as Focus DIY). Notwithstanding this, out-of-centre retailing still accounts for a significant proportion of existing and new retail floorspace and sales in the UK. For example a recent thought piece by Mary Portas, two years on from the Portas Review (see below), highlighted the fact that of the new retail developments approved since the NPPF was published in March 2012, 72% were in out of town locations, 16% were edge of centre and just 12% were in town centres.

TOWN CENTRE FUTURES

2.29 A number of high profile research reports have been commissioned over recent years that set out recommendations and guidance on how to maintain and enhance the future vitality and viability of the UK's town centres. These include:

- **The Portas Review** (2011) reports on the findings and recommendations of research led by Mary Portas into the future of the High Streets. The report presented 28 key recommendations for government, local authorities and businesses to help high streets respond to the current challenges facing them and to prevent further decline.
- **The Grimsey Review** (2013) addresses the continuing decline of many local high streets. The review highlights the dramatic impact that recent technological changes have had on consumer behaviour and the knock-on effects for high streets. It suggests that the Portas recommendations failed to adequately account for this.

- **The Distressed Town Centre Property Taskforce** (DTCP) report (November 2013) was produced by an industry-led cross sector taskforce, assembled in response to the Portas Review. The report specifically focuses on the role that property ownership, investment, development and occupation can have on town centre viability, and provides recommendations on how the property sector can act to leverage in investment for town centres and support their ongoing viability.

2.30 Table 2.5 sets out an overview of the common themes and recommendations identified by the different research in support of town centre revitalisation. Many of these recommendations have since been implemented to varying degrees by the Government, particularly those of the Portas Review.

Table 2.5 **Town Centre Revitalisation Strategies – What the Research Says**

Strategy	Description
Reforming the management of town centres	**Improving the ways in which town centres are managed** was a key recommendation made by the Portas Review. In response, the Government has set up 27 'Portas Pilots' and 333 Town Teams, which bring together local councils, retailers and businesses to try out new ideas to drive their local economy. Strategies to deliver change are formulated in recognition of the particular strengths of each local area. It may be too early in the process to comment on the success of these, however a recent thought piece published by Portas (May 2014) has suggested that progress has been slow. There is also **increasing financial support for Business Improvement Districts (BIDs),** which enable local businesses to take on responsibility for realising improvements in their local area. The Government has launched a BID Loan Fund to help those wishing to set up a BID in their area. **Support for local (street) markets** is also increasing, as a way to increase footfall and enhance the vibrancy of local centres. This was also a key recommendation in the Portas Review.
Making use of the planning system to protect and enhance town centres	**The planning system is being used** in various ways to enhance and protect local centres where possible. This includes maintaining use of **'town centres first'** policies (as set out in the NPPF) in order to protect town centres from unnecessary competition from out-of-town developments. Where BIDs are in place, the improved planning conditions may also facilitate development. More stringent protection has been advocated by some sources. The Portas Review included a recommendation to introduce 'exceptional sign off' for all new out-of-centre retail development in order to protect existing centres. However, this was one of the few Portas recommendations that was not taken on by the Government. **LPAs are also being encouraged to make use of Compulsory Purchase Orders (CPOs)** in order to address issues of fragmented ownership and to facilitate comprehensive development across a centre.
Engaging communities	**Encouraging communities to support their local high streets** and town centres is essential and was a key recommendation in the Portas Review. Recent strategies to promote community participation in the development of local centres have included government support for communities wishing to take on the responsibility for ownership and management of assets of community value, such as their local pub or shop. A £19 million fund has been set up and more than 300 assets have already been listed under the Community Right to Bid.
Leveraging investment and funding	There are a number of **new sources of public sector investment** now available to facilitate improvements to local centres. These include £3.6m of funding via the Town Teams, a High Street Innovation Fund worth £10m and High Street renewal awards to date worth £1m. The DTCP suggestion that a workable **Tax Increment Finance (TIF)** model be put in place has since been actioned by the government. This will allow LPAs to raise finance to fund development and infrastructure based on the projected future increase in business rates resulting from investment. The DTCP report has also recommended **greater engagement between LPAs and the private sector** in order to tackle the challenges faced by town centres proactively. They support the use of joint venture partnerships between the public and private sector to facilitate development. A recent report by Peter Brett suggested a new method that would involve the selection of a Property Company Partner (possibly private sector) who will then fund future investment in the centre. The Property Company would be assisted by the LPA through use of CPOs and restricting leases to de-fragment the ownership of the high street.
Adapting to take on the threat from increasing internet sales	Recent research has highlighted the importance of **recognising the threat from increasing internet retailing** as an important trend that will continue over the short term. Some centres are adapting better than others for example, the incorporation of Click & Collect (delivery and returns) points into centres. Other more general strategies include ensuring adequate parking and accessibility to improve the general accessibility of the centre. The Grimsey Review recommends that **town centres focus on their role as a community hub**, where retail is just one element, creating a diverse offer which will help local centres to compete more effectively with online retailers. The DTCP recommends adapting retail capacity models in order to account for the erosion of the physical retail space requirement in the face of competition from online retail. LPAs in many secondary town centres will need to **actively plan for this future loss of retail space requirement**, particularly from the larger retailers.
Encouraging a mix of uses	A recent trend has been the growing presence and proportion of food and beverage (F&B) units within shopping centres and high streets. A BCSC report suggests that there are various benefits that may result from this, and recommends that **shopping centre development include a mix of retail, F&B and leisure which are generally mutually supportive.** However, there are also warnings that this is not the whole solution to filling current vacancies left by retail decline. The BCSC recommends that F&B units in retail centres should be targeted appropriately according to the likely consumer profile. **Conversion from shops to residential uses** is also becoming one way for LPAs to make better use of underused retail space and prevent unwanted vacancy. Increased residential populations living in or near to the town centre will also improve footfall and potentially spend in these areas. However, with high levels of pressure due to national housing shortages, there

Strategy	Description
	is a danger that the influx of residential development into town centres could undermine the retail and leisure functions of the centre.

2.31 Although there are positive signs that the UK is finally beginning to emerge from the economic downturn, it is clear that our town centres and high streets post-recession will be very different to the 'boom' years of the last decade. Over the short to medium term at least the economy is forecast to experience a sustained period of lower growth in consumer spending, reduced bank lending, limited access to credit and cuts in public sector expenditure. This presents significant challenges for all those involved in town centre management, development and investment.

2.32 The growth of online shopping is also impacting on the vitality and viability of many of Britain's centres and high streets. This is placing pressures on rental growth and market demand in many centres; particularly the smaller secondary centres outside the 'top 100' shopping locations. This has been further compounded by rising vacancy levels and the loss of key retailers. As a result, the share of non-food retail sales conducted through town centre shops has declined; from 64% in 2002 to just over 40% by 2013. In our opinion, a far more uncertain future awaits the next wave of new retail investment and development. The evidence suggests that high quality schemes in the strongest prime shopping locations will continue to prosper. In contrast, the weaker secondary centres and shopping locations with a more limited offer, smaller catchments and negligible market demand will struggle to attract market interest and investment.

2.33 Notwithstanding the threat of online shopping, industry experts still predict that the demand from major retailers for new space will continue as it remains the primary mechanism for retailers to 'reach' their customers and grow their businesses. Over the short to medium term any increased demand for space from retailers will have to be met by the current retail stock (i.e. existing shopping centres, the high street and out-of-centre facilities), as there is limited new retail floorspace in the pipeline. With increased demand and the lack of supply over the short to medium term, research for the British Council of Shopping Centres (BCSC) predicts that this will effectively 'push up' rental levels for the larger modern desirable units until a significant amount of new development reaches completion. As a result, over the medium term, retailers will be competing for limited available space. Therefore those centres that are able to accommodate and deliver new developments over the next 5-10 years should be in a good position to attract operator interest. However, this will depend on market demand and the new retail floorspace being in the right location (i.e. preferably prime shopping locations), having the right size, format and specification to meet the needs of modern retailers.

2.34 Research by the BCSC has also identified an increased emphasis on asset management, as owners and developers invest in the expansion or refurbishment of existing shopping centres to increase their investment value and turnover. In the current economic climate this investment in existing assets is less risky and financially onerous than new build projects. However, as the supply of suitable units "dry up" in prime locations, so retailers will also look at alternative options for delivering growth, such as through new out-of-centre openings, increasing sales through the internet, and/or expanding internationally.

2.35 Finally, although the NPPF reinforces the longstanding policy objective of promoting development and investment in town centres first, the market appetite for new and extended shopping facilities in out-of-centre locations shows no signs of slowing. Potentially the next phase of out-of-centre investment could involve the transformation of some existing out-of-centre stores and shopping locations that are no longer 'fit-for-purpose' as mixed use developments, comprising residential, office and commercial leisure uses in addition to the existing and/reduced retail offer. The potential opportunities to "reinvent" out-of-centre shopping locations will be greatest initially where they are located close to towns that do not have the physical capacity (i.e. sequentially more preferable sites) to increase their retail offer.

2.36 In this context, it is clear that the 'top 50-100' prime centres and shopping locations in Britain should continue to flourish once the economy recovers. The greatest challenge will be how to revitalise the fortunes of struggling small and medium sized centres that do not have the critical mass of retail, leisure and other uses to compete for more limited investment and development.

3.0 POLICY CONTEXT

3.1 This section briefly reviews the relevant national and local development plan planning policy pertaining to retail and town centre uses. This national and local policy context will help to inform the recommendations made in this report, particularly regarding the need for a local impact threshold, and the designation of primary shopping areas. Conversely, the recommendations identified from this study will identify elements of local policy that can be amended in order to ensure that policy and decision making is informed by an updated evidence base.

NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

3.2 The NPPF was published in March 2012 and sets out the planning policies for England and how these are expected to be applied. It reinforces the importance of up-to-date plans and strengthens local decision making. The NPPF must be taken into account in the preparation of Local Plans and Neighbourhood Plans.

3.3 At the heart of the NPPF is a **presumption in favour of sustainable development**, which is seen as *"a golden thread running through both plan-making and decision-taking"* (paragraph 14). The NPPF (paragraph 14) sets out the Government's view of what sustainable development means in practice for both plan-making and decision-taking at the local level. For plan-making the Framework states that local planning authorities should positively seek opportunities to meet the development needs of their area. Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits. The Framework (paragraph 15) states that policies in Local Plans should follow the approach of the presumption in favour of sustainable development so that*"…it is clear that development which is sustainable can be approved without delay*".

3.4 The NPPF (paragraph 17) also sets out twelve **core planning principles** that underpin both plan-making and decision-taking. Amongst other objectives these principles confirm that planning should, *inter alia*:

- be genuinely plan-led;
- proactively drive and support sustainable economic development to deliver thriving local places;
- promote mixed use developments;
- focus significant development in locations which are or can be made sustainable; and
- deliver sufficient community and cultural facilities and services to meet local needs.

3.5 The Framework (paragraph 150) emphasises that **Local Plans** are *"…the key to delivering sustainable development that reflects the vision and aspirations of local communities"*. They should be *"aspirational but realistic"* and should set out the opportunities for development and clear policies on *"…what will or will not be permitted and where"* (paragraph 154). Only those policies that provide a clear indication of how a decision maker should react to a development proposal should be included in the plan. Any additional development plan documents should only be used where clearly justified (paragraph 153).

3.6 The NPPF (paragraph 156) requires **strategic priorities** for the area covered by the Local Plan to deliver the homes and jobs needed in the area; the provision of retail, leisure and other commercial development; and the provision of health, security, community and cultural infrastructure and other local facilities; etc. Crucially the NPPF (paragraph 157) indicates that Local Plans should, amongst other key requirements:

- plan positively for the development and infrastructure required in the area;
- be drawn up over an appropriate time scale (preferably 15 years), take account of longer term requirements and be kept up to date;
- indicate broad locations for strategic development on a key diagram and land-use designations on a proposals map;
- allocate sites to promote development and flexible use of land, bringing forward new land where necessary, and provide detail on form, scale, access and quantum of development where appropriate; and
- identify land where development would be inappropriate, for instance because of its environmental or historic significance.

3.7 In terms of the **evidence-based approach to planning**, the Framework states LPAs should ensure that the Local Plan is based on *"…adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area"* (paragraph 158). Furthermore the assessment of, and strategies for housing, employment and other uses should be integrated, and take full account of relevant market and economic signals. LPAs should use this evidence base to:

- assess the needs for land or floorspace for economic development, including for retail and leisure development;
- examine the role and function of town centres and the relationship between them;
- assess the capacity of existing centres to accommodate new town centre development; and
- identify locations of deprivation which may benefit from planned remedial action.

3.8 The NPPF is clear that pursuing sustainable development requires *"...careful attention to viability and costs in plan-making and decision-taking"* (paragraph 173). Plans should be deliverable and, in this context, sites and the scale of development identified in the plan should *"...not be subject to such a scale of obligations and policy burdens that their ability to be delivered viably is threatened"* (paragraph 173).

3.9 The Framework (paragraphs 18-149) sets out thirteen key 'principles' for **delivering sustainable development**, including:

- building a strong, competitive economy;
- ensuring the vitality of town centres;
- promoting sustainable transport;
- delivering a wide choice of high quality homes;
- requiring good design; promoting healthy communities;
- protecting Green Belt land; and
- conserving and enhancing the natural and historic environment.

3.10 In terms of **ensuring the vitality of town centres** the NPPF (paragraph 23) states that planning policies should be positive and promote competitive town centre environments, as well as setting out policies for the management and growth of centres over the plan period. When drawing up Local Plans, LPAs should:

- recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;
- define a network and hierarchy of centres that is resilient to anticipated future economic changes;
- define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations;
- promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;
- retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
- allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres;
- ensure that the needs for retail, leisure, office and other main town centre uses are *"met in full"* and *"not compromised by limited site availability"*. Assessments should therefore be undertaken of the need to expand town centres to ensure a sufficient supply of suitable sites;

- allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;
- set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;
- recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites; and
- where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.

3.11 When assessing and determining applications for main town centre uses that are not in an existing centre and not in accordance with an up-to-date Local Plan, the Framework requires that LPAs should:

- Apply a **sequential test**, which requires applications for main town centre uses to be located in town centres first, then in edge-of-centre locations and only consider out-of-centre locations if suitable sequentially more preferable sites are not available. When considering edge and out of centre proposals, *"…preference should be given to accessible sites that are well connected to the town centre"* (paragraph 24). Applicants and LPAs should demonstrate flexibility on issues such as format and scale.
- Require an **impact assessment** if the development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500m^2). The NPPF (paragraph 26) states that this should *"include"* assessment of the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, *"…the impact should also be assessed up to ten years from the time the application is made"*.

3.12 The NPPF (paragraph 27) states that *"…where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the above factors, it should be refused"*.

3.13 As previously stated in Section 1, this study also draws on advice set out in the *National Planning Practice Guidance* (the Guidance), published in March 2014. The Guidance has streamlined and replaced the advice previously set out in PPS4 *Practice Guidance on Need, Impact and the Sequential Approach*. The revised Guidance still places significant weight on the development of positive plan-led visions and strategies for town centres, and has retained the key sequential and 'impact tests'. Of relevance to this study the Guidance (para 003) states that the assessment of the potential for centres to accommodate new development and different types of development should cover a "*three-five year period*" but should "*also take the lifetime of the Local Plan into account and be regularly reviewed*".

LOCAL PLANNING POLICY CONTEXT

3.14 This section will summarise the planning policy in relation to retail and town centre uses as set out by the Partner Councils including; Nottingham City Council, Broxtowe Borough Council, Gedling Borough Council and Rushcliffe Borough Council.

STUDY AREA RETAIL HIERARCHY

3.15 The Aligned Core Strategies for Broxtowe, Gedling and Nottingham City Councils (Part 1 Local Plan) and the Rushcliffe Core Strategy define a five tier classification of centres within the Study Area. The boundaries of these centres and identification of primary shopping areas will be defined in Part 2 Local Plans.

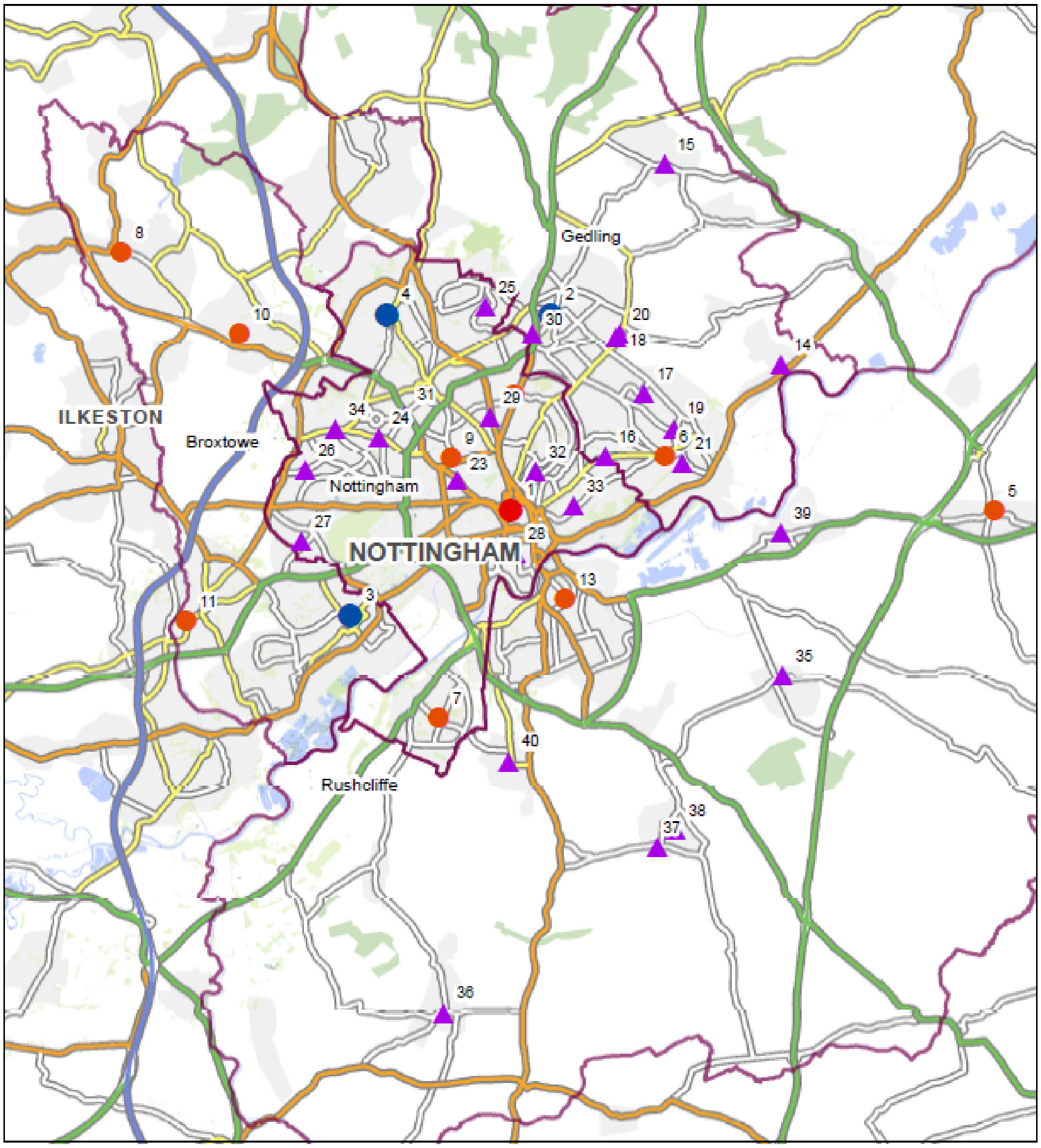
3.16 Nottingham City Centre sits at the top of the hierarchy, followed by three Town Centres, nine District Centres and 27 Local Centres. We briefly review the hierarchy of centres and their main characteristics in the table below.

Table 5.1 **Study Area Retail Hierarchy**

Level	Centre Name(s)	Characteristics
City Centre	Nottingham City Centre	An important Large Regional Centre, with a retail offer that attracts shoppers from a wide catchment area
Town Centre	Arnold, Beeston and Bulwell	Larger centres serving both local needs and attracting visitors from a wider area.
District Centre	Bingham, Carlton Square, Clifton, Eastwood, Hyson Green, Kimberley, Stapleford, Sherwood and West Bridgford.	Smaller range and scale of offer than Town Centres. Serving local needs and attracting visitors from a wider area than Local Centres.
Local Centre	Broxtowe - no designated Local Centres. Gedling - Burton Joyce, Calverton, Carlton Hill, Gedling Colliery, Chase Farm, Gedling Village, Mapperley Plains, Netherfield and Ravenshead . Nottingham City - Alfreton Road, Aspley Lane, Beckhampton Road, Bracebridge Drive, Bramcote Lane, Bridgeway Centre, Carrington, Mansfield Road, Nuthall Road, Robin Hood Chase, Sneinton Dale and Strelley Road. Rushcliffe - Cotgrave, East Leake, Keyworth (The Square), Keyworth (Wolds Drive), Radcliffe On Trent and Ruddington.	Serve the day-to-day needs of the local catchment area. Local centres are typically made up of a small cluster or parade of units that include some form of convenience, comparison and retail service provision (e.g. post office, bank or hair dresser).
Centres of Neighbourhood Importance	To be defined in subsequent site allocations part 2 Local Plans.	To be defined in part 2 Local Plans.

3.17 The Aligned Core Strategies include a map of the locations of these centres, which has been copied in Figure 5.1 for reference.

Figure 5.1 **Map of Centres in the Study Area**



Greater Nottingham Centres

- City Centre
- Town Centre
- District Centre
- Local Centre

1. City Centre
2. Arnold
3. Beeston
4. Bulwell
5. Bingham
6. Carlton Square
7. Clifton
8. Eastwood
9. Hyson Green
10. Kimberley
11. Stapleford
12. Sherwood
13. West Bridgford
14. Burton Joyce
15. Calverton
16. Carlton Hill
17. Gedling Colliery
18. Chase Farm
19. Gedling Hill
20. Mapperley Plains
21. Netherfield
22. Ravenshead
23. Alfreton Road
24. Aspley Lane
25. Beckhampton Road
26. Bracebridge Drive
27. Bramcote Lane
28. Bridgeway Centre
29. Carrington
30. Mansfield Road
31. Nuthall Road
32. Robin Hood Chase
33. Sneinton Dale
34. Strelley Road
35. Cotgrave
36. East Leake
37. Keyworth (The Square)
38. Keyworth (Wolds Drive
39. Radcliffe on Trent
40. Ruddington

DEVELOPMENT PLAN

Aligned Core Strategies (Local Plans Part 1: Core Strategy)

3.18 This comprehensive planning document (adopted September 2014) sets out the strategic planning policies and development principles for Nottingham City Council, Broxtowe Borough Council and Gedling Borough Council. Rushcliffe Borough Council adopted a separate Core Strategy independently (December 2014), which is in general alignment with the others.

3.19 Each council will produce its own Part 2 Local Plan which will provide local-orientated site allocations and development management policies as discussed below.

3.20 The policies within the Aligned Core Strategies and the Rushcliffe Core Strategy in relation to retail are summarised as follows:

- **Policy 2 (5)** sets out the settlement hierarchy for accommodating growth with development prioritised to: (a) the main built up area of Nottingham; followed by (b) adjacent to the Sub Regional Centre of Hucknall; and (c) Key Settlements for growth (including Awsworth, Brinsley, Eastwood in Broxtowe and Bestwood Village, Calverton and Ravenshead in Gedling). Growth will be supported in (d) other settlements that serves local needs only.
- **Policy 5** (Nottingham City Centre) stipulates the need to increase the floorspace for retail and leisure uses within the Centre. In addition, there is also the need to safeguard the primary shopping frontages and maintain a prominent provision of retail (A1) uses.
- In compliance with the NPPF, **Policy 6** (Role of Town and Local Centres) emphasises the need to maintain and enhance the vitality and viability of all Centres whilst also maintaining a strong retail provision. In terms of the locations for town centre uses, it states that Centres should be the initial location, then the Edge-of-Centre, and if needed, Out-of-Centre. If a development is proposed on the Edge or Out-of-Centre then a sequential test would be needed to determine whether there would be significant adverse effects on the Centre.

3.21 The chapter will now look at each Council and their individual plans and policies including Rushcliffe Borough Council.

Nottingham City Council

3.22 Nottingham City Council is in the process of producing their **Land and Planning Policies Development Plan Document (LAPP DPD)** which will be in conjunction with the Aligned Core Strategies. Although not currently adopted a document was produced during the ‘Issues and Options’ consultation stage. With publication expected in late 2015, it is worth summarising the policies in relation to retail within this document:

- **Policy DM10** (Major retail development within the City Centre) states that planning permission would be granted for the extension of the Broadmarsh or Victoria Shopping Centre if the proposed development will help strengthen the quality and diversity of retail provision within the City Centre.
- **Policy DM11** (Development within the City Centre Primary Shopping Frontages) explains that planning permission would be granted if a retail use would help maintain the current character of the frontage. If a non-retail use is proposed, an assessment would be undertaken to determine whether the development would have a detrimental impact on the vitality and viability of the City Centre as a shopping centre.
- **Policy DM12** (Development within the Secondary Frontages of the City Centre Primary Shopping Area) explains that planning permission would be granted for retail and other 'town centre uses' which would enhance the vitality and viability of the Centre. An assessment would be performed to ensure that the proposal would not lead to an excess provision of non-retail uses.
- **Policy DM14** ('Main town centre uses' within the 'Wider City Centre' and outside the Primary Shopping Area) states proposals for retail development based outside the Primary Shopping Area but still within the 'wider City Centre' will be subject to a sequential test for a site and impact assessment.
- **Policy DM15** (Independent Retail Clusters) explains that areas situated within the Independent Retail Cluster locations will be granted planning permission if the retail proposal complements the area. If a non-retail use, permission could be granted if the proposal does not lead to an over provision within the vicinity.
- **Policy DM18** (Development in Town, District and Local Centres) states that planning permission will be granted within these Centres if the use integrates effectively with the existing uses and does not affect the vitality and viability of the Centre.
- **Policy DM20** (Development of 'main town centre uses' in Out-of-Centre and Edge-of-Centre locations & retail outside the City Centre Primary Shopping Area) stipulates that planning permission will not be granted unless there are no sequentially preferable sites and the proposal would not have a significant adverse impact on the vitality and viability of the nearby Centre. In addition, an impact assessment would need to be carried out if the proposals promotes a floorspace of 1,000 sq. m or greater.

3.23 Although the LAPP DPD sets out clear policies these are not yet adopted. Currently, the Council have to determine applications though the **Saved Policies of the Local Plan (2005)** which contains the following policies in relation to retail:

- **Policy S1** will grant planning permission within Primary Shopping Frontages if the proposal helps to reinforce the vitality of the retail provision within the vicinity.
- **Policy S2** states that planning permission would be granted for the expansion of the Broadmarsh Centre in relation to retail. **Policy S3** stipulates a similar response for the Victoria Centre.
- **Policy S4** will allow planning permission to be granted for retail within Town and Local Centres it reinforces the vitality and viability of the Centre whilst also maintain the Centres compactness.
- In terms of retail developments outside existing centres, **Policy S5** stipulates proposals will be considered if no suitable sites are found within the Centres and that the new development would not have an impact on the vitality and viability of existing centres.

3.24 Nottingham City Council has also produced a vision for the City Centre in their Time and Place Plan (June 2014), which aims to maximise the potential of the City Centre. The Plan identifies the distinctive 'quarters' within the Centre which are to be created in order to carry forward long term improvements to the town centre:

- the Castle Quarter: a focus for tourism and restaurants;
- the Royal Quarter: which includes a number of civic buildings;
- the Creative Quarter: an innovative business location;
- the Canal Quarter: a location for businesses and entertainment; and
- The Retail Core: identified as a separate area and containing the main High Street shopping area.

Broxtowe Borough Council

3.25 Broxtowe Borough Council completed consultation on the Green Belt Review, Development Management Policies, and the Site Allocations Issues and Options earlier this year. It is intended that the latter two documents will be merged to form one single document for the next stage of consultation. . In the meantime, the **Saved Policies of the Broxtowe Local Plan (2004)** remain in effect. The policies in relation to retail are as follows:

- **Policy S1** states that Beeston, Eastwood, Kimberley and Stapleford will be granted planning permission for the development of A1, A2 and A3 uses providing they do not affect the vitality and viability of the Town Centre.

- **Policy S2** identifies sites in the town centre for retail development, which includes an area to the east of Station Road on the former Shaw and Marvin works site (in Beeston Town Centre) and the area to the west or east of Derby Road, south of Sandiacre Road (in Stapleford Town Centre). An out of centre development site was also identified in Giltbrook, Nottingham Road, on the former Dyggor Gaylord offices site.
- Retail developments exceeding 1,000 m^2 will only be permitted in **Policy S3** if there is an identified need and it will not affect the vitality and viability of the Town Centre. Consideration will only be given to proposals outside of the town centre where they satisfy the following criteria:
  - (a) there is an identified need for the proposed development; and
  - (b) the sequential test is satisfied; and
  - (c) if the site is an edge of centre location it is within convenience walking distance of a prime shopping frontage within a town centre; and
  - (d) the proposal, either individually or cumulatively, would not harm the viability or vitality of any defined town centres, or other town centre in a neighbouring authority; and
  - (e) the proposal would be well served by public transport and would be easily accessible by bicycle and on foot: and
  - (f) the proposal includes appropriate provision for access, servicing and car parking, and the traffic generated by the proposal would be accommodated satisfactorily on the local highway network.
- **Policy S4** explains that planning permission will not be granted for a non-retail use within a Primary Shopping Frontage if it leads to the provision of retail use falling below 66% within that vicinity. The defined sections for prime shopping frontages are identified for Beeston, Eastwood, Kimberley and Stapleford. In addition the policy states that if non-retail development leads to a break in A1 of more than two units or 15 metres (whichever is the lesser) permission will be refused. However, recent committee decisions have taken exception to this policy.
- **Policy S5** stipulates that Out-of-Centre developments with a floorspace between 100-1,000m^2 will only be permitted if they are integrated with other local amenities; will not harm the vitality and viability of those local shops and the Town Centre; and includes appropriate provision for access, servicing and car parking; and accommodates associated traffic safely on the local highway network.

- A change of use from Retail (A1) will not be granted under **Policy S6** if it leads to a deterioration of the Local Shopping Centres.

Gedling Borough Council

3.26 Gedling Borough Council is currently producing their 'Local Planning Document' which, with the Aligned Core Strategy, will form the statutory development plan for the Council. The aim is for the document to be adopted by winter 2016.

3.27 Until adoption of the Local Planning Document the Saved Policies of the Local Plan (2005) will remain active. The policies in relation to retail are as follows:

- **Policy S1** stipulates that retail development will be permitted if it is in keeping with the Centre and does not adversely affect the upper floor of a building.
- **Policy S2** states that a change of use from A1 to A2-A5 and D2 would be permitted in Primary and Secondary Shopping Areas unless it created a row of four or more non-A1 uses or the proposal led to a fall in A1 provision to below 65%.
- In relation to Arnold Town Centre, **Policy S5** would grant planning permission if the proposal retained the shopping function of the Centre and improved the evening economy and footfall. **Policy S6** would grant planning permission in Arnold Secondary Shopping Centre for retail and appropriate town centre uses if they do not affect the use of the upper floors, and if they do not significantly increase the shopping provision on the west side of High Street.
- **Policy S10** relates to Local Shopping Centres and stipulates that retail and other appropriate use would be granted planning permission if they do not majorly alter the character and vitality of the Centre as a local shopping facility.

Rushcliffe Borough Council

3.28 Rushcliffe Borough Council has adopted a Core Strategy independently (December 2014), which is in general alignment with the other Greater Nottingham Councils. The Council will also continue to determine planning applications through the Non-Statutory Replacement Local Plan (Adopted December 2006) until the other parts of the Local Plan are produced. This document contains two key policies in relation to retail, including:

- **Policy SHOP1** states that proposals for a superstore or similar development outside of West Bridgford Town Centre (now designated as a "district centre" in NPPF terms) will only be permitted if; there is not a suitable site within the Town Centre or adjacent, and, the development would not harm the vitality and viability of the Town Centre.

- For a change of use, **Policy SHOP4** specifies the change from an existing retail use will only be considered if there is no demand for the current use and it is replaced by another 'shop' unit.

4.0 SHOPPING PATTERNS & MARKET SHARE ANALYSIS

4.1 This section first defines the Catchment Area that provides the basis for the quantitative and qualitative needs assessment. It then describes the household telephone interview survey and summarises the key headlines of the survey-derived market share analysis for convenience and comparison goods retailing for each of the Partner Councils.

CATCHMENT AREA & ZONES

4.2 The definition of an appropriate Catchment Area is an important starting point for any retail and town centre assessment. In this case the Catchment Area has been defined using postcode geography and covers the four Partner Councils (Study Area), as well as outlying areas (see Plan 1, **Appendix 1**).

4.3 The Catchment Area has been sub-divided into sixteen zones based on postcode geography and taking into account the administrative boundaries of each Partner Council area and the influence of competing centres and shopping locations (see Plan 2, **Appendix 1**). For Nottingham City Council area, two zones were created to account for the large urban population and to show market share differences to areas north and south of the City Centre (i.e. Zones 1 and 2).

4.4 These zones provide the sampling framework for the household telephone interview survey (see Table 4.1). This zone-by-zone approach also enables more detailed analysis of shopping patterns and expenditure flows, both within and outside the Catchment Area, for the purpose of the retail capacity assessment, in accordance with good practice.

Table 4.1 **Catchment Area – Zones, Postcode Sectors, Catchments and Population**

		Zones	Geographic/Catchment Areas	Postcode Sectors	2014 Population
CATCHMENT AREA	STUDY AREA	1	Nottingham City North	NG1 3-4; NG3 1-5, NG3 7; NG5 1-3, NG5 5, NG5 9; NG6 0, NG5 9; NG6 0, NG6 8-9; NG7 3-7; NG8 3-6	206,469
		2	Nottingham City South	NG1 1-2, NG1 5-7; NG11 7, NG11 8; NG2 1-4; NG7 1-2; NG8 1-2	91,824
		3	Gedling	NG3 6; NG14 5-6; NG15 8-9; NG4 1-4; NG5 4-8	117,466
		4	Rushcliffe	LE12 5-6; NG11 0, NG11 6, NG11 9; NG12 1-5; NG13 8-9; NG2 5-7	127,573
		5	Broxtowe	NG16 1-3; NG9 1-8	117,680
		6	Erewash	DE7 4-6, DE 7-8; DE21 5; DE72 3; NG10 1-5	118,294
		7	Amber Valley	DE5 3, DE5 9, DE55 1-5, DE55 7, DE75 7, NG16 4, NG16 6	98,742
		8	Ashfield	NG15 6-7, NG16 5, NG17 1-9	114,477
		9	Derbyshire North	NG18 1-5, NG19 0, NG19 6-9, NG20 0, NG20 8-9, NG21 9, NG22 9, S44 5-6	165,938
		10	Retford	DN22 0, DN22 6-9, NG22 0	43,103
		11	Newark	NG23 5-7, NG24 1-4	63,946
		12	West Newark	NG14 7, NG21 0, NG22 8, NG25 0	35,547
		13	Melton	NG13 0, NG31 6-9, NG32 1-2	58,199
		14	Charnwood	LE13 0-4	40,414
		15	South Derby	DE72 2, DE73 7-8, DE74 2, LE11 1-5, DE12 9	101,771
		16	Derby	DE1 1-3, DE21 2, DE21 4, DE21 6-7, DE22 1-4, DE23 1-4, DE23 6, DE23 8, DE24 0-1, DE24 5, DE24 8-9, DE3 0, DE3 9, DE73 5-6	260,459
TOTAL CATCHMENT:					1,761,902

Source: 2014 population estimates based on ONS 2011 Census and derived from CJ's in-house *Experian MMG3 Geographic Information System* (GIS).

Notes: See Catchment Area Plan in Appendix 1

4.5 The table also sets out the 2014 (base year) population for the Catchment Area and zones sourced from Experian using CJ's in-house *MMG3 Geographic Information System* (GIS). Experian's figures show that there are currently 1,761,902 people resident in the Catchment Area at 2014 based on the latest 2011 Census results.

4.6 Finally it should be noted that the Catchment Area and zones defined for this retail study update do not exactly match the area defined for the purpose of the Council's previous 2008 Greater Nottingham Retail Study and the 2013 Update. This is due to the need to alter the boundary of zones that broadly reflect the Study Area (Zones 1 to 5) so that they more closely reflect the administrative boundaries of the Partner Councils. This allows for a more robust application of housing growth population data.

MARKET SHARE ANALYSIS

4.7 NEMS Market Research carried out a telephone interview survey (HTIS) of 2,003 households across the defined Catchment Area between 20th November and 30th November 2014 to help inform the quantitative and qualitative need assessment.

4.8 The questionnaire was designed by CJ, working in partnership with the Partner Councils, and is set out in **Appendix 2** along with the survey methodology. The full results are set out in **Appendix 3**.

4.9 The survey results detailing shopping patterns and consumer preferences for different types of convenience and comparison goods purchases help to inform the assessment of market shares, expenditure flows and 'current' turnovers of the main centres, foodstores and retail parks across each of the Partner Council areas.

4.10 The following provides an overview of the headline market shares for convenience and comparison goods shopping.

Convenience Goods

4.11 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 household goods (such as washing up liquid, kitchen roll, bin bags, etc.). In order to determine and assess current food shopping patterns across the Catchment Area and Study Area within, the household survey comprised standard questions on:

- where households "normally" carry out their main 'bulk' (trolley) food purchases (question 1), how they normally travel there (question 1);
- whether households usually link their main food shopping trip with trips to other centres, stores, facilities and/or services (questions 3-4);
- whether households also regularly visit other stores for their main 'bulk' food shopping needs (question 5);
- where households carry out their more frequent 'top up' (basket) purchases (question 6); and
- whether households also regularly visit other stores for their main 'top-up' food shopping needs (question 7);
- the proportion of average grocery spend per household on main food purchases (question 9).

4.12 The results for 'main', 'secondary' and 'top-up' shopping are then 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. Based on the responses to question 9 we have assumed that, on average, some 75%

of household expenditure is on main ('bulk') food purchases and 25% is on more frequent top-up ('basket') purchases. In the absence of survey evidence the 75%:25% split also happens to be a standard weighting commonly applied for retail assessments.

4.13 We have further broken down the weighting for main 'bulk' food and top-up purchases to provide a more robust assessment of food shopping patterns and market shares by taking account of where else households shop after their preferred store. For bulk food shopping, we have assumed that 65% of household expenditure will be taken up by the main store identified (i.e. responses to question 1) and 10% by the other foodstores (i.e. responses to question 5). For top-up shopping, we have assumed that 15% of household expenditure will be derived from the first store identified (i.e. responses to question 6) and 10% by the other stores (i.e. responses to question 7). Overall the weighting produces a composite pattern of market shares for convenience goods spending across the Catchment Area and defined zones.

4.14 Table 1 (**Appendix 4**) sets out the (composite) market share analysis (%) for all food and convenience goods shopping across the Catchment Area, the Partner Councils (Study Area) and key centres within at 2014. The total market shares have been derived from the analysis of main food (Tables 2), secondary food (Tables 3) and top-up food shopping (Tables 4-5). It should be noted that these market shares exclude non-responses to questions, but at this stage they do include Special Forms of Trading (SFT)[1].

4.15 Some of the headline shopping patterns identified for food and convenience goods purchases are as briefly described below:

Convenience Goods - Special Forms of Trading / Internet Shopping

4.16 As Table 1 shows, SFT/internet shopping accounts for a total market share of 3.8% across the Catchment Area as a whole. Within the zones that broadly comprise the Partner Councils/ Study Area (Zones 1 to 5) this ranges from a high of 5.7% in Zone 4 (Rushcliffe) to a low of 1.2% in Zone 1 (Nottingham City North). On average some 4% of main food shopping purchases are via the internet (see Table 2), compared with just 0.3% for top-up shopping (Table 3).

4.17 Reference to Experian's latest *Retail Planning Briefing Note 12.1* (October 2014) shows that the national average market share for non-store retailing in 2014 is 8.5%, based on data from the Office for National Statistics (ONS). The average market share for the Catchment Area (3.8%) is therefore below the national average. This will be influenced by a number of reasons such as the presence of large out of centre foodstores in the region, which are easily accessible. Online sales for food shopping are often higher in areas where main food outlets are not easily available.

[1] SFT includes non-store retail sales via the internet, mail order, stalls and markets, door-to-door and telephone sales. The market shares used for the economic capacity assessment in Section 9 have necessarily been recalibrated to strip out all non-store retail sales in accordance with good practice. This is because an allowance is made for the market share of SFT from the expenditure per capita estimates at the base year and over the forecast period. See Section 9 for a more detailed explanation of the capacity approach.

Convenience Expenditure - 'Retention' Levels

4.18 All stores in the Greater Nottingham area (including the Study Area/Partner Councils and Hucknall District Centre) are retaining 37.6% of total convenience expenditure from the Catchment Area.

4.19 The retention level of convenience expenditure varies for each Partner Council area with centres and stores in the **Nottingham City Council area** achieving the highest proportion of expenditure for the Catchment Area (15%) and their core zones; Zones 1 and 2 (68.9%). Within Zone 1 (Nottingham City North) out of centre stores account for the greatest market share of expenditure (31.5%), followed by stores in Hyson Green District Centre (13.7%); in particular to Asda, Radford Road (12.7%). In contrast, the greatest proportion (32.3%) of expenditure in Zone 2 (Nottingham City South) is directed to stores in Clifton District Centre (in particular to Morrisons at 20.8%) followed by the out of centre Sainsbury's store at Castle Bridge Road (10.5%). This reflects the fact that Clifton is the main centre serving Zone 2 and has a lower number of out of centre foodstores compared to Zone 1.

4.20 Stores in **Broxtowe Borough** retain 7% of total Catchment Area convenience expenditure and 65.4% of expenditure for their core zone (Zone 5). Within Zone 5, the majority of expenditure is distributed across three of the Borough's main centres including Beeston Town Centre (18.1%), Eastwood District Centre (15%) and Kimberley District Centre (15.3%). Out of centre stores account for 12.7% of convenience expenditure.

4.21 Stores in **Gedling Borough** account for 8% of total convenience expenditure in the Catchment Area and 65.5% of expenditure in their core zone (Zone 3). Out of centre foodstores in the Borough account over a third (36.8%) of retained expenditure in Zone 3 compared to 12.4% for stores in Arnold Town Centre.

4.22 Stores in **Rushcliffe Borough** retain the lowest proportion of expenditure out of the four Partner Councils at 5.9% of total Catchment Area expenditure and 53% of expenditure in their core zone (Zone 4). The analysis shows that almost a third (31.5%) of expenditure is directed to out of centre foodstores in the Borough. Even within Zone 2 - which includes west Bridgford District Centre (2.4% of Zone 2 expenditure) and the out of centre Asda Superstore (10.5% of Zone 2 expenditure) - residents are more likely to access foodstores in Clifton District Centre (Nottingham City Council). This is a reflection of the boundary of Zone 2, which includes part of Clifton.

4.23 Stores in Hucknall District Centre in Ashfield District, which forms part of the Greater Nottingham area, retains 1.7% of total Catchment Area convenience expenditure. Expenditure is largely drawn from Zones 3 (9.9%) and Zone 8 (13.6%).

Convenience Expenditure - 'Outflow'

4.24 In terms of the 'outflow' (or 'leakage') of shoppers and expenditure from the Catchment Area to other competing stores and centres the market shares of these competing stores inevitably vary across the Catchment Area, based on their location, proximity and accessibility to the residents in the different zones. The market share analysis shows that where 'leakage' is identified for the Nottingham City Council area and Gedling, it is directed to other stores in the Greater Nottingham area. For example, over a quarter of expenditure (26%) from the Nottingham City Area (Zone 1 and 2) is leaked to neighbouring authorities in Greater Nottingham. In particular, 21.2% of expenditure in Zone 1 is leaked to Gedling Borough. For Zone 2, 14.6% of expenditure is leaked to Rushcliffe Borough.

4.25 Leakage from Zone 3 (Gedling) is mainly directed to stores in Nottingham City (14.1%); in particular out of centre stores (6.9%) and stores in Bulwell Town Centre (3.7%).

4.26 However, for Rushcliffe Borough some 22.5% of convenience expenditure is leaking to centres outside of Greater Nottingham; in particular Loughborough. For Broxtowe (Zone 5), 18.5% of expenditure is leaked to centres outside of Greater Nottingham including Ilkeston and Langley Mill.

Comparison Goods Market Shares

4.27 Comparison (non-food) goods are generally defined as items not obtained on a frequent basis and include clothing, footwear, household and recreational goods (also see Glossary of Terms appended to this study).

4.28 The household survey comprised questions on a wide range of main non-food expenditure categories, as defined by Experian Business Strategies, to help inform the assessment of current shopping patterns (see **Appendix 2**, questions 16-26). These categories include clothing and footwear (question 16); recording media (question 17); small and large electrical appliances (questions 18-19); books and stationery (question 20); toys, games, pets and hobby items, etc. (question 21); furniture, carpets and household textiles (question 22); DIY goods, decorating supplies and garden products (question 23); personal care (question 24); medical goods (question 25); jewellery, watches and other luxury goods (question 26).

4.29 Table 1 (**Appendix 5**) shows the market shares (%) for all comparison goods shopping purchases made both within and outside the Catchment Area, including SFT. These total market shares have been informed by the shopping patterns for the different types of comparison goods expenditure set out in Tables 2-12. It should be noted that the market share analysis (%) takes account of the distribution and weight of spend (£) by households on the different comparison goods categories. This ensures that the resultant shares are not skewed by any particular comparison goods expenditure category. This is a standard approach for retail assessments.

4.30 The key headlines of the market share analysis for each Partner Council area are briefly described below:

Comparison Goods Special Forms of Trading / Internet Shopping

4.31 The market share for SFT (including purchases via the internet and mail order) is 12.9% for the Catchment Area as a whole. For the Study Area Zones (1-5), this ranges from a high of 14.2% in Zone 4 (Rushcliffe), to a low of 9.4% in Zone 1 (which is in close proximity to the City Centre and retail parks).

4.32 Experian's latest *Retail Planning Briefing Note 12.1* (October 2014) shows that the national average market share for non-store comparison goods retail sales is 15.6% in 2014. The average for the Catchment Area (12.9%) is therefore below the national average figure. A possible reason for SFT comparison market share being lower than the national average may be that residents prefer traditional ways of shopping (i.e. visiting physical stores) and/ or that multi-channel retailing facilities are not supported. This is often the case in rural areas compared to major urban areas where 'click and collect' facilities are more freely available.

Comparison Expenditure - 'Retention' Levels

4.33 All stores in the Greater Nottingham area (including the Study Area/Partner Councils and Hucknall District Centre) are retaining 38.4% of total comparison expenditure from the Catchment Area.

4.34 The level of comparison expenditure retention by centres and stores varies considerably across each Council area. As expected, the **Nottingham City Council area** has the highest retention level of 28.1% of total Catchment Area expenditure and 75.3% for expenditure in Zones 1 and 2 combined. The City Centre attracts 22% of Catchment Area expenditure.

4.35 The other Boroughs in the Study Area account for a much smaller market share, which reflects the scale and quality of their comparison retail provision, and their role in the wider regional retail hierarchy.

4.36 **Broxtowe Borough** accounts for 4.5% of total comparison expenditure and just under of a third (31.4%) of expenditure from its core zone (Zone 5). Within Zone 5, out of centre stores account for the greatest proportion of expenditure (14.7%), followed by the District Centres (10%) and Beeston Town Centre (6.7%).

4.37 Stores in **Gedling Borough** account for 4% of total comparison expenditure in the Catchment Area and 31.8% of expenditure in their core zone (Zone 3). Arnold Town Centre accounts for 14.9% of expenditure in Zone 5 followed by out of centre stores (including stores at Madford Retail Park and Victoria Retail Park) at 13.7%.

4.38 Stores in **Rushcliffe Borough** retain the smallest market share of total Catchment Area expenditure at 0.9% with the market share increasing to 7.6% based on expenditure in the Borough's core zone (Zone 4).

4.39 Stores in Hucknall District Centre in Ashfield District retain less than one percent (0.8%) of total Catchment Area comparison expenditure.

Comparison Expenditure - 'Outflow'

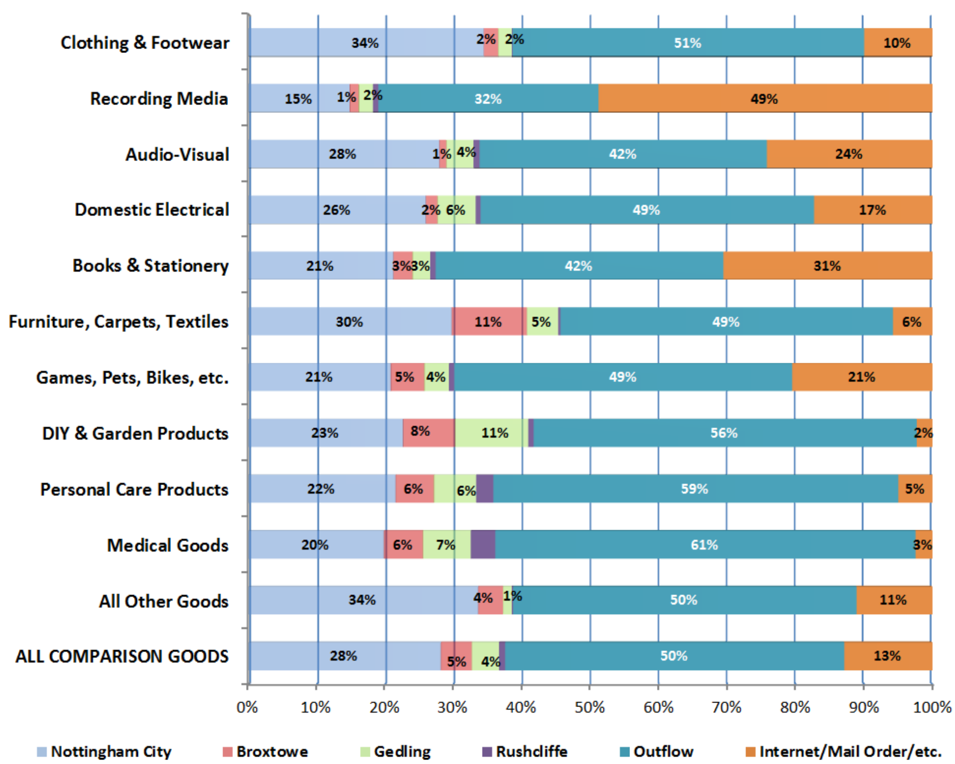
4.40 The trends for comparison expenditure leakage reflect those identified for convenience expenditure. For example, the leakage of expenditure from zones that correlate to Nottingham City Council area (Zones 1 and 2) and Gedling Borough (Zone 3) is largely contained within the Greater Nottingham area. The analysis shows that expenditure leakage from Broxtowe and Rushcliffe is more likely to leak to centres outside of Greater Nottingham; and, in particular, to Loughborough from Rushcliffe.

4.41 The findings confirm that other regional centres such as Derby and Leicester draw limited expenditure from the Greater Nottingham area.

Comparison Goods Categories

4.42 The figure below summarises the market share for stores in each of the Partner Council areas the different categories of comparison goods types against expenditure in the Catchment Area as a whole.

Figure 4.1 **Market Shares for Comparison Goods Categories**



4.43 In particular, the figure shows that SFT (including internet shopping) achieves the highest market share for recording media goods (49%) and for books and stationery (31%). This reflects national trends and the dominance of online outlets, such as Amazon, in these categories as well as online downloads for music and books. SFT also achieves a strong market share for audio visual goods (e.g. includes computers, laptops, TVs, music systems, etc.), which are increasingly purchased online; in particular from high street retailers with established online outlets (e.g. Curry's PC World, Richer Sounds and John Lewis).

4.44 'Bricks and mortar' stores within the four Council areas still maintain a relatively strong market share for traditional comparison goods categories such as clothing and footwear, DIY and gardening, personal care and medical goods.

4.45 Stores in Nottingham City Council area attract over one third of expenditure from the Catchment Area, mainly attributed to stores in the City Centre. The City Council area also attracts a relatively strong market share for audio visual, domestic appliances and other goods (including gifts, jewellery and luxury items). Again, the City Council's market share is largely buoyed by stores in the City Centre; reflecting the City's role as a regional centre.

4.46 The other Partner Council areas achieve modest market shares across the different goods categories for the Catchment Area as a whole. This reflects the limited wider role and catchments of the town and district centres in Broxtowe, Gedling and Rushcliffe within the region's shopping hierarchy compared with Nottingham City Centre. However, it is noted that Broxtowe attracts a stronger market share for bulky goods (e.g. 11% for furniture, flooring and household textiles and 8% for DIY and garden products).

5.0 NOTTINGHAM CITY CENTRE - CENTRE AUDIT

5.1 The following sections (**Sections 5 and 6**) provide high-level health check updates for key centres in the Nottingham City Council area. Health checks are recognised as important planning 'tools' for appraising the overall vitality and viability of town centres, and informing both plan-making and decision-taking at the local level.

5.2 The following methodology was used to inform the centre health checks:

HEALTH CHECK METHODOLOGY: OVERVIEW

5.3 In accordance with the Planning Practice Guidance (paragraph 005), there are a number of Key Performance Indicators (KPIs) that are widely used (where the information exists) to help assess and monitor the overall health and performance of centres. Some of the KPIs include:

- the scale and diversity of uses (e.g. retail and services offer);
- retailer representation and demand;
- commercial property indicators (such as Prime Zone A Rents);
- changes in vacancy levels;
- accessibility and parking provision;
- the quality of the town centre environment;
- pedestrian footfall; and
- customers' views and behaviour.

5.4 In this case the most up-to-date and reliable KPIs have been gathered for the City Centre, Bulwell Town Centre and the City Council's three District Centres (Clifton, Hyson Green, and Sherwood) to help inform the assessment of their overall strengths and weaknesses in retail terms; the opportunities for new sustainable development and growth; and any potential current and future threats to their overall vitality and viability. An overview is also provided on KPIs identified (where available) for the Borough's network of Local Centres.

5.5 The health check analysis for Nottingham City Centre was largely informed by the Council's own City Centre survey, as shown in **Appendix 6**. The other health check assessments for Town, District and Local Centres in the Nottingham City Council area have been informed from a variety of information sources including survey data from Nottingham City Council, the latest Experian Goad *Town Centre Category Reports* where information gaps were identified (for Bulwell Town Centre and Sherwood District Centre) and centre site visits.

RETAIL CONTEXT

5.6 Nottingham City Centre is the main retail centre serving the Greater Nottingham area. The retail offer is anchored by two large shopping centres, the Broadmarsh Centre and the Victoria Centre.

5.7 The City Centre's retail offer is extensive and stretches from the Victoria Shopping Centre in the north to the Broadmarsh Centre and the Railway Station to the south. The quantum of retail floorspace provided within the city centre makes it the largest shopping centre in the region and one of the largest in the UK.

5.8 The latest Venuescore rankings (2014-15) show that the City Centre has risen one place to 7^{th} in the national rankings since 2011, which is a positive sign.

5.9 As highlighted in the previous retail study (2008 GNRS), Nottingham City Centre ranks well below other similar centres in relation to the proportion of retail that is within indoor shopping centres (including the Broadmarsh and Victoria Centres). This indicates that the traditional shopping streets in the City Centre continue to perform the dominant role in relation to retail provision.

5.10 Nottingham City Centre also faces competition from out-of-town development and neighbouring centres. For example, plans for major new out-of-centre retail provision include the expansion of the Sainsbury's superstore to Castle Bridge (3,325m^2 gross) and the redevelopment of the former gasworks site at Radford Road for mixed use development; including a foodstore and ancillary retail units.

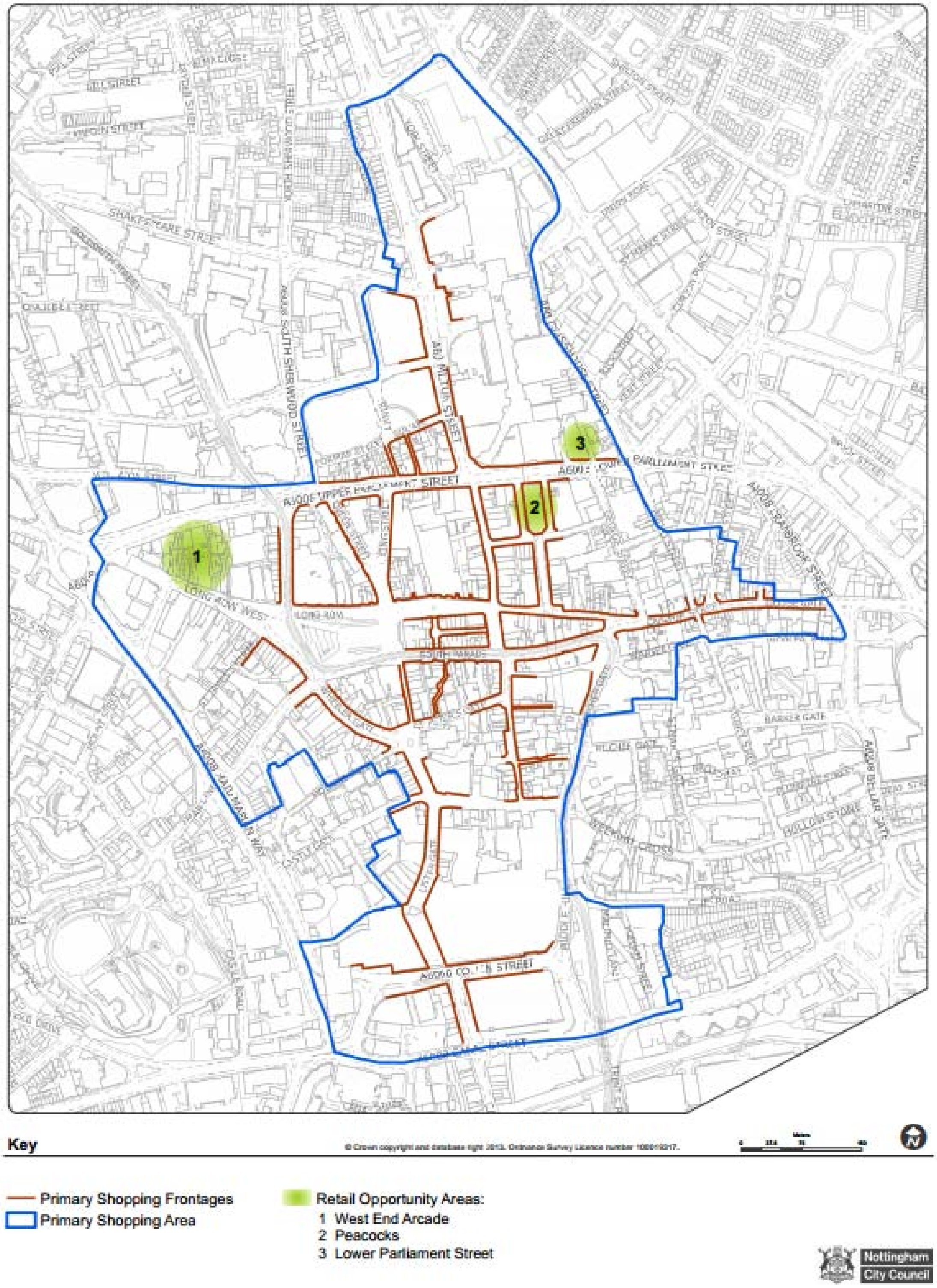
5.11 The 2008 GNRS identified a number of distinct shopping areas within the City Centre. The layout and character of these remains generally consistent with the detailed descriptions provided by the 2008 report, however a brief summary has been provided below.

- Bridlesmith Gate: The retail offer is predominantly high-end, designer fashion stores located within attractive, historic buildings.
- Old Market Square: The public square hosts a number of markets, and is bordered by high end stores including Debenhams. The Debenhams is split over a number of units, which has been identified as an inefficient use of space.
- The Cornerhouse: This is a four storey purpose-built leisure complex that contains a cinema, a casino and food and drink occupiers.
- The Lace Market and Hockley: An historic base for the lace making industry, which is now populated by a variety of independent stores and food and drink occupiers. It should be noted that the development of a new 8 storey building (student apartment and ground floor retail) located on the edge of the lace market area is currently underway (1 Hockley, see Table 5.6).

- Victoria Centre: One of two indoor shopping centres, located to the north of the City Centre, which opened in 1972. The centre is anchored by department stores John Lewis and House of Fraser, along with 120 other high street stores and a Tesco Metro.
- Exchange Arcade and Flying Horse Walk: Occupiers tend to be high-end and specialist stores, with multi-nationals concentrated in Exchange and independents in Flying Horse Walk.
- High Street, Victoria Street and Pelham Street: The form the main, traditional shopping streets and are accessible from Old Market Square. There are numerous multi-national retailers located in what is considered to be a high quality urban environment.
- Broadmarsh Centre and Listergate: Located to the south of the City Centre, the Broadmarsh Shopping Centre is occupied by around 90 units and has particularly good links to car parking and public transport. The occupiers of this centre were considered to be ‘weaker’ in the 2008 GNRS and there are a low proportion of multiple retailers. Listergate connects the shopping centre with the main shopping streets and by contrast has a high proportion of key multiples.

5.12 The (draft) Nottingham LAPP DPD Proposed Policies Map Revision 2013 sets out a map of the City Centre primary retail area and primary retail frontages within it, as shown in Figure 5.1 below.

Figure 5.1 Nottingham City Centre Primary Shopping Area



Source: Proposed policies map revision - Retail Designations

RETAIL COMPOSITION AND DIVERSITY

5.13 The assessment of the current retail and service provision in Nottingham City Centre (measured in units) has been informed by the Council's own City Centre survey (**Appendix 6**).

5.14 The table below shows the changes in the composition and diversity of the City's retail and service outlets over the past two years, from 2012 to 2014. The 2012 data has been taken from the 2013 GNRS, which was itself based on Experian data. It should be noted that the method used for each survey may differ in places; therefore results may not be directly comparable. However, the proportion of units identified in each category provides a useful guide as to how the composition of the City Centre may be changing.

Table 5.1 **Nottingham City Centre: Change in Retail Composition 2012- 2014**

Category[2]	2014 (units)	2014 (%)	UK Average (%)	2012 (%)	Change
Comparison	423	31.1%	32.6%	30.4%	0.7%
Convenience	78	5.7%	8.3%	5.1%	0.7%
Service	312	22.9%	24.2%	19.2%	3.7%
Leisure	313	23.0%	22.3%	24.4%	-1.4%
Sui-Generis/ other	3	0.2%	0.0%	0.0%	0.2%
Vacant	237	17.3%	11.5%	21.0%	-3.6%
Total	1,366	100%	100%	100%	-

Sources: Nottingham City Council City Centre Survey 2014 and GNRS 2013

Notes: National Benchmarks taken from Experian Reports 2014

5.15 There are currently 1,366 units in Nottingham City Centre. The level of convenience provision in the City Centre is 5.7%, which is below the UK average of 8.3%; although the proportion of convenience retail units has increased from 5.1% in 2012. This provision includes a number of smaller format national multiple stores, including six Tesco Expresses, three Sainsbury's Locals and one Little Waitrose. There are no large supermarkets or superstores within the City Centre.

5.16 The level of comparison retail has increased by 0.7 percentage points to 31.1%. The City Centre has a good provision of national multiple comparison retailers. This includes high street brands such as Next, Boots, H&M and Marks and Spencer, in addition to high-end brands such as Fred Perry, Jigsaw, Ted Baker and Vivienne Westwood. There are also a number of larger department stores in the Centre including John Lewis, House of Fraser and Debenhams.

[2] Experian Town Centre Categories: Comparison – includes all non-food retailers except those classified as convenience; Convenience – includes food and beverage retailers, health food shops, as well as shoe repair outlets and convenience, tobacco and newspaper outlets; Services –retail services (e.g. dry cleaners, opticians, health and beauty, post office, travel agents, etc.) and financial and business services (e.g. banks, building societies, legal services, property services, etc.); Leisure – includes eating and drinking out venues, sports facilities, gambling venues and late night venues; Sui Generis – includes all other commercial town centre uses.

5.17 The survey data also showed there to be a higher representation of ‘independent’ occupiers than national occupiers; 55% compared to 44% of all units.

5.18 The level of service provision is currently 22.9% of all units, an increase of 3.7 percentage points since 2012 but still below the national average of 24.2%. This provision includes financial services such as banks (30 units), hair dressers (73 units) and estate agents (26 units).

5.19 Leisure uses accounted for 23.0% of total City Centre units. Although this is above the UK average, this has been a small decline by 1.4 percentage points since 2012. There are 84 pubs or bars in the centre, 62 hot food take-aways and 137 cafés or restaurants. There is a good representation from national brands such as Yo Sushi, La Tasca, Wagamama and Zizzi. There are also two cinemas in the centre – Cineworld in the Cornerhouse and Broadway art house cinema. The City Centre also hosts the Theatre Royal Concert Hall and the Nottingham Arts Theatre.

5.20 The 2008 GNRS identified a trend of increasing levels of service provision and declining comparison and convenience provision. The results of the 2014 survey show that, apart from a small decline in leisure provision, other City Centre uses surveyed appear to have remained constant, with the biggest change being an increase in comparison and service provision. There has also been a sharp reduction in the number of vacant units which is discussed in detail in the following section.

VACANCY LEVELS

5.21 Vacancy levels provide one of the key performance indicators (KPIs) for assessing the relative health of centres, and measuring how their attraction and performance may be changing over time.

5.22 However, simple assessments of the number and proportion of vacant units in centres should be interpreted with caution, as there is a natural ‘churn’ of units closing and opening in centres at any one time. For example, some shops may be vacant because they are undergoing refurbishment for immediate occupation, or they may be subject to redevelopment plans. Conversely, although low vacancy levels are often interpreted as a sign that a centre is performing strongly, it may also mask the fact that there is a limited supply of new floorspace to meet the needs of retailers and businesses seeking representation in the town centre.

5.23 In this case we have drawn on the vacancy levels (measured by outlets) recorded by the Council as part of their City Centre survey. The table below shows the number of vacant units recorded by the City Council in 2012, compared to the number recorded in 2014 and the adjusted figure based on up to date information about the status of vacant units within the City Centre (discussed below). It should be noted that additional City Centre units were included in the surveys between 2012 and 2014, resulting in an increase in the total number of units by 248 units.

Table 5.2 **Nottingham City Centre Vacancy Rates 2012- 2014**

	2012 Survey	2014 Survey	2014 Adjusted	UK Average
% Units Vacant	17.6%	17.3%	14.6%	11.5%
No. Units Vacant	197	237	199	n/a
Total number of units	1,117	1,366	1,365	n/a

Source: Nottingham CC City Centre Surveys 2012 and 2014

Note: National Benchmarks taken from Experian Reports 2014

5.24 The current vacancy rate in the City Centre stands at 17.3%, which is 5.8% above the national average of 11.5%. This vacancy rate has reduced steadily from 2012, at which point it was at a peak of 17.6%.

5.25 It should be noted that this vacancy figure was later adjusted to 228 units by the Council, which results in a lower vacancy rate of 16.7%. In addition, detailed information regarding the status of units that are currently vacant shows that the level of vacancy is likely to decrease significantly in the short term following the redevelopment and reopening of currently vacant units. For example, refurbishment work is underway at the Victoria Centre, which has held back 16 units at the Victoria Centre. Similarly, Broadmarsh Shopping Centre has 13 vacant units, some of which are associated with plans to redevelop the centre. If these units are excluded from the vacancy figures, then the adjusted vacancy figure (shown Table 5.2) drops to 14.6%. This remains above the national average of 11.5%, but nonetheless represents a positive trend of falling vacancy rates in the City Centre.

5.26 Within this overall trend, detailed analysis conducted by the Council has shown that traditional vacancy ‘hot-spots’ have also shown signs of declining vacancy over this period. In addition to the two shopping centres, redevelopment planned for Glasshouse Street is also causing units to be held back and remain empty in preparation for this[3]. Overall, out of 14 identified vacancy hot-spots, 9 have shown improvement in the last year. The areas that have shown the greatest improvement are: Main Marian Way; Upper Parliament Street; West End Arcade; Lower Parliament Street; Heathcoat Street. All experienced a reduction of 3 vacant units. Much of this improvement has been attributed to ongoing regeneration schemes, including investment into the Creative Quarter in the East of the City and the regeneration of the shopping centres.

RETAILER REQUIREMENTS

5.27 Retailer demand for representation in a shopping location normally provides a good indication of a centre’s overall attraction, health and viability. The CoStar Focus national retailer requirements database is a standard published dataset used to inform retail assessments and provides consistently sourced evidence detailing the changes in retailer requirements over a period of time.

[3] Nottingham City Council: Meeting Of Portfolio Holder For Planning And Transportation (7 July 2014) Report of findings from the City Centre Vacancy Survey undertaken in May 2014

5.28 The latest CoStar Report recorded 54 requirements for Nottingham City Centre in December 2014; representing a total maximum floorspace requirement of 30,805 m^2 gross. Those operators with a stated interest include a number of national multiple retailer brands and service/leisure operators, as set out in the table below.

Table 5.3 **Nottingham: Retailer Requirements**

Category	Name	Max floorspace (m^2)
Retail	Better Bathrooms (UK) Ltd	1,858
	Cycle Republic	557
	Jo Malone	139
	Fossil	111
	Ecco	102
	Tommy Hilfiger	279
	Farrow & Ball	186
	Timberland	269
	Neal's Yard Remedies	93
	Joules Clothing Ltd	279
	Halfords Ltd	743
	Bensons For Beds	743
Leisure	Greggs Plc	139
	Pizza Express/ASK/Zizzi	465
	Pret a Manger (UK) Ltd	279
	Bubbleology	56

Source: CoStar FOCUS December 2014

5.29 It should be noted that many retailers now prefer not to publish their requirements as it could damage their negotiating position where they are seeking representation in new locations. Moreover, such databases can only identify the current level of market demand and do not reflect how demand might change in the future following new development and investment. For example experience shows that a new scheme that offers retailers modern, well-configured floorspace adjacent to like-minded tenants in a prominent location will generally generate a significant uplift in market interest and demand.

RETAIL RENTS

5.30 The GNRS 2008 identified the 'prime pitch' in the City Centre as the southern part of the Victoria Centre, where the John Lewis is located. Retailer demand for other areas including Clumber Street and Bridlesmith Gate is also high, generating higher rents in these areas.

5.31 This study identified recent deals available for retail units in the City Centre prime pitch area, which is defined as the primary shopping frontage as set out in the Local

Plan. The data showed that the highest deals were being done around Bridlesmith Walk, Castle Gate, Upper Parliament Street and Victoria Street.

5.32 In 2008, recent deals indicated that retail rents in zone A were likely to be around £2,637 per m^2. This was consistent with the levels achieved in 2006, which remained unchanged. Since then, retail rents across the region have fallen as a result of the economic crisis. The autumn 2013 Colliers International Great Britain report identified a highest prime rent of £2,045 per m^2, a drop of 22% since the 2008 peak. However, there are signs that retail rents are stabilising and also positive indications that Nottingham remains well above the East Midlands average of £775 per m^2.

ACCESSIBILITY AND PEDESTRIAN FLOWS

5.33 The City Centre enjoys excellent transport connections to both the region and the rest of the UK. Nottingham Rail Station is located on Carrington Street in the City Centre and provides regular links to London, Liverpool and Cardiff. Nottingham station is being improved by Network Rail as part of The Hub Project, which includes a new concourse. There is also a coach station located in close proximity to Broadmarsh Shopping Centre, which connects to a number of destinations across the UK.

5.34 In addition to a regular bus service, there is a tram service running between the City Centre, the park and ride and northern settlements. The tram service is currently being extended under 'NET Phase Two', which is anticipated to be operational by summer 2015. The park and ride services are considered important to mitigate the effects of traffic congestion which occurs at peak times within the City Centre.

5.35 By road, the City Centre is easily accessible from the M1 (which lies 9.7 km away), with A610 running directly into the centre and connecting to the A6008. This provides links to the north and to the south of the City. The A52 provides links between the City and the M1 to the south east of the City. In addition, the A453, which links the east of the City to the M1 via the Clifton urban area, is currently being upgraded. The improvement works are expected to reduce congestion and improve safety on this route.

5.36 East Midlands Airport is located 24 km (around a half hour drive) from the City Centre.

ENVIRONMENTAL QUALITY

5.37 The environmental quality of the City Centre varies by character area, as set out in the retail context section above. The traditional shopping streets leading from Old Market Square tend to be of higher quality, offering attractive historic buildings and a vibrant atmosphere.

5.38 The two modern shopping centres of Victoria and Broadmarsh have good quality shopping environments, although in places these are in need of investment. However, improvements to the quality of environment for both centres are likely to be addressed through current refurbishment works to the Victoria Centre and planned redevelopment/ refurbishment of the Broadmarsh Centre. A review of current and proposed plans for both centres show improvements to pedestrian legibility and internal malls that will enhance the overall shopping experience.

5.39 The NCC Time and Place Plan (June 2014) identifies the current legibility in the City Centre as good, with comprehensive pedestrian signage, although it states there is little information on preferred walking route. Areas identified as 'problematic' and therefore targets for improvement works were the route from the station to the City Centre, Collins and Canal Street and Milton Street. In particular, there is a need to reduce traffic levels along Collins St and Canal St. Proposals to improve connectivity include reviewing the City Centre signage to make it more distinctive and using technology to access information. Emphasis on the City's public open spaces was also recommended.

CUSTOMER VIEWS AND PERCEPTIONS

5.40 The household survey asked specific questions on respondents' views and perceptions of Nottingham City Centre as a place to shop and visit for a wide range of uses and attractions. This included establishing how frequently residents visit the town centre for shopping and leisure purposes, as well as identifying any key improvements residents would like to see that might encourage them to visit Nottingham City Centre more often for shopping and other purposes.

5.41 The key headline findings below focus on the responses in Zones 1 and 2, which is broadly equivalent to the Nottingham City Council area (City Centre north and south respectively).

5.42 When asked what, if anything, respondents would improve in Nottingham City Centre that would encourage them to visit more, the majority in each zone stated '*nothing or very little*'. The table below provides a summary of the most frequently raised improvements (top 20 out of 44 options).

Table 5.4 **HTIS Results - Nottingham City Centre Improvements**

Key improvement for shopping in Nottingham City Centre	Nottingham City Council area		Study Area
	Zone 1	Zone 2	
Nothing / very little	56.8%	50.2%	51.9%
Cheaper or free parking	3.5%	7.8%	9.1%
Better parking provision	2.0%	1.4%	5.2%
Make it a more attractive environment / nice place	1.0%	9.1%	3.0%
Make it easier to get to by bus	1.0%	3.6%	3.0%
More / better range of non-food shops	0.0%	3.8%	2.7%
Make it easier to get to by car	0.0%	0.0%	2.6%
Improve public transport links	2.7%	0.0%	1.9%
Finish the improvements to the centre	3.6%	0.0%	1.6%
Traffic-free shopping centre	0.0%	1.4%	1.6%
Less traffic congestion / roadworks	0.0%	1.4%	1.4%
Better quality of ‘non-food’ shops	2.7%	5.4%	1.2%
Less busy	3.1%	0.0%	1.1%

Source: HTIS, July 2014

5.43 The most popular suggested improvement was the need for *‘better parking provision’* or ‘*cheaper or free parking’*, which combined was mentioned by 14.3% of respondents across the Catchment Area. The weight of responses reflected the distance of respondents from the City Centre (e.g. 5.5% in Zone 1, compared to 32.2% from Zone 4). Similarly, improved bus services to the centre were felt to be particularly important for respondents in the zones located outside of the City Centre (e.g. 7.2% in Zone 6, 6.2% in Zone 8, 10.1% in Zone 10 and 6.5% in Zone 14). This highlights the importance of public transport access to the City Centre for those traveling in from suburban and rural areas. Therefore, means to encourage sustainable travel to the City Centre should be supported.

5.44 *“More / better range of ‘non-food’ shops”* and *“Better quality of ‘non-food’ shops”* was also considered to be a high priority. This was particularly the case for zones to the south of the City Centre, suggesting that these zones rely on the City Centre for this type of retail provision (e.g. 9.2% in Zone 2, 7.6% in Zone 13, 8.8% in Zone 14 and 12.5% in zone 15).

5.45 Other themes picked up on across most zones were:

- Environmental: the need to improve the attractiveness of the environment; finish off the improvement works to the centre; and make the centre traffic-free;
- Transport: the need to improve public transport links; improve links by car; and complete works to the tram service.

STAKEHOLDER CONSULTATION

5.46 A number of key stakeholders were consulted with regard to their views on Nottingham City Centre, including Nottingham City Council, the Nottingham BID and the Nottingham Local Economic Partnership (D2N2). Consultees were asked to comment on the current health of the centre, the trends affecting it, investment and development and suggested ways in which the centre could be improved. The table below sets out the key responses.

Table 5.5 **Consultation Responses on Nottingham City Centre**

Theme	Comments
Health of the City Centre	The City Centre is compact and has a good variety of stores and leisure with particularly good transport links. The centre provides a good local service but needs to do more to draw visitors in from across the region. The City Centre economy relies heavily on student populations and less affluent areas. There are concerns from businesses over the car parking levy and proposals for a surcharge on policing the evening economy. Other larger centres are well connected to Nottingham and have received new investment in retail, for example Leicester (Highcross) and Derby (Westfield), and also Leeds (new John Lewis) and Birmingham.
Key Trends Affecting the City Centre	Vacancy rates are significantly improved, particularly if you take into account the units that are not available to let due to redevelopment works. Units that have been long-term vacant are now being let. Demand for units in the centre is very high. There has been a positive move towards provision of leisure facilities in the centre which are helping to extend dwell times. The cultural offer has been improved by recent projects.
Investment and Development	Investment into the Victoria Centre and Broadmarsh Centre is a welcome boost for the City Centre and will provide significant improvements to these two large shopping centres which anchor either end of the City Centre. Transport works include Phase 2 of the tram; station improvements; cycle hub scheme at the station and traffic calming measures. Car parking in the centre has improved in recent years, despite some negative perceptions. Improvements to the leisure offer include works to the castle, engaging local groups to support use of public squares for events. Guildhall, owned by the Council and a landmark building in the City Centre, has been vacant since 2010. The Council are understood to be in talks with a developer who proposes to turn this into a luxury 100-bed hotel. Late night shopping will be underway in the centre by Christmas, subject to ongoing consultation and agreement from occupiers. The LEP are funding enabling infrastructure in the City Centre which will facilitate development, in addition to developing a new Skills Centre in the City Centre next to Broadmarsh (planning application awaiting decision). The LEP are also funding work to extend BioCity in the Creative Quarter, including 60,000 ft^2 of office space. In the long term, the proposed HS2 East Midlands hub may bring benefits to the CC.
Suggested improvements	Further support is required for independent businesses located in the City Centre. These are often located off the main shopping streets and require some marketing and/ or signage to help draw footfall into these areas. The Broadmarsh Centre is seen as a physical barrier for pedestrians. Investment into the shopping centres and also the secondary streets, where footfall remains low, should be a priority. The Centre needs to be benchmarked against other, similar sized regional centres. Encouraging the family-friendly, early evening economy will help

Theme	Comments
	to generate footfall throughout the day. One-off events should be made into regular/ seasonal offers, for example having a Christmas and a Summer Fair. The leisure offer still requires improvement, including new hotels catering for high-end markets. There is a need to enhance the benefits of the large student population, which supports the early evening economy. Encouraging students to support local businesses is important, although these are some concerns about becoming too reliant upon this. Vacant sites on waterside still need to be addressed.

Source: Stakeholder consultation, March 2015

NEW INVESTMENT AND DEVELOPMENT

5.47 Major planned and proposed development and investment in the City Centre over recent years has been focused on Broadmarsh and Victoria Centres, which are both owned by Intu Properties Plc. Following significant delays to planned improvement works, agreements have been put in place that are anticipated to deliver improvements and extensions to the scale and quality of the offer in these two shopping centres over the next few years. The successful development of these centres should help to boost the retail and commercial leisure offer, attraction and market share of Nottingham in the future.

5.48 The redevelopment currently underway at the Victoria Shopping centre involves a refurbishment and reconfiguration of existing units. In addition to this refurbishment, consent was granted in July 2014 for a scheme, which will include the demolition of the northern part of the existing Victoria Centre, the existing multi-storey car park and a number of adjacent buildings and the erection of a mixed use development. The completed development will include 36,990 m^2 (gross) retail floorspace and 5,232 m^2 (gross) of commercial leisure floorspace; predominantly for food and beverage outlets.

5.49 Conditional planning permission was granted in June 2015 to redevelop part of the Broadmarsh shopping centre for new commercial leisure offer; including a multi-screen cinema. The planned scheme will result in a net reduction in retail floorspace (-10,900m^2 gross), although the remaining units will be significantly improved. Westfield, who previously owned the shopping centre were granted outline planning permission in 2009 to extend the centre to create additional retail floorspace. However, this application is unlikely to be implemented following Intu's purchase of the shopping centre and their intentions to promote the centre as a leisure destination.

5.50 Consent has been granted for a mixed use development on London Road which will include new office and up to 1,000m^2 (gross) retail floorspace. Furthermore, the City Council are currently considering an application to convert a disused night club into retail space (354m^2 gross).

5.51 Guildhall, a grade II listed building owned by the Council within the primary shopping area, has been vacant since 2010. The Council are understood to be in talks with a developer who proposes to turn this into a luxury 100-bed hotel. However, no planning application has been submitted regarding this development.

5.52 There are also two developments to provide student accommodation which included a small element of ground floor retail.

Table 5.6 **Retail Development in the City Centre**

Application / Address	Proposal	Decision	Retail Floorspace (Gross)
Not Completed/ Started:			
13/01898/PFUL3 6 Ilkeston Road Nottingham NG7 3GE	Construction of student accommodation comprising 99 bedspaces with associated social space and retail unit to ground floor following demolition of existing building.	Granted conditional permission 11-Nov-13	142m^2
12/00640/PFUL3 1 Hockley Nottingham	Erection of new 8 storey building to create ground floor retail and 56 student apartments following demolition of existing building.	Granted conditional permission 11-Dec-12	566m2
11/01859/PFUL3 Victoria Centre Milton Street Nottingham	Demolition of existing multi-storey car park, northern part of the existing Victoria Centre, York House (Mansfield Road), Base 51 (51 Glasshouse Street) and Global House (178 Huntingdon Street) and erection of a mixed use development.	Granted conditional permission 08-Jul-14	36,990m^2
13/01394/POUT Former Hartwell Ford Site London Road Nottingham NG2 3AG	Mixed use development comprising up to 18,775m2 of office floorspace (Class B1), 1,928m2 of commercial floorspace (Classes A1, A2, A3, A4 and D1) car parking, and pedestrian footbridge. Renewal of planning permission reference 09/03501/POUT.	Granted conditional permission 02-Sep-13	1,000m^2 max by condition
10/03458/PFUL3 Drury Walk Entrance Drury Walk Broadmarsh Centre Lister Gate Nottingham	Partial demolition of existing Drury Walk retail and office space, retention of Severns House structure and upper floors and rebuilding to provide a new open street centre entrance to Middle Pavement, two storey retail space and office entrance.	Granted conditional permission June 2015	1,355m^2 (net loss of -10,900m^2)
Pending Consideration:			
14/02072/PFUL3 Barrasford House 1 Goldsmith Street Nottingham	Change of use from disused nightclub and offices to create approx. 353sq.m retail and 55m^2 office uses on ground floor, and conversion of upper floors to self-contained student accommodation units, including a two-storey roof top extension.	Pending Decision	354m^2

SUMMARY

5.53 Our updated health check has identified that Nottingham City Centre has a number of key strengths and opportunities:

- It performs an important regional function and provides a wide range of choice for shoppers, including multinational comparison retailers and independent occupiers located along traditional high streets in addition to large purpose built shopping malls.
- The two shopping centres will benefit from significant investment which, once complete, will improve the quality of the retail units and increase the leisure provision within the City Centre. Delays to this investment have been identified as detrimental to the City Centre over recent years.
- The level of convenience provision in the centre is below the national average and there is an absence of larger supermarket store in the centre. There is therefore scope to improve convenience provision through future development in the centre
- The comparison shopping offer in Nottingham City Centre is good, with most high street brands represented in addition to large department stores such as John Lewis, House of Fraser and Debenhams.
- The leisure offer in the centre has declined slightly since 2012, but remains strong. Many of the key national multiple brands are represented in the centre. In addition, there is a Concert Hall and Arts Theatre.
- The vacancy rate in the centre is in decline, and has significantly reduced since 2012. This is likely to improve further following the completion of the Victoria Centre and Broadmarsh Centre redevelopment schemes; as some of the vacancies in the centre are subject to redevelopment. Traditional vacancy 'hot spots' are improving overall, particularly those in close proximity to or covered by ongoing regeneration projects.
- There remain some clusters of vacancies along primary shopping frontages that lead from the larger thoroughfare. Recommendations to combat lower footfall along these streets include better marketing for the businesses located here and improvements to signposting and legibility.
- Major developments coming forward in the centre include increases in student accommodation. There is an opportunity to enhance the benefits of the large student population, which supports the evening economy.
- Retail rents have declined significantly from their peak in 2008 in the wake of the recession. However, there are signs that prices are stabilising and overall Prime Zone A rents in Nottingham are understood to be above regional averages.

- Overall, the environmental quality and legibility of the City Centre are good, although areas for improvement have been identified. There is also scope to enhance the centre's public open spaces.
- Access to the City Centre was identified as a key area for improvement in the Household Survey. Respondents highlighted access to better and cheaper car parking and improved links by car and public transport as priorities for the centre. Improving the attractiveness of the environment was also identified as a priority in addition to a greater range of non-food shops.
- Improvements to the City Centre leisure offer will continue to enhance the Centre's ability to draw visitors from a wider catchment area and to encourage people to spend longer periods of time in the centre, increasing footfall throughout the day. The plans to introduce regular late night shopping into the City Centre will also help to boost footfall for the early evening economy.

6.0 NOTTINGHAM CITY COUNCIL - CENTRE AUDITS

6.1 The Nottingham City Council area contains one town centre (Bulwell) on the north-western outskirts of the City, the district centres of Clifton, Hyson Green and Sherwood, and twelve local centres.

6.2 Further information on each of these centres is provided in **Appendix 7**, and the key findings are summarised below.

BULWELL TOWN CENTRE

6.1 Bulwell Town Centre is currently a vital and viable centre which has benefitted from significant investment in recent years. It provides a good retail and service offering and has good accessibility. Its proximity to the River Leen and the riverside park adds to its overall attractiveness. Vacancies are low but existing secondary areas already feel relatively remote and thus further retail expansion is not considered desirable.

6.2 It is also considered that the centre would benefit from improvements to the physical environment, particularly in relation to remedying acts of vandalism that were apparent during the site visit. Damage to signs and parking bays in the vicinity of Tesco detract from the overall appeal of the centre, as does rubbish left in the River Leen.

6.3 Stakeholder consultation with Nottingham City Council highlighted that Bulwell town centre is a viable centre with very low vacancy rates. The centre caters well for the catchment area and is well used by surrounding settlements. Due to the less affluent nature of the catchment area, occupiers tend to be low-end and there has been little demand to expand the range of comparison and restaurant offer. The centre currently has a negative image which the Council are working to combat. Proposals are underway to create a Town Team who can manage short-term projects to combat litter and poor public realm. It is also anticipated that a comprehensive action plan for the centre will be published by the Council by autumn 2015.

CLIFTON DISTRICT CENTRE

6.4 Clifton District Centre is a healthy centre which provides a good mix of convenience goods, day-to-day comparison goods and services to meet the needs of the immediate population. The proportion of national multiples is high for the size of centre. Overall, the diversity of uses in the centre has remained relatively unchanged since 2011. The main change for the centre is the construction of the new tram line.

6.5 The audit noted that the Morrison's foodstore is not well integrated into the centre and the pedestrian links between the two are poor. It is unclear how the opening of the new tram line will affect the centre or whether the Morrison's extension permission is to be implemented. For the former, there is a concern that with increased accessibility to Nottingham City Centre this could displace shoppers from Clifton.

6.6 In terms of size, the centre is more similar to the Local Centres within the Nottingham City Council area, but its higher status is justified by the high proportion of multiple retailers and service offer.

6.7 Plans are currently at an early stage for the creation of a sustainable urban extension to the south of Clifton (within the Rushcliffe Borough area), subject to the widening of the A453 from the M1 to the A52 at Clifton. The urban extension would include around 3,000 homes to be delivered by 2028. The resulting increase in local population could help to support Clifton District Centre in the future.

HYSON GREEN DISTRICT CENTRE

6.8 Hyson Green District Centre is a vibrant and vital centre that has developed to meet the needs of its catchment population. Whilst not typical of district centres elsewhere in Greater Nottingham, this is its strength and such diversity should be encouraged. Opportunities to improve the environment, and in particular to reduce the impact of traffic should be taken if opportunities arise.

6.9 Planned commitments in the centre including the redevelopment of the vacant site and extension of the Sharif & Sons store, both located on Gregory Boulevard, will improve the quality of offer for this part of the centre.

SHERWOOD DISTRICT CENTRE

6.10 Sherwood District Centre has benefitted from public realm investment since 2008 and is currently a busy and healthy centre. The A60 has a detrimental effect on the quality of the environment, but the widened pavements and pedestrian crossings reduce its impact.

6.11 The centre benefits from few vacancies and has a higher number of units for retail, leisure and service uses compared to the UK average.

6.12 To date the lack of a large supermarket within the centre has not had a detrimental effect on health, but this needs to be monitored given the new development further north on the A60 (Lidl and Aldi at Arnold) and the on-going moves by the Co-op to divest itself of its larger foodstores.

LOCAL CENTRES OVERVIEW

6.13 Information on the local centres in Nottingham is provided in **Appendix 7**.

6.14 The centres vary significantly in size from 14 units at the Robin Hood Chase centre to 140 at Alfreton Road. The mix of uses also varies depending on the local catchment area and the needs of residents. However, the low number of multiple operators is a consistent characteristic of the centres.

6.15 In terms of vacancies it is noted that the proportion of vacancies is particularly high in the Alfreton Road and Beckhampton Road centres, although the latter only constitutes

3 units. In contrast, the size of the Alfreton Road centre means the absolute number of vacant units is also high. However, as there is no evidence of a particular concentration of these units, it is not considered that the extent of centre needs reviewing, rather a flexible approach to development management is needed to encourage properties to be brought back into use or small scale redevelopment should be encouraged.

OUT OF CENTRE RETAIL PROVISION

6.16 There are five retail parks identified in the Nottingham City Council area, which provide a mix of comparison and convenience retail offer, as follows:

Castle Retail Park

6.17 Castle Retail Park is located around 2.5km to the north west of the city centre, with access via the A6130 (Radford Boulevard). There are six modern built retail units, constructed in the 1980s in brick and grey cladding. The closest centres are Hyson Green Town Centre, Alfreton Road and Hartley Road Local Centres.

6.18 Tenants include an Aldi supermarket and several comparison stores.

6.19 The 2013 GNRS update identified the following gross comparison retail space:

- B&M Bargains (2,440m^2 gross)
- Dunelm Mill (3,840m^2 gross)
- Maplin (925m^2 gross)
- Topps Tiles (630m^2 gross)

6.20 Planning permission was granted in 2014 to amalgamate units 1A and 1B (Gala Bingo and the former BM store) and change the use to food retailing to allow for a new Morrison's supermarket.

Castle Marina Retail Park

6.21 Castle Marina Retail Park (formerly called Castle Meadow Retail Park) is located 2.5km to the south-west of Nottingham City Centre and in close proximity to Nottingham Rail Station, off the A6006. The park is well maintained and trading well. The general area is attractive and lies close to the Nottingham/ Beeston Canal.

6.22 The park has expanded in recent years and includes two additional units when compared to the 2008 GNRS. There are 15 tenants, mainly home furnishing retailers and general comparison retailers. There is also a drive-through Costa Coffee.

6.23 The 2013 GNRS update identified the following gross comparison retail space:

- Betta Living (520m^2 gross)
- Carpetright (990m^2 gross)
- Currys & PC World Megastore (5,083m^2 gross)
- DFS (1,935m^2 gross)

- Furniture Village (980m^2 gross)
- Harveys (715m^2 gross)
- HomeSense (980m^2 gross)
- Mothercare (1,420m^2 gross)
- Pets At Home (1,010m^2 gross)

6.24 Just outside of the Retail Park, there is a Sainsbury's Superstore, two hotels, three restaurant/ fast food units, a Homebase and a PC World.

Lady Bay Retail Park

6.25 Lady Bay Retail Park is located off the A612, 2km south-east of the City Centre. One of the smaller retail parks looked at in this study, there are currently eight occupiers including general comparison and bulky goods (ScS, Hobbycraft, Dreams, Staples, Poundworld, B&M and The Range) in addition to a Burger King. The 2013 GNRS update identified the following gross comparison retail space:

- B&M Bargains (830m^2 gross)
- Dreams (810m^2 gross)
- Hobbycraft (810m^2 gross)
- Poundworld (740m^2 gross)
- ScS (823m^2 gross)
- The Range (3,280m^2 gross)

Riverside Retail Park

6.26 Riverside Retail Park is located off Queens Drive, around 4km south of the City Centre. Tenants include fashion retailers and general comparison retailers. The 2013 GNRS update identified the following gross comparison retail space:

- Boots (625m^2 gross)
- Argos (830m^2 gross)
- B&Q (6,725m^2 gross)
- Next (925m^2 gross)
- The Outfit (2,355m^2 gross)
- Toys R Us (4,340m^2 gross)

6.27 There is no food and drink offer at this retail park; however it lies not far from the Showcase Cinema, a 12 screen cinema supported by a food court, tenpin bowling and food and drink outlets (Chiquito, Nandos and Frankie & Benny's).

Springfield Retail Park

6.28 Springfield Retail Park is located 8km to the north of Nottingham City Centre and 1.5km from Bulwell Town Centre, off the A6002 (Hucknall Lane). Tenants include a Morrisons supermarket store and three comparison retailers, in addition to a KFC. The 2013 GNRS update identified the following gross comparison retail space:

- Brantano ($700m^2$ gross)
- Matalan ($3,600m^2$ gross)
- Wickes ($3,000m^2$ gross)

6.29 The 2008 study noted that the three comparison retail units were relatively dated, although there was some evidence to show that these have since been refurbished. These units also suffer somewhat from a lack of visibility and are screened from the view of the road.

6.30 There are a number of large format convenience stores which serve the populations in and around the city. These include:

- Sainsbury's Superstore, Castle Bridge Road (just outside of Castle Marina Retail Park);
- Sainsbury's Superstore, Perry Road; and
- Tesco Extra, Top Valley Way.

7.0 BROXTOWE BOROUGH - CENTRE AUDITS

7.1 This section provides a high-level health check update of Town, District and Local Centres in Broxtowe Borough. Health checks are recognised as important planning 'tools' for appraising the overall vitality and viability of town centres, and informing both plan-making and decision-taking at the local level.

7.2 This following describes the methodology that was used to inform the town centre health checks:

HEALTH CHECK METHODOLOGY: OVERVIEW

7.3 In accordance with the Planning Practice Guidance (paragraph 005), there are a number of Key Performance Indicators (KPIs) that are widely used (where the information exists) to help assess and monitor the overall health and performance of centres. Some of the KPIs include:

- the scale and diversity of uses (e.g. retail and services offer);
- retailer representation and demand;
- commercial property indicators (such as Prime Zone A Rents);
- changes in vacancy levels;
- accessibility and parking provision;
- the quality of the town centre environment;
- pedestrian footfall; and
- customers' views and behaviour.

7.4 In this case the most up-to-date and reliable KPIs have been gathered for Beeston Town Centre and the Borough's three District Centres (Eastwood, Kimberley and Stapleford) to help inform the assessment of their overall strengths and weaknesses in retail terms; the opportunities for new sustainable development and growth; and any potential current and future threats to their overall vitality and viability. An overview is also provided on KPIs identified (where available) for the Borough's network of Local Centres.

7.5 The health check assessments have been informed from a variety of information sources including survey data from Broxtowe Borough Council, the latest Experian Goad *Town Centre Category Reports* where information gaps were identified (for Bulwell Town Centre) and centre site visits.

RETAIL HIERARCHY: OVERVIEW

7.6 Broxtowe Borough contains one town centre (Beeston) which forms part of the Nottingham built-up area, and three district centres. Of these, Stapleford also forms part of the Nottingham area, whilst Eastwood and Kimberley serve separate settlements to the north west of the City.

7.7 Further information on each of these centres is provided in **Appendix 8**, and the key findings are summarised below.

BEESTON TOWN CENTRE

7.8 Beeston Town Centre has proved to be a popular and successful centre in recent years and current investment suggests it should continue to be vital and viable in the future. The extension of the tramline is clearly causing disruption at the current time, but its completion later in 2015 will improve the accessibility of the centre.

7.9 The completion of The Square redevelopment will also benefit the centre, improving the attractiveness of the town and strengthening this area as the focus for the centre. It also provides new, larger units suited to current occupier requirements and hence its success in attracting new multiple retailers and service providers to the centre.

7.10 The effect of these changes will however have the potential to alter the way the centre as a whole functions and the relative strength of different parts of the centre. The pedestrianised part of the High Street is likely to remain busy, particularly given the location of Sainsbury's and the associated parking and the opening of new retailers in the centre (e.g. Robert Ellis). However, to ensure its continued role as part of the primary shopping area (PSA), the potential to improve pedestrian facilities and the overall environment in the vicinity of the Station Road/High Road/Wollaton Road junction should be investigated. This would complement current investment and improve the focus of the centre. This could include the redevelopment of the buildings facing Wollaton Road, which are currently vacant.

7.11 The eastern part of High Road, beyond the PSA should also be reviewed, with a view to considering its future role. The area currently is functioning well, but the existing retail offer and different environment from the pedestrianised part of the High Road, means that it already has a different feel and function to the rest of the town centre, possibly due to its proximity to Broadgate Park student accommodation (2,000 students) and the wider University of Nottingham campus. The potential to promote and develop this as a complementary offer, rather than simply a secondary retail area, should be investigated.

7.12 Stakeholder consultation with Broxtowe Borough Council confirmed that the town centre is generally performing well, is well used and has a declining vacancy rate following the completion of a number of key redevelopment schemes. The key gap in the town's offer currently is leisure and cultural attractions. There is a move towards diversifying the evening economy and encouraging footfall at this time, for example through the introduction of late night shopping once a week from the end of April 2015. The consultation also confirmed that there is potential for a proposed second phase of the Square development to include an enhanced leisure offer. As the site is currently tied up in the tram works, no proposals have formally been submitted. However, we are aware that Pure Gym has recently opened in the Square.

EASTWOOD DISTRICT CENTRE

7.13 Eastwood District Centre clearly has an important role in the local community and benefits from good accessibility as well as a large foodstore within the town centre. However, the physical separation of the foodstore from the rest of the centre reduces the potential for linked trips. Levels of satisfaction amongst both local businesses and visitors are also relatively low as highlighted in the Council's business and visitor survey.

7.14 The ability to improve the centre physically will be constrained by traffic and the historic environment, and consolidation of the current retail centre is likely to be more realistic than expansion, given the competition from the nearby Giltbrook Retail Park. However, any changes that assist in promoting and strengthening the leisure/evening economy would be expected to assist in improving footfall.

7.15 We do not recommend any changes to the existing defined shopping area for the district centre.

KIMBERLEY DISTRICT CENTRE

7.16 Kimberley District Centre is generally healthy and popular within its immediate catchment area. The Sainsbury's provides a strong anchor and the other uses both at the retail park and in the wider centre, complement it. The centre benefits from low vacancies and has a good offer of specialist independent retailers.

7.17 The size of the centre and competing opportunities means its main aim will be to meet the day-to-day shopping needs of local residents and it appears to be doing that well. It is attracting a considerable number of pedestrian shoppers, so any future developments should seek to maintain or improve the pedestrian environment and encourage a diversity of offer including specialist independents.

7.18 We do not recommend any changes to the existing defined shopping area for the district centre.

STAPLEFORD DISTRICT CENTRE

7.19 Stapleford District Centre is a relatively healthy centre, however the centre under performs compared to other centres in the Borough; attracting a much lower market share for convenience and comparison expenditure. There are signs of recent and ongoing investment along Derby Road, including the new Iceland development and Wetherspoons public house (Admiral Sir John Borlase Warren). Refurbishment works are also underway at the Chequers Inn, at the northern end. However, the centre lacks a main food retail anchor with the existing Co-op store serving as the main convenience retailer, with smaller stores as the Sainsbury's Local, Iceland, Farmfoods and local convenience retailers providing supplementary offer.

7.20 The economic downturn, competition from other locations and the recent developments suggests that it would benefit from a review of both the primary and secondary shopping areas, with a view to concentrating the retail offer in the future.

7.21 It is recommended that the Co-op store on Derby Road is included within the defined primary shopping frontage (PSF) to reflect the store's important role in generating shopper footfall for the centre.

7.22 We recommend that the secondary shopping frontage (SSF) includes units in contiguous commercial use south of the defined PSF along Derby Road including key standalone units (e.g. Iceland and Wetherspoons).

7.23 In terms of the primary shopping area (PSA), this should include the areas defined by the primary and secondary frontages. There is also potential to include the former police station site within the PSA, which could help to promote the site's future development. In defining the PSA, we recommend that the area of Nottingham Road to the north of the centre (beyond the Chequers Inn) is not included within a defined frontage. This is on the basis that the centre is physically separated from the main retail area and the existing limited offer is of a poor quality. As such, further development for non-town centre uses should be encouraged.

LOCAL CENTRES OVERVIEW

7.24 Information on the local centres in Broxtowe Borough is provided in **Appendix 8.**

7.25 The centres fall into one of two types, being located within the Nottingham conurbation or in one of the towns/large villages that surround the City. In the latter (Burton Joyce, Calverton and Ravenshead), the offer is considerably more limited, due to the restricted catchment population, but the range of offer tends to be good, meeting the majority of local residents' day-to-day requirements. As such these centres are and are expected to continue to be, vital and viable.

OUT OF CENTRE RETAIL PROVISION

7.26 Broxtowe Borough is served by two key retail parks:

Chilwell Retail Park

7.27 Chilwell Retail Park is located off the A6005 Nottingham road around 8km from the City Centre and 1.5km from Long Eaton. Access via Junction 25 to the M1 makes the Park ideally located for transport links to the wider area. Tenants are predominantly fashion retailers and general comparison retailers. This offer is supplemented by a McDonalds and Costa. The 2013 GNRS update identified the following gross comparison retail space:

- Wickes (2,041m^2 gross)
- Next (1,140m^2 gross)
- Storey Carpets (740m^2 gross)
- Kennelgate (Pet Shop), (240m^2 gross)
- Matalan (2,220m^2 gross)
- Porcelanosa (1,220m^2 gross)
- Poundstretcher (970m^2 gross)
- SportsDirect (970m^2 gross)
- TK Maxx (2,360m^2 gross)
- Halfords (1,008m^2 gross)

Giltbrook Retail Park

7.28 Giltbrook Retail Park is located 11km west of Nottingham City Centre. It is accessed via the A610. There has been expansion to the Park in recent years, which now includes 12 retail occupiers and 8 food and drink occupiers.

7.29 Key tenants include home furnishing retailers, fashion and bulky goods. There is a wide ranging food and drink offer that includes in-store cafes (Ikea and BHS), cafés (Costa and Starbucks) and restaurants (Pizza Express, Frankie & Benny's and Subway). There is also a 'family entertainment centre', Escape, located in the Retail Park. It should also be noted that a recent Certificate of Lawfulness was granted which allows the sale of food from units 5-15 which was previously restricted under the original planning application.

7.30 A new application has been received to extend the existing Next store by 2,080m^2 to allow the Next Home Store (currently located in Unit 10) to be accommodated in the same unit. It is the intention that fashion retailer, 'Outfit', will move into Unit 10.

7.31 The retail offer at Giltbrook has significantly expanded in line with the plans set out in the 2008 GNRS, at which stage only three units existed on site. The 2013 GNRS update identified the following gross comparison retail space:

- Ikea (20,120m^2 gross)
- Next Home (1,796m^2 gross)
- Next (1,960m^2 gross)
- Decathlon (3,654m^2 gross)
- Barker & Stonehouse(1,580m^2 gross)
- BHS Home (2,720m^2 gross)
- Carpetright (910m^2 gross)
- CSL Furniture (1,020m^2 gross)
- Laura Ashley (760m^2 gross)
- Mamas and Papas (730m^2 gross)
- Pets at Home (780m^2 gross)

- ScS (690m^2 gross)
- Boots (720m^2 gross)

7.32 Outside of the other centres, provision includes the Tesco Extra, Swiney Way, Toton.

8.0 GEDLING BOROUGH - CENTRE AUDITS

8.1 This section provides a high-level health check update of Town and Local Centres in Gedling Borough. Health checks are recognised as important planning 'tools' for appraising the overall vitality and viability of town centres, and informing both plan-making and decision-taking at the local level.

8.2 This following describes the methodology that was used to inform the town centre health checks:

HEALTH CHECK METHODOLOGY: OVERVIEW

8.3 In accordance with the Planning Practice Guidance (paragraph 005), there are a number of Key Performance Indicators (KPIs) that are widely used (where the information exists) to help assess and monitor the overall health and performance of centres. Some of the KPIs include:

- the scale and diversity of uses (e.g. retail and services offer);
- retailer representation and demand;
- commercial property indicators (such as Prime Zone A Rents);
- changes in vacancy levels;
- accessibility and parking provision;
- the quality of the town centre environment;
- pedestrian footfall; and
- customers' views and behaviour.

8.4 In this case the most up-to-date and reliable KPIs have been gathered for Arnold Town Centre and Carlton Square District Centre to help inform the assessment of their overall strengths and weaknesses in retail terms; the opportunities for new sustainable development and growth; and any potential current and future threats to their overall vitality and viability. An overview is also provided on KPIs identified (where available) for the Borough's network of Local Centres.

8.5 The health check assessments have been informed from a variety of information sources including survey data from Gedling Borough Council and centre site visits.

RETAIL HIERARCHY: OVERVIEW

8.6 Gedling Borough contains one town centre (Arnold) on the northern outskirts of the Nottingham built-up area, the district centre of Carlton Square to the east, and nine local centres.

8.7 Further information on each of these centres is provided in **Appendix 9**, and the key findings are summarised below.

ARNOLD TOWN CENTRE

8.8 Arnold Town Centre is large, with a good mix of retail and service uses and has so far adjusted to the economic downturn. This is evidenced by a review of the changes in occupancy seen over time (see **Appendix 9**). The Primary Shopping Area has experienced considerable change since 2005, but there is no evidence of long term vacancies, and most units have been reoccupied relatively quickly.

8.9 Similarly, in the Secondary area, there has seen a large number of changes in terms of occupiers over the last decade, with vacant units being reoccupied by new businesses. While the secondary area is extensive it is relevant to the retail function of the town centre.

8.10 Looking forward however, a concern would be the potential reliance of the centre on a single main food store, namely Asda, in the light of the expansion of the discounter offer nearby. As such it will be important that the overall offer of the centre is promoted and, in this context, the street market remains an important element of that offer.

CARLTON SQUARE DISTRICT CENTRE

8.11 Carlton Square District Centre is currently suffering both from its relatively limited offer and layout, as well as an out-dated precinct. It provides important facilities for the local population, but is too small to attract major retailers, particularly given the proximity of the Victoria Retail Park and vacancies are increasing (see **Appendix 9**). It also has a constrained catchment area due to the proximity of the Netherfield and Gedling Village Local Centres, both of which are sizeable local centres and would be expected to meet the day-to-day needs of their residents.

8.12 The conversion of the vacant office block to flats will improve the overall appearance of the precinct and footfall, but will not address the design issues which make visual and actual linkage between the two parts of the centre difficult. The potential to make improvements between the precinct and Tesco should therefore be investigated.

8.13 Outside of the primary frontage area, we recommend that the Burton Road area is not included within a defined frontage or shopping area.

8.14 However, even if improvements are made to Carlton Square, it is considered that the centre is currently functioning more like a local centre rather than a district centre and we advise the retail hierarchy should be reviewed accordingly.

LOCAL CENTRES OVERVIEW

8.15 Information on the local centres in Gedling Borough is provided in Appendix 9**.**

8.16 The centres fall into one of two types, either located within the Nottingham conurbation or in one of the towns/large villages that surround the City. In the latter (Burton Joyce, Calverton and Ravenshead), the offer is considerably more limited, due to the restricted catchment population, but the range of offer tends to be good, meeting the majority of local residents' day-to-day requirements. As such these centres are and are expected to continue to be, vital and viable.

8.17 The local centres within the Nottingham conurbation (Carlton Hill, Gedling Village, Mapperley Plains and Netherfield) are considerably larger and provide a more varied retail, service and leisure offer within a traditional linear centre. Carlton Hill and Mapperley Plains have a better multiple retailer offer but all centres appear to be healthy, with a mix of retail operators and retail and leisure services.

OUT OF CENTRE RETAIL PROVISION

8.18 Gedling Borough is served by two key retail parks:

Madford Retail Park

8.19 Madford Retail Park is 5km from the City Centre and lies close to Arnold Town Centre. It is located on the A60 (Mansfield Road) and can be accessed via the junction with the A6514. The Park is a small cluster of three retail units – Homebase, Currys and what was formerly a Comet but has now closed. A Council survey conducted in 2012 identified 7,214m^2 of gross retail floorspace in the retail park, which represents an increase from 6,225m^2 identified in the 2008 GNRS.

8.20 Floorspace is spread across three solus retail units, which are currently occupied by the following comparison goods retailers:

- Homebase (1,920m^2 gross)
- Currys & PC World Megastore (4,133m^2 gross)

8.21 B and M Bargains (1,161m^2 gross)There are also a number of additional retail units located along Mansfield Road, including B&Q, Pets at Home, Impressions (furniture), Wickes, Carpetright/ Sleepright, United Carpets, and Carphone Warehouse.

Victoria Retail Park

8.22 Victoria Retail Park is located 6km to the east of the City Centre, fronting the A612 Colwick Loop Road giving it a prominent location. The park appears to have gained a number of new units since the 2008 GNRS, and now has a total of 16 occupiers. Overall, the retail park offers circa 18,720m^2 (gross) of retail floorspace (including food and drink outlets)[4]. This is a significant increase from 15,050m^2 (gross) recorded in the 2008 GNRS. Part of the Victoria Retail Park was recently developed to convert unit 1 into three new units (Halfords, TK Maxx and M&S Simply Food – Planning Ref: 2012/1031). According to information obtained by the Crown Estate, owners of the Retail park, the current offer include the following comparison retailers:

- TK Maxx (1,068m^2 gross)
- Halfords (696m^2 gross)

[4] Floorspace based on information supplied by the Crown Estate and their property agents.

- Tesco Home Plus (3,208 m^2 gross)
- Carpetright (1,027m^2 gross)
- Pets at Home (1,027m^2 gross)
- Oak Furnitureland (698m^2 gross)
- Boots (697m^2 gross)
- Next (1,329m^2 gross)
- Argos (1,532m^2 gross)
- B&Q (5,661m^2 gross)
- The Carphone Warehouse (116m^2 gross)

8.23 The retail park also includes circa 950m^2 (gross) of accommodation for food and drink outlets; including the following operators:

- McDonalds
- Costa
- Frankie & Benny's
- Greggs
- Subway

8.24 There is also a convenience retail offer at the retail park, with an M&S Simply Food within the Park itself (1,021m^2 gross) and a Morrison's supermarket just outside of the retail park. A Lidl store (1,403m2 net sales) is also located adjacent to the retail park; west of the A612. In addition, plans are also currently being progressed for a new Sainsbury's (11,781m^2 gross) store off Colwick Loop Road.

8.25 Outside of the other centres, convenience provision includes the following standalone stores:

- Morrisons, Victoria Park Way, Netherfield, which is adjacent to Victoria Retail Park;
- Sainsbury's Superstore, Sir John Robinson Way, Daybrook (Located in close proximity to Arnold Town Centre); and
- Aldi and Aldi stores on Mansfield Road, which recently opened.

9.0 RUSHCLIFFE BOROUGH - CENTRE AUDITS

9.1 This section provides a high-level health check update of District and Local Centres in Rushcliffe Borough. Health checks are recognised as important planning 'tools' for appraising the overall vitality and viability of town centres, and informing both plan-making and decision-taking at the local level.

9.2 This following describes the methodology that was used to inform the town centre health checks:

HEALTH CHECK METHODOLOGY: OVERVIEW

9.3 In accordance with the Planning Practice Guidance (paragraph 005), there are a number of Key Performance Indicators (KPIs) that are widely used (where the information exists) to help assess and monitor the overall health and performance of centres. Some of the KPIs include:

- the scale and diversity of uses (e.g. retail and services offer);
- retailer representation and demand;
- commercial property indicators (such as Prime Zone A Rents);
- changes in vacancy levels;
- accessibility and parking provision;
- the quality of the town centre environment;
- pedestrian footfall; and
- customers' views and behaviour.

9.4 In this case the most up-to-date and reliable KPIs have been gathered for Bingham and West Bridgford District Centres to help inform the assessment of their overall strengths and weaknesses in retail terms; the opportunities for new sustainable development and growth; and any potential current and future threats to their overall vitality and viability. An overview is also provided on KPIs identified (where available) for the Borough's network of Local Centres.

9.5 The health check assessments have been informed from a variety of information sources including survey data from Rushcliffe Borough Council and centre site visits.

RETAIL HIERARCHY: OVERVIEW

9.6 Rushcliffe Borough is served by two District Centres, Bingham and West Bridgford. The latter is located south of Nottingham City Centre. The wider Borough area is supported by six Local Centres.

9.7 Further information on each of these centres is provided in **Appendix 10**, and the key findings are summarised below.

BINGHAM DISTRICT CENTRE

9.8 Bingham is a healthy and vibrant centre that meets the needs of the residents of the market town and adjoining villages. It has a strong retail service offer and a good range of multiple and independent retailers whose offer is complemented by the regular markets held in the town. However, it is noted that current convenience retail provision in the centre is limited to smaller format convenience stores (Co-op and Sainsbury's Local).

9.9 The traffic through the centre and restricted car parking detract from its offer, but are also indicative of its success in drawing custom from a wider area. The planned Tesco development at Chapel Lane will assist in the retention of main food shopping spend and improve the amount of car parking available. The planned residential extension adjacent to the planned Tesco, for up to 1,050 dwellings (ref 10/01962/OUT) will also assist the vitality of centre. In addition, a new community (550 homes) is planned on the former RAF Newton site, located north west of Bingham. While the community will include some retail provision (including a foodstore); Bingham is likely to serve as the main shopping and service centre for the future population.

9.10 Taking account of future housing development in the area, there may be potential to upgrade Bingham's status from District Centre to Town Centre at some point in the future. The retail hierarchy should be reviewed when development has taken place and emerging shopping patterns from a new population and new retail provision has settled. In the meantime, the centre should remain as a District Centre.

WEST BRIDGFORD DISTRICT CENTRE

9.11 Despite its proximity to Nottingham City Centre, West Bridgford District Centre is a successful, vibrant and vital centre, offering a mixture of quality and more general retail and service operators. Convenience retail provision is mainly served by a Co-op and M&S Food. The centre has very few vacancies, but the number of charity shops appears high. The number of up-market eating and drinking establishments is also noticeable. The centre is clearly responding well to local demand and is an attractive shopping destination.

9.12 Demand for retail and other town centre services is expected to increase for the centre as planned housing allocations are delivered. This includes planned development of 1,500 new homes off Melton Road, Edwalton will form a Sustainable Urban Extension to West Bridgford. While the community will include some retail provision (including a foodstore); West Bridgford is likely to serve as the main shopping and service centre for the future population.

9.13 Similar to the findings for Bingham District Centre, due to the level of planned housing and retail development in the area, there may be potential to upgrade West Bridgford to Town Centre status sometime in the future. Again, the review should be undertaken when key housing sites and retail development have been completed and any changes in shopping patterns are established.

LOCAL CENTRES OVERVIEW

9.14 Information on the local centres in Rushcliffe Borough is provided in **Appendix 10**.

9.15 In all cases the centres serve the local populations of their respective towns/villages. As such, whilst the number of units in the centres varies, the overall offer appears to be similar with a mix of convenience, comparison and service retail, and other service and community facilities.

9.16 Vacancies are generally low, with only Radcliffe-on-Trent having a vacancy rate in excess of 10%. As such it is considered that all the centres are performing positively.

OUT OF CENTRE RETAIL PROVISION

9.17 Rushcliffe Borough is not served by a dedicated retail/ shopping park. However, out of centre retail provision includes two major standalone foodstores:

- Asda Superstore, 184 Loughborough Road, West Bridgford
- Morrisons, Gamston Lings Bar Road, Gamston

10.0 QUANTITATIVE RETAIL NEEDS ASSESSMENT METHODOLOGY

INTRODUCTION

10.1 In simple terms the quantitative capacity for new retail floorspace is generally derived from the forecast growth in population and expenditure, after making an allowance for new commitments, and the increased 'productivity' (or 'efficiency') of all existing and new floorspace. Capacity can also occur where there is a clearly identified "*imbalance*" between the turnover of existing facilities and the current level of expenditure in an area.

10.2 The **CREAT^{e}** model has been specifically developed by CJ over a number of years to assess the capacity for, and impact of new retail (convenience and comparison goods) development and investment. The (Excel-based) model adopts a transparent 'step-by-step' approach in which all the key assumptions and forecasts can be easily tested, in accordance with good practice advice. The model draws on the market share analysis derived from the household telephone interview survey to help identify shopping patterns and expenditure flows across the defined Catchment Area. In turn this helps to inform the assessment of the current turnover and trading performance of existing centres, shops and stores at the base year.

10.3 The baseline assumptions and forecasts underpinning the **CREAT^{e}** model are based on robust evidence, research and best practice. For example:

- The base year (2014) population estimates for each zone have been derived from CJ's in-house (Experian MMG3) Geographic Information System (GIS).
- The population projections up to 2028 have been informed by a variety of sources available at the time of preparing this retail assessment, including: (i) the latest subnational population projections based on the 2011 Census derived from the MMG3 GIS, but adjusted to 2014 to reflect the start of the study period; and (ii) the strategic distribution of new housing and the resultant population growth across the Study Area and its main urban areas based on current permissions and likely allocations for new housing at the local level (for Nottingham City Council only) as it contains two study zones (Zones 1 and 2).
- The average retail (convenience and comparison goods) expenditure per capita levels by zone, derived from Experian's MMG3 GIS (please note all expenditure and turnover figures are expressed in 2013 prices).
- The annual growth forecasts for (convenience and comparison goods) expenditure per capita have been informed by Experian's latest Retail Planner Briefing Note 12.1 (October 2014), as described in **Section 2** (Table 2.1).

- The market share of 'non-store' retail sales (otherwise referred to as Special Forms of Trading) on the expenditure per capita figures. The base year (2014) SFT figures for both convenience and comparison goods have been interpolated from the market shares derived from the recent household telephone interview survey. The forecast growth in SFT up to 2028 is in line with the national forecasts set out in Experian's latest Briefing Note (also see Section 2).
- The increased 'productivity' of retail (convenience and comparison goods) floorspace across the Study Area (comprising the Partner Councils) over the forecast period informed by Experian's *Briefing Note 12.1: Addendum* (October 2014) (also see Section 2).

10.4 It should be noted at the outset that long-term capacity forecasts are inherently less certain and should therefore be treated with caution. This is principally due to the impact of economic, demographic and market trends on the key assumptions and forecasts. As a result we advise the Partner Councils that greater weight should be placed on the short term forecasts carried out over a five year period (see the Guidance, paragraph 003 Reference ID: 2b-003-20140306). Notwithstanding this, the Councils will also need to take account of the forecast capacity for new retail floorspace over the lifetime of the development plan; the NPPF (para 23) states that local planning authorities should meet the need for retail and town centre uses in full, including the potential need to expand town centres to ensure a sufficient supply of suitable sites.

10.5 The 'baseline' capacity tabulations for convenience goods and comparison goods for each of the four Council areas are set out in **Appendix 12a** and in **Appendix 13a**, respectively. The key steps in the retail capacity assessment, and the main assumptions and forecasts underpinning the **CREAT^{e}** Model are described in more detail below.

POPULATION AND EXPENDITURE FORECASTS

Population Projections

10.6 Table 1 (**Appendix 11**) sets out the base year (2014) population and projections sourced from the MMG3 GIS. It also shows the population projections to 2028 for each study zone based on Experian's '*demographic component model*', which takes into account age, gender, birth rates, ageing, net migration and death rates.

10.7 Experian's population projections show a +8.4% growth for the Catchment Area as a whole between 2014 and 2028, from 1,761,902 to 1,908,224 (+146,322). Looking at the zones that comprise each of the Study Area (Zones 1 to 5), Table 1 (Appendix 11) shows a projected increase in population over the study period ranging from 7.7% (Zones 1 and Zone 2 combined for the Nottingham City Council area) to 9.7% (Zone 4 - Rushcliffe Borough).

Housing Growth Population Projections

10.8 For the purpose of this study we have also tested population projections based on housing-led population growth identified for Nottingham Core Housing Market Area[5], which broadly correspond to Catchment Zones 1 to 6. Population projections based on housing growth for these zones is set out in Table 2, Appendix 11. However, as the catchment zones do not correspond precisely to local authority boundaries, some inaccuracies are inherent within the housing-led projections.

10.9 Population projections for Zones 1 and 2 have been adjusted to reflect the distribution of strategic housing sites identified in Nottingham City Council's emerging Part 2 Local Plan. To achieve this, the total population for the combined zones is apportioned with 30% of projected growth directed to Zone 1 and 70% to Zone 2, as agreed with Nottingham City Council.

10.10 Compared to Experian-based population forecasts, the table shows that housing-led population projections are higher in Zone 4 (Rushcliffe), which takes account of major housing allocations. Housing-led population projections are also higher in Zone 5 (Broxtowe) compared to Experian projections due to housing allocations in Broxtowe Borough. In contrast, housing-led population projections are lower for Zone 1 and 2 (Nottingham City Council area) than Experian-based projections. This is due to the redistribution of new future housing growth to the rest of the Greater Nottingham area.

10.11 The housing-led population projections and Experian's population projections provide alternative retail floorspace capacity scenarios for the four Council areas. The results are set out in Sections 11 to 15. Despite differences in population growth associated with the two population scenarios, there is little difference in the corresponding capacity results for each Council area.

Expenditure Per Capita and Special Forms of Trading (SFT)

10.12 Table 2 sets out the average expenditure per capita estimates for both convenience goods (**Appendix 12a**) and comparison goods (**Appendix 13a**) in 2014 (2012 prices) for each of the 16 study zones before an allowance is made for *Special Forms of Trading* (SFT)[6]. The 2014 average expenditure figures have been derived from our in-house Experian MMG3 Geographic Information System (GIS).

10.13 Our assessment of the most robust and appropriate allowance for SFT at the base year has been informed by the results of the household telephone interview survey. The market share analysis (**Appendix 5**) shows that some 12.9% of all comparison goods expenditure in the defined Catchment Area was accounted for by internet and non-store sales (including mail order purchases). For convenience goods SFT accounted for 3.8% of total available expenditure in the Catchment Area (**Appendix 4**).

[5] Includes the Partner Council areas and Erewash Borough.
[6] SFT comprises non-store sales via the internet, mail order, stalls and markets, door-to-door and telephone sales.

10.14 These survey-derived market share figures have been compared with the national figures published by Experian in their latest *Retail Planner Briefing Note 12.1* (October 2014) based on data published by the Office for National Statistics (ONS). The national average figures show a lower market share for comparison goods (11.7%) in 2014 and a higher market share for convenience goods (8.5%).

10.15 The base year SFT market shares have necessarily been adjusted downwards in accordance with accepted approaches to reflect the fact that a significant proportion of online sales are still sourced from traditional stores rather than from dedicated ('dotcom') warehouses. Drawing on Experian's latest research we have assumed that some 25% of SFT comparison goods sales and 75% of convenience goods sales are sourced from traditional ('physical') retail space. This reduces the survey-derived market share of SFT across the Catchment Area to 9.0% for comparison goods in 2014 and to 1.2% for convenience goods. As Table 2 (**Appendix 13a**) shows, Experian's national figures show a higher market share for comparison goods (11.7%) and for convenience goods (2.6%).

10.16 Our forecasts of the likely growth in SFT up to 2028 for both convenience and comparison goods are in line with the forecasts published by Experian in their latest *Retail Planner Briefing Note* (October 2014). We forecast a market share of 12.8% for comparison goods in 2028, which is lower than Experian's forecast of 15.7%. For convenience goods our forecast market share of 2.6% is lower than Experian's figure of 5.2%.

10.17 The revised per capita expenditure rates (excluding SFT) for each catchment zone are set out in Table 2 (**Appendix 12a and 13a**) for convenience and comparison goods. As the table shows, convenience and comparison per capita expenditure is higher in the corresponding zones for Rushcliffe Borough (Zone 4) and Gedling Borough (Zone 3).

Average Expenditure Growth Forecasts

10.18 The growth in average expenditure per capita levels up to 2028 has been informed by the forecasts set out in Experian's latest *Retail Planner Brief Note* (Figure 1a). As described in more detail in **Section 3**, Experian's forecasts show for:

- **convenience goods** - limited growth in average expenditure over the short term up to 2016 (+0.4% in 2015 and +0.5% in 2016), with year-on-year growth thereafter forecast to average +0.6%; and
- **comparison goods** - stronger forecast annual growth over the short term (+4.4% in 2015 and +3.1% in 2016), with growth averaging +3.2% per annum up to 2028. This forecast growth is lower than historic '*ultra*' long (1973-2013) and '*medium*' term (1993-2013) trends of +4.5% and +5.9% respectively.

Total Available Expenditure

10.19 Total available retail expenditure in the Catchment Area is derived by multiplying the population and average expenditure per capita levels together. The forecasts show:

- a 15.8% (+£526.4m) growth in total **convenience goods** expenditure from £3,333.0m in 2014 to £3,859.4m by 2028 (Table 3, **Appendix 12a**); and
- a 63.5% (+£2,923.9m) growth in total **comparison goods** expenditure from £4,605.2m to £7,529.1m between 2014 and 2028 (Table 3, **Appendix 13a**).

10.20 The growth in comparison goods expenditure significantly outstrips convenience goods spend, which means that there should be greater capacity potential for new comparison goods floorspace over the forecast period than for convenience goods. This assumes no changes in the key forecasts (i.e. expenditure, population and special forms of trading) and before taking into account new commitments and an allowance for the increased 'productivity' of all existing and new floorspace.

10.21 Focusing on the Study Area (Zones 1 to 5), Table 3 (Appendix 11 and 12) shows a higher growth in total available expenditure for Rushcliffe Borough (broadly corresponding to Zone 4) at +65.4% for comparison and +17.3% for convenience over the plan period. This corresponds to higher growth in population and expenditure per head for the Borough as discussed previously.

MARKET SHARE ANALYSIS

10.22 **Section 4** described the headline results of the survey-derived (%) market share analysis (including SFT) based on the detailed tabulations set out in **Appendix 4** for convenience goods and **Appendix 5** for comparison goods.

10.23 For the purpose of the retail capacity assessment, and in accordance with good practice, the market shares (including SFT) have been adjusted for both convenience goods (Table 4, **Appendix 12a**) and comparison goods (Table 4, **Appendix 13a**) retailing to exclude SFT[7].

10.24 The next key stage in the capacity assessment involves allocating the baseline convenience and comparison expenditure (£ million) within the catchment area and zones to the identified centres, stores and floorspace based on the survey-derived market shares (%). This helps to establish the current '*baseline*' (2014) trading performance for the main centres and stores across the Partner Councils based on expenditure drawn from the catchment area. It should be noted that no allowance is made at this stage for the potential "*inflow"* (trade draw) of expenditure to centres and stores from outside the defined Catchment Area.

10.25 For both convenience and comparison goods the 'baseline' turnovers are projected forward to 2019, 2024, and 2028 assuming no changes in market shares. This

[7] The is in accordance with the standard approach for retail assessments, which make a deduction for SFT at the outset from the expenditure per capita figures.

'constant market share approach' is a standard approach widely used and accepted for strategic retail assessments. However, the Partner Councils will be aware that it is highly theoretical; for example, it does not take account of the potential impact of new retail investment and development both within and outside the catchment area on existing shopping patterns and market shares over time.

10.26 The following briefly reviews the performance of the main centres and stores across the Partner Councils as well as competing centres in the catchment area based on the market share analysis.

Convenience Goods

10.27 Tables 4 and 5 (**Appendix 12a**) show that, after stripping out the market shares for SFT, all food and convenience stores in Greater Nottingham area (including Hucknall District Centre) are currently achieving a market share of 38.9% across the whole Catchment Area and are retaining some £1,298.6m of all the available expenditure (i.e. £3,339.4m) in 2014.

10.28 A more detailed zone-by-zone analysis for stores in each of the Partner Council areas show varying retention levels, which correspond to the level of convenience retail provision in each area:

- Stores in the **Nottingham City Council** area retain **15.4% (£515.7m)** of total catchment area expenditure and **71% (£357.2m)** of expenditure for Zones 1 and 2 (Nottingham City North and South, respectively).
- Stores in **Broxtowe Borough** account **7.2% (£239.5m**) of total convenience expenditure in the catchment area; increasing to **66.1% (£149.8m)** for Zone 5, which broadly represents the Borough area.
- Stores in **Gedling Borough** account for **8.4% (£279.4m)** of total catchment area convenience expenditure; increasing to **69.1% (£166.3m)** for Zone 3 (Gedling).
- Stores in **Rushcliffe Borough** retain **6.0% (£206.3m)** of total catchment area expenditure and **56.7% (£151.1m)** of expenditure in Zone 4 (Rushcliffe). Over a third of total expenditure in Zone 4 is to out of centre stores (£90.0m); specifically Asda Loughborough Road and Morrisons in Gamston. In comparison, the two District Centres achieve a lower market share of 9.0%% (£24.0m) from total expenditure in Zone 4.

10.29 In terms of leakage by zone, the analysis shows a higher proportion of leakage from Zone 4 (Rushcliffe) compared to other zones that comprise the Study Area/ Partner Councils (Zones 1 to 5). As Table 4 (Appendix 12a) shows, 14.4% of expenditure from Zone 4 is drawn to nearby Loughborough, and Clifton District Centre also draws 8.1% of Zone 4 expenditure. The main reason is likely to be that stores in these two competing locations are easily accessible (by car) for the catchment population living in Zone 4. Furthermore, leakage of expenditure from Zone 4 to Clifton District Centre is influenced by a high proportion of the centre's population located in this zone.

10.30 The forecast changes in the turnover (£ million) of the main centres (and stores) across the Study Area at 2019, 2024, and 2028 are set out in Tables 6-8 of Appendix 12a. These turnovers have been derived by applying constant market shares (Table 4, Appendix 12a) to the growth in total available expenditure (Table 3, Appendix 12a).

Comparison Goods

10.31 For comparison goods, Tables 4 and 5 (**Appendix 13a**) show that all the centres and shops within Greater Nottingham area (including Hucknall District Centre) are retaining some 43.9% (£2,023.0m) of the total available comparison goods expenditure in the Catchment Area at 2014 (i.e. £4,604.8m).

10.32 The headline findings for each Partner Council area are summarised below:

- As expected, the strongest market shares and 'retention' levels are achieved by stores in **Nottingham City Council area** at 32.1% (£1,739.1m) of total catchment expenditure and 83.7% (£650.2m) for Zone 1 and 2 combined (Nottingham City North and South). The market shares reflect the City's importance as a regional shopping centre. Of the total amount of expenditure retained by the City Council area, 78.5% (£1,364.6m) is directed to the City Centre. The City Council area also draws a strong market share from other zones within the Study Area area ranging from 49.5% (£202.6m) for Zone 3 (Gedling) to 51.1% (£192.8) for Zone 5 (Broxtowe) and 61.7% (£296.1m) for Zone 4 (Rushcliffe). Again, the greatest proportion of this expenditure is directed to the City Centre.
- Elsewhere in Greater Nottingham, the market shares for centres and stores in **Broxtowe Borough** stand at 5.2% (£282.8m) for the Catchment Area and 36.6% (£137.9m) for Zone 5 (Broxtowe).
- **Gedling Borough** achieves a market share of 4.6% (£151.3m) of total Catchment Area expenditure and 36.6% (£151.3m) for Zone 3 (Gedling).
- **Rushcliffe Borough** retains the lowest market share of 1% (£55.7m) for the Catchment Area and 8.8% (£37.0m) for Zone 4 (Rushcliffe).

10.33 It is noted that expenditure drawn by centres and stores in Gedling, Broxtowe and Rushcliffe is largely confined to their corresponding zones. Stores in Gedling draw 11.8% of convenience expenditure from Zone 1 (Nottingham South) while Broxtowe draws 12.4% of expenditure from Zone 6, which broadly corresponds to the Erewash Borough's administrative boundary.

10.34 Tables 6-8 (**Appendix 13a**) set out the forecast expenditure (£ million) allocated to main centres and stores based on constant market shares at 2019, 2024 and 2028.

'INFLOW' AND BASE YEAR TURNOVER ESTIMATES

10.35 In order to provide a complete picture of the current trading (turnover) performance of the main centres and stores across the Study Area (i.e. Nottingham City, Broxtowe Borough, Gedling and Rushcliffe Councils) we have necessarily made informed judgements with regard to the likely 'inflow' (trade draw) from outside the Catchment Area. In the absence of detailed turnover and trade draw information for the centres and stores in Study Area/ Partner Councils, our judgements have been informed by previous studies and retail assessments, as well as the survey and health check evidence. The '*inflow*' assumptions also take account of:

- the scale, offer and location of all existing centres and stores in each Greater Nottingham Council area;
- the likely extent of their individual catchment areas;
- the competition from centres, stores and shopping facilities outside each Council area and the wider Catchment Area; and
- the likely retail expenditure derived from people who live outside the Catchment Area (including visitors and commuters) to main centres and stores in each Borough.

10.36 Although the assessment of 'inflow' is not a straightforward exercise, due to the complex nature of overlapping catchments and shopping patterns, it is reasonable to assume that for comparison goods retailing Nottingham City Centre and the out of centre shopping parks will draw a higher proportion of shoppers and trade from outside the defined Catchment Area. Town Centres and larger District Centres across the four Council areas are expected to account for some inflow, but at lower level to the City Centre. Smaller District Centres, Local Centres and neighbourhood stores will draw the majority of their shoppers and trade from within their more localised catchments, with limited or no '*inflow*' from outside the Catchment Area.

10.37 For convenience goods it has reasonably been assumed that there is no net 'inflow' of expenditure from outside the defined Catchment Area due to the scale, quality and location of competing food and convenience stores in neighbouring areas. However, given the significance of Nottingham City Centre as a retail destination we have allowed for inflow to account for linked shopping trips associated those visiting the City Centre for comparison shopping, leisure and business related activities.

10.38 Based on the (survey-derived) market analysis and the 'inflow' assumptions, Table 9 (**Appendix 12a and 13a**) sets out the revised convenience and comparison goods turnover estimates for all the main centres and stores across the Partner Councils.

RETAIL COMMITMENTS

10.39 In terms of retail commitments, Table 10 (**Appendix 12a**) for convenience goods and Table 10 (**Appendix 13a**) for comparison goods identify the major foodstores and non-food retail floorspace either with planning permission, or recently opened (after the household survey was conducted)[8] based on information provided by the Partner Councils and where available, the evidence submitted in support of the planning applications. The main commitments include:

NOTTINGHAM CITY COUNCIL AREA:

10.40 **Victoria Centre Extension, Nottingham (ref: 11/01859/PFUL3):** Permission to extend and refurbish the existing shopping centre. The extension will create an additional 27,742m^2 of comparison floorspace (net sales) with additional floorspace for leisure and service uses. The planned comparison floorspace includes accommodation for a new department store.

10.41 **Broadmarsh Centre, Nottingham (ref: 15/00950/PFUL3):** Conditional planning permission was granted to redevelop and extend the existing shopping centre for new leisure uses including a cinema and food and beverage outlets. While the scheme will include some retail floorspace the introduction of leisure uses results in the net loss of retail floorspace of -10,900m^2 gross or 7,630m^2 net sales (assuming 70% of gross).

10.42 **Dunelm Mills, The Portal Site, Queens Drive, Nottingham (ref: 14/02061/PFUL3):** Planning permission for a mixed use retail and commercial development. The scheme includes permission for a 3,995m^2 (net sales area) retail unit including mezzanine floorspace. The unit is intended to be occupied by Dunelm Mills who will relocate from their existing unit at Castle Retail Park. The Planning and Retail Statement identifies the net sales area of the retail unit and sets out the range of goods to be sold, which include household furniture, soft furnishings, lighting, a range of household accessories and craft / hobby items. The unit will also include an in-store café.

10.43 **Sainsbury's Castle Bridge Extension (ref: 10/02248/PFUL3)**: The permission includes an extension to the existing store (2,208m^2 net sales) and the amendment of an extant condition to increase the sale of comparison goods from 15% to 38% of total net sales floorspace.

10.44 **Foodstore and retail units, Former Gasworks Site, Radford Road (ref:12/02756/PFUL3)**: Permission for a mixed use scheme including provision for a foodstore (999m^2 net sales) and ancillary retail units (678m^2). For the purpose of this assessment, it is assumed that 80% of the total net sales area of the planned foodstore will be for the sale of convenience goods (799m^2) and the remainder (200m^2) for comparison goods.

[8] Please note that the household survey will have recorded any impact arising from new retail floorspace on shopping patterns that was completed and opened up to the date when the survey was conducted.

10.45 **Foodstore and retail units, Land at Daleside Road (ref: 14/01140/POUT)**: Permission for a mixed use development including a 1,694m^2 (gross) foodstore, together with other retail units (Class A1) of 2,787m^2 (gross) in total; restaurant building (Class A3) of 186m^2; and employment/ancillary use building (Class B1/Class D1) of 311m^2. In relation to the foodstore, the accompanying Retail Statement identifies a net sales are of 1,140m^2 comprising 910m^2 for convenience goods and 230m^2 for comparison. The additional retail units equate to a net sales are of 1,950m^2.

10.46 **Aldi, Former NCV Garage Hucknall Road, Nottingham (ref: 14/01791/PFUL3)**: Permission for a 1,254m^2 (net sales) Aldi store. The supporting Planning Statement identifies a convenience net sales area of 1,066m^2 with the remaining 188m^2 for the sale of comparison goods.

BROXTOWE BOROUGH:

10.47 The most relevant retail commitments identified in Broxtowe Borough are located within Giltbrook Retail Park. They include the following comparison goods retail commitments:

10.48 **Unit 3 Giltbrook Retail Park (ref: 12/00713/FUL): planning permission was granted for the insertion of** a full cover trading mezzanine floor (1,718 m^2 net sales) within Unit 3, which is occupied by Decathlon, a discount outdoor clothing retailer. While permission for the mezzanine floorspace was granted in November 2013, the consent has yet to be implemented.

10.49 **Unit 5 and Unit 10 Giltbrook Retail Park (ref: 14/00615/FUL)**: planning permission for a mezzanine floor in both units. The total additional net sales area equals 2,875 m^2 including 1,237 m^2 for Unit 5 (occupied by BHS) and 511 m^2 for Unit 10 (occupied by Next Home) as identified in the supporting Planning and Retail Statement.

10.50 **Extension to Ikea, Giltbrook Retail Park (ref: 12/00681/FUL)**: planning permission was granted for a side, front and rear extension to the existing store; totalling 4,300 m^2. The Planning and Retail Report submitted in support of the application identifies an additional net sales area of 2,875 m^2.

GEDLING BOROUGH:

10.51 **Sainsbury's, Colwick Regeneration Area (ref: 2013/0500)**: Permission for a major mixed use regeneration scheme near Carlton, which is anchored by a Sainsbury's store and petrol filling station. The supporting Planning and Retail Statement identifies a convenience net sales area of 4,645m^2 and 3,020m^2 for comparison goods; equating to ratio of 61:39.

10.52 **Sainsbury's Local, Land at 1 Nottingham Road, Ravenshead (ref: 2013/0563)**: Permission for a 245m^2 (net sales) Sainsbury's Local store. A condition attached to the consent states that no more than 15% of floorspace is for the sale of comparison goods. On that basis, the net sales area for convenience and comparison goods is 216m^2 and 38m^2, respectively.

10.53 **Co-operative, Site of Coppice Road, Arnold (ref: 2014/0534)**: Permission for a 257m^2 (net sales) Co-Op store with associated parking. Based on the size of the store, it is assumed that 95% (244m^2) of the total net sales area is for convenience goods with 5% (13m^2) for ancillary comparison goods.

10.54 **Lidl, White Hart public house site, Mansfield Road (ref: 2013/1518)** Permission was granted for a 1,294m^2 (net sales) Lidl store, which opened in April 2015. It is assumed that 80% (1,035m^2) of the store's net sales area will be for the sale of convenience goods with the remainder (259m^2 net) for comparison goods.

10.55 **Retail units, Teal Close, Carlton (ref**: **2013/0546**): Permission for a mixed use scheme including retail, commercial, and community uses. The supporting Development Schedule identifies up to 2,499m^2 (gross) floorspace for retail or leisure uses. Based on a net sales area of 1,749m^2, it is assume that all of the floorspace will be occupied by retail operators with 40% (700m^2) occupied by convenience retailers and 60% (1,050m^2) by comparison retailers.

10.56 The capacity assessment also takes account of a new M**&S Simply Food in Unit 1a, Victoria Retail Park**, which opened in January 2015. The unit extends to 1,022 m^2 (gross) with an assumed net sales area of 715m^2, which equates to 70% of the total gross floor area. It is also assumed that 95% of the store's net sales area will be for the sale of convenience goods (680m^2) with the remainder for comparison goods (36 m^2).

RUSHCLIFFE BOROUGH:

10.57 **Tesco, Chapel Lane, Bingham (ref: 10/01853/FUL)**: Permission for a 2,272m^2 (net sales) Tesco store, which according to the supporting Planning and Retail Statement comprises a net sales area of 1,981m2 for convenience goods and 291m^2 for comparison goods. This equates to a convenience to comparison ratio of 87:13.

10.58 **Sainsbury's, Wilford Lane, West Bridgford (ref: 12/00564/FUL)**: Permission for a Sainsbury's Superstore, which also includes an in-store café/restaurant and fresh food counters. According to information supplied in the planning application, the 4,646m^2 (net sales) foodstore will comprise a convenience goods sales area of 3,345m^2 and 1,301m^2 for comparison goods.

10.59 **Waitrose, land north of Landmere Lane and West of Melton Road, Edwalton (14/00001/FUL)**: Planning permission was granted for a 3716m2 gross (2,741m^2 net sales) foodstore as part of a wider residential development scheme. A condition attached to the consent limits the quantum of net sales floorspace for the sale of comparison goods to a maximum of 30% (823m^2).

10.60 F**oodstore, Melton Road, Edwalton (08/00664/OUT)**: Permission was granted by the Secretary of State for a new community including a new 2,000m^2 (gross) foodstore. As the permission is an outline consent there is limited information on the floorspace composition of the foodstore. Therefore, we have assumed the net sales as 70% of the stated gross floor area. We have also assumed that 80% of the net sales area will be used for convenience retail accommodation and 20% for ancillary comparison goods. It should be noted that the foodstore will not be delivered if the planned Waitrose store associated with the nearby scheme is implemented. Therefore, we have excluded this planned scheme from the quantitative analysis.

10.61 Retail units, **RAF Newton Urban Extension**, **Shelford (ref: 10/02105/OUT)**: Outline planning permission was granted for a residential led urban extension including provision for 1,000m^2 of floorspace for local retail facilities. For the purpose of this assessment we have assumed a gross to net ratio of 70% equating to a net sales are of 700m^2. Of this total, it is assumed that 40% (280m^2) of the total net sales area will accommodate local convenience retail and 60% (420m^2) for comparison retail.

10.62 Rushcliffe Borough Council have also identified a number of smaller retail commitments within West Bridgford that form part of A1-A3 use consents including sites at **Central Avenue**, **West Bridgford (14/00884/FUL)**, **Radcliffe Road (13/01936/FUL)** and **Loughborough Road (10/00757/EXT)**. Together these commitments account for approximately 178m^2 (net sales) of convenience floorspace and 645m^2 of comparison floorspace (net sales).

11.0 NOTTINGHAM CITY COUNCIL - QUANTITATIVE ANALYSIS

INTRODUCTION

11.1 This section sets out the findings of the quantitative need (capacity) assessment for new retail (comparison and convenience goods) floorspace in the Nottingham City Council from 2014 (the 'base year') to 2028 (the 'design year'), broken down into five year periods (i.e. 2019, 2024). The results are informed by forecast growth in population and expenditure, after making an allowance for new commitments, and the increased 'productivity' (or 'efficiency') of all existing and new floorspace to identify forecast retail capacity.

11.2 The 'baseline' capacity tabulations for convenience goods and comparison goods are set out in Tables 11a-h in **Appendix 12a** and Tables 11a-f in **Appendix 13a** for the City Council area and aggregated for the City Centre, the District Centres, and smaller/ local centres.

11.3 For the purpose of this assessment we have also tested forecast capacity based on housing-led population projections for the City Council area. The results are set out in Tables in 11a-h in **Appendix 12b** for convenience goods and Tables 11a-f in **Appendix 13b** for comparison goods.

'BASELINE' CAPACITY: CENTRE FORECASTS

11.4 To help inform Nottingham City Council's assessment of the potential scale and optimum location for new retail (convenience and comparison goods) development in the City Council area, we have assessed capacity for Nottingham City Centre, Bulwell Town Centre and the City's three District Centres (Clifton, Hyson Green, and Sherwood). Forecast capacity for new retail floorspace is also identified as a whole for the City's Local Centres and smaller centres.

11.5 Forecasts at centre level are based on capacity arising from net residual expenditure from the growth in turnover of stores in that centre or local catchment. In some cases, capacity may be identified for a centre where it is not identified at the administrative level or vice versa for forecast years. The difference is typically due to the quantum and location of turnover associated with committed retail schemes. For Nottingham City Council area, the majority of committed retail schemes are located either in the City Centre (comparison floorspace) or outside of the City Council's main centres (i.e. convenience floorspace at out of centre sites). For District and Local Centres and smaller centres, as there is no committed retail floorspace identified, allowing all net residual expenditure to support new floorspace over the forecast period.

11.6 It should be noted that 'baseline' expenditure and floorspace capacity forecasts assume that the existing market share remains constant over the forecast period in accordance with good practice and is therefore the recommended approach.

Nottingham City Centre

11.7 The convenience goods capacity forecasts for the City Centre are set out in Table 11b (Appendix 12a) and in Table 11b (Appendix 13a) for comparison goods. The forecasts are summarised below:

Table 11.1 **Nottingham City Centre Retail Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
CONVENIENCE GOODS:			
Residual Expenditure (£m):	£4.4	£8.4	£11.8
Floorspace Capacity (m^2 net): Foodstore format	367	695	969
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	817	1,549	2,159
COMPARISON GOODS:			
Residual Expenditure (£m):	-£46.9	£68.2	£213.2
Floorspace Capacity (m^2 net):	-7,560	9,906	28,392

Source: Table 11b, Appendix 12a & 13a

11.8 The capacity assessment identifies 367m^2 (net) of superstore format floorspace in 2019; increasing to 695m^2 (net) in 2024. By 2028 there is an identified forecast for 969m^2 (net) of convenience floorspace in the City Centre. The level of forecast convenience floorspace could support an extension to an existing foodstore or up to two new 'local' format foodstores (e.g. Tesco Express, Sainsbury's Local, and Little Waitrose, etc.) subject to market demand. Alternatively, there is capacity over the forecast period to support new convenience stores (e.g. Co-operative, Budgens, etc.) or a new deep discount foodstore in the City Centre.

11.9 For comparison capacity, the assessment identifies no forecast capacity in the short term (up to 2019). This is due to the planned extension of the Victoria Centre, which will absorb £109.4 million of available expenditure from the Catchment Area and all net residual expenditure for the City Centre. Forecast capacity emerges in 2024 for 9,906m^2 (net) for comparison floorspace. By 2028, capacity more than doubles to 28,392m^2 (net).

11.10 However, the centre audit identified a high number of vacancies within the primary shopping area. Therefore, we consider there is potential for some vacant floorspace in prime retail areas to accommodate a proportion of the forecast retail capacity. This could be achieved through modernisation and reconfiguration of floorplates to attract new retailers. As such, if vacant prime retail floorspace is considered; the level of forecast comparison floorspace for the City Centre will be lower.

Bulwell Town Centre

11.11 The convenience goods capacity forecasts for Bulwell Town Centre are set out in Table 11c (Appendix 12a) and in Table 11c (Appendix 13a) for comparison goods. The forecasts are summarised below:

Table 11.2 **Bulwell Town Centre Retail Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
CONVENIENCE GOODS:			
Residual Expenditure (£m):	£1.9	£3.5	£5.0
Floorspace Capacity (m^2 net): Foodstore format	155	292	413
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	346	551	919
COMPARISON GOODS:			
Residual Expenditure (£m):	£2.4	£7.4	£13.9
Floorspace Capacity (m^2 net):	393	1,081	1,858

Source: Table 11c, Appendix 12a & 13a

11.12 The capacity assessment identifies a modest quantum of forecast superstore format floorspace for Bulwell Town Centre over the study period (up to 2028). As the table shows, there is forecast capacity for 155m^2 (net) foodstore format floorspace in 2019; increasing to 292m^2 (net) in 2024 and 413m^2 (net) by 2028. This could support an extension to existing foodstores in the Town Centre or support a new 'local' format foodstore in the short to long term (2024 to 2028).

11.13 Alternatively, as the table above shows, there is forecast capacity for 551m^2 of new supermarket or deep discount format floorspace in 2024; increasing to 919m^2 by 2028. This could support a small supermarket (e.g. Budgens, Co-operative, etc.) in the short to long term. It is noted that a Lidl store is proposed for Bulwell, which if consented would absorb all forecast capacity for the centre.

11.14 For comparison goods, there is forecast capacity for 393m^2 (net) of new comparison goods capacity in 2019. By 2024, forecast capacity more than doubles to 1,081m^2 (net); increasing further to 1,858m^2 (net) in 2028.

District Centres

11.15 The convenience goods capacity forecasts for the City's three District Centres are set out in Table 11d-f (Appendix 12a) and in Table 11d (Appendix 13a) for comparison goods.

11.16 The table below set out forecast capacity for new foodstore and supermarket/discount format floorspace for Clifton, Hyson Green and Sherwood District Centres:

Table 11.3 **District Centres Convenience Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
CLIFTON DISTRICT CENTRE			
Residual Expenditure (£m):	£5.0	£9.4	£13.5
Floorspace Capacity (m^2 net): Foodstore format	413	778	1,110
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	921	1,732	2,473
HYSON GREEN DISTRICT CENTRE			
Residual Expenditure (£m):	£3.9	£7.2	£10.4
Floorspace Capacity (m^2 net): Foodstore format	319	599	856
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	710	1,334	1,906
SHERWOOD DISTRICT CENTRE:			
Residual Expenditure (£m):	£0.6	£1.1	£1.6
Floorspace Capacity (m^2 net): Foodstore format	49	91	132
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	108	203	293

Source: Table 11d-f, Appendix 12a

11.17 The assessment identifies a higher quantum of convenience floorspace capacity is identified in **Clifton District Centre** ranging from 413m^2 in 2019 to 778m^2 in 2024 and 1,110m^2 in 2028. This could support either an extension to the existing foodstore (e.g. Morrison's Green Lane), or a new smaller format superstore over the plan period. It is likely that demand for new convenience retail facilities in Clifton will increase significantly from the future population associated with the proposed housing expansion area (3,000 homes) immediately south of the centre (within Rushcliffe Borough). While some retail provision is included in the proposal (2,500m^2 gross), the new population is likely to rely on retail facilities in Clifton, which is the nearest centre serving the site.

11.18 A smaller quantum of forecast floorspace is identified in **Hyson Green District Centre**. However, there is sufficient capacity in the short and medium term (up to 599m^2 by 2024) to support an extension to the existing foodstore (e.g. Asda, Radford Road) or a new smaller format 'local' store. Alternatively, the District Centre could support a new supermarket or deep discount format store in the medium to long term (1,906m^2 by 2028).

11.19 There is limited forecast capacity for new superstore or supermarket/ deep discount format floorspace for **Sherwood District Centre**. However there is capacity to support an extension to an existing convenience or local supermarket over the study period (e.g. 293m^2 net). It is noted that a Waitrose store is proposed on the Sherwood Library site, which would absorb future capacity for the centre.

11.20 The combined forecast comparison goods capacity for the three District Centres is set out in the table below:

Table 11.4 **District Centres Comparison Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Residual Expenditure (£m):	£1.3	£3.9	£7.4
Floorspace Capacity (m^2 net):	205	567	987

Source: Table 11d, Appendix 13a

11.21 As the table shows, there is forecast capacity for 205m^2 (net) for new comparison floorspace across the three District Centres in 2019. Forecast capacity more than doubles by 2024 to 567m^2 (net); increasing further to 987m^2 (net) by the end of the study period (2028).

Local Centres and Smaller Centres

11.22 In addition to the City's main centres we have also assessed whether there is any capacity for new retail floorspace for the City's smaller centres, after taking account of existing known commitments (Table 11g in Appendix 12a and Table 11e in Appendix 13a). The results are summarised in the table below.

Table 11.5 **Local Centres Retail Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
CONVENIENCE GOODS:			
Residual Expenditure (£m):	£4.7	£8.9	£12.8
Floorspace Capacity (m^2 net): Foodstore format	393	739	1,054
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	875	1,645	2,348
COMPARISON GOODS:			
Residual Expenditure (£m):	£0.3	£0.9	£1.7
Floorspace Capacity (m^2 net):	45	126	222

Source: Table 11g, Appendix 12a and Table 11e, Appendix 13a

11.23 The capacity assessment identifies capacity for 393m^2 (net) to support new foodstore floorspace across the City's network of smaller centres in 2019; increasing to 739m^2 (net) in 2024 and 1,054 m^2 by 2028. This could support one to two new 'local' format foodstores (e.g. Tesco Express, Sainsbury's Local, and Little Waitrose). Alternatively, forecast capacity increases for supermarket or deep discount floorspace with up to 2,348m^2 (net) by 2028. It should be noted that the combined capacity could support an extension to existing convenience stores in multiple Local Centres rather than supporting one or two new stores.

11.24 Capacity identified for the Local Centres and smaller centres could be used to support local convenience retail facilities for housing growth areas in the City Council area including Stanton Tip south of Bulwell (500 homes) and the Boots and Seven Trent site (600 homes within the City Council area).

11.25 For comparison capacity, the assessment identifies limited capacity for new comparison floorspace across the City's network of Local Centres and smaller centres. By 2028, there is capacity for up to 222m^2 (net) of comparison goods floorspace. The findings reflect the role and function of Local Centres in the City which are more focused towards local convenience and service provision.

Rest of the City Council Area

11.26 The capacity assessment identifies residual forecast capacity for the City Council area, which is set out in Table 12h in Appendix 12a and Table 12f in Appendix 13a. Capacity for the rest of the City Council area is based on discounting forecast capacity for the City's main centres and local/smaller centres.

11.27 There is no residual forecast capacity to support new convenience floorspace within the rest of the City Council area due to the scale of planned out of centre convenience floorspace over the study period. .

11.28 While the assessment identifies no residual forecast capacity for comparison goods floorspace in the short term (up to 2019) due to planned out of centre committed floorspace; capacity emerges in 2024 for 2,270m^2 (net). By the 2028, residual forecast capacity more than doubles to 5,839m^2 (net).

11.29 National policy promotes the town centre first approach to new retail development and therefore this identified floorspace capacity should be used to support new retail development in existing centres in line with the NPPF's sequential test. In this case, any surplus retail capacity in the City Council area should be directed to the City Centre as a priority followed by Bulwell Town Centre and the City's District and Local Centres (subject to market demand).

'BASELINE' CAPACITY: CITY-WIDE FORECASTS

11.30 Retail capacity for the City Council area takes account of total residual expenditure and committed retail floorspace identified within the administrative boundary.

Convenience Goods Capacity

11.31 The capacity assessment identifies no forecast convenience floorspace in the short to medium term for the City Council as a whole; although capacity starts to emerge in 2024 for 800m^2 (net) superstore format floorspace. As the table below shows, by 2028 there is an identified forecast for 3,086m^2 of convenience floorspace in for the City Council area.

Table 11.6 **Nottingham City Council-Wide Convenience Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Residual Expenditure (£m):	-£18.9	£9.7	£37.4
Floorspace Capacity (m^2 net):			
Superstore Format:	-1,560	800	2,912
or			
Supermarket/Discounter Format:	-3,474	1,782	6,485

Source: Table 11a, Appendix 12a

11.32 The lack of forecast floorspace in the short term is attributed to existing convenience floorspace commitments at out of centre locations that absorb all forecast residual expenditure; such as the planned extension to the Sainsbury's at Castle Bridge.

11.33 Alternatively the forecast expenditure capacity could accommodate new supermarket (e.g. Co-Op, Budgens, etc.) and/or discount floorspace (e.g. Aldi, Lidl, Netto, etc.) trading at lower average sales levels. On this basis, there is forecast capacity for 1,782m^2 net in 2024, increasing to 6,485m^2 by 2028.

11.34 Forecast capacity for new comparison retail floorspace in the City Council area is summarised in the below table:

Table 11.7 **Nottingham City Council-Wide Comparison Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Residual Expenditure (£m):	-£49.0	£96.0	£280.1
Floorspace Capacity (m^2 net):	-7,913	13,949	37,298

Source: Table 11a, Appendix 13a (Steps 5 & 6)

11.35 As the table shows, there is no forecast capacity for new comparison goods floorspace in the City Council area in the short term after taking account of the planned extension of the Victoria Centre. It is estimated that the planned extension will generate a turnover of £109.4m in 2019, which is greater than the net residual expenditure identified for the City Council area in the same year (£96.0m) before taking account of committed floorspace. However, significant capacity emerges for the City Council area in the medium and long term; ranging from 13,949m^2 (net) in 2024 to 37,298m^2 (net) in 2028.

11.36 While there is no capacity in the short term to support new convenience and comparison floorspace at City-Council level, capacity is identified, albeit varying, for Nottingham City, the District Centres, and local/ smaller centres.

CAPACITY ASSESSMENT SCENARIO: HOUSING GROWTH POPULATION

11.37 In assessing capacity we have also tested how housing based population projections could alter retail floorspace capacity. To achieve this we applied population projections based on housing allocations identified across the Nottingham Core Housing Market Area (Table 2, Appendix 11). For Zones 1 and 2 (broadly corresponding to the Nottingham Council Area), the housing based population growth is lower than that identified by Experian (Table 1, Appendix 11).

11.38 The same methodology used to quantify the baseline capacity assessment has been applied to assess capacity based on the alternative population scenario (i.e. **CREAT^{e}** model). This includes the same baseline and forecast growth rates identified for expenditure per capita along with the same 'productivity' growth estimates for existing and committed retail floorspace turnover.

11.39 City Council-wide capacity forecasts for convenience and comparison floorspace are set out in Table 11a (Appendix 12b and 13b). Forecast floorspace for the City Centre, Bulwell Town Centre, the District Centres, the local centres (combined) and the rest of the City Council area is identified in Tables 11b to 11h (Appendix 12b) for convenience goods and Tables 11b to 11f (Appendix 13b) for comparison goods.

11.40 In summary, the reduction in the population for Zones 1 and 2 associated with the housing based population projections results in only a marginal difference in forecast retail floorspace against forecast capacity based on the Experian population projections (baseline capacity).

11.41 The table below sets out forecast capacity for foodstore format floorspace based on the housing growth population the City's network of centres. As the table shows, for most centres the alternative capacity forecasts is lower than capacity based on Experian's population projections. The only exception is Clifton District Centre, where significant housing allocations in the area (including within Rushcliffe District) result in a net increase in forecast capacity.

Table 11.8 **Convenience Capacity Forecasts – Housing Population Growth**

	2019	2024	2028	Difference from Experian Forecast for 2028
Nottingham City Centre	363	682	937	-32
Bulwell Town Centre	148	279	394	-19
Clifton District Centre	410	826	1,166	56
Hyson Green District Centre	299	577	816	-40
Sherwood District Centre	45	87	123	-8
Local Centres	370	706	993	-61
Rest of City Council Area	-3,301	-2,432	-1,703	-80
Total – Nottingham City Council Area	-1,666	724	2,726	-185

Source: Table 11a-h, Appendix 12b

Notes: forecast capacity is based on foodstore format floorspace

11.42 For comparison goods capacity, there is forecast capacity for 37,733m^2 by 2028. This equates to a net increase in floorspace capacity of +431 m^2 (net) over the period to 2028 compared to baseline capacity. This is associated with an increase in turnover for stores in the City Centre and out of centre locations associated with a net increase in the population for Zone 4 (Rushcliffe) and Zone 3 (Gedling).

Table 11.9 **Comparison Capacity Forecasts – Housing Population Growth**

	2019	2024	2028	Difference from Experian Forecast for 2028
Nottingham City Centre	-7,400	10,609	29,204	811
Bulwell Town Centre	361	1,016	1,754	-104
District Centres	194	576	986	-1
Local Centres	39	119	209	-13
Rest of City Council area	-998	2,437	6,047	208
Total – Nottingham City Council Area	-7,802	14,756	38,200	902

Source: Table 11a-f, Appendix 13b

CAPACITY ASSESSMENT SCENARIO: OPPORTUNITY AREAS - WESTERN ESTATES AND SNEINTON / WATERSIDE

11.43 The previous retail study identified a deficiency of convenience retail provision in the Western Estates area of the City, which along with the Sneinton Waterside area (east of the City Centre) is identified as 'opportunity areas' for future development.

11.44 The Western Estate comprises an area that includes Strelley Road, Aspley Lane and Nuthall Road Local Centres. Convenience retail provision is limited in these areas. The nearest main food provision is located in Hyson Green. Similarly, the Sneinton Waterside area largely comprises smaller centres including the Sneinton Dale and Robin Hood Chase Local Centres. Convenience retail provision is also limited in the area with the nearest main food provision located in the City Centre.

11.45 Forecast convenience floorspace identified at City-wide level could support new foodstore development in these areas.

11.46 We are aware that the Council is currently considering proposals for foodstores in both areas. While the national guidance requires new development to be located in town centres as a priority, there may be justification to support foodstore development to serve the Western Estate and Sneinton/ Waterside areas where there is a clear deficiency. Notwithstanding this, as proposals for foodstore development in the opportunity areas would be outside a defined town or district centre, they would be required to demonstrate that there would be no 'significant adverse' impact on nearby existing centres and there are no sequentially preferable sites that are suitable or available for development in nearby centres.

CAPACITY ASSESSMENT SCENARIO: IMPROVED MARKET SHARE FOR NOTTINGHAM CITY CENTRE

11.47 To further help inform the Council's assessment of the potential need for new comparison floorspace in the City Centre we have 'tested' the robustness of the ('*baseline'*) assumption that the retail market is in '*equilibrium*' at the base year.

11.48 The market share analysis shows that stores in the City Centre are retaining 25.2% of comparison expenditure from the Catchment Area. In other words, 74.8% of expenditure is lost to competing stores and centres. With current investment works underway at the Victoria Centre and proposals for the Broadway Centre, this is likely to increase the attractiveness of City Centre as a shopping and leisure destination. This in turn will increase comparison goods market shares for City Centre stores.

11.49 For the purpose of this sensitivity assessment, we have assumed the improvements to comparison goods retail offer at the Victoria Centre and plans to upgrade retail offer at the Broadmarsh Centre along with the development of key leisure facilities will increase the level of retained expenditure from the Catchment Area by +5 percentage points; increasing from 25.2% to 30.2%. We have also assumed that the level of expenditure from outside of the Catchment Area (i.e. expenditure 'inflow') could potential improve by +2.5 percentage points from 10% to 12.5%.

11.50 However the uplift in the City Centre's market share and expenditure inflow will inevitably depend on other key commercial factors such as, for example, the quality of the tenants and brands taking space in any new floorspace, and scale, format and design of the new retail units; and the level of new investment and development in competing centres and shopping locations.

11.51 Sensitivity testing was not carried out for convenience goods on the basis that no improvements to convenience foods offer is planned in the City Centre to support an improvement to convenience market shares.

11.52 The revised forecast capacity for new comparison goods (see Table 2; Appendix 13a) retail floorspace in Nottingham City Centre based on an uplift in market shares and expenditure inflow is set out below:

Table 11.10 **Nottingham City Centre – Convenience Capacity Based on Improved Market Shares and Expenditure Inflow**

	2019	2024	2028
Improved Residual Expenditure (£m):	-£32.0	£112.9	£293.7
Floorspace Capacity (m^2 net):	-5,166	16,402	39,110

Source: Table 2 (Appendix 13a**)**

11.53 As the table shows, by increasing the market share and expenditure inflow, this could result in forecast capacity to support 16,402 m^2 net sales of new foodstore floorspace in 2024; increasing to 39,110 m^2 (net sales) by 2028. This equates to an overall uplift in forecast comparison goods floorspace capacity of +10,718m^2 (net) by 2028 when compared against the baseline capacity result (28,392m^2 net)

11.54 It should be stressed again that the potential to improve market shares for the City Centre is purely a hypothetical scenario. It will depend on the availability, suitability and viability of town centre and edge-of-centre sites to accommodate modern new retail floorspace and a mix of other uses and, critically, the market appetite from investors, developers and operators to develop new space in the City Centre.

SUMMARY

11.55 Nottingham City Centre accounts for the greatest proportion of City Council-wide convenience and comparison goods capacity. In particular, forecast capacity for comparison goods for the City Centre has the potential to significantly increase if current expenditure retention levels improve from planned investment at the City Centre's two shopping centres.

11.56 Retail capacity is also identified for Bulwell Town Centre for both convenience and comparison goods. Retail capacity is more limited for the three District Centres and network of Local Centres, which reflects the more limited shopping role of smaller centres in the retail hierarchy.

11.57 The sensitivity test of forecast capacity based on housing based population projections show little difference from the baseline capacity results based on Experian population projections. Therefore, we recommend that policy is informed by the results of 'baseline' capacity assessment.

12.0 BROXTOWE BOROUGH COUNCIL - QUANTITATIVE RETAIL NEEDS ASSESSMENT

INTRODUCTION

12.1 This section sets out the findings of the quantitative need (capacity) assessment for new retail (comparison and convenience goods) floorspace in Broxtowe Borough from 2014 (the 'base year') to 2028 (the 'design year'), broken down into five year periods (i.e. 2019, 2024). The results are informed by forecast growth in population and expenditure, after making an allowance for new commitments, and the increased 'productivity' (or 'efficiency') of all existing and new floorspace to identify forecast retail capacity.

12.2 The 'baseline' capacity tabulations for convenience goods and comparison goods are set out in Tables 12a-g in **Appendix 12a** and Tables 12a-e in **Appendix 13a** for Broxtowe Borough and its network of centres. Alternative forecast capacity based on housing-led population projections for the Borough area are set out in corresponding tables in Appendix 12b and 13b.

'BASELINE' CAPACITY: CENTRE FORECASTS

12.3 The following 'baseline' expenditure and floorspace capacity forecasts for Broxtowe Borough and its key centres assume that the existing market share is maintained.

12.4 To help inform Broxtowe Borough Council's assessment of the potential scale and optimum location for new retail (convenience and comparison goods) development, we have assessed capacity for Beeston Town Centre and the Borough's three District Centres (Eastwood, Kimberley and Stapleford). Forecast capacity for new retail floorspace is also identified as a whole for the Borough's Local Centres and smaller centres.

Beeston Town Centre

12.5 The convenience goods capacity forecasts for Beeston Town Centre are set out in Table 12b (Appendix 12a) and in Table 12b (Appendix 13a) for comparison goods. The forecasts are summarised below:

Table 12.1 **Beeston Town Centre Retail Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
CONVENIENCE GOODS:			
Residual Expenditure (£m):	£4.2	£8.0	£11.0
Floorspace Capacity (m^2 net): Foodstore format	349	660	904
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	777	1,471	2,014
COMPARISON GOODS:			
Residual Expenditure (£m):	£1.8	£5.5	£9.8
Floorspace Capacity (m^2 net):	295	765	1,311

Source: Table 12b, Appendix 12a & 13a

12.6 The capacity assessment identifies 349 m^2 of foodstore format floorspace in 2019; increasing to 660m^2 (net) in 2024 904m^2 by 2028. This could support an extension to an existing foodstore or support one to two new 'local' format convenience offer (e.g. Tesco Express, Sainsbury's Local, and Little Waitrose, etc.) over the study period; subject to market and operator demand.

12.7 For comparison capacity, the table shows there is forecast capacity for 295m^2 (net) comparison floorspace in Beeston Town Centre in 2019, increasing to 765 m^2 (net) in 2024 and 1,311m^2 by 2028.

District Centres

12.8 The convenience goods capacity forecasts for the Borough's three District Centres are set out in Table 12c-e (Appendix 12a) and in Table 12c (Appendix 13a) for comparison goods.

12.9 The forecasts convenience capacity are identified for each District Centre below:

Table 12.2 **District Centres Convenience Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
EASTWOOD DISTRICT CENTRE			
Residual Expenditure (£m):	£4.5	£8.6	£11.6
Floorspace Capacity (m^2 net): Foodstore format	374	709	957
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	833	1,580	2,132
KIMBERLEY DISTRICT CENTRE			
Residual Expenditure (£m):	£3.1	£5.9	£8.1
Floorspace Capacity (m^2 net): Foodstore format	260	492	671
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	579	1,097	1,493
STAPLEFORD DISTRICT CENTRE:			
Residual Expenditure (£m):	£0.8	£1.4	£2.0
Floorspace Capacity (m^2 net): Foodstore format	65	123	167
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	144	274	372

Source: Table 12c-e, Appendix 12a

12.10 The table shows varying capacity for new convenience floorspace across the three District Centres. A higher quantum of forecast convenience floorspace is identified for Eastwood District Centre ranging from 374m^2 (net) in 2019, to 709m^2 (net) in 2024 and to 957m^2 (net) by 2028. This could support an extension to an existing foodstore or up to two new 'local' format foodstores (e.g. Sainsbury's Local, Tesco Express, Little Waitrose, etc.). Alternatively, the centre could support a new supermarket or a deep discount foodstore operator based on forecast capacity in 2024 and 2028.

12.11 For Kimberley, there is forecast capacity for 260m2 (net) of foodstore format floorspace, which increases over the medium to long term to 492m^2 and 671m^2 (net). This could support a new 'local' format foodstore in the centre, subject to market and operator demand. Alternatively, there is forecast capacity in 2028 to support up to 1,493m^2 (net) of supermarket or discount foodstore floorspace. This could support one new supermarket or one new deep discount foodstore over the study period.

12.12 Forecast capacity for Stapleford is lowest out of the three District Centres with capacity limited for foodstore and supermarket/ deep discount foodstore format floorspace. As the above table shows, forecast capacity would mainly support an extension of floorspace to existing 'local' format foodstores (e.g. Sainsbury's Local, Derby Road) and supermarkets (e.g. Co-operative, Derby Road) in the town centre.

12.13 The combined forecasts for comparison floorspace capacity are identified for the District Centres below:

Table 12.3 **District Centres Comparison Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Residual Expenditure (£m):	£2.9	£8.6	£15.3
Floorspace Capacity (m^2 net):	465	1,251	2,038

Source: Table 12c, Appendix 13a

12.14 There is forecast capacity for 1,251m^2 (net) across the Borough's three District Centres (Eastwood, Kimberley and Stapleford) by 2024; increasing to 2,038m^2 (net) by 2028.

Local Centres and Smaller Centres

12.15 In addition to the Borough's two main centres we have also assessed whether there is any capacity for new retail floorspace in the Borough's smaller centres, after taking account of existing known commitments (Table 12f in Appendix 12a and Table 12d in Appendix 13a). The results are summarised in the table below.

Table 12.4 **Local Centres Retail Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
CONVENIENCE GOODS:			
Residual Expenditure (£m):	£0.2	£0.4	£0.6
Floorspace Capacity (m^2 net): Foodstore format	18	35	47
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	41	78	105
COMPARISON GOODS:			
Residual Expenditure (£m):	£0.0	£0.1	£0.1
Floorspace Capacity (m^2 net):	4	11	18

Source: Table 12f, Appendix 12a and Table 12d, Appendix 13a

12.16 As the table shows, the capacity assessment identifies limited capacity across the Borough's smaller centres to support convenience and comparison floorspace over the study period. This reflects the role and function of Local Centres in the Borough which are more focused towards local convenience and service provision.

Rest of the Borough

12.17 The capacity assessment identifies residual forecast capacity for the Borough which is set out in Table 12g in Appendix 12a and Table 12e in Appendix 13a). Capacity for the rest of the Borough is based on discounting forecast capacity for the Borough's main centres and local/smaller centres.

12.18 There is limited residual forecast convenience floorspace within the rest of the Borough, with a maximum quantum of 675m^2 (net) of foodstore floorspace or 1,503m^2 (net) of supermarket/ deep discount format floorspace.

12.19 For comparison capacity, the assessment identified residual forecast expenditure of 1,548m^2 (net) in 2028. Given that national policy promotes the town centre approach to new town centre uses, this identified floorspace capacity should be used to support new retail development in line with the NPPF's sequential test. In this case, this any surplus retail capacity in Borough should be directed to Beeston Town Centre followed by the Borough's District and Local Centres (subject to market demand).

'BASELINE' CAPACITY: BOROUGH-WIDE FORECASTS

12.20 Retail capacity for the Borough area takes account of total residual expenditure and committed retail floorspace identified within the administrative boundary.

Convenience Goods Capacity

12.21 An assessment of Borough-wide capacity identifies forecast foodstore floorspace of 1,326m^2 at 2019; increasing to 2,513m^2 by 2024 and 3,421m^2 by 2028, as shown in the table below.

Table 12.5 **Broxtowe Borough-wide Convenience Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Residual Expenditure (£m):	£16.0	£30.3	£41.5
Floorspace Capacity (m^2 net):			
Superstore Format:	1,326	2,513	3,421
or			
Supermarket/Discounter Format:	2,954	5,596	7,620

Source: Table 12a, Appendix 12a (Steps 5 & 6)

12.22 As the table above shows, forecast convenience capacity increases if considering proposals for a supermarket or discount format retailer.

Comparison Goods Capacity

12.23 There is no forecast comparison goods floorspace in the short term (up to 2019). However, forecast floorspace emerges in 2024 for 1,477m^2 (net); increasing to 4,915m^2 by 2028. The forecasts take account of committed comparison floorspace in the Borough; namely permission to extend the existing Ikea store and construction of mezzanine floorspace in units at Giltbrook Retail Park.

Table 12.6 **Broxtowe Borough-Wide Comparison Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Residual Expenditure (£m):	-£12.0	£10.2	£36.9
Floorspace Capacity (m^2 net):	-1,932	1,477	4,915

Source: Table 12a, Appendix 13a (Steps 5 & 6)

12.24 In advance of analysing capacity for the Borough's town and district centres, it is recommended that the identified forecast comparison floorspace is directed to Beeston Town Centre at a priority; subject to sites being available and suitable. This will assist in directing expenditure back to the town centre from the Borough's out of centre retail parks. However, the Council should be aware that demand for comparison floorspace at the District Centre level is likely to be limited from a retailer or investor perspective, due to the limited supply at larger format stores that meet the needs of modern retailers.

12.25 While there is no capacity in the short term to support comparison floorspace at Borough level, this is due to out of centre retail commitments, which absorb net residual expenditure for the Borough up to 2019. However, this does not impact on capacity identified at centre-level. All new comparison goods floorspace should be directed to the Borough's town centre, with priority to Beeston Town Centre, followed by the three district centres.

CAPACITY ASSESSMENT SCENARIO: HOUSING GROWTH POPULATION

12.26 In assessing capacity we have also tested how housing based population projections could alter retail floorspace capacity. To achieve this we applied population projections based on housing allocations identified across the Nottingham Core Housing Market Area (Table 2, Appendix 11). For Zone 5 (broadly corresponds to the Broxtowe Council Area), the housing based population growth is higher than that identified by Experian (Table 1, Appendix 11).

12.27 The same methodology used to quantify the baseline capacity assessment has been applied to assess capacity based on the alternative population scenario (i.e. **CREAT^e** model). This includes the same baseline and forecast growth rates identified for expenditure per capita along with the same 'productivity' growth estimates for existing and committed retail floorspace turnover.

12.28 Borough-wide capacity forecasts for convenience and comparison floorspace are set out in Table 12a (Appendix 12b and 13b). Forecast floorspace for the Beeston Town Centre, the District Centres, the local centres (combined) and the rest of the Borough is identified in Tables 12b to 11g (Appendix 12b) for convenience goods and Tables 12b to 12e (Appendix 13b) for comparison goods.

12.29 In summary, population growth (7.8% or +9,094 persons) based on new housing for Zone 5 over the study period (2014 to 2028) is lower population growth based on

Experian's population projections (9.0% or +10,583). However, this results in a marginal difference in forecast retail floorspace against forecast capacity based on the Experian population projections.

12.30 As the table above shows, the revised population projections for Zone 5 (Broxtowe) results in a marginal reduction in forecast capacity for new foodstore format floorspace for the Borough's centres. This equates to a net reduction in capacity of -231 (net) for the Borough as a whole over the study period (up to2028).

Table 12.7 **Convenience Capacity Forecasts – Housing Population Growth**

	2019	2024	2028	Difference from Baseline Capacity Forecast for 2028
Beeston Town Centre	340	594	835	-70
Eastwood District Centre	372	666	914	-43
Kimberley District Centre	255	442	619	-52
Stapleford District Centre	63	110	154	-13
Local Centres	18	32	44	-3
Rest of Borough Area	254	445	624	-50
Total – Broxtowe Borough	1,301	2,289	3,190	-231

Source: Table 12a-g, Appendix 12b

Notes: forecast capacity is based on foodstore format floorspace

12.31 For comparison goods capacity, the housing based population projections result in a marginal reduction in forecast comparison goods capacity for the Borough's main centres. Overall, as the table below shows there is net reduction of -383m^2 net sales for the Borough as a whole over the forecast period (up to 2028).

Table 12.8 **Comparison Capacity Forecasts – Housing Population Growth**

	2019	2024	2028	Difference from Baseline Capacity Forecast for 2028
Beeston Town Centre	285	710	1,218	-93
District Centres	455	1,126	1,910	-128
Local Centres	4	10	17	-1
Rest of Borough	-2,703	-758	1,387	-161
Total – Broxtowe Borough	-1,959	1,089	4,532	-383

Source: Table 12a-e, Appendix 13b

SUMMARY

12.32 Beeston Town Centre accounts for the greatest proportion of Borough-wide convenience and comparison goods capacity.

12.33 Convenience and comparison goods capacity is also identified for the Borough's three district centres. In particular, there is potential to support smaller format foodstores in Eastwood and Kimberley District Centres with capacity more limited for Stapleford. Retail capacity is also identified, albeit more limited, for the Borough's network of Local Centres, which reflects their more limited shopping role in the retail hierarchy.

12.34 The sensitivity test of forecast capacity based on housing based population projections show little difference from the baseline capacity results based on Experian population projections. Therefore, we recommend that policy is informed by the results of 'baseline' capacity assessment.

13.0 GEDLING BOROUGH COUNCIL - QUANTITATIVE RETAIL NEEDS ASSESSMENT

INTRODUCTION

13.1 This section sets out the findings of the quantitative need (capacity) assessment for new retail (comparison and convenience goods) floorspace in Gedling Borough from 2014 (the 'base year') to 2028 (the 'design year'), broken down into five year periods (i.e. 2019, 2024). The results are informed by forecast growth in population and expenditure, after making an allowance for new commitments, and the increased 'productivity' (or 'efficiency') of all existing and new floorspace to identify forecast retail capacity. Market shares are also held constant over the forecast period in accordance with standard practice.

13.2 The 'baseline' capacity tabulations for convenience goods and comparison goods are set out in Tables 13a to 13e in **Appendix 12a** and **Appendix 13a** for Gedling Borough and its network of centres. Forecast capacity based on housing-led population projections for the Borough area are set out in corresponding tables in Appendix 12b and 13b.

'BASELINE' CAPACITY: CENTRE FORECASTS

13.3 To help inform Gedling Borough Council's assessment of the potential scale and optimum location for new retail (convenience and comparison goods) development in the Borough, we have assessed capacity for Arnold Town Centre and Carlton Square District Centre. Forecast capacity for new retail floorspace is also identified as a whole for the Borough's smaller centres.

Arnold Town Centre

13.4 The convenience goods capacity forecasts for Arnold Town Centre are set out in Table 13b (Appendix 12a) and in Table 13b (Appendix 13a) for comparison goods. The forecasts are summarised below:

Table 13.1 **Arnold Town Centre Retail Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
CONVENIENCE GOODS:			
Residual Expenditure (£m):	£3.4	£6.6	£9.1
Floorspace Capacity (m^2 net): Foodstore format	285	545	749
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	635	1,209	1,669
COMPARISON GOODS:			
Residual Expenditure (£m):	£4.5	£14.0	£25.5
Floorspace Capacity (m^2 net):	732	2,029	3,392

Source: Table 13b, Appendix 2a and 13a (Steps 5 & 6)

13.5 The table shows that a modest quantum of foodstore floorspace is identified for Arnold Town Centre in the short to medium term (i.e. 545m^2 (net) by 2024); increasing to 749m^2 (net) by 2028. This could support an extension to an existing foodstore in the town centre (e.g. Asda, Front Street) or one to two 'local' format foodstores (e.g. Tesco Express, Sainsbury's Local, Little Waitrose, etc.) over the study period. Alternatively, the town centre could support a new supermarket operator (e.g. Budgens, Co-operative, etc.) or a deep discounter (e.g. Aldi or Lidl).

13.6 For comparison capacity there is forecast capacity for 732m^2 of new comparison floorspace in Arnold Town Centre in 2019. Forecast capacity more than triples to 2,029m^2 (net) by 2024; increasing further to 3,392m^2 (net) by 2028.

Carlton District Centre

13.7 The convenience goods capacity forecasts for Carlton Square District Centre are set out in Table 13c (Appendix 12a) and in Table 13c (Appendix 13a) for comparison goods. The forecasts are summarised below:

Table 13.2 **Carlton Square District Centre Retail Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
CONVENIENCE GOODS:			
Residual Expenditure (£m):	£2.2	£4.1	£5.7
Floorspace Capacity (m^2 net): Foodstore format	180	343	473
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	401	763	1,053
COMPARISON GOODS:			
Residual Expenditure (£m):	£0.4	£1.1	£2.0
Floorspace Capacity (m^2 net):	57	159	266

Source: Table 13c, Appendix 12a and 13a (Steps 5 & 6)

13.8 As with Arnold Town Centre, the assessment forecasts a modest quantum (474m^2 net) of foodstore floorspace capacity over the study period (up to 2028). As the table above shows, forecast capacity could support an extension to an existing foodstore (e.g. Tesco Extra, Carton Square) or in the medium to longer term (2024 to 2028) a new 'local' format foodstore (e.g. Tesco Express, Sainsbury's Local, Little Waitrose). Alternatively, by 2024 and 2028 there forecast capacity for 763m^2 (net) and 1,053m^2 (net), respectively, which could support a small supermarket format store (e.g. Budgens, Co-operative, etc.).

13.9 The assessment identifies limited capacity to support new comparison floorspace for the District Centre; particularly in the short and medium term (i.e. 2019 to 2024). As the table shows, by 2028 capacity emerges for 266m^2 of new comparison retail floorspace.

Local Centres and Smaller Centres

13.10 In addition to the Borough's Town and District Centres we have also assessed whether there is any capacity for new retail floorspace in the Borough's smaller centres (Table 13d, Appendix 12a and 13a). The results are summarised in the table below.

Table 13.3 **Local Centres Retail Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
CONVENIENCE GOODS:			
Residual Expenditure (£m):	£1.7	£3.3	£4.4
Floorspace Capacity (m^2 net): Foodstore format	141	269	367
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	314	600	817
COMPARISON GOODS:			
Residual Expenditure (£m):	£0.5	£1.4	£2.7
Floorspace Capacity (m^2 net):	75	215	354

Source: Table 13d, Appendix 12a and 13a (Steps 5 & 6)

13.11 The capacity assessment identifies 141m^2 (net) of net floorspace in 2019 that could support foodstore floorspace across the Borough's network of local and smaller centres. Forecast foodstore floorspace increases to 269 m^2 (net) in 2024 and to 367 m^2 (net) in 2028. This could support one 'local' foodstore format store in one local centre where there is a qualitative need. Alternatively, this total combined forecast capacity could be spread across multiple local centres to support an extension to existing stores. As the table above shows, combined forecast floorspace more than doubles if considering convenience or deep discount floorspace. Given the size and role of local centres in the hierarchy, smaller supermarket operators (e.g. Budgens, Co-operative, etc.) would be more appropriate in these centres. Again, this combined capacity for convenience or deep discount floorspace could be used to support one store in one Local Centre or spread across multiple Local Centres to accommodate an extension to existing stores.

13.12 There is also limited forecast capacity for new comparison goods floorspace across the Borough's network of Local Centres and other smaller centres. However, there is likely to be limited demand for comparison retail development or provision in Local Centres and other smaller centres as these centres mainly serve a local convenience and service function.

Rest of the Borough

13.13 The capacity assessment identifies residual forecast capacity for the Borough which is set out in Table 13e (Appendix 12a and 13a). Capacity for the rest of the Borough is based on discounting forecast capacity for the Borough's main centres and local/smaller centres.

13.14 There is no residual capacity for new convenience and comparison floorspace outside of the Borough's main centres. This is partly due to the scale of out of centre floorspace planned in the Borough as highlighted in Table 10, Appendices 12a and 13a.

BASELINE' CAPACITY: BOROUGH-WIDE FORECASTS

13.15 Retail capacity for the Borough area takes account of total residual expenditure and committed retail floorspace identified within the administrative boundary.

Convenience Goods Capacity

13.16 An assessment of Borough-wide capacity identifies **no forecast foodstore floorspace** within the study period. This is due to the scale of planned out of centre foodstore and convenience floorspace in the Borough, which will generate a total turnover of £76.8m; absorbing all residual expenditure over the forecast period.

Table 13.4 **Gedling Borough-wide Convenience Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Residual Expenditure (£m):	-£59.0	-£42.6	-£30.0
Floorspace Capacity (m^2 net):			
Foodstore Format:	-4,879	-3,527	-2,471
or			
Supermarket/Discounter Format:	-10,866	-7,856	-5,504

Source: Table 13a, Appendix 12a (Steps 5 & 6)

13.17 The planned Sainsbury's superstore, that forms part of a wider regeneration scheme, will alone absorb almost all of the forecast net residual expenditure identified at Borough-level. The new store is likely to address a potential uplift in demand for foodstore provision from planned housing in the Carlton and Netherfield area (e.g. Teal Close site). Furthermore, the delivery of the scheme is likely to be critical to the delivery wider benefits (e.g. employment space and transport infrastructure). However, there is a question as to whether the foodstore is likely to come forward within the plan period. If not, then on discounting the store from the capacity analysis this would result in forecast convenience floorspace of 1,207m^2 (net) by 2024; increasing to 2,264m^2 (net) by 2028.

13.18 Confirmation should therefore be sought on the delivery of the Sainsbury's store at Colwick Loop, and whether the store will be operational within the current development plan period.

13.19 It should be noted that while no capacity is identified for new convenience floorspace at Borough-level, this does not necessarily mean that there is no capacity at centre level. In this case, the planned out of centre convenience floorspace (i.e. Sainsbury's) absorbs total residual expenditure for the Borough as a whole. However, when capacity is assessed for Arnold Town Centre, the Carlton District Centre and smaller centres, capacity emerges where there is limited or no planned committed convenience floorspace.

Comparison Goods Capacity

13.20 As the table shows, there is no forecast capacity for new comparison goods floorspace in Gedling Borough in the short term up to 2019 due to committed floorspace; mainly associated with out of centre schemes. However, forecast capacity emerges for the Borough in 2024 (1,205m^2 net); increasing to 4,242m^2 by 2028.

Table 13.5 **Gedling Borough-Wide Comparison Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Residual Expenditure (£m):	-£10.6	£8.3	£31.9
Floorspace Capacity (m^2 net):	-1,715	1,205	4,242

Source: Table 13a, Appendix 13a (Steps 5 & 6)

13.21 While there is no capacity in the short term to support comparison floorspace at Borough level, this is due to out of centre retail commitments, which absorb net residual expenditure for the Borough up to 2019. However, this does not impact on capacity identified at centre-level.

CAPACITY ASSESSMENT SCENARIO: HOUSING GROWTH POPULATION

13.22 In assessing capacity we have also tested how housing based population projections could alter retail floorspace capacity. To achieve this we applied population projections based on housing allocations identified across the Nottingham Core Housing Market Area (Table 2, Appendix 11). For Zone 3 (broadly corresponds to the Gelding Borough area), housing based population growth (7.3%) is lower over the study period than that identified by Experian (8.1%) as shown Table 1, Appendix 11.

13.23 The same methodology used to quantify the baseline capacity assessment has been applied to assess capacity based on the alternative population scenario (i.e. **CREAT^e** model). This includes the same baseline and forecast growth rates identified for expenditure per capita along with the same 'productivity' growth estimates for existing and committed retail floorspace turnover.

13.24 Borough-wide capacity forecasts for convenience and comparison floorspace are set out in Table 13a (Appendix 12b and 13b). Forecast floorspace for the Arnold Town Centre, Carlton Square District Centre, the local centres (combined) and the rest of the Borough is identified in Tables 13b to 13e (Appendix 12b) for convenience goods and Tables 13b to 13e (Appendix 13b) for comparison goods.

13.25 In summary, the housing based population projections for Zone 3 result in a relatively small reduction in forecast retail floorspace for each centre over the study period (up to 2028) compared against Experian-based forecasts. As the table below shows, there remains no capacity at Borough-level due to the scale of planned out of centre committed floorspace.

Table 13.6 **Convenience Capacity Forecasts – Housing Population Growth**

	2019	2024	2028	Difference from Experian Population Projections for 2028
Arnold Town Centre	290	534	715	-35
Carlton Square District Centre	185	340	455	-18
Local Centres	147	266	351	-15
Rest of Borough Area	-5,461	-4,680	-4,120	-60
Total – Gedling Borough	-4,840	-3,539	-2,599	-128

Source: Table 13a-e, Appendix 12b

Notes: forecast capacity is based on foodstore format floorspace

13.26 A similar result emerges for comparison goods capacity, with a net reduction in comparison goods floorspace capacity based on the housing based population projections. However, as the table below shows, the reduction is marginal for each centre.

Table 13.7 **Comparison Capacity Forecasts – Housing Population Growth**

	2019	2024	2028	Difference from Experian Population Projections for 2028
Arnold Town Centre	754	1,997	3,255	-137
Carlton Square District Centre	59	156	254	-12
Local Centres	85	219	350	-4
Rest of Borough	-2,542	-1,175	186	-45
Total – Gedling Borough	-1,644	1,197	4,044	-198

Source: Table 13a-e, Appendix 13b

SUMMARY

13.27 Arnold Town Centre accounts for the greatest proportion of Borough-wide convenience and comparison goods capacity. There is forecast capacity to support a small foodstore over the forecast period with a considerable level of capacity for comparison foods floorspace.

13.28 Convenience and comparison goods capacity is identified for Carlton Square District Centre. There is potential to accommodate a 'local' format foodstore based on capacity for the entire study period, while comparison goods floorspace is relatively limited.

13.29 Retail capacity is also identified, albeit more limited, for the Borough's network of Local Centres, which reflects their more limited shopping role in the retail hierarchy.

The sensitivity test of forecast capacity based on housing based population projections show little difference from the baseline capacity results based on Experian population projections. Therefore, we recommend that policy is informed by the results of 'baseline' capacity assessment.

14.0 RUSHCLIFFE BOROUGH COUNCIL - QUANTITATIVE RETAIL NEEDS ASSESSMENT

INTRODUCTION

14.1 This section sets out the findings of the quantitative need (capacity) assessment for new retail (comparison and convenience goods) floorspace in Rushcliffe Borough from 2014 (the 'base year') to 2028 (the 'design year'), broken down into five year periods (i.e. 2019, 2024). The results are informed by forecast growth in population and expenditure, after making an allowance for new commitments, and the increased 'productivity' (or 'efficiency') of all existing and new floorspace to identify forecast retail capacity. Market shares are also held constant over the forecast period in accordance with standard practice.

14.2 The 'baseline' capacity tabulations for convenience goods and comparison goods are set out in Tables 14a to 14e in **Appendix 12a** and **Appendix 13a** for Rushcliffe Borough. Forecast capacity based on housing-led population projections for the Borough area are set out in corresponding tables in Appendix 12b and 13b.

'BASELINE' CAPACITY: CENTRE FORECASTS

14.3 To further help inform Rushcliffe Borough Council's assessment of the potential scale and optimum location for new retail (convenience and comparison goods) development in the Borough, we have also carried out a more refined (centre-by-centre) capacity assessment for the Bingham and West Bridgford District Centres. Forecast capacity for new retail floorspace is also identified as a whole for the Borough's Local Centres and smaller centres.

Bingham District Centre

14.4 The convenience goods capacity forecasts for Bingham District Centre are set out in Table 14b (Appendix 12a) and in Table 14b (Appendix 13a) for comparison goods. The forecasts are summarised below:

Table 14.8 **Bingham District Centre Retail Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
CONVENIENCE GOODS:			
Residual Expenditure (£m):	£1.1	£2.2	£3.0
Floorspace Capacity (m^2 net): Foodstore format	95	181	246
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	211	402	549
COMPARISON GOODS:			
Residual Expenditure (£m):	£0.7	£2.1	£6.9
Floorspace Capacity (m^2 net):	116	307	1,107

Source: Table 14b, Appendix 12a & 13a

14.5 As the table above shows, the capacity assessment identifies a limited quantum of foodstore floorspace retail floorspace for Bingham District Centre. The forecast floorspace would only support a small extension of floorspace to existing supermarkets (e.g. Co-operative, Market Place) and local foodstore formats (e.g. Sainsbury's Local, Market Place) serving the centre.

14.6 For comparison goods, there is limited forecast floorspace in the short term (up to 2019). However, capacity increases to 307m^2 (net) a. By 2028, forecast capacity more than triples to 1,107m^2 (net).

West Bridgford District Centre

14.7 The convenience goods capacity forecasts for West Bridgford District Centre are set out in Table 14c (Appendix 12a) and in Table 14c (Appendix 13a) for comparison goods. The forecasts are summarised below:

Table 14.9 **West Bridgford District Centre Retail Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
CONVENIENCE GOODS:			
Residual Expenditure (£m):	£0.9	£2.0	£3.0
Floorspace Capacity (m^2 net): Foodstore format	78	163	231
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	174	363	515
COMPARISON GOODS:			
Residual Expenditure (£m):	£0.7	£2.8	£10.3
Floorspace Capacity (m^2 net):	113	402	1,657

Source: Table 14c, Appendix 12a & 13a

14.8 As the table above shows, there is limited capacity identified for West Bridgford District Centre. The forecast floorspace would only support a small extension to existing supermarkets (e.g. Co-operative, Bridgford Road) and local foodstore formats (e.g. M&S Simply Food Local, Albert Road) serving the centre.

14.9 For comparison goods, there is limited forecast floorspace in the short term (up to 2019), due to planned commitments in the centre (e.g. planned retail floorspace to the rear of 1 Central Avenue). However, forecast capacity for new comparison floorspace increases to 402m^2 (net) in 2024 and 1,657m^2 (net) by 2028.

Local Centres and Smaller Centres

14.10 In addition to the Borough's two main centres we have also assessed whether there is any capacity for new retail floorspace in the Borough's smaller centres, after taking account of existing known commitments (Table 14d, Appendix 11 and 12). The results are summarised in the table below.

Table 14.10 **Local Centres Retail Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
CONVENIENCE GOODS:			
Residual Expenditure (£m):	£3.0	£5.8	£7.9
Floorspace Capacity (m^2 net): Foodstore format	251	479	655
or			
Floorspace Capacity (m^2 net): Supermarket/ Discount format	560	1,066	1,459
COMPARISON GOODS:			
Residual Expenditure (£m):	£0.3	£0.9	£3.0
Floorspace Capacity (m^2 net):	51	135	487

Source: Table 14d, Appendix 12a & 13a

14.11 The capacity assessment identifies potential for 251m^2 (net) of new foodstore floorspace in 2019 increasing to 479m^2 (net) in 2024 and 655m^2 (net) in 2028. This could support one to two 'local' foodstore format stores in local centres. As the table below shows, forecast floorspace more than doubles if considering supermarket or deep discount floorspace capacity. However, given the size and role of local centres in the hierarchy, smaller supermarket operators (e.g. Budgens, Co-operative, etc.) would be more appropriate in these centres.

14.12 There is limited forecast capacity for new comparison goods floorspace across the Borough's network of Local Centres and other smaller centres. However, there is likely to be muted demand for comparison retail development or provision in Local Centres and other smaller centres as these centres mainly serve a local convenience and service function.

Rest of the Borough

The capacity assessment identifies residual forecast capacity for the Borough which is set out in Table 14e (Appendix 12a and 13a). Capacity for the rest of the Borough is based on discounting forecast capacity for the Borough's main centres and local/smaller centres.

14.13 The assessment identifies no residual capacity for new convenience and comparison floorspace outside of the Borough's main centres and local centres. This is partly due to the scale of out of centre floorspace planned in the Borough as highlighted in Table 10, Appendix 12a and Appendix 13a. This includes planned superstores in Bingham (Tesco, Chapel Lane) and West Bridgford (Sainsbury's, Wilford Lane) and other planned convenience format floorspace.

'BASELINE' CAPACITY: BOROUGH-WIDE FORECASTS

14.14 Retail capacity for the Borough area as a whole takes account of total residual expenditure and committed retail floorspace identified within the administrative boundary. The forecast capacity for convenience (see Table 14a; Appendix 12a) and comparison goods (see Table 14a; Appendix 13a) retail floorspace for Rushcliffe Borough is as follows:

Convenience Goods Capacity

14.15 The capacity analysis also identifies no forecast convenience floorspace for Rushcliffe Borough. Table 14a (Appendix 12a) shows that net available expenditure is absorbed by extant convenience retail commitments; particularly the planning consents for superstores (e.g. Tesco Chapel Lane, Bingham and Sainsbury's Wilford Lane, West Bridgford).

Table 14.1 **Rushcliffe Borough-Wide Convenience Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Residual Expenditure (£m):	-£72.2	-£59.2	-£49.2
Floorspace Capacity (m^2 net):			
Superstore Format:	-5,975	-4,897	-4,061
or			
Supermarket/Discounter Format:	-13,308	-10,907	-9,044

Source: Table 14a, Appendix 12a.

14.16 However, the question arises as to whether some or all of the identified committed schemes will come forward for development. This is particularly the case for the planned Sainsbury's and Tesco stores, as both operators here recently announced plans to cancel a number of schemes across the UK. While Tesco has confirmed their commitment to their planned store in Bingham in media reports, Sainsbury's has yet to confirm their intentions for the planned store in West Bridgford. However, should the latter scheme not come forward, there would still be no forecast capacity for convenience for the Borough.

Comparison Goods Floorspace

14.17 The Borough-wide capacity assessment identifies no forecast capacity for new comparison goods floorspace over the study period.

Table 14.2 **Rushcliffe Borough-Wide Comparison Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Residual Expenditure (£m):	-£18.5	-£15.8	£0.7
Floorspace Capacity (m^2 net):	-2,981	-2,301	-110

Source: Table 14a, Appendix 13a (Steps 5 & 6)

14.18 The lack of short to medium term capacity is attributed to committed comparison floorspace in the Borough, which absorbs net residual comparison expenditure. A large proportion of committed comparison floorspace in the Borough is attributed to ancillary comparison floorspace associated with the planned Sainsbury's at Wilford Lane, West Bridgford, which accounts for £6.6m of residual comparison expenditure. As stated in the capacity assessment for convenience, Sainsbury's has yet to confirm their commitment to the delivery of the store. However, even when discounting the store, there is still no forecast floorspace capacity at Borough-level until 2024.

14.19 It should be noted that while no capacity is identified for new convenience and comparison floorspace at Borough-level, this does not necessarily mean that there is no capacity at centre level. In this case, two planned out of centre foodstores (i.e. Sainsbury's, West Bridgford and Tesco, Bingham) absorb total residual expenditure for the Borough as a whole. However, this does not impact on capacity identified at centre-level where there is limited or no planned committed convenience floorspace.

CAPACITY ASSESSMENT SCENARIO: HOUSING GROWTH POPULATION

14.20 In assessing capacity we have also tested how housing based population projections could alter retail floorspace capacity. To achieve this we applied population projections based on housing allocations identified across the Nottingham Core Housing Market Area (Table 2, Appendix 11). For Zone 4 (broadly corresponds to the Rushcliffe Borough Council Area), the housing based population growth is higher than that identified by Experian (Table 1, Appendix 11). This is takes account of the planned urban extensions to the south of Clifton District Centre (in Nottingham City Council), which falls within Rushcliffe Borough. Major housing growth is also planned at Bingham and West Bridgford District Centres.

14.21 The same methodology used to quantify the baseline capacity assessment has been applied to assess capacity based on the alternative population scenario (i.e. **CREAT[e]** model). This includes the same baseline and forecast growth rates identified for expenditure per capita along with the same 'productivity' growth estimates for existing and committed retail floorspace turnover.

14.22 Borough-wide capacity forecasts for convenience and comparison floorspace are set out in Table 14a (Appendix 12b and 13b). Forecast floorspace for the Bingham and West Bridgford District Centres, the local centres (combined) and the rest of the Borough is identified in Tables 14b to 14e (Appendix 12b) for convenience goods and Tables 14b to 14e (Appendix 13b) for comparison goods.

14.23 In summary, the significant uplift in the population for Zone 4 (Rushcliffe) associated with the housing based population projections result in an increase in forecast retail floorspace for each centre compared to the baseline forecasts (i.e. capacity based on Experian population projections).

14.24 Forecast capacity for new foodstore format floorspace based on housing population projections are set out in the table below. Despite an increase in population from planning housing allocations, capacity at centre-level remains largely unchanged. As with the baseline capacity results there is no capacity at Borough-level due to the considerable level of committed convenience floorspace planned at out of centre sites.

14.25 As the table below shows, the greatest net increase in forecast capacity is out of centre. However, this should be directed to Bingham or West Bridgford District Centres in line with the NPPF's town centres first approach.

Table 14.3 **Convenience Capacity Forecasts – Housing Population Growth**

	2019	2024	2028	Difference from Experian Population Projections for 2028
Bingham District Centre	109	232	319	+72
West Bridgford District Centre	86	194	273	+42
Local Centres	288	610	838	+183
Rest of Borough Area	-6,320	-5,411	-4,767	+426
Total – Broxtowe Borough	-5,837	-4,375	-3,337	+723

Source: Table 14a-e, Appendix 12b

Notes: forecast capacity is based on foodstore format floorspace

14.26 Similarly the alternative forecasts for comparison goods capacity show an increase in floorspace capacity for each centre in the Borough. As the table below shows, the housing based population projections results in an overall net increase +473m^2 for the Borough as a whole up to 2028.

Table 14.4 **Comparison Capacity Forecasts – Housing Population Growth**

	2019	2024	2028	Difference from Experian Population Projections for 2028
Bingham District Centre	137	385	1,245	+138
West Bridgford District Centre	136	504	1,832	+175
Local Centres	60	169	548	+61
Rest of Borough Area	-3,245	-3,088	-3,263	+99
Total – Broxtowe Borough	-2,912	-2,030	362	+473

Source: Table 14a-e, Appendix 13b

SUMMARY

14.27 The Borough's two district centres, Bingham and West Bridgford, account for the majority of forecast retail capacity. There is forecast capacity to support a new local format foodstore in each centre and to support a reasonable quantum of comparison goods floorspace.

14.28 Retail capacity is also identified for the Borough's network of Local Centres, which could support a smaller local format store in up to two local centres.

14.29 Borough-wide capacity is absorbed by two planned major foodstores at out of centre locations. However, the Council should seek confirmation that these sites will come forward for development.

14.30 The sensitivity test of forecast capacity based on housing based population projections shows an increase in forecast capacity compared to the baseline capacity results. This is associated with a significant increase in the Borough's population associated with planned housing allocations.

15.0 NOTTINGHAM CITY COUNCIL - CONCLUSIONS AND RECOMMENDATIONS

15.1 This section summarises the study's key findings for the Nottingham City Council area and sets out high level advice on how the local planning authority can effectively plan for, manage and promote the vitality and viability of the City Council's network of centres over the development plan period (up to 2030) in accordance with the main requirements of the NPPF (paragraph 23).

15.2 The following paragraphs set out our principle findings and recommendations in relation to the quantitative and qualitative need for new convenience and comparison development in the Nottingham City Council area. High level advice is also provided on the need to review the definitions of existing town centre boundaries and primary shopping areas in light of the findings of the need assessment, and whether a local impact threshold should be set in compliance with the NPPF (para 26).

HEALTH CHECK SUMMARY FINDINGS

15.3 The health check assessments carried out in **Sections 5 and 6** as part of the qualitative analysis were based on a review of Key Performance Indicators (KPIs) included the diversity of uses, vacancies, commercial values, evidence of investment, customer perception, and the quality of the environment of a centre. A high level review was carried out on the Primary Shopping Area (PSA) of the City Centre, Town and District Centres and shopping frontages within.

15.4 The KPIs provide an indication of the vitality and viability of Nottingham City's main centres which helped to inform the retail capacity and recommendations on shopping frontage policy and local floorspace thresholds for retail impact.

15.5 A summary of the health of Nottingham City Council's key centres are provided below:

Nottingham City Centre

15.6 Nottingham City Centre performs an important regional function and provides a wide range of choice for shoppers, including multinational comparison retailers and independent occupiers located along traditional high streets in addition to large purpose built shopping malls. The City Centre is ranked 7th in the 2014 Venuescore rankings having risen one place since 2011.

15.7 While the City Centre benefits from a good provision of comparison retail, both in terms of choice and quality of offer, there is a notable absence of larger format convenience stores.

15.8 The audit reports that leisure offer has declined since 2012. However, plans to redevelop part of the Broadmarsh Centre for cinema and food and beverage outlets will enhance the City's leisure offer and strengthen the evening economy.

15.9 The number of vacant units has fallen since 2012 and is expected to decline further as key investment schemes are delivered in the City Centre; including the refurbishment and extension of the Victoria Centre.

15.10 Overall, the City Centre is performing strongly. However, to ensure the centre's status as a regional shopping centre is protected, new retail and leisure development should continue to be prioritised in the City Centre.

15.11 Recommendations to the Primary Shopping Area (PSA) and the Primary Shopping Frontage within are informed by the Council's centre audit; focusing on concentrations of vacant units in the PSA. Where vacancies have been identified on primary and secondary streets analysis as summarised in **Appendix 15**. Where these were located on primary and secondary streets, analysis was carried out to consider the following:

- The potential reasons behind the increased vacancy rates in some areas;
- The nature of the frontage as a whole; and
- The possibility of changing the designation of some frontages in order to ensure they are covered by the right local plan policies.

15.12 Following the analysis of the City Centre's PSA, our recommendations to alter the existing boundary and shopping frontages are as follows:

- Milton Street should be designated as Secondary Frontage rather than Primary. The Victoria Centre is a primary shopping area, and this street acts to provide some access from the main road into the centre, however, it is not itself a Primary Frontage.
- Wheeler Gate should be designated as Secondary Frontage rather than Primary. This is an attractive thoroughfare but is not drawing a high footfall away from the main streets. Occupiers are typically small, although there are some national multiple retailers.
- Carrington Street should be designated as Secondary Frontage rather than Primary. The Broadmarsh Centre is a primary shopping area, and this street acts to provide some access from the main road into the centre, however, it is not itself a Primary Frontage.
- Many vacancies are clustered along the pedestrianised streets which lead off the main shopping areas, for example Trinity Square and Long Row. Access to these streets is often via narrow walkways. It would be beneficial to promote footfall through these streets through clear signage and enhanced legibility away from the larger shopping streets.

Bulwell Town Centre

15.13 Bulwell is a vital and viable centre and provides a good retail and service offering and has good accessibility with low retail vacancies. Vacancies are low but existing secondary areas already feel relatively remote and thus further retail expansion is not considered desirable. It is also considered that the centre would benefit from improvements to the physical environment.

15.14 Our review of shopping frontages identified that secondary areas are relatively remote from the primary retail areas. Therefore, it is advised that the existing Primary Shopping Area (PSA) should not be extended at the present time. However, there may be potential to extend the PSA in the future to the west of Main Street/ South of Bulwell High Road to accommodate new development.

Clifton District Centre

15.15 Clifton is a healthy centre which provides a good mix of convenience goods, day-to-day comparison goods and services to meet the needs of the immediate population. The proportion of national multiples is high for the size of centre.

15.16 It is noted that the Morrisons store on Green Lanes attracts a convenience goods market share of 21.6% from total expenditure in Zone 2 (Nottingham City South), which highlights the potential to promote linked trips with the rest of the town centre.

15.17 In terms of size, the centre is more similar to the Local Centres within the Nottingham City Council area, but its higher status is justified by the high proportion of multiple retailers and service offer.

15.18 Future demand for retail and services in the centre is expected to significantly increase through the delivery of 3,000 home sustainable urban extension to the south of Clifton (within Rushcliffe Borough). This could help to support further retail development in Clifton District Centre in the future.

15.19 A review of the PSA identifies the potential to remove the area north of Donington Road from the defined boundary. However, with likely growth associated with the housing expansion area, the Council may seek to expand the PSA in the future to accommodate potential growth in retail and services provision.

Hyson Green District Centre

15.20 Hyson Green is a vibrant and vital centre that has developed to meet the needs of its catchment population. Whilst not typical of district centres elsewhere in Greater Nottingham, this is its strength and such diversity should be encouraged. Opportunities to improve the environment, and in particular to reduce the impact of traffic should be taken if opportunities arise.

15.21 The centre's PSA is described as very long and linear, with the potential to remove the southern-most and northern-most sections of Radford Road from the PSA.

Sherwood District Centre

15.22 Sherwood centre is a busy and healthy centre, helped in part from public realm investment in the last 5 years. To date the lack of a large supermarket within the centre has not had a detrimental effect on health, but this needs to be monitored given the new development further north on the A60 (Lidl and Aldi at Arnold) and the on-going moves by the Co-op to divest itself of its larger foodstores.

15.23 The existing PSA and shopping frontages within are considered appropriate; therefore no change is recommended to existing defined boundaries.

FORECAST RETAIL CAPACITY

15.24 **Section 11** assessed 'baseline' capacity for new (convenience and comparison goods) retail floorspace for the City's key centres and the City Council area as a whole over the forecast period using Experian-based population projections. Forecast capacity was also tested based on population projections based on planned housing growth across the City Council area.

Convenience Goods

15.25 The capacity findings for foodstore format floorspace across for City Council's main centres are summarised in the table below after taking account of planned convenience floorspace in each centre.

Table 15.1 **Summary of Convenience Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Nottingham City Centre	367	696	991
Bulwell Town Centre	155	292	413
Clifton District Centre	413	778	1,153
Hyson Green District Centre	319	599	883
Sherwood District Centre	49	91	134
Local Centres	393	739	1,099
Rest of City Council area (residual floorspace)	-3,256	-2,394	-1,585
Total – Nottingham City Council	-1,560	801	3,096

Source: Table 11a-h, Appendix 12a

Note: Equilibrium assumes that market shares identified for the City Council area and centres within in 2014 (Table 4, Appendix 12a) remain constant over the forecast period.

15.26 As the table shows, for most of the centres, forecast capacity is limited to opportunities to support an extension to existing foodstores or the provision of 'local' format foodstores such as Tesco Express, Sainsbury's Local, Little Waitrose, etc.

15.27 Convenience capacity for the City Centre ranges from 367m^2 in 2019 to 2,207m^2 by 2028. This could support one to two new 'local' format foodstores (e.g. Sainsbury's

Local, Tesco Express, Little Waitrose, etc.) in the City Centre over the forecast period. Alternative forecast capacity based on population from planned housing remains similar to the 'baseline' capacity results using Experian population projections.

15.28 Forecast capacity for new foodstore floorspace is higher for Clifton District Centre with 1,153m^2 (net) of floorspace identified over the study period (up to 2028). This could support a small format foodstore or an extension to the existing superstore (Morrisons, Green Lane). Similarly, extensions to existing foodstores or the provision of a 'local' format foodstore in Nottingham City Centre, Bulwell Town Centre and Hyson Green District Centre could be supported through identified forecast convenience floorspace capacity. For the City's Local Centres, a combined forecast capacity of 1,099m^2 (net) of foodstore floorspace up to 2028 should be directed to improving local convenience offer in centres where there is an identified deficiency. Alternatively, this forecast floorspace could support local convenience facilities to support strategic housing allocations.

15.29 The 'baseline' forecasts identified no City Council-wide capacity for new retail floorspace in the short term (up to 2019). This is explained by new foodstore commitments at out of centre locations that are planned within the study period, which absorb net residual expenditure for the City Council area as a whole. However, this does not impact on capacity identified at centre-level.

15.30 An assessment of convenience goods capacity using alternative population projections based on planned housing growth in the City Council area over the study period shows similar results for the City Centre, Town, District and Local Centre level.

Housing Growth Areas and Opportunity Areas

15.31 Capacity identified for the Local Centres and smaller centres could be used to support local convenience retail facilities at housing allocation sites in the City Council area including Stanton Tip south of Bulwell (500 homes) and the Boots and Seven Trent site (600 homes within the City Council area).

15.32 The Western Estate and Sneinton/ Waterside which are identified as Opportunity Areas by Nottingham City Council include concentrated areas of smaller centres where convenience retail provision is limited. Forecast convenience floorspace identified at City-wide level could support new foodstore development in these areas. Proposals for foodstore development in the opportunity areas could be justified in order to create easier access to main food provision. However, proposals would still be required to demonstrate that there would be no 'significant adverse' impact on nearby existing centres and there are no suitable and available sequential sites, in accordance with the NPPF.

Comparison Goods

15.33 The capacity findings for forecast comparison floorspace across for City Council's main centres are summarised in the table below after taking account of planned comparison floorspace in each centre.

Table 15.2 **Summary of Comparison Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Nottingham City Centre	-7,558	9,909	28,396
Bulwell Town Centre	393	1,081	1,858
District Centres	205	567	987
Local Centres	45	126	222
Rest of City Council area (residual floorspace)	-996	2,270	5,840
Total – Nottingham City Council	-7,911	13,953	37,302

Source: Table 11a-f, Appendix 13a

Note: Equilibrium assumes that market shares identified for the City Council area and centres within in 2014 (Table 4, Appendix 13a) remain constant over the forecast period

15.34 In summary, forecast capacity for the City Council area is directed to **Nottingham City Centre** where capacity emerges for 9,909m^2 (net) of comparison floorspace in 2024; increasing to 28,3960m^2 (net) by the end of the forecast period (2028). No capacity is identified in the short term due to the planned extension to the Victoria Centre, the estimated turnover for which will absorb net residual expenditure up to 2019. However, if taking account of the potential to reoccupy prime vacant retail floorspace in the City Centre, forecast capacity from 2024 is likely to be lower for comparison floorspace.

15.35 A sensitivity test was carried out on market shares for stores in Nottingham City Centre. The assessment considered the potential to improve comparison goods market share associated with planned investment at the Victoria Centre and plans to introduce new commercial leisure provision at the Broadmarsh Centre. By increasing expenditure retained by stores in the City Centre by +5 percentage points and increasing expenditure inflow by +2.5 percentage points, this would increase floorspace capacity to 39,114m^2 (net) by 2028. However, this hypothetical scenario will depend on the availability, suitability and viability of town centre and edge-of-centre sites to accommodate modern new retail floorspace and a mix of other uses and, critically, the market appetite from investors, developers and operators to develop new space in the City Centre.

15.36 Forecast comparison goods capacity for **Bulwell Town Centre** ranges from 393m^2 (net) in 2019 to 1,858m^2 (net) by 2028. A similar quantum of forecast comparison capacity is identified the **District Centres** from 250m^2 (net) in 2019 up to 987m^2 (net) by 2028. Opportunities to promote new comparison retail development in

Bulwell and the three District Centres could be supported as a part of future mixed use proposals.

15.37 There is no capacity for new comparison floorspace in the short term (up to 2019) for the **City Council area** as a whole due to planned commitments across the City Council area; including the planned extension to the Victoria Centre. However, capacity emerges for 14,629m^2 (net) in 2024; increasing to 38,430m^2 (net) in 2028.

15.38 An assessment of comparison capacity using alternative population projections based on planned housing growth in the City Council area over the study period shows slightly different results to the 'baseline' capacity. The main differences are for the City Centre (+259m^2 net) and residual capacity for the rest of City Council area (+132m^2 net). Capacity for the City Council area as a whole results in a lower forecast of 37,733m^2 (net) over the study period.

15.39 Residual forecast comparison floorspace identified for the rest of the City Council area should be directed to City Centre, Town and District Centre locations in preference to edge and out of centre sites.

IMPACT ASSESSMENT: LOCAL FLOORSPACE THRESHOLD

15.40 Our recommendations on an appropriate local floorspace threshold for retail proposals in the Nottingham City Council area is based a review of national guidelines, the scale and location of committed retail floorspace in the City Council, and our research of local floorspace thresholds applied by other local authorities, as highlighted in in **Appendix 14.**

15.41 A review of committed out of centre retail schemes in the City identifies a significant quantum of planned retail floorspace; totalling approximately 15,300m^2 gross. This includes a number of major retail schemes including The Portal development (3,995m^2 gross) and the planned extension to Sainsbury's Castle Bridge (3,325m^2 gross). When excluding these two schemes, the average floorspace of the remaining committed retail schemes equals approximately 1,600m^2 gross.

15.42 We therefore conclude in this case that it is reasonable to apply two different thresholds for the City Council area. For the City Centre, we recommend a local threshold of 1,000m^2 gross for proposals that are edge and out of centre to the City Centre. The threshold reflects the size and role of Nottingham City Centre as a regional centre and the scale and demand for out of centre retail floorspace; as evident from a review planned retail floorspace. As such, we consider a local floorspace threshold of 1,000m^2 gross and above for retail proposals outside of Nottingham City Centre is reasonable, appropriate and proportionate.

15.43 For Bulwell Town Centre, the District Centres (including Clifton, Hyson Green and Sherwood) and the City's smaller centres; we recommend a lower floorspace threshold of 500m^2 gross. We consider a more restricted threshold is appropriate and proportionate to the size of these centres, which are potentially more vulnerable to smaller scale out of centre retail development. For example, the opening of a small format foodstore outside of these centres is likely to directly compete with in-centre stores.

15.44 Based on the above, we therefore conclude it is reasonable for applicants proposing developments of 500m^2 gross and above to demonstrate that they will not have a significant adverse impact on centres, either on their own or cumulatively with other commitments in the area, in accordance with the NPPF.

15.45 Notwithstanding the recommended threshold, there is likely to be a need to consider proposals for smaller convenience outlets (for example as ancillary development to petrol filling stations) that serve a purely local need, including some standalone convenience stores serving new housing developments. These types of local format stores can reasonably be expected to provide no more than a basic top-up convenience goods offer with a store size that complies with the Sunday Trading Act 2004, which allows stores of up to 280m^2 net sales (circa 400m^2 gross[9]) to trade all day on Sunday, Easter Sunday and Christmas Day. However, issues such as the extent and nature of the local catchment, proximity to existing shopping facilities and local accessibility are likely to be important considerations. Such convenience outlets should also comply with the sequential test.

15.46 In our judgement the recommended impact thresholds for City Centre and other centres is a reasonable as it will provide the local planning authority with sufficient flexibility to assess the merits and implications of edge and out-of-centre foodstore applications that could potentially have significant implications for the viability and delivery of new or extended floorspace in these existing centres. We also advise that this threshold should be applied, where relevant, to change of use applications and applications seeking variations of conditions.

[9] Assuming net sales equates to 70% of gross floorspace

16.0 CONCLUSIONS AND RECOMMENDATIONS: BROXTOWE BOROUGH

16.1 This section summarises the study's key findings for Broxtowe Borough and sets out high level advice on how the local planning authority can effectively plan for, manage and promote the vitality and viability of the Borough's Town and District Centres over the development plan period (up to 2030) in accordance with the main requirements of the NPPF (paragraph 23).

16.2 The following paragraphs set out our principle findings and recommendations in relation to the quantitative and qualitative need for new convenience and comparison development in the Broxtowe Borough Council area. High level advice is also provided on the need to review the definitions of existing town centre boundaries and primary shopping areas in light of the findings of quantitative and qualitative assessments, and whether local impact threshold should be set in accordance with the NPPF (para 26).

HEALTH CHECK SUMMARY FINDINGS

16.3 The centre audits carried out in **Section 7** as part of the qualitative analysis was based on a review of Key Performance Indicators (KPIs) included the diversity of uses, vacancies, commercial values, evidence of investment, customer perception, and the quality of the environment of a centre. A high-level review was carried out on the Primary Shopping Area (PSA) of the Borough's Town and District Centres and shopping frontages within.

16.4 The (KPIs) provide an indication of the vitality and viability of Broxtowe Borough's main centres, which has helped to inform the retail capacity and recommendations on shopping frontage policy and local floorspace thresholds for retail impact.

16.5 A summary of the 'health' of Broxtowe Borough's key centres are provided below:

Beeston Town Centre

16.6 Beeston is a popular and successful centre that has benefited from investment in recent years, including the completion of The Square redevelopment. The tramline extension will help to improve accessibility to the town centre and will further enhance the attractive of the centre to shoppers and investors.

16.7 Consideration should be given to protecting existing retail along the High Street to discourage the gravitation of retail uses and footfall to The Square. Furthermore, the eastern part of High Road, beyond the PSA should also be reviewed, with a view to considering its future role. The potential to promote and develop this as a complementary offer, rather than simply a secondary retail area, should be investigated.

16.8 Furthermore, there is potential to reduce the extent of the PSA along Wollaton Road to reflect the very limited retail in this area.

Eastwood District Centre

16.9 Eastwood centre clearly has an important role in the local community and benefits from good accessibility as well as a large foodstore within the town centre. Physical constraints within the centre including disconnect between the foodstore and the rest of the town centre reduce the potential for linked trips while the existing traffic network and historic environment limit the potential to support physical expansion.

16.10 Opportunities to improve the centre include promoting the leisure/evening economy to encourage dwell times and footfall in the centre.

16.11 In reviewing the PSA, consolidation of the defined PSA is likely to be more realistic than expansion.

Kimberley District Centre

16.12 Kimberley district centre is generally healthy and popular within its immediate catchment area.

16.13 The size of the centre and competing opportunities means its main aim will be to meet the day-to-day shopping needs of local residents and it appears to be doing that well.

16.14 A review of the PSA identifies a compact primary shopping frontage which is appropriate for the role and function of the centre. However, there is scope to reduce the PSA to exclude Station Road and long-term vacant units west of the existing Post Office (No. 28 Main Street). This would allow those vacant units to be converted to other uses, such as residential.

Stapleford District Centre

16.15 Stapleford is a relatively healthy centre but is underperforming in terms of its main food offer. Unlike other district centres in the Borough, the town centre lacks an anchor foodstore in terms of its convenience retail offer. While the centre has attracted investment from new retailers in recent years, vacancies persist along Nottingham Road.

16.16 The strength of the current primary frontage is restricted by it being limited to one side of the road, with residential opposite. There is potential to expand the area covered should be considered to include the Co-op store on Derby Road. The store serves as the centre’s main convenience anchor and is a key footfall generator. Therefore, the store would benefit from policy protection; particularly against competing convenience proposals at edge and out of centre locations

16.17 It is recommended that secondary shopping frontages (SSF) are applied to all other frontages along Derby Road that offer contiguous commercial uses.

16.18 We understand that the Council has identified interest in the development of the police headquarters site on Toton Road/Nottingham Road. This site offers the potential to enhance retail (and leisure) provision for Stapleford and footfall for the centre. However, we do not identify the need to include the site within the primary shopping frontage as demand for development of the site should be flexible in order to support flexible uses. However, we consider that the site should sit within the Primary Shopping Area (PSA) boundary to promote the site's future development. Should the site come forward for development for commercial uses then there is potential to identify the site's frontage as SSF.

16.19 We have not identified the Nottingham Road area north of the junction with Toton Lane within a defined shopping frontage. This is on the basis that the area is physically separated from the main retail area on Derby Road and the existing limited offer is of a poor quality. As such, further development for non-town centre uses could be encouraged here.

16.20 The recommended boundary for the PSA should comprise the area identified for the primary and secondary frontages, and extended to include the former police station site.

FORECAST RETAIL CAPACITY

16.21 **Section 12** assessed Borough-wide capacity for new (convenience and comparison goods) retail floorspace over the forecast period using Experian-based population projections. Forecast capacity was also tested based on population projections based on planned housing growth across the Borough area.

Convenience Goods

16.22 The capacity findings for foodstore format floorspace across the Borough's main centres are summarised in the table below after taking account of planned convenience floorspace in each centre.

Table 16.1 **Summary of Convenience Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Beeston Town Centre	349	660	893
Eastwood District Centre	374	709	949
Kimberley District Centre	260	492	654
Stapleford District Centre	65	123	163
Local Centres	18	35	47
Rest of Borough (residual floorspace)	260	493	665
Total – Broxtowe Borough	1,326	2,513	3,371

Source: Table 12a-g, Appendix 12a

Note: Equilibrium assumes that market shares identified for the Borough and centres in 2014 (Table 4, Appendix 12a) remain constant over the forecast period.

16.23 As the table shows, a varying quantum of forecast foodstore floorspace is identified for main centres in the Borough. The forecast capacity could support an extension to existing foodstores and supermarkets in the Town and District Centres. Alternatively, the forecasts could support the provision of new 'local' format foodstores (e.g. Sainsbury's Local, Tesco Express, Little Waitrose, etc.) in Beeston Town Centre, and Eastwood and Kimberley District Centres where there is market and operator demand. Forecast capacity for foodstore floorspace for the Local Centres is limited.

16.24 For the Borough area as a whole, there is forecast capacity for 1,326m^2 (net) of foodstore floorspace in 2019; increasing to 2,513m^2 (net) by 2024 and 3,371m^2 (net) by 2028. This takes account of all committed foodstore and convenience floorspace planned across the Borough. Alternative forecast capacity based on population from planned housing results in a slight increase in floorspace capacity of +138 m^2 (net) over the period to 2028 compared to the 'baseline' capacity results.

16.25 An assessment of convenience goods capacity using alternative population projections based on planned housing growth in the Borough over the study period shows a marginal increase in capacity for the Town, District and Local Centres from the 'baseline' capacity results.

Housing Growth Areas

16.26 Residual floorspace identified for the rest of the Borough could be used to support local convenience provision at housing allocation sites in the Borough including Field Farm (450 homes) and Toton (500 homes) or existing centres in close proximity

Comparison Goods

16.27 The capacity findings for forecast comparison floorspace across for the Borough's main centres are summarised in the table below after taking account of planned comparison floorspace in each centre.

Table 16.2 **Summary of Comparison Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Beeston Town Centre	295	795	1,311
District Centres	465	1,251	2,038
Local Centres	4	11	18
Rest of City Council area (residual floorspace)	-2,696	-579	1,546
Total – Broxtowe Borough	-1,932	1,478	4,916

Source: Table 12a-e, Appendix 13a

Note: Equilibrium assumes that market shares identified for the Borough and centres in 2014 (Table 4, Appendix 13a) remain constant over the forecast period.

16.28 Forecast capacity for comparison floorspace for Beeston Town Centre ranges from $295m^2$ (net) in 2019 up to $1,311m^2$ (net) in 2028. Promoting new comparison floorspace in the Town Centre should be a priority to assist in directing expenditure back to the town centre from the Borough's out of centre retail parks.

16.29 There is relatively strong capacity for new comparison retail floorspace in the three District Centres, with up to $2,038m^2$ (net) over the forecast period (up to 2028). New comparison retail floorspace and could form part of future mixed use proposals coming forward.

16.30 There is no forecast comparison goods floorspace for the Borough area as a whole in the short term (up to 2019). This is due to the scale of out of centre comparison goods committed floorspace, which absorbs all residual expenditure up to 2019. However, this does not impact on capacity identified at centre-level. In any case forecast floorspace emerges for the Borough in 2024 for $1,478m^2$ (net); increasing to $4,916m^2$ by 2028.

16.31 An assessment of comparison goods capacity using alternative population projections based on planned housing growth in the City Council area over the study period shows similar results at Town, District and Local Centre level as those identified in the 'baseline' capacity assessment.

IMPACT ASSESSMENT: LOCAL FLOORSPACE THRESHOLD

16.32 Our recommendations on an appropriate local floorspace threshold for retail proposals in Broxtowe Borough area is based a review of national guidelines, the scale and location of current committed retail floorspace in the Borough, and our research of local floorspace thresholds applied by other local authorities, as highlighted in in **Appendix 14**.

16.33 A review of recent committed retail development in Broxtowe Borough highlights a demand for extensions to existing out of centre units for mezzanine space. The market share analysis also highlights how out of centre retail locations in the Borough attract a greater comparison goods market share than the Borough's main centres; in particular Beeston Town Centre. Similarly, out of centre food provision maintains a high market share of convenience goods provision. While the health check assessment confirms that the Borough's main centres are performing well, a restricted floorspace threshold can help to direct future retail investment to the Town, District and Local Centres.

16.34 Based on the above, we recommend that proposals for new comparison and convenience goods retailing of **$500m^2$ gross** at edge and out of centre locations should demonstrate that they will not have a significant adverse impact on the centres, either on their own or cumulatively with other commitments in the area, in accordance with the NPPF.

16.35 In our judgement this is a reasonable impact threshold as it will provide the local planning authority with sufficient flexibility to assess the merits and implications of edge and out-of-centre foodstore applications that could potentially have significant implications for the viability and delivery of new or extended floorspace in these existing centres. We also advise that this threshold should be applied, where relevant, to change of use applications and applications seeking variations of conditions.

17.0 CONCLUSIONS AND RECOMMENDATIONS: GEDLING BOROUGH

17.1 This section summarises the study's key findings for Gedling Borough and sets out high level advice on how the local planning authority can effectively plan for, manage and promote the vitality and viability of Arnold Town Centre and Carlton Square District Centre and the Borough's network of Local Centres over the development plan period (up to 2028) in accordance with the main requirements of the NPPF (paragraph 23).

17.2 The following paragraphs set out our principle findings and recommendations in relation to the quantitative and qualitative need for new convenience and comparison development in the Gedling Borough Council area. High level advice is also provided on the need to review the definitions of existing town centre boundaries and primary shopping areas in light of the findings of quantitative and qualitative assessments, and whether a local impact threshold should be set in accordance with the NPPF (para 26).

HEALTH CHECK SUMMARY FINDINGS

17.3 The centre audits carried out in **Section 8** as part of the qualitative analysis were based on a review of Key Performance Indicators (KPIs) including the diversity of uses, vacancies, commercial values, evidence of investment, customer perception, and the quality of the environment of a centre. A high-level review was carried out on the Primary Shopping Area (PSA) of the Borough's Town and District Centres and shopping frontages within.

17.4 The KPIs provide an indication of the vitality and viability of Gedling Borough's main centres, which helped to inform the retail capacity assessment and recommendations on shopping frontage policy and local floorspace thresholds for retail impact.

17.5 A summary of the 'health' of Gedling Borough's key centres is provided below:

Arnold Town Centre

17.6 Arnold is identified has having a good mix of retail and service uses with low vacancies. The main threat for the Town Centre is the reliance on the Asda store which dominates retail offer. However, the foodstore also offers the potential to promote greater linked trips with the rest of the Town Centre through greater investment in Town Centre's wider retail offer. An effective way of achieving the latter is through the Council's involvement in providing sites for retail development and investment incentives that target key retailers to locate to Arnold.

17.7 A review of the centre's existing defined PSA and shopping frontages within show that frontage policy (Saved Policy S1: Retailing in Shopping Centres, 2008 Local Plan) has been effective in helping to maintain retail uses and minimise vacancies. Therefore, no changes are recommended to the existing defined PSA and shopping frontages.

Carlton Square District Centre

17.8 While Carlton Square District Centre is identified as an important service centre for the local catchment, the centre's potential to attract new retailers is limited by its proximity to Victoria Retail Park and strong performing Local Centres, its out-dated shopping environment and the limited physical capacity to accommodate new retail floorspace.

17.9 Proposed changes to shopping frontages include the removal of the Burton Road area from the centre's designation.

17.10 Despite the presence of a Tesco store, the centre functions more akin to a Local Centre. Therefore, it is recommended that the centre's role in the Borough's retail hierarchy is reviewed.

FORECAST RETAIL CAPACITY

17.11 **Section 13** assessed Borough-wide capacity for new (convenience and comparison goods) retail floorspace over the forecast period using Experian-based population projections. Forecast capacity was also tested based on population projections based on planned housing growth across the Borough area.

Convenience Goods

17.12 The capacity findings for new foodstore format floorspace across the Borough's main centres are summarised in the table below, after taking account of planned convenience floorspace in each centre.

Table 17.1 **Summary of Convenience Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Arnold Town Centre	285	543	761
Carlton Square District Centre	180	343	474
Local Centres	141	269	374
Rest of Borough (residual floorspace)	-5,485	-4,682	-4,036
Total – Gedling Borough	-4,879	-3,257	-2,428

Source: Table 13a-e, Appendix 12a

Note: Equilibrium assumes that market shares identified for the Borough and centres in 2014 (Table 4, Appendix 12a) remain constant over the forecast period.

17.13 The capacity forecasts for convenience floorspace identify the potential to support new foodstore floorspace within in Arnold Town Centre and Carlton Square District Centre. The quantum of floorspace identified could support an extension to an existing foodstore or support a 'local' format foodstore (e.g. Sainsbury's Local, Tesco Express, Little Waitrose, etc.) in each centre over the forecast period. A more limited quantum of floorspace is identified for local and smaller centres, which reflects their role and function in the Borough's retail hierarchy.

17.14 There is no forecast capacity for new convenience floorspace up to 2028 for the Borough area a whole. However, this does not impact on capacity identified at centre-level.

17.15 The absence of capacity at Borough level is a result of the considerable quantum of planned convenience floorspace at out of centre locations in the Borough, including the planned Sainsbury's foodstore at Colwick Loop. A question arises as to whether the foodstore will be delivered within the forecast period. If not, then capacity emerges for up to 2,307m^2 (net) of foodstore floorspace up to 2028. The Council should therefore seek confirmation that the development will be delivered within over the plan period, if at all.

17.16 Forecast capacity at centre level using alternative population projections based on planned housing growth in the Borough over the study period are largely in line with the results of the 'baseline' assessment. A slight reduction is identified for capacity at Borough level (-121m^2 net) over the study period to 2028.

Housing Growth Areas

17.17 Proposed housing allocation sites at Top Wighay (1,000 homes) and North of Papplewick (up to 300 homes) are likely to rely on convenience provision within nearby Hucknall District Centre (Ashfield District). However, the local catchment population generated from the two housing sites is also likely to support increased demand for local retail offer to serve their more day-to-day convenience needs; particularly as part of the Top Wighay development. Other key housing sites in the Borough are also likely to increase demand for local convenience provision (i.e. top up shopping) including urban extensions to Calverton (up to 1,055 homes) and Ravenshead (up to 330 homes) and Bestwood (up to 560 homes). These settlements are identified as Key Settlements within the ACS. New housing is also planned at Gedling Colliery (at least 600 homes). However, it is likely that existing local convenience provision will meet the needs of the future population for the majority of these locations. For Calverton, given the scale of planning housing, there may be demand from new future residents for a new local convenience retailer or extension to an existing store.

17.18 It should be noted that demand for new convenience offer at planned housing sites or settlements that are subject to planning housing growth will be dependent on market demand from grocery retailers. Where new local convenience provision is proposed, it should serve a top-up function and located within the existing local centres serving the planned housing areas.

Comparison Goods

17.19 The capacity findings for forecast comparison floorspace across for the Borough's main centres are summarised in the table below, after taking account of planned comparison floorspace in each centre.

Table 17.2 **Summary of Comparison Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Arnold Town Centre	732	2,091	3,392
Carlton Square District Centre	57	159	266
Local Centres	75	210	345
Rest of City Council area (residual floorspace)	-2,582	-1,195	231
Total – Gedling Borough	-1,715	1,205	4,243

Source: Table 12a-e, Appendix 12a

Note: Equilibrium assumes that market shares identified for the Borough and centres in 2014 (Table 4, Appendix 12a) remain constant over the forecast period.

17.20 The majority of forecast capacity within the Borough is directed to Arnold Town Centre, which reflects its role as the Borough's primary shopping centre. Forecast comparison floorspace ranges from 732m^2 (net) in 2019 to 3,392m^2 (net) by 2028. New comparison development should be promoted to strengthen retail offer in the centre and increase the potential with linked trips with the Asda store. In addition, some of the forecast comparison floorspace could support new cafes and restaurants (A3 and A4 uses) in the town centre to enhance the centre's evening economy.

17.21 Forecast capacity for new comparison floorspace in Carlton Square District Centre is limited, as is the capacity for new floorspace across the Borough's Local Centres.

17.22 There is no forecast capacity at Borough level in the short term up to 2019 due to committed floorspace; mainly associated with out of centre schemes. This does not impact on capacity identified for the Borough's centres. Forecast capacity emerges for the Borough in 2024 (1,205m^2 net); increasing to 4,243m^2 by 2028. Alternative forecast capacity based on population from planned housing equates in a slight increase in comparison goods floorspace capacity of +212 m^2 (net) over the period to 2028 compared to the 'baseline' capacity results.

17.23 Forecast comparison goods capacity at centre level using alternative population projections based on planned housing growth in the Borough over the study period are largely in line with the results of the 'baseline' assessment.

IMPACT ASSESSMENT: LOCAL FLOORSPACE THRESHOLD

17.24 Our recommendations on an appropriate local floorspace threshold for retail proposals in Gedling Borough area is based a review of national guidelines, the scale and location of current committed retail floorspace in the Borough, and our research of local floorspace thresholds applied by other local authorities, as highlighted in **Appendix 14**.

17.25 A review of committed development in the Borough highlighted a number of planned out of centre schemes including 'local' format foodstores and supermarket. They include the planned Sainsbury's Local store at Nottingham Road, Ravenshead, Co-operative at Coppice Road, Arnold and the opening of M&S Food at Victoria Retail Park. The average size of the two planned stores equates to a floorspace of 512m^2 gross. This reflects the current trend for new convenience retail facilities across the UK, where national retailers are now focusing growth in their store portfolio, as highlighted in Appendix 14. Without an appropriate local threshold in place, the Council has less control on managing the potential impact of convenience stores in smaller centres.

17.26 Based on our own research of local floorspace thresholds and a review of out of centre commitments in the Borough, we recommend that proposals for new comparison and convenience goods retailing of **500m^2 gross** at edge and out of centre locations should demonstrate that they will not have a significant adverse impact on the centres, either on their own or cumulatively with other commitments in the area, in accordance with the NPPF.

17.27 In our judgement this is a reasonable impact threshold as it will provide the local planning authority with sufficient flexibility to assess the merits and implications of edge and out-of-centre foodstore applications that could potentially have significant implications for the viability and delivery of new or extended floorspace in these existing centres. We also advise that this threshold should be applied, where relevant, to change of use applications and applications seeking variations of conditions.

18.0 CONCLUSIONS AND RECOMMENDATIONS: RUSHCLIFFE BOROUGH

18.1 This section summarises the study's key findings for Rushcliffe Borough and sets out high level advice on how the local planning authority can effectively plan for, manage and promote the vitality and viability of Bingham and West Bridgford District Centres and the Borough's network of Local Centres over the development plan period (up to 2028) in accordance with the main requirements of the NPPF (paragraph 23).

18.2 The following paragraphs set out our principal findings and recommendations in relation to the quantitative and qualitative need for new convenience and comparison development in the Rushcliffe Borough Council area. High level advice is also provided on the need to review the definitions of existing town centre boundaries and primary shopping areas in light of the findings of quantitative and qualitative assessments, and whether local impact threshold should be set in accordance with the NPPF (para 26).

HEALTH CHECK SUMMARY FINDINGS

18.3 The centre audits carried out in **Section 9** as part of the qualitative analysis was based on a review of Key Performance Indicators (KPIs) including the diversity of uses, vacancies, commercial values, evidence of investment, customer perception, and the quality of the environment of a centre. A high-level review was carried out on the Primary Shopping Area (PSA) of the Borough's two District Centres and shopping frontages within.

18.4 The (KPIs) provide an indication of the vitality and viability of Rushcliffe Borough's main centres, which has helped to inform the retail capacity assessment and recommendations on shopping frontage policy and local floorspace thresholds for retail impact.

18.5 A summary of the 'health' of Rushcliffe Borough's key centres are provided below:

Bingham District Centre

18.6 Bingham is a healthy and vibrant centre with a strong retail service offer and a good range of multiple and independent retailers. A qualitative need is identified to improve convenience retail provision in the centre, which is limited to 'local' format foodstores.

18.7 The planned Tesco Superstore at Chapel Lane will assist in the retention of main food shopping spend and improve the amount of car parking available. Furthermore, the planned housing expansion adjacent to the planned Tesco store will assist in enhancing the vitality of centre by supporting existing businesses.

18.8 The centre would benefit from expansion of the PSA. A review of the centre boundary identified few opportunities. However, there is potential to promote more intensive development within the north east corner of existing town centre PSA

18.9 Furthermore, consideration should be given to the potential to review Bingham District Centre's position in the Borough's retail hierarchy to a Town Centre; particularly in light of planned retail and housing development in the area. It is recommended that a review of the retail hierarchy is carried in the future once planned development has taken place and changes in shopping patterns have been established.

West Bridgford District Centre

18.10 West Bridgford is a successful, vibrant and vital centre, with low vacancies and offering a mixture of quality and more general retail and service operators. In summary, the centre is responding well to local demand and is an attractive shopping destination.

18.11 In our judgement, the existing defined PSA and shopping frontages assist in maintaining the right balance of retail and service uses in the centre. Therefore, no changes are recommended to the defined boundaries.

18.12 As for Bingham, there is potential in the future to upgrade West Bridgford's position in the retail hierarchy to a Town Centre. This should be considered once major planned development schemes have been delivered (including the SUE at Edwalton and planned Sainsbury's superstore) and new shopping patterns have been established.

FORECAST RETAIL CAPACITY

18.13 **Section 14** assessed Borough-wide capacity for new (convenience and comparison goods) retail floorspace over the forecast period using Experian-based population projections. Forecast capacity was also tested based on population projections based on planned housing growth across the Borough area.

Convenience Goods

18.14 The capacity findings for the Borough's main centres are summarised in the table below, after taking account of planned convenience floorspace in each centre.

Table 18.1 **Summary of Convenience Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Bingham District Centre	95	181	229
West Bridgford District Centre	78	163	224
Local Centres	251	479	612
Rest of Borough (residual floorspace)	-6,399	-5,719	-5,277
Total – Rushcliffe Borough	-5,975	-4,897	-4,213

Source: Table 14a-e, Appendix 12a

Note: Equilibrium assumes that market shares identified for the Borough and centres in 2014 (Table 4, Appendix 12a) remain constant over the forecast period.

18.15 A limited quantum of forecast foodstore floorspace is identified for Bingham and West Bridgford District Centres over the study period (up to 2028). The forecast floorspace could support an extension to an existing foodstore in each centre. Forecast capacity is notably higher for the Borough's Local Centres with up to 612m^2 (net) for foodstore floorspace over forecast period.

18.16 The capacity analysis also identifies no forecast convenience floorspace at Borough level for due to the considerable quantum of committed out of centre convenience floorspace associated (e.g. Tesco Chapel Lane, Bingham and Sainsbury's Wilford Lane, West Bridgford).

18.17 Forecast capacity at centre level using alternative population projections based on planned housing growth in the Borough over the study period are largely in line with the results of the 'baseline' assessment.

Housing Growth Areas

18.18 A number of major housing allocations are identified in the Borough including the 3,000 site south of Clifton District Centre, and planned housing in Bingham (1,000 homes), Edwalton (1,500 homes), East of Gamston/ North of Tollerton (4,000 homes). Housing is also planned at Cotgrave Colliery (470 homes) and RAF Newton (550 homes).

18.19 It is noted that some of these housing developments include committed foodstore provision, which has been included within the capacity assessment including the plan stores at Edwalton (Waitrose) and RAF Newton.

18.20 For housing sites located adjacent to existing centres this will increase demand for retail and services in those centres. For example, the delivery of housing at East of Gamston/ North of Tollerton and Cotgrave Colliery will increase the need for new convenience (and comparison) retail provision within West Bridgford. Similarly, the delivery of housing at land north of Bingham and RAF Newton will increase demand for town centre services; in particular convenience provision.

Comparison Goods

18.21 The capacity findings for forecast comparison floorspace across for the Borough's main centres are summarised in the table below, after taking account of planned comparison floorspace in each centre.

Table 18.2 **Summary of Comparison Capacity Forecasts – Assuming 'Equilibrium' at 2014**

	2019	2024	2028
Bingham District Centre	116	307	1,107
West Bridgford District Centre	113	402	1,657
Local Centres	51	135	487
Rest of Borough (residual floorspace)	-3,260	-3,144	-3,362
Total – Rushcliffe Borough	-2,981	-2,301	-110

Source: Table 14a-e, Appendix 13a

Note: Equilibrium assumes that market shares identified for the Borough and centres in 2014 (Table 4, Appendix 13a) remain constant over the forecast period.

18.22 Capacity is identified for the Borough's two District Centres, with up to 1,107m^2 (net) and 1,657m^2 (net) for Bingham and West Bridgford District Centres, respectively. New comparison provision in both centres will help to meet future demand for retail associated with the planned housing in the area. In addition, some of the forecast comparison floorspace could support new cafes and restaurants (A3 and A4 uses) in both centres, which would enhance the centres' evening economy. However, this should not be to the detriment of the overall retail function of the District Centres.

18.23 The Borough-wide capacity assessment identifies limited forecast capacity for new comparison goods floorspace over the forecast period after taking account of planned comparison floorspace in the Borough. Furthermore, no forecast capacity is identified based on alternative population projections based on planning housing growth in Borough.

18.24 Forecast comparison goods capacity at centre level using alternative population projections based on planned housing growth in the Borough over the study period are largely in line with the results of the 'baseline' capacity assessment.

IMPACT ASSESSMENT: LOCAL FLOORSPACE THRESHOLD

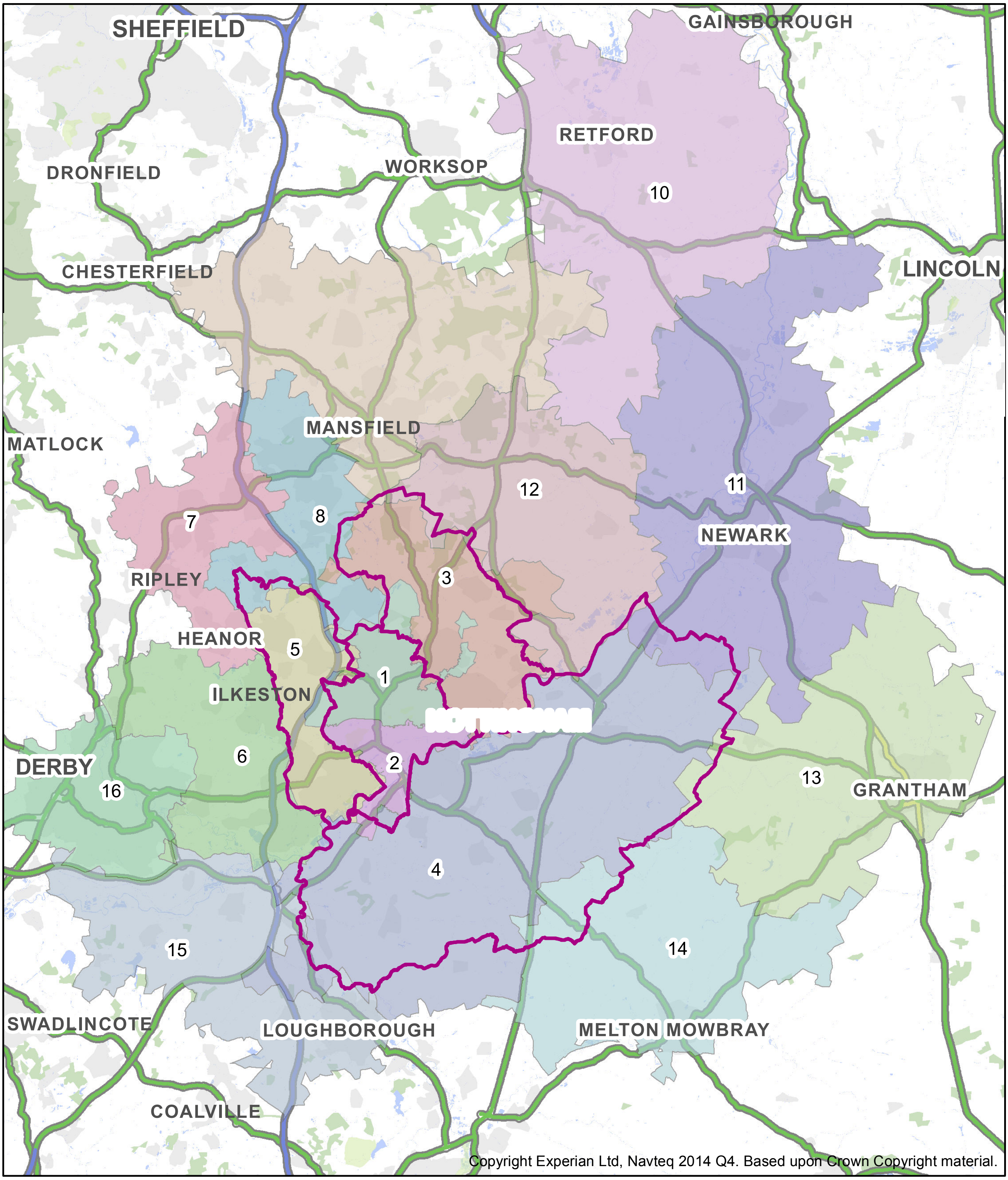
18.25 Our recommendations on an appropriate local floorspace threshold for retail proposals in Rushcliffe Borough area is based a review of national guidelines, the scale and location of current committed retail floorspace in the Borough, and our research of local floorspace thresholds applied by other local authorities, as highlighted in in **Appendix 14**.

18.26 A review of committed development in the Borough highlighted a considerable quantum of planned out of centre retail floorspace totalling approximately 19,800m^2 (gross). Excluding major foodstore developments, the average size floorspace of the remaining schemes is approximately 540m^2 (gross), which includes planned foodstores at Edwalton (including Waitrose) and retail that forms part of mixed use developments in West Bridgford (Radcliffe Road and Loughborough Road), Bingham (rear of Central Avenue) and the RAF Newton urban extension.

18.27 Based on the above, we recommend that proposals for new comparison and convenience goods retailing of **500m^2 gross** at edge and out of centre locations in the Borough should demonstrate that they will not have a significant adverse impact on the centres, either on their own or cumulatively with other commitments in the area, in accordance with the NPPF.

18.28 In our judgement this is a reasonable impact threshold as it will provide the local planning authority with sufficient flexibility to assess the merits and implications of edge and out-of-centre foodstore applications that could potentially have significant implications for the viability and delivery of new or extended floorspace in these existing centres. We also advise that this threshold should be applied, where relevant, to change of use applications and applications seeking variations of conditions.

APPENDIX 1: CATCHMENT AREA



Catchment Zones

1	9	Partner Councils and Study Area
2	10	
3	11	
4	12	
5	13	
6	14	
7	15	
8	16	

Broxtowe, Gedling, Nottingham City & Rushcliffe
Retail Study 2015
Catchment Area & Zones

Carter Jonas

APPENDIX 2: NEMS SURVEY METHODOLOGY

NEMS .

NEMS mar.   t r. s. arch .
22-23 Manor Way .
B. lasis Hall T. chnology Par. .
Billingham .
TS23 4HN .
T. l 01642 37 33 55 .
www.n. msmr.co.u. .

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Greater Nott   gham Reta l Study
for
Pla   g Perspect ves

Nov. mb. r 2014 .

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Job R. f: 181114 .

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I1troduct o1 1

.1 1 Research Backgrou1d & Object1ves 1

To conduct a surv. y amongst r. sid. nts in th. Gr. at. r Nottingham . ar. a to assess shopping habits for main food and grocery, top-up, . non-food shopping and l. isur. activiti. s. .

.2 1 Research Methodology 1

A .total .of .2,003 .t. l. phon. .int. rvi. ws .w. r. .conduct. d .b. tw. n . Thursday 20th Nov. mb. r 2014 and Sunday 30th Nov. mb. r 2014. . Int. rvi. ws w. r. conduct. d using NEMS in-house. CATI (Comput. r . Assist. d T. l. phon. Int. rvi. wing) Unit. R. spond. nts w. r. contact. d . during th. day and in th. . v. ning. All r. spond. nts w. r. th. main . shopp. r .in .th. .household, .d. t. rmin. d .using .a .pr. liminary .filt. r . qu. stion. .

.

.3 1 Sampl1 g 1

.3.1 1 Survey Area 1

Th. .surv. y .ar. a .was .segm. nt. d .into .16 .zon. s, .d. fin. d .using . postcod. sectors. Th. zon. d. tails can b. found in App. ndix 14. .

.

.3.2 1 Telepho1e Numbers 1

All availabl. t. l. phon. numb. rs ar. us. d to obtain th. sampl. of . int. rvi. ws. This includ. s publish. d t. l. phon. numb. rs (land-lin. s . and som. mobil. numb. rs) but is suppl. m. nt. d with . x-dir. ctory . numb. rs as th. d. mographic profil. of this sub-s. t is diff. r. nt to th. . d. mographics . of . th. . publish. d . numb. rs . sampl. . Ex-dir. ctory . numb. rs ar. randomly g. n. rat. d using th. publish. d numb. rs as a . 'se. d'. Busin. ss numb. rs ar. d. -dup. d and . xclud. d. .

W. don't scr. n against th. TPS (T. l. phon. Pr. f. r. nce. S. rvice) . database, again b. caus. th. d. mographic profil. of TPS r. gist. r. d . numb. rs is slightly diff. r. nt to th. r. st of th. population. In addition, . th. r. .is .no .l. gal .r. quir. m. nt .to .scr. n .against .TPS .r. gist. r. d . numb. rs; mar. t r. search is not classifi. d as unsolicit. d sal. s and . mar. ting. .

.

.3.3 1 Sample Profile 1

It should b. not. d that as p. r th. surv. y's r. quir. m. nts, th. profil. . of r. spond. nts is that of th. main shopp. r / p. rson r. sponsibl. for . most of th. food shopping in th. household. As such it will always . diff. r .from .th. .d. mographic .profil. .of .all .adults .within .th. .surv. y . ar. a. With any surv. y among th. main shopp. r / p. rson r. sponsibl. . for most of th. food shopping in th. household th. profil. is typically . biased mor. towards f. mal. s and old. r p. opl.   Th. ag. of th. main . shopp. r / p. rson r. sponsibl. for most of th. food shopping in th. . household .is .b. coming .old. r .du. .to .th. .financial .constraints .on . young p. opl. setting up hom.   .

A .numb. r .of .m. asur. s .ar. .put .in .place..to . nsur. .th. .sampl. .is . r. pr. sentativ. of th. profil. of th. p. rson r. sponsibl. for most of th. . food / shopping in th. household. .

First .of .all .int. rvi. wing .is .normally .spr. ad .over .a .r. lativ. ly .long . p. riod of tim. , certainly long. r than th. th. or. tical minimum tim. it . would ta.   This allows us tim. to call back. p. opl. who w. r. n't in . wh. n w. mad. th. first phon. call. If w. only int. rvi. w p. opl. who . ar. at hom. th. first tim. w. call w. ov. r-r. pr. sent p. opl. who stay . at hom. th. most; th. se.p. opl. t. nd to b. old. r / l. ss . conomically . activ.   .

W. also control th. ag. profil. of r. spond. nts; this is a two-stag. . process. First of all w. loo. at th. ag. profil. of th. surv. y ar. a . according .to .th. .lat. st .C. nsus .figur. s. .Using .a .by-product .from . additional .data .w. .coll. ct .from .a .w.   ly .t. l. phon. .surv. y .of .a . r. pr. sentativ. sampl. of all adults across th. country w. . now th. . ag. profil. of th. main-shopp. r in any giv. n ar. a. This information is . from data based on in . xcess of 100,000 int. rvi. ws and is r. gularly . updat. d and is th. r. for. probably th. most accurat. and up to dat. . information of its . ind. .

Stratifi. d .random .sampling .h. lps . nsur. .that .th. .sampl. .is .as . r. pr. sentativ. as possibl.   Whil. th. syst. m dials th. n. xt random . sel. ct. d numb. r for int. rvi. w. rs, all calls ar. mad. by int. rvi. w. rs; . no automat. d call handling syst. ms ar. used. .

.3.4 1 Time of I1terv1ew1 g 1

Approximat. ly . two-thirds . of . all . calls . ar. . mad. . outsid. . normal . wor. ing hours. .

.

.3.5 1 Mo1itor1 g of Calls 1

At .l. ast .5% .of .t. l. phon. .int. rvi. ws .ar. .randomly .and .r. mot. ly . monitor. d by T. am L. ad. rs to . nsur. th. int. rvi. wing is conduct. d . to .th. .r. quisit. .standard. .Both .th. .dialogu. .and .on-scr. n . ntri. s . ar. .monitor. d .and . valuat. d. .Int. rvi. w. rs .ar. .off. r. d .r. -training . should th. se.standards not b. m. t. .

.4 1 We1ght1 gs 1

To .corr. ct .th. .small .diff. r. nces .b. tw. n .th. .sampl. .profil. .and . population profil. , th. data was w. ight. d. Th. population is of th. . main .shopp. r .in .th. .household. .W. ightings .hav. .b. n .appli. d .to . ag. bands based on an . stimat. d ag. profil. of main shopp. rs (se. . section 1.3.3 for d. tails). Th. w. ight. d totals diff. r occasionally from . th. .adjust. d .population .du. .to .rounding . rror. .D. tails .of .th. .ag. . w. ightings ar. giv. n in th. tabl. b. low: .

Age 1	Ma1 Shopper 1 Prof1le (%) 1	I1terv1ews 1 Ach1eved 1	Age 1 We1ght1 gs 1
18-24 .	6.1% .	23 .	5 2557 .
25-34 .	15 8% .	50 .	6.3118 .
35-44 .	17.1% .	207 .	1.6358 .
45-54 .	16.5% .	483 .	0.6649 .
55-64 .	21.8% .	454 .	0.9424 .
65+ .	22.7% .	746 .	0.5887 .
(R. fus. d) .	n/a .	40 .	1.0000 .
Total 1	**1**	**2,003 1**	**1**

.

Furth. r w. ightings w. r. th. n appli. d to adjust zon. sampl. s to b. . r. pr. sentativ. by population. D. tails of those. w. ightings ar. giv. n . in th. tabl. b. low: .

Zo1e 1	**Populat1o1 * 1**	**I1terv1ews 1 Ach1eved 1**	**I1terv1ews 1 Ach1eved 1 (We1ghted 1 by Age) 1**	**Zo1e 1 We1ght1 gs 1**
1 .	199429 .	180 .	149 .	1.5601 .
2 .	86964 .	125 .	116 .	0.8743 .
3 .	116913 .	125 .	109 .	1.2473 .
4 .	124554 .	125 .	136 .	1.0622 .
5 .	114447 .	125 .	134 .	0.9901 .
6 .	116293 .	125 .	131 .	1.0288 .
7 .	97621 .	120 .	109 .	1.0403 .
8 .	112501 .	125 .	136 .	0.9629 .
9 .	163563 .	125 .	162 .	1.1715 .
10 .	42890 .	108 .	109 .	0.4556 .
11 .	62050 .	110 .	113 .	0.6381 .
12 .	34692 .	120 .	129 .	0.3132 .
13 .	56569 .	110 .	103 .	0.6380 .
14 .	39965 .	110 .	106 .	0.4379 .
15 .	98535 .	105 .	100 .	1.1490 .
16 .	255623 .	165 .	160 .	1.8584 .
Total 1	**722609 1**	**2,003 1**	**1**	**1**

* Sourc. : C. nsus 2011 .

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.5 1 Stat st cal Accuracy 1

As .with .any .data .coll. ction .wh. r. .a .sampl. .is .b. ing .drawn .to . r. pr. sent a population, th. r. is pot. ntially a diff. r. nce.b. tw. n th. . r. sponse.from th. sampl. and th. tru. situation in th. population as . a . whol. . Many . st. ps . hav. . b. n . ta. n . to . h. lp . minimise.. this . diff. r. nce.(. g. random sampl. sel. ction, qu. stionnair. construction . tc) but th. r. is always pot. ntially a diff. r. nce.b. tw. n th. sampl. . and population – this is known as th. standard . rror. .

Th. .standard . rror .can .b. . stimat. d .using .statistical .calculations . based .on .th. .sampl. .siz. , .th. .population .size..and .th. .l. v. l .of . r. sponse. m. asur. d (as you would . xp. ct you can pot. ntially g. t a . larg. r . rror .in .a .50% .r. sponse..than .say .a .10% .r. sponse..simply . b. cause.of th. magnitud. of th. numb. rs). .

To .h. lp .und. rstand .th. .significance..of .this . rror, .it .is .normally . xpr. ssed .as .a .confid. nce..int. rval .for .th. .r. sults. .Cl. arly .to .hav. . 100% accuracy of th. r. sults would r. quir. you to sampl. th. . ntir. . population. Th. usual confid. nce.int. rval used is 95% - this m. ans . that you can b. confid. nt that in 19 out of 20 instances th. actual . population b. haviour will b. within th. confid. nce.int. rval rang. .

For 4exam4 e, 4f 450% 4of 4a 4sam4 e 4of 42,003 4answers 4"Yes" 4to 4a 4 question, we can be 95% sure that between 47.8% and 52.2% of the 4 o4u ation ho ds the same o4inion (i.e. +/- 2.2%). Th. following is a . guid. showing confid. nc. int. rvals attach. d to various sampl. siz. s . from th. study: .

%ge Respo1se 1	95% co1f1de1ce 1 terval 1
10% .	±1.3% .
20% .	±1.8% .
30% .	±2.0% .
40% .	±2.2% .
50% .	±2.2% .

1

.6 1 Data Tables 1

Tabl. s .ar. .pr. sent. d .in .qu. stion .ord. r .with .th. .qu. stion .numb. r . analysed shown at th. top of th. tabl. Those.qu. stions wh. r. th. . r. spond. nt is prompt. d with a list of possibl. answ. rs ar. indicat. d . in th. qu. stion t. xt with a suffix of [PR]. .

Th. .sampl. .siz. .for . ach .qu. stion .and .corr. sponding .column . crit. ria .is .shown .at .th. .base..of . ach .tabl. .A .d. scription .of .th. . crit. ria d. t. rmining to whom th. qu. stion appli. s is shown in italics . dir. ctly b. low th. qu. stion t. xt; if th. r. is no such t. xt . vid. nt th. n . th. .qu. stion .base..is .th. .full .study .sampl. .If .th. .tabulat. d .data .is . w. ight. d (indicat. d in th. h. ad. r of th. tabulations), in addition to . th. sampl. base, th. w. ight. d base.is also shown at th. bottom of . ach tabl. .

Unl. ss .indicat. d .oth. rwise..in .th. .foot. r .of .th. .tabulations, .all . p. rcentag. s ar. calculat. d down th. column. Arithm. tic rounding to . whol. numb. rs may m. an that columns of p. rc. ntag. s do not sum . to . xactly 100%. Z. ro p. r cent d. not. s a p. rcentag. of l. ss than . 0.05%. .

P. rcentag. s ar. calculat. d on th. numb. r of r. spond. nts and not . th. numb. r of r. sponses. This m. ans that wh. r. mor. than on. . answ. r .can .b. .giv. n .to .a .qu. stion .th. .sum .of .p. rcentag. s .may . xce. d 100%. All such multi-r. sponse.qu. stions ar. indicat. d in th. . tabulat. d by a suffix of [MR] on th. qu. stion t. xt. .

Wh. r. appropriat. to th. qu. stion, m. ans ar. shown at th. bottom . of r. sponse.tabl. s. Th. se.ar. calculat. d in on. of two ways: if th. . data is captur. d to a cod. d r. sponse.a w. ight. d m. an is calculat. d . and th. cod. w. ightings ar. shown as a pr. fix abov. th. qu. stion . t. xt; if actual sp. cific valu. s w. r. captur. d from r. spond. nts th. s. . individual numb. rs ar. used to calculat. th. m. an. .

APPENDIX 3: HOUSEHOLD TELEPHONE SURVEY RESULTS (WEIGHTED)

Q01 In which store or shopping centre do you NORMALLY shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk 'trolley' purchases)?
Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Sellers Wood Drive, BULWELL	0.8%	16	4.9%	11	0.5%	1	0.0%	0	0.4%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Woodbrough Road, MAPPERLEY	0.7%	13	3.6%	8	0.0%	0	3.2%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, 157 Huntingdon Street, NOTTINGHAM	0.3%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.4%	1	2.7%	4	0.0%	0	0.0%	0
Aldi, Radford Boulevard, NOTTINGHAM	0.5%	10	3.4%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Front Street, ARNOLD	1.5%	30	4.6%	11	0.0%	0	12.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Radford Road, HYSON GREEN	2.4%	47	14.9%	34	1.4%	1	0.9%	1	0.7%	1	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Asda, Wesley Street, Langley Mill	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	2.9%	4	6.8%	8	2.3%	3
Asda, 184 Loughborough Road, WEST BRIDGFORD	1.8%	37	0.8%	2	12.2%	12	0.0%	0	8.8%	13	0.0%	0	0.5%	1	0.0%	0	5.3%	7
Co-op, 291 Queens Road, BEESTON	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, 35 Market Place, BINGHAM	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, EAST LEAKE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 100 Nottingham Road, EASTWOOD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, KEYWORTH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 12/18 Bridgeway Centre, NOTTINGHAM	0.1%	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
Co-op, 123 Middleton Boulevard, NOTTINGHAM	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Carlton Road, NOTTINGHAM	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 38 Church Street, RUDDINGTON	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hall Croft, SHEPSHED	0.0%	1	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, 624 Mansfield Road, SHERWOOD (opposite Ginza Japanese resturant)	0.0%	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
Co-op, 684 Mansfield Road, SHERWOOD (opposite Sherwood Manor pub)	0.0%	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
Co-op, The Ropewalk, SOUTHWELL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, STAPLEFORD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, 52-56 Bridgford Road, WEST BRIDGFORD (large store opposite a big car park)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 172-174 Bramcote Lane, WOLLATON	0.1%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Trowell Road, WOLLATON	0.6%	12	1.4%	3	9.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 178 Southchurch Drive, CLIFTON	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 56 Derby Road, STAPLEFORD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, 77 Front Street, ARNOLD	0.0%	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
Iceland, Main Street, BULWELL	0.1%	2	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Southchurch Drive, CLIFTON	0.4%	7	0.5%	1	6.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Nuthall Road, NOTTINGHAM	0.1%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 69 Wollaton Road, BEESTON	0.2%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, 319-331 Mansfield	0.3%	6	2.2%	5	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	
Road, CARRINGTON																		
Lidl, Great Northern Way, NETHERFIELD	0.2%	5	0.4%	1	0.0%	0	1.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 1 Midland Way, Wollaton Road, NOTTINGHAM	0.2%	3	0.8%	2	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Albert Road, WEST BRIDGFORD	0.2%	4	0.0%	0	2.0%	2	0.0%	0	0.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hucknall Lane, BULWELL	0.9%	18	5.7%	13	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1
Morrisons, Leen Drive, BULWELL	1.0%	20	5.6%	13	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Lane, CLIFTON	2.0%	40	0.0%	0	24.2%	24	0.0%	0	10.2%	15	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Derby Road, EASTWOOD	2.0%	40	0.0%	0	0.5%	1	0.0%	0	0.0%	0	10.7%	14	0.5%	1	10.0%	11	8.2%	10
Morrisons, Gamston Lings Bar Road, GAMSTON	2.3%	46	0.0%	0	1.3%	1	0.0%	0	29.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Park Way, NETHERFIELD	1.8%	36	3.3%	8	0.0%	0	15.5%	21	1.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Morrisons Local, Lenton Boulevard, NOTTINGHAM	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Nottingham Station, NOTTINGHAM	0.1%	2	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, Nottingham Road, ARNOLD	2.7%	54	10.0%	23	1.4%	1	19.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Sainsbury's, Stoney Street, BEESTON	1.5%	30	0.0%	0	6.3%	6	0.0%	0	0.0%	0	16.2%	21	0.7%	1	0.0%	0	0.0%	0
Sainsbury's, Sir John Robinson Way, DAYBROOK	0.1%	3	0.5%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Main Street, KIMBERLEY	1.7%	33	1.5%	3	0.0%	0	0.0%	0	0.0%	0	19.3%	25	2.4%	3	0.0%	0	1.2%	2
Sainsbury's, 418 Nuthall Road, NOTTINGHAM	0.1%	3	0.4%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's, Castle Bridge Road, NOTTINGHAM	1.3%	26	0.8%	2	14.9%	15	0.0%	0	5.8%	8	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, RIPLEY	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	5.8%	6	0.0%	0
Sainsbury's, 223 Derby Road, SANDIACRE	0.0%	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
Sainsbury's Local, 8 Market Street, BINGHAM	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, St Wilfrid Square, CALVERTON	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 100-102 Nottingham Road, KEYWORTH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 5-7 Plains Road, MAPPERLEY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's Local, 156 Bramcote Lane, NOTTINGHAM	0.0%	1	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 Local, 16 Waverley Street, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lenton Boulevard, NOTTINGHAM	0.2%	3	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 111 Derby Road, STAPLEFORD	0.0%	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
Tesco Extra, 1 Station Road, BEESTON	0.3%	7	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.7%	5	0.7%	1	0.0%	0	0.0%	0
Tesco Extra, Main Street, BULWELL	0.6%	12	2.6%	6	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Top Valley Way, TOP VALLEY	1.3%	25	8.7%	20	0.0%	0	1.8%	2	0.0%	0	1.2%	2	0.0%	0	0.9%	1	0.0%	0
Tesco Extra, Swiney Way, TOTON	0.6%	11	0.5%	1	0.5%	1	0.0%	0	0.0%	0	5.7%	7	0.7%	1	0.0%	0	0.0%	0
Tesco Superstore, Carlton	0.9%	18	1.9%	4	0.0%	0	10.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Hill, CARLTON																		
Tesco Superstore, High Street, HEANOR	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	3.5%	4	0.0%	0
Tesco Superstore, Forest Road, NEW OLLERTON	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Centre, NOTTINGHAM	0.7%	13	1.6%	4	0.5%	1	5.8%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mansfield Road, BLIDWORTH	0.0%	1	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, West Point Shopping Centre, CHILWELL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Tesco Express, 208 Nottingham Road, EASTWOOD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 131 Alfreton Road (Canning Circle), NOTTINGHAM	0.1%	2	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, 548 Valley Road, NOTTINGHAM	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
Tesco Express, Oakdale Road, NOTTINGHAM	0.0%	0	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, Shakespeare Street, NOTTINGHAM	0.1%	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
Tesco Express, Upper Parliament Street, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, 101 Hucknall Road, OLD BASFORD	0.1%	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
Tesco Express, Compton Acres, Rugby Road, WEST BRIDGFORD	0.0%	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
Waitrose, Trinity Square, NOTTINGHAM	0.2%	5	1.7%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, ALFRETON	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Local shops, BEESTON	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, BINGHAM	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, CLIFTON TOWN CENTRE	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, DERBY	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Local shops, GRANTHAM	0.0%	0	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, HUCKNALL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Local shops, ILKESTON	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Local shops, KIRKBY-IN-ASHFIELD	0.1%	1	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, LONG EATON	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0
Local shops, LOUGHBOROUGH	0.1%	2	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, MANSFIELD	0.0%	1	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, MELTON MOWBARY	0.0%	1	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, RIPLEY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, SUTTON-IN-ASHFIELD	0.0%	1	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, TOTON	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Internet	5.4%	106	3.1%	7	4.6%	5	7.3%	10	6.9%	10	1.0%	1	3.2%	4	1.5%	2	3.9%	5
Aldi, Ashgate Road, Hucknall	0.6%	12	1.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	8
Aldi, Belton Road, Loughborough	0.8%	15	0.0%	0	0.0%	0	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carolgate, Retford	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carter Lane, Shirebrook	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cross Street, Long Eaton	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	6.5%	9	0.0%	0	0.0%	0
Aldi, Dents Road, Ashby De La Zouch	0.1%	2	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, Hepworth Retail Park, Pipeworks, Swadlincote	0.1%	2	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, High Street, Heanor	0.1%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	1.4%	2	0.0%	0
Aldi, Huntspill Road, Hilton	0.1%	1	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, Lea Road, Gainsborough	0.1%	2	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, Manor Road, Ilkeston	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	3.4%	5	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Mansfield Road, Daybrook	0.2%	4	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Meteor Retail Park, Derby	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.6%	1	0.0%	0
Aldi, Northgate, Newark	0.4%	8	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, Nottingham Road, Alfreton	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	10	4.8%	6
Aldi, Nottingham Road, Chaddesden	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Aldi, Nottingham Road, Mansfield	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Aldi, South Parade, Grantham	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Georges Way, Leicester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Road, Sutton-in-Ashfield	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6
Aldi, Urban Road, Kirkby-in-Ashfield	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	4.9%	6
Aldi, Uttoxeter New Road, Derby	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Aldi, Wragby Road, Lincoln	0.0%	1	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, Arleston Lane, Sinfin, Derby	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ashby Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bancroft Lane, Mansfield	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Asda, Barkby Thorpe Lane, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Charnwood Road, Shepshed	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Derby Road, Spondon	2.9%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.6%	1	0.0%	0
Asda, Forest Road, New Ollerton	0.0%	0	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, Lombard Street, Newark	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	2.1%	41	0.4%	1	1.4%	1	0.0%	0	0.5%	1	1.9%	2	19.6%	26	0.0%	0	0.0%	0
Asda, Newark Road, North Hykeham, Lincoln	0.1%	1	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, Old Mill Lane, Mansfield	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Asda, Priestic Road, Sutton-in-Ashfield	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	13.5%	17
Asda, Sinfin Shopping Centre, Arleston Lane, Sinfin	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Union Street, Grantham	2.0%	39	0.0%	0	0.9%	1	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wharf Road, East Retford	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burton Road, Littleover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Street, Cropwell Bishop	0.0%	0	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, Crayford Road, Alvaston, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Derby Road, Ripley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-op, Ex Warrick Arms, Main Street, Farnsfield	0.0%	0	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, Main Street, Burton Joyce	0.0%	0	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, Main Street, Radcliffe-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nottingham Road, Selston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Co-op, Oakwood Centre, Danebridge Crecent, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Scalford Road, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, South Street, Market Place, Ilkeston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op, Victoria Avenue,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Borrowash																		
Co-op. Market Place, Kegworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Acorn Centre, Station Road, Langley Mill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Heron Foods, Osmaston Road, Allenton, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Albion Street, Westfield	0.1%	2	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, London Road, Newark	0.0%	0	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, Market Street, Loughborough	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, North View, Burton Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Nottingham Road, Alfreton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Iceland, Nottingham Road, Chaddesden	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Nottingham Road, Eastwood	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0
Iceland, Rosemary Centre, Mansfield	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
Iceland, The Sherwood Centre, Retford	0.0%	0	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, Chapel Street, Ripley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Lidl, Derby Road, Langley Mill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Enterprise Way, Langley Mill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Mansfield Road, Alfreton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0
Lidl, Northgate Centre, Galley Hill, Sleaford	0.1%	2	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, Nottingham Road, Derby	0.1%	2	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, Ropery Road, Gainsborough	0.0%	0	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, Southgate Retail Park, Derby	0.1%	2	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, Station Road, Sandiacre	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0
Lidl, Station Road, Sutton-in-Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Marks & Spencer Simply Food, London Road, Grantham	0.0%	1	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 Simply Food, Marshalls Yard, Beaumont Street, Gainsborough	0.0%	0	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 Simply Food, The Rushes Retail Development, Loughborough	0.0%	1	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 Simply Food, Waterside Retail Park, Ilkeston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Stodman Street, Newark	0.0%	1	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, West Gate, Mansfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Lexington Road, Chaddesden	0.1%	2	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, Ashfield Precinct, Kirkby-in-Ashfield	1.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	18.7%	24
Morrisons, Barnfield Close, Staveley	0.0%	1	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, Chapel Street, Belper	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Morrisons, Gorse Covert Centre, Maxwell Drive,	0.7%	14	0.0%	0	0.0%	0	0.0%	0	6.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Loughborough																		
Morrisons, Heapham Road South, Gainsborough	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Idle Valley Road, Retford	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kings Road, Newark	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sutton Road, Mansfield	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.4%	4	5.7%	7
Morrisons, Vale of Belvoir Shopping Centre, Rutland Street, Melton Mowbray	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wharf Road, Grantham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wheatcroft Way, Derby	1.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	11	1.5%	2	0.0%	0
Morrisons, Woodhouse Centre, High Street, Mansfield Woodhouse	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1	0.0%	0
One Stop, The Crescent, Bilsthorpe, Nottingham	0.0%	0	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 Local, Wilford Road, Ruddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Butterley, Ripley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's, Copecastle Square, Derby	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Greenclose Lane, Loughborough	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Highgrounds Road, Rhodesia, Worksop	0.0%	1	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, Kingsway Retail Park, Derby	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Balderton	0.1%	2	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, London Road, Grantham	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.9%	18	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.5%	4
Sainsbury's, Nottingham Road, Melton Mowbray	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Osmaston Park, Peak Drive, Derby	0.1%	2	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, Peak Drive, Derby	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Perry Road, Nottingham	0.8%	15	6.2%	14	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Rother Way, Chesterfield	0.0%	1	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, Tritton Road, Lincoln	0.0%	0	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, Wyvern Way, Chaddesden	1.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.0%	3	0.0%	0	0.0%	0
Spar, High Street, Bottesford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fosse Road North, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Low Moor Road, Kirkby In Ashfield	0.0%	0	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, Main Street, Balderton	0.0%	1	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, Nottingham Road, Melton Mowbray	0.0%	1	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, Stenson Road, Sunnyhill, Derby	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
Tesco Extra, Ashgate Road, Hucknall	1.0%	21	0.0%	0	0.0%	0	9.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	8
Tesco Extra, Bridge Street North, Clay Cross, Chesterfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Extra, Chesterfield Road South, Mansfield	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Tesco Extra, Jubilee Way South, Mansfield	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road,	1.5%	30	0.0%	0	0.0%	0	0.0%	0	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Loughborough																		
Tesco Extra, Resolution Road, Ashby De La Zouch	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
Tesco Extra, Rutland Street, Ilkeston	1.2%	23	0.0%	0	0.0%	0	0.9%	1	0.0%	0	5.9%	8	9.4%	13	1.5%	2	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	10	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	1.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.5%	32	0.7%	1
Tesco Superstore, Kipling Drive, Mickleover	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mill Street, Clowne, Chesterfield	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, South Street, Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, St Peters Bridge, Burton Upon Trent	0.1%	2	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, The Rushes, Loughborough	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Thorpe Road, Melton Mowbray	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Trinity Street, Gainsborough	0.0%	1	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, Foss Islands Road, York	0.0%	0	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, Ossington Way, Newark	0.7%	15	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Shawcroft Centre, Ashbourne	0.1%	1	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:		1982		230		100		135		144		130		134		112		127
Sample:		1977		178		124		124		124		122		124		118		121

Q02 How do you normally travel to (STORE MENTIONED AT Q01)?
Not those who said 'Internet' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver)	69.6%	1321	58.5%	132	57.6%	56	73.0%	92	75.7%	102	70.1%	92	73.0%	96	73.3%	82	78.5%	99
Car / van (as passenger)	14.5%	276	14.6%	33	9.7%	9	8.5%	11	13.0%	18	11.5%	15	16.5%	22	17.9%	20	14.2%	18
Bus, minibus or coach	4.2%	79	9.5%	21	14.9%	14	4.3%	5	4.1%	6	3.2%	4	3.4%	4	2.0%	2	0.5%	1
Using park & ride facility	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0
Walk	9.5%	180	15.2%	34	16.2%	16	14.2%	18	5.4%	7	11.6%	15	6.1%	8	6.2%	7	4.4%	6
Taxi	0.7%	14	1.2%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	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
Mobility scooter / wheelchair	0.1%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.5%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered (Iceland store used)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.1%	2	0.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	0.8%	15	0.0%	0	0.6%	1	0.0%	0	1.0%	1	2.6%	3	0.0%	0	0.5%	1	2.0%	2
Weighted base:		1897		225		97		126		135		132		131		112		126
Sample:		1912		173		119		117		115		123		122		118		119

Greater Nottingham Retail Study
for Planning Perspectives

Q03 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]
Not those who said 'Internet' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes - non-food shopping	12.1%	229	13.8%	31	13.3%	13	10.6%	13	8.6%	12	17.5%	23	8.2%	11	13.7%	15	7.8%	10
Yes - other food shopping	8.8%	167	12.2%	27	9.7%	9	9.6%	12	11.9%	16	7.1%	9	7.0%	9	10.2%	11	5.4%	7
Yes - bars / pubs	0.5%	9	0.0%	0	0.9%	1	0.6%	1	0.0%	0	0.0%	0	1.5%	2	0.5%	1	1.2%	2
Yes - bingo	0.0%	0	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 - cafes	1.6%	31	0.9%	2	1.1%	1	0.0%	0	0.5%	1	2.5%	3	1.7%	2	0.9%	1	0.0%	0
Yes - cinemas	0.1%	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
Yes - get petrol	2.4%	46	0.4%	1	1.7%	2	4.1%	5	3.0%	4	1.2%	2	1.3%	2	2.4%	3	1.7%	2
Yes - go to park	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - gyms / health and fitness	1.3%	25	1.6%	4	0.6%	1	2.5%	3	5.7%	8	0.0%	0	0.0%	0	1.4%	2	3.4%	4
Yes - library	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.5%	1
Yes - markets	0.4%	8	1.2%	3	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Yes - meeting family	1.2%	22	0.0%	0	4.6%	4	0.6%	1	2.3%	3	0.0%	0	1.3%	2	0.0%	0	1.2%	1
Yes - meeting friends	1.1%	21	0.9%	2	0.0%	0	6.2%	8	0.5%	1	1.2%	2	0.5%	1	0.9%	1	1.4%	2
Yes - museums / art gallery	0.0%	0	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 - other service (travel agent, estate agent)	0.3%	6	0.0%	0	0.5%	1	0.0%	0	0.5%	1	1.2%	2	1.2%	2	0.5%	1	0.0%	0
Yes - personal service (hairdressers, beauty salon)	1.0%	19	0.0%	0	0.0%	0	1.2%	1	0.0%	0	6.4%	8	1.2%	2	0.9%	1	0.0%	0
Yes - restaurants	0.7%	13	0.7%	2	0.0%	0	0.6%	1	1.2%	2	0.9%	1	0.0%	0	0.5%	1	0.0%	0
Yes - swimming	0.1%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Yes - theatre	0.0%	0	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 services such as banks and other financial institutions	3.2%	60	2.3%	5	3.8%	4	0.9%	1	6.5%	9	4.4%	6	3.8%	5	6.3%	7	0.5%	1
Yes - work	3.1%	58	1.3%	3	3.2%	3	4.8%	6	5.8%	8	1.0%	1	2.9%	4	5.1%	6	3.2%	4
Yes - 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
Yes - church / cemetery	0.1%	2	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - golf	0.1%	2	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 - hospital / doctors visit	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Yes - recycle	0.0%	1	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 - school run	0.6%	12	0.5%	1	0.0%	0	0.0%	0	1.3%	2	1.2%	2	0.0%	0	0.0%	0	1.3%	2
Yes - use train station	0.0%	1	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 - vets	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Yes - walk the dog	0.1%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	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
No	67.2%	1274	71.0%	160	62.3%	60	63.6%	80	53.7%	72	67.1%	88	74.9%	98	63.6%	71	76.3%	96
(Don’t know)	1.1%	22	0.4%	1	2.6%	3	0.0%	0	0.7%	1	0.0%	0	1.2%	2	0.5%	1	1.7%	2
Weighted base:		1897		225		97		126		135		132		131		112		126
Sample:		1912		173		119		117		115		123		122		118		119

Column %ges.

Q04 When you combine your trip with other activities, where do you normally go? [MR]
Those who said 'Yes' at Q03 AND Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Pets at Home, Giltbrook Retail Park, GILTBROOK	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
Castle Retail Park, Radford Boulevard, NOTTINGHAM	0.4%	2	0.0%	0	4.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell Retail Park, Barton lane, ATTENBOROUGH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Fosse Park, LEICESTER	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	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
Springfield Retail Park, Hucknall lane, NOTTINGHAM	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
Victoria Retail Park, COLWICK	0.6%	3	1.5%	1	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	3.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.9%	18	0.0%	0
Arnold	4.3%	24	12.4%	8	0.0%	0	33.2%	13	0.0%	0	3.9%	2	0.0%	0	0.0%	0	2.2%	1
Ashby-de-la-Zouch	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
Ashfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Beeston	3.5%	19	0.0%	0	23.9%	8	0.0%	0	0.0%	0	24.6%	10	3.4%	1	0.0%	0	0.0%	0
Bingham	0.3%	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
Bulwell	3.2%	18	20.7%	13	1.6%	1	5.4%	2	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0
Carlton	0.8%	4	4.7%	3	2.6%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell	0.2%	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
Clifton	2.0%	11	0.0%	0	30.3%	10	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	6.8%	38	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	4.8%	1	6.7%	3	0.0%	0
Eastwood	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	9	0.0%	0	4.6%	2	0.0%	0
Gainsborough	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
Gamston	1.1%	6	0.0%	0	0.0%	0	0.0%	0	9.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	5.2%	29	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heanor	1.0%	5	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	8.3%	2	5.5%	2	0.0%	0
Hucknall	2.0%	11	6.3%	4	0.0%	0	6.3%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	13.5%	3
Hyson Green	1.8%	10	16.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	6.7%	2	0.0%	0	0.0%	0
Kimberley	2.5%	14	5.7%	3	0.0%	0	0.0%	0	0.0%	0	25.3%	10	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	18.3%	5
Leicester	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
Lincoln	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
Long Eaton	4.1%	23	3.0%	2	7.9%	3	0.0%	0	0.0%	0	0.0%	0	56.0%	16	0.0%	0	0.0%	0
Loughborough	7.7%	43	0.0%	0	0.0%	0	0.0%	0	32.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	5.3%	29	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2	4.5%	1
Mapperley Plains	0.3%	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
Melton Mowbray	1.9%	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
Netherfield	1.9%	10	2.4%	1	0.0%	0	14.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	6.5%	36	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	6.4%	36	14.4%	9	6.7%	2	8.9%	3	17.9%	10	3.8%	2	4.6%	1	1.5%	1	2.5%	1
Nottingham Non-Central (outside the City Centre)	1.2%	7	1.5%	1	4.2%	1	7.6%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Ollerton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	6.4%	3	0.0%	0
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	1.2%	7	7.9%	5	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	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
Sutton-in-Ashfield	2.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3	41.1%	10
Toton	0.2%	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
West Bridgford	1.5%	9	1.5%	1	13.4%	4	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaton	0.5%	3	1.5%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.1%	1	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, High Street, Heanor	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
Allenton	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
Allestree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allington	0.2%	1	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, Derby Road, Spondon	0.2%	1	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, Lombard Street, Newark	0.1%	0	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, Wesley Street, Langley Mill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2
Ashbourne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Bakersfield	0.3%	2	0.0%	0	1.6%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belper	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
Blidworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bottesford	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
Bramcote	1.5%	8	0.0%	0	0.0%	0	0.0%	0	11.5%	7	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Brinsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Broxtowe	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
Calverton	0.1%	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
Carrington	0.3%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesden	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0
Chediston Vale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colwick	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
Daybrook	0.1%	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
East Leake	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
Farnsfield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Mill	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0
Littleover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowdham	0.0%	0	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, London Road, Derby	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
Marks & Spencer, Stodman Street, Newark	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mickleover	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
Morrisons, Sutton Road, Mansfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Morrisons, Wheatcroft Way, Derby	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
Nuthall	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
Oakham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakwood	0.2%	1	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 centre, Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington	0.4%	2	0.0%	0	0.0%	0	3.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Peak Drive, Derby	0.2%	1	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, Sir John Robinson Way, Arnold	0.2%	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
Sandiacre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Shelthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook	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
Sinfin	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
Somerby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somercotes	0.2%	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
Spondon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote	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
Tesco Extra, Jubilee Way South, Mansfield	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
Tesco Extra, Resolution Road, Ashby De La Zouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Rutland Street, Ilkeston	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
Tesco Superstore, Hall Street, Alfreton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	3.6%	1
Wellow	0.1%	0	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	0.1%	0	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:		556		61		32		38		58		41		28		40		25
Sample:		635		48		43		38		40		38		33		44		29

Q05 In addition to (STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping? [MR]
Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Sellers Wood Drive, BULWELL	1.0%	11	7.8%	8	0.0%	0	0.0%	0	0.8%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Woodbrough Road, MAPPERLEY	0.6%	6	1.4%	1	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Aldi, 157 Huntingdon Street, NOTTINGHAM	0.6%	6	0.8%	1	1.4%	1	0.0%	0	2.0%	2	0.7%	1	1.2%	1	0.0%	0	0.0%	0
Aldi, Radford Boulevard, NOTTINGHAM	0.6%	7	0.8%	1	5.3%	3	1.1%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Asda, Front Street, ARNOLD	2.0%	21	5.7%	6	2.4%	1	15.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Asda, Radford Road, HYSON GREEN	0.9%	9	7.6%	8	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wesley Street, Langley Mill	3.9%	42	0.0%	0	0.0%	0	1.7%	1	0.0%	0	27.8%	26	2.0%	2	13.3%	8	2.9%	2
Asda, 184 Loughborough Road, WEST BRIDGFORD	3.9%	42	2.4%	3	13.9%	8	1.6%	1	24.3%	22	0.6%	1	7.7%	6	0.0%	0	0.8%	1
Budgens, 110 Wolds Drive, KEYWORTH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 291 Queens Road, BEESTON	0.3%	3	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, 18 Eaton Place, BINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 35 Market Place, BINGHAM	0.3%	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
Co-op, 365 Mansfield Road, CARRINGTON	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, EAST LEAKE	0.6%	7	0.0%	0	0.0%	0	0.0%	0	7.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 100 Nottingham Road, EASTWOOD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, KEYWORTH	0.1%	1	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, Ladywood Road, KIRK HALLAM	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
Co-op, 938-942 Woodborough Road, MAPPERLEY	0.1%	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
Co-op, Bracebridge Drive, NOTTINGHAM	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 38 Church Street, RUDDINGTON	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
Co-op, 624 Mansfield Road, SHERWOOD (opposite Ginza Japanese resturant)	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, SOUTH NORMANTON	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Ropewalk, SOUTHWELL	0.1%	1	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, STAPLEFORD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0
Co-op, 52-56 Bridgford Road, WEST BRIDGFORD (large store opposite a big car park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 172-174 Bramcote Lane, WOLLATON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Trowell Road, WOLLATON	0.3%	3	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 9 Commercial Road, BULWELL	0.4%	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
Farmfoods, 178 Southchurch Drive, CLIFTON	0.6%	6	0.0%	0	10.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 56 Derby Road, STAPLEFORD	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Heron Foods, 43 Greens Lane, KIMBERLEY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Heron Foods, 63 Braceridge Drive, NOTTINGHAM	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
Iceland, 77 Front Street, ARNOLD	0.3%	3	0.8%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Main Street,	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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
BULWELL																		
Iceland, Southchurch Drive, CLIFTON	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
Iceland, 26 Tudor Square, WEST BRIDGFORD	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 69 Wollaton Road, BEESTON	0.5%	5	0.0%	0	2.7%	2	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Lidl, 319-331 Mansfield Road, CARRINGTON	0.9%	10	5.7%	6	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Great Northern Way, NETHERFIELD	0.9%	9	0.0%	0	0.0%	0	10.7%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 1 Midland Way, Wollaton Road, NOTTINGHAM	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
Marks & Spencer Simply Food, Albert Road, WEST BRIDGFORD	1.1%	11	0.0%	0	3.6%	2	5.2%	4	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hucknall Lane, BULWELL	1.5%	16	10.4%	11	0.9%	1	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Morrisons, Leen Drive, BULWELL	0.5%	6	2.3%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Morrisons, Green Lane, CLIFTON	1.4%	15	0.0%	0	17.9%	11	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Derby Road, EASTWOOD	2.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	14	0.8%	1	8.1%	5	2.9%	2
Morrisons, Gamston Lings Bar Road, GAMSTON	1.3%	13	0.0%	0	1.7%	1	2.7%	2	10.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Park Way, NETHERFIELD	1.6%	17	0.8%	1	0.0%	0	16.9%	12	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, ARNOLD	1.5%	16	4.2%	5	0.0%	0	10.6%	8	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Stoney Street, BEESTON	1.4%	15	0.0%	0	2.2%	1	0.0%	0	0.0%	0	13.2%	12	1.2%	1	0.0%	0	0.0%	0
Sainsbury's, Sir John Robinson Way, DAYBROOK	0.2%	2	0.8%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Main Street, KIMBERLEY	1.1%	12	2.2%	2	0.9%	1	0.0%	0	0.0%	0	5.7%	5	0.8%	1	2.8%	2	1.5%	1
Sainsbury's, 418 Nuthall Road, NOTTINGHAM	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
Sainsbury's, Castle Bridge Road, NOTTINGHAM	1.0%	11	4.9%	5	3.6%	2	0.0%	0	2.7%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, RIPLEY	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	1.9%	1
Sainsbury's Local, 8 Market Street, BINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, St Wilfrid Square, CALVERTON	0.1%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 100-102 Nottingham Road, KEYWORTH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 5-7 Plains Road, MAPPERLEY	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
Sainsbury's Local, 16 Waverley Street, NOTTINGHAM	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
Sainsbury's Local, Lenton Boulevard, NOTTINGHAM	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 49 Central Avenue, STAPLEFORD	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
Spar, 410 Nuthall Road, NOTTINGHAM	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
Tesco Extra, 1 Station Road, BEESTON	0.6%	6	0.0%	0	5.0%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Main Street, BULWELL	1.3%	14	4.7%	5	0.0%	0	0.0%	0	2.0%	2	7.5%	7	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Top Valley Way, TOP VALLEY	1.0%	11	7.3%	8	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Swiney Way, TOTON	1.2%	13	0.0%	0	3.3%	2	0.0%	0	0.0%	0	4.1%	4	5.1%	4	0.0%	0	0.0%	0
Tesco Superstore, Carlton Hill, CARLTON	0.6%	7	2.7%	3	0.0%	0	3.6%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	8.3%	5	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Street, HEANOR																		
Tesco Superstore, Forest Road, NEW OLLERTON	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Metro, Victoria Centre, NOTTINGHAM	0.9%	10	1.0%	1	11.1%	7	1.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Express, Mansfield Road, BLIDWORTH	0.2%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Express, West Point Shopping Centre, CHILWELL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clifton Lane, CLIFTON	0.1%	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
Tesco Express, 208 Nottingham Road, EASTWOOD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 256 Ilkeston Road, NOTTINGHAM	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Express, 515 Alfreton Road, NOTTINGHAM (has KFC attached to it)	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
Tesco Express, Fletcher Gate, NOTTINGHAM	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
Tesco Express, Maid Marion Way, NOTTINGHAM	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
Tesco Express, Oakdale Road, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Upper Parliament Street, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Sherwin Road, STAPLEFORD	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	6	0.0%	0	0.0%	0
Waitrose, Trinity Square, NOTTINGHAM	0.5%	6	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, ARNOLD	0.3%	4	1.7%	2	0.9%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, BEESTON	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
Local shops, BINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, CARLTON	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, GRANTHAM	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, HUCKNALL	0.2%	2	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, HYSON GREEN	1.2%	13	10.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0
Local shops, LEICESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, LINCOLN	0.0%	0	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, LONG EATON	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, LOUGHBOROUGH	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
Local shops, MANSFIELD	0.1%	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
Local shops, MELTON MOWBARY	0.1%	1	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, NEWARK-ON-TRENT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, NOTTINGHAM CITY CENTRE	0.2%	2	0.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, OLLERTON	0.1%	1	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, RETFORD	0.2%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, SHERWOOD	0.2%	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
Local shops, SOUTH NORMANTON	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
Local shops, SOUTHWELL	0.0%	0	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, STAPLEFORD	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
Local shops, TOTON	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
Local shops, WEST BRIDGFORD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, WOLLATON	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
Local shops, WORKSOP	0.0%	0	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	2.9%	31	2.8%	3	1.0%	1	5.5%	4	10.2%	9	3.4%	3	2.0%	2	0.0%	0	0.8%	1
Aldi, Adcock Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ashgate Road, Hucknall	0.7%	8	3.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4
Aldi, Belton Road, Loughborough	0.5%	5	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, Carolgate, Retford	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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Carter Lane, Shirebrook	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
Aldi, Cross Street, Long Eaton	0.4%	4	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.6%	1	1.9%	2	0.0%	0	0.0%	0
Aldi, High Street, Heanor	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	2.6%	2	0.0%	0
Aldi, Huntspill Road, Hilton	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
Aldi, Lortas Road, Basford	0.2%	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
Aldi, Manor Road, Ilkeston	0.8%	9	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	2	7.0%	6	0.0%	0	0.0%	0
Aldi, Mansfield Road, Daybrook	0.2%	2	0.8%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Meteor Retail Park, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mill Green Way, Clowne	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
Aldi, Northgate, Newark	0.8%	8	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Nottingham Road, Alfreton	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	17	0.0%	0
Aldi, Nottingham Road, Chaddesden	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Aldi, Nottingham Road, Mansfield	1.3%	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
Aldi, South Parade, Grantham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Road, Sutton-in-Ashfield	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%	3
Aldi, Urban Road, Kirkby-in-Ashfield	1.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	18
Aldi, Uttoxeter New Road, Derby	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
Asda, Bancroft Lane, Mansfield	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
Asda, Barkby Thorpe Lane, Leicester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Derby Road, Spondon	2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forest Road, New Ollerton	0.1%	1	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, Lombard Street, Newark	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
Asda, Midland Street, Long Eaton	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	18.4%	16	0.0%	0	0.0%	0
Asda, Old Mill Lane, Mansfield	0.6%	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
Asda, Priestic Road, Sutton-in-Ashfield	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	5.8%	4
Asda, Sinfin Shopping Centre, Arleston Lane, Sinfin	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Union Street, Grantham	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
Asda, Wharf Road, East Retford	0.9%	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
B&M, Chapel Street, Hucknall	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burton Road, Littleover	0.1%	1	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, College Street, Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Collyer Road, Calverton	0.1%	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
Co-op, Main Street, Burton Joyce	0.0%	0	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, Main Street, Radcliffe-on-Trent	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
Co-op, Queen Street, Bottesford	0.0%	0	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, Scalford Road, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Selston Road, Jacksdale	0.5%	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
Co-op, Smalley Drive, Oakwood	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
Co-op, Southwell Road East, Rainworth	0.0%	0	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, Stenson Road,	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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sunnyhill, Derby																		
Co-op, The Green, Breaston	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
Co-op, Victoria Street, Shirebrook, Mansfield	0.0%	0	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, Wyvernside, Wyvern Way, Derby	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Costcutter, Lincoln Road, Tuxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Broad Centre, Station Road, Sutton in Ashfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Farmfoods, Carlton Square, Carlton	0.1%	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
Farmfoods, Cross Street Retail Park, Long Eaton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	6	0.0%	0	0.0%	0
Farmfoods, London Road, Grantham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Oak Tree Lane, Mansfield	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
Home Bargains, Queens Road, Beetston	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
Home Bargains, Tamworth Road, Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Amber Centre, Portland Road, Hucknall	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Iceland, High Street, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, London Road, Alvaston	0.1%	1	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, London Road, Newark	0.1%	1	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, Nottingham Road, Alfreton	0.2%	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
Iceland, Nottingham Road, Chaddesden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Nottingham Road, Eastwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Rosemary Centre, Mansfield	0.1%	1	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, Sharman's Garage, High Street, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Tamworth Road, Long Eaton	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Iceland, The Sherwood Centre, Retford	0.1%	1	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, Waterside Retail Park, Station Road, Ilkeston	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0
Kinoulton Grove Farm, Hickling Road, Kinoulton	0.0%	0	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, Chapel Street, Ripley	0.3%	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
Lidl, Enterprise Way, Langley Mill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1
Lidl, Mansfield Road, Alfreton	0.1%	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
Lidl, Nottingham Road, Derby	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
Lidl, Ropery Road, Gainsborough	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
Lidl, Southgate Retail Park, Derby	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
Lidl, Station Road, Sandiacre	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
Lidl, Station Road, Sutton-in-Ashfield	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
Lidl, Watergate, Grantham	0.0%	0	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 Simply Food, Kingsway Retail Park, Derby	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
Marks & Spencer Simply Food, London Road, Grantham	0.1%	1	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 Simply Food, Marshalls Yard,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Beaumont Street, Gainsborough																		
Marks & Spencer Simply Food, The Rushes Retail Development, Loughborough	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
Marks & Spencer Simply Food, Waterside Retail Park, Ilkeston	0.4%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	1	2.6%	2	1.1%	1	0.0%	0
Marks & Spencer, London Road, Derby	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
Marks & Spencer, Stodman Street, Newark	0.1%	1	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, West Gate, Mansfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Carlton Hill, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Devonshire Square, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ashfield Precinct, Kirkby-in-Ashfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	4.1%	3
Morrisons, Barnfield Close, Staveley	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
Morrisons, Chapel Street, Belper	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
Morrisons, Coppice Side, Swadlincote	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
Morrisons, Gorse Covert Centre, Maxwell Drive, Loughborough	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
Morrisons, Idle Valley Road, Retford	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
Morrisons, Kings Road, Newark	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
Morrisons, Sutton Road, Mansfield	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Morrisons, Tritton Road, Lincoln	0.0%	0	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, Vale of Belvoir Shopping Centre, Rutland Street, Melton Mowbray	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
Morrisons, Wellington Road, Burton	0.1%	1	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, Wharf Road, Grantham	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
Morrisons, Wheatcroft Way, Derby	2.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	4.0%	2	8.0%	6
Morrisons, Whitwick Road, Coalville	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woodhouse Centre, High Street, Mansfield Woodhouse	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
Sainsbury's Local, Wilford Road, Ruddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Butterley, Ripley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Sainsbury's, Copecastle Square, Derby	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
Sainsbury's, Greenclose Lane, Loughborough	1.1%	12	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, Highgrounds Road, Rhodesia, Worksop	0.1%	1	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, Kingsway Retail Park, Derby	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Balderton	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
Sainsbury's, London Road, Grantham	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
Sainsbury's, Nottingham Road, Mansfield	1.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Sainsbury's, Nottingham Road, Melton Mowbray	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
Sainsbury's, Peak Drive, Derby	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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's, Perry Road, Nottingham	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tritton Road, Lincoln	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
Sainsbury's, Wyvern Way, Chaddesden	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
Spar, Farndon Road, Newark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Kings Arms Yard, Main Street, Clarborough, Retford	0.0%	0	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, Main Street, Balderton	0.1%	1	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, Nottingham Road, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stenson Road, Sunnyhill, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ashgate Road, Hucknall	1.0%	10	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	8
Tesco Extra, Chesterfield Road South, Mansfield	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%	3
Tesco Extra, Jubilee Way South, Mansfield	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
Tesco Extra, Park Road, Loughborough	0.8%	8	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 Extra, Resolution Road, Ashby De La Zouch	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Rutland Street, Ilkeston	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	5.8%	5	2.3%	1	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	11	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	9	0.0%	0
Tesco Superstore, Kipling Drive, Mickleover	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
Tesco Superstore, The Rushes, Loughborough	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Thorpe Road, Melton Mowbray	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Trinity Street, Gainsborough	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
Waitrose, Ossington Way, Newark	0.9%	9	0.8%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashfordby	0.0%	0	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, Bilsthorpe	0.0%	0	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, Borrowash	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
Local shops, Brinsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Collingham	0.1%	1	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, East Leake	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Huthwaite	0.1%	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
Local shops, Keyworth	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
Local shops, Ravenshead	0.1%	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
Local shops, Shardlow	0.1%	1	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:		1068		108		60		74		89		94		84		60		76
Sample:		1083		87		67		77		72		84		76		63		66

Q06 In addition to your main food shopping, where do you do most of your household's small scale 'top-up' food shopping (i.e. the store you visit regularly (possibly 2+ times a week to buy bread, milk, etc., on a day-to-day basis)?
Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Sellers Wood Drive, BULWELL	0.4%	6	4.0%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Woodbrough Road, MAPPERLEY	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
Aldi, 157 Huntingdon Street, NOTTINGHAM	0.7%	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
Aldi, Radford Boulevard, NOTTINGHAM	0.2%	3	0.7%	1	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Front Street, ARNOLD	1.2%	15	2.9%	4	0.0%	0	10.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Radford Road, HYSON GREEN	0.2%	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
Asda, Wesley Street, Langley Mill	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	6	0.0%	0	7.1%	5	0.9%	1
Asda, 184 Loughborough Road, WEST BRIDGFORD	0.6%	8	0.7%	1	4.3%	3	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, 110 Wolds Drive, KEYWORTH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 291 Queens Road, BEESTON	0.3%	4	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, Strelley Road, BILBOROUGH	0.4%	5	1.8%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Co-op, 18 Eaton Place, BINGHAM	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
Co-op, 35 Market Place, BINGHAM	0.7%	9	0.0%	0	0.0%	0	0.0%	0	7.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 209 Highbury Road, BULWELL	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
Co-op, 365 Mansfield Road, CARRINGTON	0.3%	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
Co-op, 87 Main Street, EAST LEAKE	1.4%	18	0.0%	0	0.0%	0	0.0%	0	16.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 100 Nottingham Road, EASTWOOD	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Co-op, The Square, KEYWORTH	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
Co-op, 111 Station Road, LANGLEY MILL	0.1%	1	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, 938-942 Woodborough Road, MAPPERLEY	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
Co-op, 12/18 Bridgeway Centre, NOTTINGHAM	0.0%	0	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, 123 Middleton Boulevard, NOTTINGHAM	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 254 Beckhampton Road, NOTTINGHAM	0.2%	2	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bracebridge Drive, NOTTINGHAM	0.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Arnold Road, OLD BASFORD	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
Co-op, Forest Road, OLLERTON	0.1%	1	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, 38 Church Street, RUDDINGTON	0.6%	7	0.0%	0	1.2%	1	0.0%	0	6.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hall Croft, SHEPSHED	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 624 Mansfield Road, SHERWOOD (opposite Ginza Japanese resturant)	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
Co-op, 684 Mansfield Road, SHERWOOD (opposite Sherwood Manor pub)	0.2%	3	0.7%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, SOUTH NORMANTON	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	7	0.0%	0
Co-op, The Ropewalk, SOUTHWELL	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Co-op, STAPLEFORD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Co-op, 52-56 Bridgford Road, WEST BRIDGFORD (large store opposite a big car park)	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
Co-op, 8 Bridgford Road, WEST BRIDGFORD (small building opposite Trent Bridge Cricket Ground)	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
Co-op, 172-174 Bramcote Lane, WOLLATON	0.3%	4	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Trowell Road, WOLLATON	0.9%	12	1.5%	2	13.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter (MURCO PFS), Beechdale Road, NOTTINGHAM	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 9 Commercial Road, BULWELL	0.2%	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
Farmfoods, 56 Derby Road, STAPLEFORD	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
Heron Foods, 101 Nottingham Road, EASTWOOD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Heron Foods, 63 Braceridge Drive, NOTTINGHAM	0.2%	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
Iceland, 77 Front Street, ARNOLD	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
Iceland, Main Street, BULWELL	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
Iceland, Southchurch Drive, CLIFTON	0.1%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Nuthall Road, NOTTINGHAM	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
Lidl, 69 Wollaton Road, BEESTON	0.2%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0
Lidl, Ranson Road, CHILWELL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Great Northern Way, NETHERFIELD	0.3%	4	0.0%	0	0.0%	0	2.9%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Albert Road, WEST BRIDGFORD	0.3%	4	0.0%	0	0.8%	1	0.9%	1	1.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hucknall Lane, BULWELL	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Morrisons, Leen Drive, BULWELL	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
Morrisons, Green Lane, CLIFTON	1.2%	16	0.0%	0	18.8%	13	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Derby Road, EASTWOOD	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	9	0.0%	0	0.0%	0	3.1%	2
Morrisons, Gamston Lings Bar Road, GAMSTON	0.4%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Park Way, NETHERFIELD	0.2%	3	0.0%	0	0.0%	0	2.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Lenton Boulevard, NOTTINGHAM	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
Morrisons Local, Nottingham Station, NOTTINGHAM	0.0%	1	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, Nottingham Road, ARNOLD	0.6%	8	1.4%	2	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Street, BEESTON	0.5%	6	0.0%	0	0.0%	0	0.8%	1	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Sir John Robinson Way, DAYBROOK	0.0%	0	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, Main Street, KIMBERLEY	0.7%	9	0.7%	1	0.7%	1	0.0%	0	0.0%	0	8.8%	8	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Castle Bridge Road, NOTTINGHAM	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.9%	1
Sainsbury's, Nottingham Road, RIPLEY	0.3%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0
Sainsbury's Local, 8 Market	0.5%	6	0.0%	0	0.0%	0	0.0%	0	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Street, BINGHAM																		
Sainsbury's Local, St Wilfrid Square, CALVERTON	0.4%	5	0.0%	0	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 46-48 Blenhiem Drive, CHILWELL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 248 Nottingham Road, EASTWOOD	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
Sainsbury's Local, 100-102 Nottingham Road, KEYWORTH	0.3%	4	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, 5-7 Plains Road, MAPPERLEY	0.3%	5	2.6%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 156 Bramcote Lane, NOTTINGHAM	0.1%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 3 Bingham Road, Cotgrave, NOTTINGHAM	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lenton Boulevard, NOTTINGHAM	0.3%	4	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mapperley Plains, NOTTINGHAM	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
Sainsbury's Local, Wheeler Gate, NOTTINGHAM	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
Sainsbury's Local, 111 Derby Road, STAPLEFORD	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 49 Central Avenue, STAPLEFORD	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	10	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Station Road, BEESTON	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Main Street, BULWELL	0.9%	12	9.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Top Valley Way, TOP VALLEY	1.0%	13	6.6%	9	0.0%	0	2.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.9%	1
Tesco Extra, Swiney Way, TOTON	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Carlton Hill, CARLTON	1.0%	13	6.2%	8	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, HEANOR	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.3%	2	0.0%	0
Tesco Superstore, Forest Road, NEW OLLERTON	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
Tesco Metro, Victoria Centre, NOTTINGHAM	0.7%	10	3.6%	5	3.4%	2	0.0%	0	1.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mansfield Road, BLIDWORTH	0.0%	1	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, Clifton Lane, CLIFTON	0.2%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 208 Nottingham Road, EASTWOOD	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	9	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 131 Alfreton Road (Canning Circle), NOTTINGHAM	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 303-305 Carlton Hill, NOTTINGHAM	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
Tesco Express, Oakdale Road, NOTTINGHAM	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
Tesco Express, Station Street, NOTTINGHAM	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Upper Parliament Street, NOTTINGHAM	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
Tesco Express, Compton Acres, Rugby Road, WEST BRIDGFORD	0.2%	2	0.0%	0	2.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Trinity Square, NOTTINGHAM	0.3%	4	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Local shops, ALFRETON	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0
Local shops, ARNOLD	0.5%	7	0.0%	0	0.0%	0	6.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, BEESTON	0.4%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.1%	3	2.6%	2	0.0%	0	0.0%	0
Local shops, BINGHAM	0.5%	7	0.0%	0	0.0%	0	0.0%	0	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, BULWELL	0.4%	5	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, CARLTON	0.1%	2	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, CHILWELL	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
Local shops, CLIFTON TOWN CENTRE	0.7%	10	0.0%	0	12.1%	9	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, DERBY	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Local shops, EASTWOOD	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, GRANTHAM	0.9%	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
Local shops, HEANOR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, HUCKNALL	0.4%	5	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.8%	3
Local shops, HYSON GREEN	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, ILKESTON	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0
Local shops, KIMBERLEY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, KIRKBY-IN-ASHFIELD	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
Local shops, LEICESTER	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, LONG EATON	1.5%	20	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	19	0.0%	0	0.0%	0
Local shops, LOUGHBOROUGH	0.8%	11	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, MANSFIELD	0.7%	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
Local shops, MAPPERLEY PLAINS	0.2%	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
Local shops, MATLOCK	0.0%	0	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, MELTON MOWBARY	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
Local shops, NEWARK-ON-TRENT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, NOTTINGHAM CITY CENTRE	0.3%	4	2.2%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, NOTTINGHAM NON-CENTRAL (OUTSIDE THE CITY CENTRE)	0.8%	10	7.5%	10	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, OLLERTON	0.0%	1	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, RETFORD	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
Local shops, RIPLEY	0.3%	4	0.0%	0	0.0%	0	1.2%	1	1.6%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Local shops, SHERWOOD	0.3%	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
Local shops, SOUTH NORMANTON	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, SOUTHWELL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, STAPLEFORD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, SUTTON-IN-ASHFIELD	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.3%	2	9.5%	7
Local shops, WEST BRIDGFORD	0.1%	2	0.0%	0	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, WOLLATON	0.5%	7	0.0%	0	6.8%	5	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, WORKSOP	1.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.7%	9	0.0%	0	2.0%	1	0.0%	0	1.8%	2	1.0%	1	0.0%	0	1.0%	1	0.9%	1
Aldi, Adcock Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ashgate Road, Hucknall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Aldi, Belton Road, Loughborough	0.1%	2	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, Carolgate, Retford	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
Aldi, Carter Lane, Shirebrook	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cross Street, Long Eaton	0.1%	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
Aldi, High Street, Heanor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0
Aldi, Huntspill Road, Hilton	0.1%	1	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, Manor Road, Ilkeston	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
Aldi, Melton Road, Syston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Meteor Retail Park, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northgate, Newark	0.1%	2	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, Nottingham Road,	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	7	8.6%	6

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Alfreton																		
Aldi, Nottingham Road, Chaddesden	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
Aldi, Nottingham Road, Mansfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Aldi, South Parade, Grantham	0.1%	2	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, Station Road, Sutton-in-Ashfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.9%	3
Aldi, Urban Road, Kirkby-in-Ashfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.5%	2
Aldi, Uttoxeter New Road, Derby	0.7%	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
Asda, Bancroft Lane, Mansfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barkby Thorpe Lane, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Charnwood Road, Shepshed	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Derby Road, Spondon	1.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forest Road, New Ollerton	0.8%	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
Asda, Lombard Street, Newark	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
Asda, Midland Street, Long Eaton	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
Asda, Old Mill Lane, Mansfield	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
Asda, Priestic Road, Sutton-in-Ashfield	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	9.6%	7
Asda, Scrooby Road, Harworth	0.0%	1	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, Sinfin Shopping Centre, Arleston Lane, Sinfin	0.7%	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
Asda, Union Street, Grantham	0.8%	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
Asda, Wharf Road, East Retford	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
B&M, Carolgate, Retford	0.0%	0	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, Forest Street, Sutton-in-Ashfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Birds Bakery, The Square, Stapleford	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
Co-op, Albert Street, Newark	0.1%	1	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, Alfreton Road, Little Eaton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Co-op, Aspley Lane, Aspley, Nottingham	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
Co-op, Barnabygate, Newark	0.1%	1	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, Borough Street, Castle Donington	0.1%	2	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, Bradgate Lane, Asfordby, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burton Road, Littleover	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
Co-op, Carter Lane, mansfield	0.1%	1	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, Chapel Side, Chapel Street, Spondon	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
Co-op, Chellaston Road, Shelton Lock, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Street, Cropwell Bishop	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
Co-op, Collyer Road, Calverton	0.3%	4	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Crayford Road, Alvaston, Derby	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
Co-op, Cropston Road, Anstey, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Draycott Road, Long Eaton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, Dysart 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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Grantham																		
Co-op, Ex Warrick Arms, Main Street, Farnsfield	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Barrow-on-Soar	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Collingham, Newark	0.1%	2	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, Edwinstowe	0.1%	2	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, Holbrook Road, Alvaston	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Huthwaite Road, Sutton-in-Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Alvaston	0.1%	2	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, Main Street, Burton Joyce	0.1%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Lowdham	0.3%	4	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Radcliffe-on-Trent	0.3%	4	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Derby Road, Sandiacre	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
Co-op, Market Place, Somercotes	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
Co-op, Newcastle Street, Tuxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Road, Retford	0.0%	0	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, Nottingham Road, Chaddesden	0.1%	2	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, Nottingham Road, Selston	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.8%	1
Co-op, Osmaston Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Park Farm Centre, Allestree, Derby	0.1%	2	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, Petersham Estate, Grasmere Road, Long Eaton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, Prince Charles Avenue, Mackworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen Street, Bottesford	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Scalford Road, Melton Mowbray	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Selston Road, Jacksdale	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	9.4%	7
Co-op, Sitwell Street, Spondon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Smalley Drive, Oakwood	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southwell Road East, Rainworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Castle Donington	0.8%	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
Co-op, Stenson Road, Sunnyhill, Derby	0.1%	2	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, Swanwick Road, Leabrooks, Alfreton	0.4%	6	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, Taylors Road, Stretford, Manchester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Green, Breaston	0.2%	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
Co-op, Victoria Avenue, Borrowash	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Co-op, Victoria Street, Shirebrook, Mansfield	0.1%	1	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, Watnall Road, Hucknall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Wharf Road, Pinxton	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
Co-op, Wilford Green, Wilford	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
Co-op. Market Place, Kegworth	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
Costcutter, Dale 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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Derby																		
Costcutter, Lincoln Road, Tuxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Sunningdale, Grantham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bath Street, Ilkeston	0.1%	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
Farmfoods, Broad Centre, Station Road, Sutton in Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Farmfoods, Carlton Square, Carlton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cattle Market, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cross Street Retail Park, Long Eaton	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
Farmfoods, High Street, Alfreton	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
Farmfoods, Lakeside Shopping Centre, London Road, Balderton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Oak Tree Lane, Mansfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
G8 Stores, Valley Drive, Nottingham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	6	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Westgate, Mansfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Home Bargains, Acorn Centre, Station Road, Langley Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Iceland, Carlton Hill, Carlton	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
Iceland, Market Street, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, North View, Burton Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Nottingham Road, Alfreton	0.1%	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
Iceland, Nottingham Road, Chaddesden	0.1%	2	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, Rosemary Centre, Mansfield	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
Iceland, Sharman's Garage, High Street, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Tamworth Road, Long Eaton	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
Iceland, The Sherwood Centre, Retford	0.1%	1	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, Chapel Street, Ripley	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
Lidl, Enterprise Way, Langley Mill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	1
Lidl, Nottingham Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Road, Sandiacre	0.3%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Lidl, Station Road, Sutton-in-Ashfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Beech Avenue, Nottingham	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
Londis, Blatherwick Road, Newark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, London Road, Retford	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
Marks & Spencer Simply Food, Kingsway Retail Park, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, London Road, Grantham	0.0%	1	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 Simply Food, Marshalls Yard, Beaumont Street, Gainsborough	0.0%	0	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 Simply Food, The Rushes Retail	0.1%	1	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	
Development, Loughborough																		
Marks & Spencer Simply Food, Waterside Retail Park, Ilkeston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.8%	2	0.0%	0	0.0%	0
Marks & Spencer, Albert Street, Nottingham	0.1%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Baxtergate, Doncaster	0.0%	0	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, London Road, Derby	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
Morrisons Local, Ashbourne Road, Derby	0.1%	2	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, Ashfield Precinct, Kirkby-in-Ashfield	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	6
Morrisons, Gorse Covert Centre, Maxwell Drive, Loughborough	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
Morrisons, Idle Valley Road, Retford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kings Road, Newark	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sutton Road, Mansfield	0.4%	6	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Morrisons, Tritton Road, Lincoln	0.0%	1	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, Vale of Belvoir Shopping Centre, Rutland Street, Melton Mowbray	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
Morrisons, Wharf Road, Grantham	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
Morrisons, Wheatcroft Way, Derby	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
Morrisons, Whitwick Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woodhouse Centre, High Street, Mansfield Woodhouse	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
One Stop, Charlotte Street, Ilkeston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
One Stop, Grange Road, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, King Street, Southwell, Newark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Ling Road, Shelthorpe Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, The Crescent, Bilsthorpe, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pak Foods, Normanton Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Market Place, Shepshed	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Market Place, South Normanton, Alfreton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Pricewise, Trent Boulevard, West Bridgford, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Arnold Lane, Gedling	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
Sainsbury's Local, Kedleston Road, Derby	0.1%	2	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 Local, Station Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Westfield Lane, Mansfield	0.1%	1	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 Local, Wilford Road, Ruddington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Butterley, Ripley	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
Sainsbury's, Copecastle Square, Derby	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	6	0.0%	0	0.0%	0
Sainsbury's, Greenclose Lane, Loughborough	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kingsway Retail	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Park, Derby																		
Sainsbury's, London Road, Balderton	0.8%	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
Sainsbury's, London Road, Grantham	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
Sainsbury's, Melton Road, Leicester	0.5%	7	0.0%	0	0.0%	0	0.0%	0	6.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Sainsbury's, Nottingham Road, Melton Mowbray	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
Sainsbury's, Peak Drive, Derby	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Perry Road, Nottingham	0.7%	10	7.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Road, Mickleover	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
Sainsbury's, Wyvern Way, Chaddesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select N Save, Bestwood Park Drive West, Nottingham	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
Spar, Bridge End Garage, Bridge End Road, Grantham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Farndon Road, Newark	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
Spar, High Street, Bottesford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Milton Court, Ravenshead	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
T&M Stores, Bathley Street, Nottingham	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alfreton Road, Sutton-in-Ashfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Tesco Express, Chesterfield Road, Hall Green, Huthwaite	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Express, Derby Road, Chellaston	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
Tesco Express, Fosse Road North, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Codnor, Ripley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Express, Howbeck Road, Arnold	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
Tesco Express, Lakeside Point, Mansfield Road, Sutton in Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Express, Leicester Road, Loughborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Alvaston	1.0%	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
Tesco Express, Low Moor Road, Kirkby In Ashfield	0.1%	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
Tesco Express, Main Street, Balderton	0.1%	1	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, Nottingham Road, Mansfield	0.1%	2	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, Nottingham Road, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Robin Hood, Kirklington Road, Rainworth	0.1%	1	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, Stenson Road, Sunnyhill, Derby	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Dales Shopping Centre, West Hallam, Ilkeston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Tesco Express, Thomas Forman Building, Hucknall Road, Nottingham	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
Tesco Express, Winchester Road, Barrowby Gate, Grantham	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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Extra, Ashgate Road, Hucknall	0.9%	11	0.0%	0	0.0%	0	9.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Tesco Extra, Bridge Street North, Clay Cross, Chesterfield	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
Tesco Extra, Chesterfield Road South, Mansfield	0.8%	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
Tesco Extra, Jubilee Way South, Mansfield	0.8%	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
Tesco Extra, Park Road, Loughborough	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Rutland Street, Ilkeston	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	8	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	7	1.3%	1
Tesco Superstore, Kipling Drive, Mickleover	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Mill Street, Clowne, Chesterfield	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, South Street, Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, The Rushes, Loughborough	0.1%	2	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, Thorpe Road, Melton Mowbray	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
Waitrose, Ossington Way, Newark	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
Local shops, Allenton	0.1%	1	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, Asfordby	0.0%	0	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, Aston-on-Trent	0.1%	1	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, Basford	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
Local shops, Bestwood	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
Local shops, Bilborough	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilsthorpe	0.1%	1	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, Blidworth	0.1%	2	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, Bottesford	0.1%	1	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, Bramcote	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
Local shops, Calverton	0.2%	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
Local shops, Castle Donington	0.1%	1	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, Chaddesden	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
Local shops, Clarborough	0.0%	0	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, Codnor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Collingham	0.1%	1	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, Daybrook	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
Local shops, Draycott	0.2%	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
Local shops, East Leake	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Farndon	0.0%	0	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, Farnsfield	0.0%	0	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, Hallam Fields	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
Local shops, Harby	0.1%	1	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, Keyworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Knipton	0.0%	0	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, Langley Mill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Larkhill	0.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Long Bennington	0.1%	1	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, Mansfield Woodhouse	0.1%	1	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, Mapperley	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
Local shops, Melbourne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mickleover	0.1%	2	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, New Houghton	0.1%	1	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, New Ollerton	0.1%	1	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, Pinxton	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
Local shops, Radcliffe-on-Trent	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
Local shops, Ravenshead	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
Local shops, Ruddington	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
Local shops, Shardlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Greater Nottingham Retail Study for Planning Perspectives

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Local shops, Southport	0.0%	0	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, Spondon	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
Local shops, Stenson	0.1%	1	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, Sutton-cum-Lound	0.0%	0	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, Swanwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Local shops, Thorley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Local shops, Tuxford	0.1%	1	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, Warsop	0.1%	1	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, Wheatley	0.0%	0	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, Wymeswold	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
Weighted base:		1304		132		71		95		109		91		85		70		71
Sample:		1277		99		84		82		93		85		68		70		71

Column %ges.

Q07 In addition to (STORE MENTIONED AT Q06), are there any other stores that you regularly use for your household's small scale 'top-up' food shopping? [MR]
Those who do top-up shopping at Q06 AND Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Sellers Wood Drive, BULWELL	0.6%	2	3.0%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, 157 Huntingdon Street, NOTTINGHAM	0.3%	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
Aldi, Radford Boulevard, NOTTINGHAM	0.2%	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
Asda, Front Street, ARNOLD	0.8%	3	1.9%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Radford Road, HYSON GREEN	2.8%	12	21.8%	11	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wesley Street, Langley Mill	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	2.5%	1	0.0%	0
Asda, 184 Loughborough Road, WEST BRIDGFORD	0.8%	3	0.0%	0	4.4%	1	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, 110 Wolds Drive, KEYWORTH	0.2%	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
Co-op, 35 Market Place, BINGHAM	0.3%	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
Co-op, 209 Highbury Road, BULWELL	0.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, EAST LEAKE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 100 Nottingham Road, EASTWOOD	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
Co-op, The Square, KEYWORTH	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
Co-op, The Precinct, KIRBY-IN-ASHFIELD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2
Co-op, 938-942 Woodborough Road, MAPPERLEY	0.5%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 12/18 Bridgeway Centre, NOTTINGHAM	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
Co-op, Bracebridge Drive, NOTTINGHAM	0.3%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 624 Mansfield Road, SHERWOOD (opposite Ginza Japanese resturant)	0.7%	3	4.2%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Ropewalk, SOUTHWELL	0.2%	1	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, STAPLEFORD	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, 52-56 Bridgford Road, WEST BRIDGFORD (large store opposite a big car park)	0.2%	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
Co-op, 172-174 Bramcote Lane, WOLLATON	0.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 178 Southchurch Drive, CLIFTON	1.4%	6	0.0%	0	25.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, 101 Nottingham Road, EASTWOOD	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
Heron Foods, Bestwood Park Drive, HUCKNALL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, 43 Greens Lane, KIMBERLEY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, 91 Derby Road, STAPLEFORD	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
Iceland, 26 Tudor Square, WEST BRIDGFORD	0.2%	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
Lidl, 69 Wollaton Road, BEESTON	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
Lidl, 319-331 Mansfield Road, CARRINGTON	2.3%	10	1.9%	1	0.0%	0	18.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ranson Road, CHILWELL	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
Lidl, Great Northern Way, NETHERFIELD	0.8%	3	0.0%	0	0.0%	0	4.4%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 1 Midland Way,	0.3%	1	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Wollaton Road, NOTTINGHAM																		
Marks & Spencer Simply Food, Albert Road, WEST BRIDGFORD	0.4%	2	0.0%	0	3.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hucknall Lane, BULWELL	0.7%	3	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Leen Drive, BULWELL	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
Morrisons, Green Lane, CLIFTON	0.4%	2	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Morrisons, Gamston Lings Bar Road, GAMSTON	0.1%	0	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, Victoria Park Way, NETHERFIELD	0.5%	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
Sainsbury's, Nottingham Road, ARNOLD	2.8%	12	1.9%	1	0.0%	0	20.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Sainsbury's, Stoney Street, BEESTON	0.4%	2	1.9%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Castle Bridge Road, NOTTINGHAM	0.3%	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
Sainsbury's, Nottingham Road, RIPLEY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.2%	1
Sainsbury's Local, 8 Market Street, BINGHAM	1.0%	4	0.0%	0	0.0%	0	0.0%	0	10.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, St Wilfrid Square, CALVERTON	0.7%	3	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 46-48 Blenhiem Drive, CHILWELL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Sainsbury's Local, 248 Nottingham Road, EASTWOOD	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
Sainsbury's Local, 100-102 Nottingham Road, KEYWORTH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 5-7 Plains Road, MAPPERLEY	0.3%	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
Sainsbury's Local, 156 Bramcote Lane, NOTTINGHAM	0.3%	1	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 3 Bingham Road, Cotgrave, NOTTINGHAM	0.1%	0	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 Local, Mapperley Plains, NOTTINGHAM	0.5%	2	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 Local, Upper Parliament Street, NOTTINGHAM	0.1%	0	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 Local, 111 Derby Road, STAPLEFORD	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
Tesco Extra, 1 Station Road, BEESTON	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	4	8.7%	2	0.0%	0	0.0%	0
Tesco Extra, Main Street, BULWELL	0.5%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Top Valley Way, TOP VALLEY	0.6%	3	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Swiney Way, TOTON	0.6%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Carlton Hill, CARLTON	0.6%	2	1.9%	1	0.0%	0	1.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, HEANOR	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.3%	7	6.1%	2	0.0%	0
Tesco Superstore, Forest Road, NEW OLLERTON	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Centre, NOTTINGHAM	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
Tesco Express, Mansfield Road, BLIDWORTH	0.4%	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
Tesco Express, West Point Shopping Centre, CHILWELL	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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Express, 208 Nottingham Road, EASTWOOD	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
Tesco Express, 131 Alfreton Road (Canning Circle), NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Tesco Express, 256 Ilkeston Road, NOTTINGHAM	0.1%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 548 Valley Road, NOTTINGHAM	0.1%	0	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, Shakespeare Street, NOTTINGHAM	0.1%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Trinity Square, NOTTINGHAM	1.0%	4	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, ALFRETON	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0
Local shops, ARNOLD	0.5%	2	1.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, ASHBY DE LA ZOUCH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Local shops, BEESTON	1.2%	5	0.0%	0	2.2%	1	0.0%	0	0.0%	0	8.8%	3	8.7%	2	0.0%	0	0.0%	0
Local shops, BULWELL	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
Local shops, CARLTON	0.4%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, CARLTON SQUARE	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
Local shops, CHESTERFIELD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Local shops, CLIFTON TOWN CENTRE	0.4%	2	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, DERBY	0.5%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Local shops, EASTWOOD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, GAINSBOROUGH	0.3%	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
Local shops, GRANTHAM	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
Local shops, ILKESTON	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	6.2%	2	0.0%	0
Local shops, KIMBERLEY	0.6%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, KIRKBY-IN-ASHFIELD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2
Local shops, LONG EATON	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	13.6%	3	0.0%	0	0.0%	0
Local shops, LOUGHBOROUGH	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
Local shops, MANSFIELD	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
Local shops, MAPPERLEY PLAINS	0.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, MELTON MOWBARY	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
Local shops, NETHERFIELD	0.4%	2	0.0%	0	2.5%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, NOTTINGHAM CITY CENTRE	1.9%	8	7.4%	4	3.5%	1	5.8%	3	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Local shops, NOTTINGHAM NON-CENTRAL (OUTSIDE THE CITY CENTRE)	0.8%	3	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, OLLERTON	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Local shops, RETFORD	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, SHERWOOD	0.8%	3	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, SOUTH NORMANTON	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Local shops, SOUTHWELL	0.0%	0	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, STAPLEFORD	0.5%	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
Local shops, SUTTON-IN-ASHFIELD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Local shops, WOLLATON	0.1%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Ashgate Road, Hucknall	1.0%	4	3.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2
Aldi, Belton Road, Loughborough	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
Aldi, Carolgate, Retford	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
Aldi, Carter Lane, Shirebrook	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cross Street, Long Eaton	0.4%	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
Aldi, High Street, Heanor	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	3.6%	1	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Manor Road, Ilkeston	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
Aldi, Melton Road, Syston	0.1%	0	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, Northgate, Newark	0.1%	0	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, Nottingham Road, Alfreton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Aldi, Nottingham Road, Mansfield	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
Aldi, South Parade, Grantham	0.2%	1	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, Station Road, Sutton-in-Ashfield	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2
Asda, Bancroft Lane, Mansfield	2.2%	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
Asda, Derby Road, Spondon	0.8%	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
Asda, Forest Road, New Ollerton	0.2%	1	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, Lombard Street, Newark	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
Asda, Old Mill Lane, Mansfield	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
Asda, Priestic Road, Sutton-in-Ashfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Asda, Scrooby Road, Harworth	0.1%	0	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, Union Street, Grantham	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Madford Business Park, Mansfield Road, Nottingham	0.3%	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
Birds Bakery, Main Street, Nottingham	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
Birds Bakery, Market Place, Long Eaton	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
Co-op, Albert Street, Newark	0.1%	0	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, Borough Street, Castle Donington	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
Co-op, Chapel Street, Kirkby-in-Ashfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2
Co-op, Collyer Road, Calverton	0.6%	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
Co-op, Dysart Road, Grantham	0.1%	0	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, Collingham, Newark	0.1%	0	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, Main Avenue, Clipstone Road West, Forest Town, Mansfield	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Burton Joyce	0.0%	0	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, Main Street, Radcliffe-on-Trent	0.2%	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
Co-op, Mansfield Road, Clipston	0.2%	1	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, Mansfield Road, Sherwood	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
Co-op, North Road, Retford	0.1%	0	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, Nottingham Road, Chaddesden	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
Co-op, Nottingham Road, Selston	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	6.2%	2
Co-op, Oakwood Centre, Danebridge Crecent, Derby	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
Co-op, Park Farm Centre, Allestree, Derby	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
Co-op, Queen Street, Bottesford	0.1%	1	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, Selston Road, Jacksdale	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	7.2%	2
Co-op, Sitwell Street, Spondon	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
Co-op, Southwell Road East, Rainworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Castle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Donington																		
Co-op, Stenson Road, Normanton	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
Co-op, Stenson Road, Sunnyhill, Derby	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
Co-op, Taylors Road, Stretford, Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Bridge, Lincoln Road, Newark	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
Co-op, Welbeck Road, Ordsall, Retford	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
Co-op, Westdale Lane, Mapperley	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
Co-op, Wilford Green, Wilford	0.5%	2	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Cross Street Retail Park, Long Eaton	0.1%	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
Farmfoods, High Street, Mansfield Woodhouse	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Ripley	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
Farmfoods, London Road, Grantham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Oak Tree Lane, Mansfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gonalston Farm Shop, Southwell Road, Nottinghamshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardys Farm Shop, Corner House Farm, Hawton Lane, Farndon, Newark	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Osmaston Road, Allenton, Derby	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
Home Bargains, Carolgate, Retford	0.2%	1	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, Devonshire Square, Loughborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Nottingham Road, Alfreton	0.4%	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
Iceland, Nottingham Road, Chaddesden	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
Iceland, Tamworth Road, Long Eaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Iceland, The Sherwood Centre, Retford	0.2%	1	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, Chapel Street, Ripley	0.4%	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
Lidl, Enterprise Way, Langley Mill	0.4%	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
Lidl, Mansfield Road, Alfreton	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	7	0.0%	0
Lidl, Midland way, Nottingham	0.1%	0	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, Nottingham Road, Derby	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
Lidl, Ropery Road, Gainsborough	0.1%	0	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, Station Road, Sandiacre	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
Lidl, Thornborough Road, Coalville	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
Londis, Hawton Lane, Newark	0.1%	0	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 Simply Food, The Rushes Retail Development, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Albert Street, Nottingham	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
Marks & Spencer, Listergate, Nottingham	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
Marks & Spencer, London Road, Derby	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
Marks & Spencer, Stodman Street, Newark	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Lexington	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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Road, Chaddesden																		
Morrisons, Ashfield Precinct, Kirkby-in-Ashfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2
Morrisons, Gorse Covert Centre, Maxwell Drive, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Idle Valley Road, Retford	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, Kings Road, Newark	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, Sutton Road, Mansfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Morrisons, Vale of Belvoir Shopping Centre, Rutland Street, Melton Mowbray	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
Morrisons, Wharf Road, Grantham	0.1%	0	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, Wheatcroft Way, Derby	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	6
Morrisons, Woodhouse Centre, High Street, Mansfield Woodhouse	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
One Stop, Devonshire Drive, Mickleover	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
Sainsbury's Local, College Street, Long Eaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Sainsbury's Local, Station Road, Mickleover	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
Sainsbury's, Greenclose Lane, Loughborough	2.1%	9	0.0%	0	0.0%	0	0.0%	0	18.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Balderton	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
Sainsbury's, Nottingham Road, Mansfield	0.0%	0	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, Nottingham Road, Melton Mowbray	0.2%	1	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, Peak Drive, Derby	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
Sainsbury's, Perry Road, Nottingham	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
Sainsbury's, Wyvern Way, Chaddesden	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
Spar, Valley Road, Melton Mowbray	0.2%	1	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, Cranfleet Way, Long Eaton, Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	2	0.0%	0	0.0%	0
Tesco Express, Howbeck Road, Arnold	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
Tesco Express, Nottingham Road, Mansfield	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
Tesco Express, Stenson Road, Sunnyhill, Derby	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
Tesco Express, The Dales Shopping Centre, West Hallam, Ilkeston	0.1%	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
Tesco Extra, Ashgate Road, Hucknall	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
Tesco Extra, Chesterfield Road South, Mansfield	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
Tesco Extra, Jubilee Way South, Mansfield	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
Tesco Extra, Park Road, Loughborough	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
Tesco Extra, Rutland Street, Ilkeston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Tesco Metro, St Peters Street, Derby	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, Hall Street, Alfreton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Tesco Superstore, Kipling Drive, Mickleover	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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Superstore, The Rushes, Loughborough	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
Waitrose, Ossington Way, Newark	0.1%	0	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, Searby Road, Lincoln	0.1%	0	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, Alvaston	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, Aslockton	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
Local shops, Aston-on-Trent	0.2%	1	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, Bestwood	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
Local shops, Boughton	0.2%	1	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, Claypole	0.1%	0	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, Cotgrave	1.6%	7	0.0%	0	0.0%	0	0.0%	0	18.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Daybrook	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
Local shops, East Leake	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
Local shops, Edwalton	0.4%	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
Local shops, Keyworth	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
Local shops, Larkhill	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
Local shops, Lenton	0.2%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lowdham	0.1%	0	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, Madford Retail Park, Nottingham	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
Local shops, Middleton	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
Local shops, Ranskill	0.1%	0	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, Ravenshead	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
Local shops, Ruddington	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
Local shops, Selston	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
Local shops, Shirebrook	0.2%	1	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, Swanwick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Local shops, Tuxford	0.1%	0	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, Weston-on-Trent	0.2%	1	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:		416		49		23		46		37		33		19		27		25
Sample:		404		39		28		38		29		40		17		23		22

Q08 How do you normally travel to (STORE MENTIONED AT Q06)?
Those who do top-up shopping at Q06 excluding those who said 'Internet'

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver)	52.3%	710	41.8%	60	42.4%	32	52.4%	51	47.5%	52	53.4%	50	54.2%	49	63.7%	45	56.8%	50
Car / van (as passenger)	7.1%	97	7.8%	11	2.1%	2	12.4%	12	10.6%	12	4.9%	5	2.6%	2	10.5%	7	5.6%	5
Bus, minibus or coach	4.3%	59	12.3%	18	16.3%	12	5.4%	5	2.7%	3	2.7%	2	3.0%	3	0.0%	0	1.9%	2
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Walk	34.7%	472	33.7%	48	38.5%	29	29.7%	29	37.0%	41	35.6%	33	37.7%	34	25.8%	18	34.7%	31
Taxi	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Bicycle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1	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
Tram	0.3%	4	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	0.5%	7	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.0%	1
Weighted base:		1359		143		74		97		110		94		90		70		89
Sample:		1336		110		87		84		95		89		73		70		83

Meanscore: [%]

Q09 Of all the money you spend on your main and top-up food shopping, what share (%) do you think goes to your main food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
1 - 10%	0.7%	13	0.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.9%	1	5.8%	8
11 - 20%	1.1%	22	0.4%	1	1.4%	1	0.9%	1	1.2%	2	0.0%	0	0.0%	0	0.6%	1	0.9%	1
21 - 30%	1.2%	24	1.9%	4	1.1%	1	0.5%	1	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
31 - 40%	0.7%	15	2.2%	5	0.0%	0	1.4%	2	0.5%	1	0.0%	0	1.2%	2	0.0%	0	1.4%	2
41 - 50%	4.0%	79	3.5%	8	2.9%	3	3.4%	5	5.8%	8	4.9%	7	2.8%	4	11.6%	13	1.3%	2
51 - 60%	4.4%	88	3.1%	7	4.8%	5	4.2%	6	6.1%	9	4.9%	7	1.0%	1	4.7%	5	1.8%	2
61 - 70%	8.3%	166	7.4%	17	17.2%	17	13.9%	19	8.1%	12	4.3%	6	4.2%	6	6.2%	7	8.6%	11
71 - 80%	20.8%	416	12.7%	29	15.4%	16	24.4%	33	27.8%	40	34.8%	46	19.4%	26	21.0%	24	26.5%	35
81 - 90%	12.4%	248	12.5%	29	12.4%	13	12.7%	17	13.5%	20	8.9%	12	8.5%	12	7.4%	8	9.9%	13
91 - 99%	4.4%	89	1.8%	4	1.4%	1	5.0%	7	3.2%	5	4.7%	6	10.7%	15	2.3%	3	6.6%	9
100% (those who don't do top-up shopping)	31.7%	635	38.2%	89	25.0%	25	28.3%	38	22.6%	33	29.0%	39	33.6%	46	37.3%	42	31.0%	41
(Don’t know / varies)	10.1%	203	15.9%	37	17.5%	18	5.2%	7	10.7%	15	7.6%	10	15.7%	21	8.0%	9	5.4%	7
(Refused)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.7%	1
Mean:		*83.33*		*84.97*		*80.70*		*82.97*		*81.16*		*83.92*		*86.34*		*82.42*		*81.04*
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

Q10 Thinking about general shopping - What is the name of the town centre (e.g. main centre for shopping) that is CLOSEST to where you live?
Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Alfreton Road	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	0.5%	1
Arnold	4.7%	94	17.5%	41	1.4%	1	38.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	2.0%	40	0.0%	0	6.5%	7	0.0%	0	0.0%	0	23.6%	31	1.4%	2	0.0%	0	0.0%	0
Bingham	1.0%	20	0.0%	0	0.0%	0	0.0%	0	13.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bramcote Lane	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
Bulwell	2.3%	45	16.7%	39	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0
Burton Joyce	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calverton	0.2%	5	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton Hill	0.1%	2	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton Square	0.2%	4	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carrington	0.0%	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
Clifton	1.0%	19	0.0%	0	18.2%	18	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	2.1%	42	0.0%	0	0.5%	1	1.5%	2	0.0%	0	22.9%	30	0.0%	0	4.4%	5	3.2%	4
Gedling Colliery	0.0%	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
Hyson Green	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
Keyworth (The Square)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth (Wolds Drive)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimberley	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	18	0.0%	0	0.0%	0	0.0%	0
Mansfield Road	1.4%	27	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Mapperley Plains	0.2%	5	1.0%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield	0.3%	5	0.4%	1	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	17.4%	348	59.4%	138	63.5%	64	31.7%	43	30.7%	44	23.3%	31	4.9%	7	0.9%	1	2.8%	4
Radcliffe On Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	0.2%	4	1.2%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.8%	1	0.0%	0	0.0%	0
West Bridgford	1.9%	37	0.0%	0	3.5%	4	0.0%	0	19.2%	28	0.0%	0	0.0%	0	0.0%	0	4.6%	6
Alfreton	2.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	43.0%	49	2.3%	3
Ashfield	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.9%	5
Chesterfield	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
Derby	16.6%	332	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	19	2.1%	2	0.0%	0
Grantham	3.1%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heanor	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	2	13.1%	15	0.0%	0
Hucknall	2.1%	41	1.1%	3	0.0%	0	10.1%	14	0.0%	0	0.0%	0	0.4%	1	0.5%	1	18.3%	24
Ilkeston	1.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	24.2%	33	0.9%	1	0.0%	0
Kirkby-in-Ashfield	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	21.8%	28
Leicester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.1%	2	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 Eaton	4.0%	80	0.4%	1	1.4%	1	0.0%	0	0.0%	0	3.7%	5	44.8%	61	0.0%	0	0.0%	0
Loughborough	5.7%	114	0.0%	0	0.0%	0	0.0%	0	28.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	8.2%	164	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	3	6.0%	8
Market Warsop	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	2.1%	42	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	3.9%	79	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Tree District 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
Ollerton	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
Retford	2.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.7%	1	11.0%	12	0.0%	0
Sandiacre	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	8	0.0%	0	0.0%	0
Sherwood	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Southwell	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	2.9%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	9	33.2%	43
Swadlincote	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Wollaton	0.1%	3	0.4%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bottesford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne	0.0%	1	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 Donnington	0.0%	1	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 Marina Retail Park, Nottingham	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doncaster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edwinstowe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gainsborough	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Mill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Leabrooks	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Littleover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mickleover	0.1%	1	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 Ollerton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somercotes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

Q11 Is this the same centre that you normally choose for general shopping and accessing leisure services?
Those who said a centre inside of Greater Nottingham at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes	73.3%	542	71.6%	163	76.4%	74	74.1%	87	68.9%	67	77.0%	94	92.9%	9	56.6%	7	67.9%	13
No	26.7%	198	28.4%	65	23.6%	23	25.9%	30	31.1%	30	23.0%	28	7.1%	1	43.4%	5	32.1%	6
Weighted base:		740		228		97		117		97		122		10		12		19
Sample:		712		177		120		114		90		110		11		15		15

Q11B What is the name of the centre that you normally choose for general shopping and accessing leisure services?
Those who said 'No' at Q11 AND Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Arnold	7.1%	13	13.5%	9	0.0%	0	12.6%	4	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	0.8%	1	0.0%	0	5.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Bingham	1.8%	3	0.0%	0	0.0%	0	0.0%	0	10.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgeway Centre	0.6%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulwell	3.5%	7	9.1%	6	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calverton	0.4%	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
Carlton Hill	1.0%	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
Carlton Square	1.6%	3	1.6%	1	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	1.3%	3	0.0%	0	12.2%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Eastwood	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Hyson Green	0.5%	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
Kimberley	0.4%	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
Mansfield Road	0.9%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	1	0.0%	0
Mapperley Plains	5.5%	10	12.9%	8	0.0%	0	3.9%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield	2.9%	5	0.0%	0	0.0%	0	14.6%	4	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	48.4%	91	43.3%	28	61.0%	9	42.8%	13	60.5%	18	61.7%	17	0.0%	0	0.0%	0	9.2%	1
Ruddington	0.5%	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
Sherwood	2.2%	4	6.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bridgford	1.9%	4	0.0%	0	7.2%	1	0.0%	0	5.5%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Other in Rushcliffe Borough area (PLEASE WRITE IN)	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
Other INSIDE Greater Nottingham - BOROUGH UNKNOWN (PLEASE WRITE IN)	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
Alfreton	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	2
Ashfield	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	1	10.4%	1
Chesterfield	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	1	0.0%	0
Derby	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	18.4%	1	36.1%	2
Grantham	0.6%	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
Hucknall	1.2%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	1	0.0%	0
Ilkeston	1.0%	2	0.0%	0	0.0%	0	4.1%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Leicester	0.9%	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
Long Eaton	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	3	100.0%	1	0.0%	0	0.0%	0
Mansfield	1.3%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	11.5%	1	18.5%	1
Melton Mowbray	0.5%	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
Newark-on-Trent	1.5%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	1	0.0%	0
Beechdale	0.3%	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
Bottesford	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
Radford	0.3%	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
Riverside Retail Park, Nottingham	0.3%	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
Sheffield	0.5%	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
Top Valley	0.8%	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
Victoria Retail Park, Colwick	0.6%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		188		64		15		30		30		28		1		5		6
Sample:		183		43		22		30		28		31		1		7		7

Q12 Why do you shop in (CENTRE MENTIONED AT Q11B) instead of your closest centre? [MR]
Those who said 'No' at Q11

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better choice and availability of parking	3.9%	8	6.0%	4	4.8%	1	0.0%	0	2.3%	1	5.4%	2	0.0%	0	0.0%	0	0.0%	0
Better food stores	2.9%	6	2.8%	2	2.3%	1	3.9%	1	0.0%	0	5.7%	2	0.0%	0	13.0%	1	0.0%	0
Better pubs, cafés or restaurants	0.0%	0	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 quality of shops	21.3%	42	26.6%	17	8.5%	2	24.0%	7	14.9%	5	31.4%	9	0.0%	0	0.0%	0	9.2%	1
Better range of non-food shops	32.7%	65	27.8%	18	19.1%	4	31.9%	10	43.3%	13	53.8%	15	0.0%	0	11.5%	1	18.5%	1
Better shopping facilities	5.7%	11	1.4%	1	8.8%	2	8.7%	3	7.7%	2	2.4%	1	0.0%	0	0.0%	0	9.2%	1
Closer to friends or relatives	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
Closer to home	19.4%	38	18.8%	12	10.4%	2	26.7%	8	34.5%	10	12.2%	3	0.0%	0	18.4%	1	0.0%	0
Closer to work	2.2%	4	0.0%	0	6.3%	1	3.9%	1	3.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Compact / easy to get around	1.7%	3	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	1	25.7%	2
Easier to get to by bike	0.0%	0	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	2.2%	4	1.4%	1	4.5%	1	2.4%	1	3.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Easier to get to by car	1.2%	2	1.6%	1	0.0%	0	0.0%	0	2.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Free or cheaper parking provision	2.6%	5	1.4%	1	2.5%	1	0.0%	0	4.4%	1	0.0%	0	0.0%	0	13.0%	1	25.7%	2
Good cafes, restaurants or public houses	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	1
Good value for money	1.6%	3	1.6%	1	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit	7.5%	15	17.8%	12	2.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	34.9%	2
Has a market e.g. food market, farmers' market, other market	1.7%	3	0.0%	0	14.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a particular shopping centre (insert name of shopping centre)	1.7%	3	2.3%	1	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy (people)	1.8%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
More attractive environment / nicer place	4.4%	9	6.5%	4	2.3%	1	6.5%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	10.4%	1
More convenient	1.4%	3	0.0%	0	0.0%	0	3.9%	1	2.1%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Safer and more secure	0.5%	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
Well maintained streets	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	1
Other	6.2%	12	1.4%	1	24.1%	6	3.9%	1	2.3%	1	10.1%	3	100.0%	1	0.0%	0	0.0%	0
Good leisure facilities	3.7%	7	0.0%	0	3.6%	1	6.7%	2	5.7%	2	0.0%	0	0.0%	0	13.0%	1	0.0%	0
I like the John Lewis Store there	1.2%	2	0.0%	0	2.3%	1	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / nothing in particular)	6.2%	12	7.6%	5	4.5%	1	3.9%	1	6.5%	2	0.0%	0	0.0%	0	13.0%	1	36.1%	2
Weighted base:		198		65		23		30		30		28		1		5		6
Sample:		190		44		26		30		29		31		1		7		7

Q13 What do you like most about (CENTRE MENTIONED AT Q10)? [MR]
Those who said 'Yes' at Q11

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing / very little	18.0%	98	17.4%	28	26.3%	19	12.0%	10	14.0%	9	25.0%	23	37.0%	3	14.1%	1	0.0%	0
Attractive environment / nice place	5.5%	30	5.1%	8	4.6%	3	7.1%	6	11.9%	8	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Clean streets	1.1%	6	0.6%	1	2.5%	2	1.4%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	0.7%	4	2.0%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	38.9%	211	38.1%	62	35.4%	26	46.8%	41	19.4%	13	48.7%	46	28.6%	3	52.0%	4	29.0%	4
Close to work	2.1%	12	0.0%	0	0.8%	1	4.5%	4	2.5%	2	5.6%	5	0.0%	0	0.0%	0	0.0%	0
Compact / easy to get around	3.6%	19	4.3%	7	6.6%	5	4.0%	3	2.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	2.2%	12	3.5%	6	2.5%	2	0.8%	1	3.0%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	3.4%	18	9.4%	15	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Food market / farmers' market / other markets	1.2%	7	3.3%	5	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free or cheaper parking provision	0.5%	3	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Good cafes, restaurants or public houses	3.5%	19	6.9%	11	1.9%	1	0.8%	1	2.4%	2	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Good choice and availability of parking	2.1%	11	2.7%	4	0.8%	1	4.3%	4	0.9%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Good food stores	9.3%	50	12.3%	20	1.8%	1	4.7%	4	8.3%	6	17.9%	17	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	21.3%	115	14.4%	23	27.1%	20	15.9%	14	36.0%	24	23.7%	22	29.9%	3	14.1%	1	4.9%	1
Good value for money	0.7%	4	0.6%	1	0.0%	0	1.0%	1	1.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Habit	5.9%	32	6.7%	11	3.0%	2	7.6%	7	10.9%	7	3.7%	3	0.0%	0	9.9%	1	0.0%	0
Has everything I need	9.4%	51	2.4%	4	6.8%	5	21.9%	19	12.9%	9	9.9%	9	10.9%	1	0.0%	0	12.2%	2
Makes a change from other places	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.3%	1	0.0%	0	0.0%	0	0.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional shopping offer	0.2%	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
Traffic-free shopping centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Well maintained streets	0.5%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Other	1.7%	9	2.1%	3	1.9%	1	0.0%	0	2.6%	2	1.9%	2	0.0%	0	9.9%	1	0.0%	0
Good leisure facilities	2.0%	11	0.0%	0	0.8%	1	0.0%	0	2.6%	2	0.0%	0	26.6%	2	0.0%	0	46.9%	6
Good transport links	0.5%	3	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis Store	0.3%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.7%	20	2.6%	4	0.7%	1	6.3%	5	5.2%	4	1.0%	1	0.0%	0	0.0%	0	7.0%	1
Weighted base:		542		163		74		87		67		94		9		7		13
Sample:		522		133		94		84		61		79		10		8		8

Column %ges.

Q14 What could be improved at (CENTRE MENTIONED AT Q10) to encourage you to visit it more often for shopping and services? [MR]
Those who said a centre inside of Greater Nottingham at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing / very little	36.3%	269	48.3%	110	38.8%	38	28.8%	34	46.2%	45	16.8%	20	47.5%	5	33.1%	4	11.2%	2
Make it a more attractive environment / nice place	8.3%	61	9.4%	21	6.5%	6	9.5%	11	5.5%	5	8.5%	10	10.8%	1	13.6%	2	8.2%	2
Better parking provision	6.3%	47	5.8%	13	5.1%	5	7.8%	9	10.4%	10	3.1%	4	0.0%	0	0.0%	0	11.2%	2
Better quality of NON-FOOD shops	8.8%	65	7.0%	16	14.1%	14	4.8%	6	13.3%	13	8.0%	10	10.1%	1	13.6%	2	9.3%	2
Better safety and security measures	1.2%	9	0.8%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0
Better service facilities	0.6%	4	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	11.5%	2
Better services such as banks and post office	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	5.6%	7	0.0%	0	0.0%	0	0.0%	0
Cheaper or free parking	9.1%	67	8.3%	19	4.9%	5	11.2%	13	8.1%	8	10.7%	13	7.1%	1	0.0%	0	8.2%	2
Make it closer to friends or relatives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it closer to home	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Make it closer to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more compact / easy to get around	0.3%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it easier to get to by bike	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.4%	1
Make it easier to get to by bus	1.6%	12	1.8%	4	0.0%	0	2.0%	2	1.0%	1	1.8%	2	0.0%	0	5.0%	1	3.4%	1
Make it easier to get to by car	1.0%	7	0.6%	1	1.1%	1	1.0%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0	3.4%	1
More / better Food market / Farmers' market /Other markets	1.8%	13	1.7%	4	0.0%	0	3.7%	4	1.0%	1	1.1%	1	10.1%	1	0.0%	0	0.0%	0
More / better food stores	3.3%	25	0.9%	2	2.3%	2	6.2%	7	3.0%	3	6.4%	8	0.0%	0	0.0%	0	3.4%	1
More / better pubs, cafés or restaurants	0.9%	6	0.9%	2	0.0%	0	0.6%	1	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better range of NON-FOOD shops	11.2%	83	8.8%	20	7.7%	7	10.8%	13	12.8%	12	21.3%	26	0.0%	0	5.6%	1	11.1%	2
More facilities for children e.g. creche or indoor play centre	0.0%	0	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 personal services such as hairdressers and beauty salons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy	1.3%	10	1.1%	2	1.6%	2	1.7%	2	2.1%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Quieter	0.5%	4	0.6%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traditional shopping offer	1.1%	8	1.1%	2	1.5%	1	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic-free shopping centre	1.1%	8	0.8%	2	3.1%	3	0.7%	1	0.0%	0	1.0%	1	0.0%	0	8.0%	1	0.0%	0
Other	3.8%	28	2.0%	5	7.7%	7	6.3%	7	2.1%	2	5.4%	7	0.0%	0	0.0%	0	0.0%	0
Broadmarsh centre needs updating	1.2%	9	1.2%	3	0.0%	0	0.0%	0	1.0%	1	1.5%	2	14.3%	1	0.0%	0	0.0%	0
Cleaner streets	1.3%	10	1.8%	4	2.3%	2	0.6%	1	0.6%	1	0.0%	0	0.0%	0	8.0%	1	0.0%	0
Finish the tram works	2.6%	19	0.4%	1	5.5%	5	0.0%	0	0.0%	0	10.5%	13	0.0%	0	0.0%	0	0.0%	0
Improve public transport links	0.3%	2	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Less charity shops	3.0%	22	4.3%	10	0.0%	0	5.7%	7	0.6%	1	1.4%	2	10.1%	1	13.6%	2	3.4%	1
Less empty shops	0.7%	5	0.4%	1	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	10.6%	1	3.4%	1
Less traffic congestion / roadworks	1.2%	9	1.5%	3	1.9%	2	0.7%	1	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More independent stores	2.3%	17	0.4%	1	0.9%	1	1.6%	2	0.0%	0	9.4%	11	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.8%	6	0.0%	0	1.4%	1	2.8%	3	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0
Victoria centre needs finishing	0.6%	4	1.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.3%	54	5.4%	12	2.0%	2	14.6%	17	5.9%	6	3.7%	5	0.0%	0	0.0%	0	36.6%	7
Weighted base:		740		228		97		117		97		122		10		12		19
Sample:		712		177		120		114		90		110		11		15		15

Q15 What improvements to Nottingham City Centre in particular would encourage you to visit the centre more often for shopping and leisure activities? [MR]
Not those who said 'Nottingham City Centre' at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing / very little	51.9%	860	56.8%	53	50.2%	19	41.5%	39	49.0%	49	46.9%	48	54.5%	70	61.1%	69	58.4%	74
Make it a more attractive environment / nice place	3.0%	50	1.0%	1	9.1%	3	7.5%	7	12.0%	12	2.4%	2	2.5%	3	0.0%	0	1.4%	2
Better parking provision	5.2%	87	2.0%	2	1.4%	1	8.3%	8	15.9%	16	1.2%	1	2.4%	3	2.8%	3	7.8%	10
Better quality of NON-FOOD shops	1.2%	20	2.7%	3	5.4%	2	0.8%	1	1.6%	2	1.7%	2	1.3%	2	0.5%	1	1.2%	2
Better safety and security measures	0.4%	7	1.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.7%	1
Better service facilities	0.5%	9	0.0%	0	0.0%	0	0.0%	0	8.4%	8	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Better services such as banks and post office	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper or free parking	9.1%	151	3.5%	3	7.8%	3	11.0%	10	16.3%	16	4.3%	4	13.9%	18	6.8%	8	14.8%	19
Make it closer to friends or relatives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it closer to home	3.6%	60	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.6%	2	0.5%	1	1.1%	1	1.9%	2
Make it closer to work	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more compact / easy to get around	0.9%	15	0.0%	0	0.0%	0	1.7%	2	1.6%	2	0.6%	1	2.0%	3	1.2%	1	1.0%	1
Make it easier to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it easier to get to by bus	3.0%	49	1.0%	1	3.6%	1	3.2%	3	0.7%	1	2.4%	2	7.2%	9	2.7%	3	6.2%	8
Make it easier to get to by car	2.6%	44	0.0%	0	0.0%	0	0.8%	1	0.7%	1	5.7%	6	4.2%	5	3.3%	4	2.7%	3
More / better Food market / Farmers' market /Other markets	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
More / better food stores	0.6%	10	0.0%	0	2.2%	1	2.2%	2	0.0%	0	2.2%	2	1.8%	2	0.0%	0	0.0%	0
More / better pubs, cafés or restaurants	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	1.8%	2	0.0%	0	0.0%	0
More / better range of NON-FOOD shops	2.7%	44	0.0%	0	3.8%	1	2.9%	3	3.1%	3	2.7%	3	2.0%	3	0.0%	0	1.7%	2
More facilities for children e.g. creche or indoor play 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	1.2%	2
More personal services such as hairdressers and beauty salons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy	1.1%	19	3.1%	3	0.0%	0	0.9%	1	1.3%	1	0.6%	1	0.0%	0	0.6%	1	1.2%	2
Quieter	0.4%	6	1.0%	1	0.0%	0	1.3%	1	0.7%	1	0.6%	1	1.3%	2	0.0%	0	0.0%	0
More traditional shopping offer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic-free shopping centre	1.6%	26	0.0%	0	1.4%	1	0.8%	1	1.6%	2	0.0%	0	5.2%	7	0.5%	1	0.0%	0
Other	3.3%	54	4.1%	4	0.0%	0	3.4%	3	1.4%	1	5.3%	5	1.1%	1	2.7%	3	2.2%	3
A tram service there	0.7%	12	0.0%	0	0.0%	0	2.2%	2	1.1%	1	2.2%	2	2.6%	3	0.0%	0	0.5%	1
Better disabled access / parking	0.6%	9	2.7%	3	0.0%	0	1.3%	1	0.0%	0	1.5%	2	0.5%	1	0.0%	0	1.5%	2
Better road signs	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Cheaper tram fares	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.0%	2
Finish the improvements to the centre	1.6%	26	3.6%	3	0.0%	0	1.6%	1	2.7%	3	7.3%	7	0.5%	1	1.2%	1	0.0%	0
If it was closer to 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	0.0%	0
Improve public transport links	1.9%	31	2.7%	3	0.0%	0	1.3%	1	1.0%	1	0.6%	1	0.0%	0	0.0%	0	1.2%	2
Less empty shops	0.1%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / roadworks	1.4%	24	0.0%	0	1.4%	1	0.8%	1	0.0%	0	0.6%	1	2.1%	3	1.7%	2	0.0%	0
Make it easier to get to by train	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0
Modernise / update it	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
More child play areas	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent stores	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0
More public toilets	0.3%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	1	1.5%	2	0.6%	1	1.2%	2
Park and ride available all weekend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram works to be finished	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.8%	5	1.5%	2	0.0%	0
(Don't know)	11.0%	182	17.9%	17	17.8%	7	20.5%	19	6.7%	7	14.3%	15	2.1%	3	14.9%	17	6.5%	8
Weighted base:		1655		94		37		93		100		102		129		113		127
Sample:		1676		69		45		88		87		105		117		119		122

Column %ges.

Q16 I would now like to ask you some questions about your non-food shopping habits / preferences - In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?
Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Next HOME, Giltbrook Retail Park, GILTBROOK (a home furnishings Next) i.e. furniture and home accessories	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Next, Giltbrook Retail Park, GILTBROOK (a normal Next) i.e.clothing, accessories and homeware	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	3.0%	3	0.0%	0
Castle Retail Park, Radford Boulevard, NOTTINGHAM	0.3%	5	1.2%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Chilwell Retail Park, Barton lane, ATTENBOROUGH	0.7%	13	0.0%	0	2.0%	2	1.8%	2	0.0%	0	4.2%	5	1.0%	1	0.0%	0	0.0%	0
Fosse Park, LEICESTER	0.8%	15	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.5%	1
Lady Bay Retail Park, Meadow Lane, NOTTINGHAM	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, DAYBROOK	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
McArthur Glen, Mansfield Road, SOUTH NORMANTON	2.6%	50	2.9%	6	0.5%	1	1.5%	2	0.0%	0	1.9%	2	1.2%	2	10.7%	12	8.0%	10
Meadowhall Shopping Centre, SHEFFIELD	2.6%	51	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	10	11.1%	14
Riverside Retail Park, Queens Drive, NOTTINGHAM	0.8%	15	0.5%	1	4.2%	4	0.0%	0	4.3%	6	1.3%	2	0.7%	1	0.0%	0	0.0%	0
Springfield Retail Park, Hucknall lane, NOTTINGHAM	0.0%	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
Victoria Retail Park, COLWICK	0.7%	14	1.1%	2	0.5%	1	3.8%	5	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0
Alfreton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	4.9%	5	0.0%	0
Arnold	1.0%	19	2.4%	5	0.0%	0	9.9%	13	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ashfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Beeston	0.3%	6	0.0%	0	3.2%	3	0.0%	0	0.0%	0	1.8%	2	0.7%	1	0.0%	0	0.0%	0
Bulwell	0.6%	11	2.9%	6	0.0%	0	0.6%	1	0.4%	1	1.3%	2	0.0%	0	1.5%	2	0.0%	0
Burton upon Trent	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	1.2%	2
Chilwell	0.3%	6	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Clifton	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
Derby	18.8%	365	1.5%	3	3.7%	4	0.0%	0	4.7%	7	3.2%	4	37.9%	50	31.8%	35	4.2%	5
Doncaster	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Eastwood	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Gainsborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	1.6%	30	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Heanor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Hucknall	0.5%	11	0.0%	0	0.0%	0	5.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Ilkeston	0.7%	13	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.9%	2	7.6%	10	0.0%	0	0.0%	0
Kimberley	0.0%	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
Leicester	1.9%	37	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	2.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	15	0.0%	0	0.0%	0
Loughborough	2.2%	43	0.0%	0	0.0%	0	0.0%	0	9.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	7.0%	135	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	3	22.5%	28
Melton Mowbray	0.5%	11	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield	0.2%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	2.1%	40	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	32.2%	625	68.6%	148	64.7%	63	58.2%	78	60.9%	86	58.1%	74	24.1%	32	11.3%	13	22.8%	29
Nottingham Non-Central (outside the City Centre)	0.1%	2	0.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	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
Ripley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0
Sheffield	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.4%	2	0.0%	0
Sherwood	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	0.0%	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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Southwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	6.4%	7	9.6%	12
West Bridgford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaton	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.1%	2	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 / catalogue	10.0%	194	13.4%	29	15.2%	15	9.7%	13	4.9%	7	14.6%	19	7.3%	10	7.1%	8	10.8%	14
Abroad	0.2%	4	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Leicester Road, Oadby Frith, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wesley Street, Langley Mill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Ashbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bakewell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Banbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnsley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.2%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Central London	0.1%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Chester	0.4%	7	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Draycott	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Gonerby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mablethorpe	0.0%	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
Manchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Marks & Spencer, Stodman Street, Newark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle upon Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.1%	1	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 centre, Derby	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Peak Drive, Derby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-on-Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.0%	1	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, Top Valley Way, Top Valley	0.0%	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
Tesco Superstore, Hall Street, Alfreton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Thurmaston	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
Waterside Retail Park, Station Road, Ilkeston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
York	0.0%	1	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:		1939		216		98		134		142		127		131		112		126
Sample:		1922		163		119		123		121		118		120		117		119

Column %ges.

Q17 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)?
Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Castle Retail Park, Radford Boulevard, NOTTINGHAM	0.3%	4	0.8%	1	2.8%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, LEICESTER	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, SHEFFIELD	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.6%	1
Victoria Retail Park, COLWICK	0.4%	6	0.8%	1	0.9%	1	0.8%	1	1.7%	2	0.0%	0	1.0%	1	0.9%	1	0.0%	0
Alfreton	0.2%	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
Arnold	1.3%	17	3.9%	5	0.0%	0	13.3%	12	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0
Bingham	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
Bulwell	1.0%	14	7.1%	9	0.0%	0	0.0%	0	0.0%	0	4.7%	5	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	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
Carlton	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
Chesterfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	0.1%	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
Derby	11.4%	157	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	20.0%	19	11.0%	8	0.0%	0
Doncaster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Eastwood	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.9%	1	1.3%	1
Gainsborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gamston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Heanor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Hucknall	0.2%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Hyson Green	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
Ilkeston	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	9.3%	9	2.5%	2	0.0%	0
Kimberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Leicester	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	1.1%	15	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	7.8%	7	0.0%	0	0.0%	0
Loughborough	2.5%	34	0.0%	0	0.0%	0	0.0%	0	10.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	6.0%	83	0.0%	0	0.0%	0	2.2%	2	0.7%	1	0.0%	0	0.0%	0	5.2%	4	10.5%	11
Melton Mowbray	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield	0.3%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	0.8%	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
Nottingham City Centre	12.9%	178	43.6%	53	40.7%	24	23.8%	22	13.1%	13	25.3%	28	3.5%	3	6.6%	4	10.2%	10
Nottingham Non-Central (outside the City 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
Retford	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
Ripley	0.2%	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
Sheffield	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
Sutton-in-Ashfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.0%	4
Toton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
West Bridgford	0.6%	9	0.0%	0	11.7%	7	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	48.8%	675	38.0%	46	40.7%	24	53.3%	48	67.3%	68	43.9%	48	55.8%	53	55.0%	38	60.6%	61
Asda, Bancroft Lane, Mansfield	0.1%	2	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, Derby Road, Spondon	0.1%	2	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, Lombard Street, Newark	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
Asda, Loughborough Road, Nottingham	0.0%	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
Asda, Priestic Road, Sutton-in-Ashfield	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.9%	5
Asda, Wesley Street, Langley Mill	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
Asda, Wharf Road, East Retford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daybrook	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grimsby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Langley Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Lowdham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield Woodhouse	0.0%	1	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, Ashfield Precinct, Kirkby-in-Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Morrisons, Derby Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Eastwood																		
Morrisons, Idle Valley Road, Retford	0.1%	1	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, Sutton Road, Mansfield	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
Morrisons, Wharf Road, Grantham	0.0%	1	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, Woodhouse Centre, Mansfield Woodhouse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham	0.0%	0	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 centre, Derby	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
Reading	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's, Main Street, Kimberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Ripley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, Wyvern Way, Chaddesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spondon	0.1%	1	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, Ashgate Road, Hucknall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Extra, Chesterfield Road South, Mansfield	0.1%	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
Tesco Extra, Jubilee Way South, Mansfield	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
Tesco Extra, Park Road, Loughborough	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
Tesco Extra, Rutland Street, Ilkeston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Swiney Way, Toton	0.1%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Top Valley Way, Top Valley	0.4%	5	2.1%	3	0.0%	0	0.9%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	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
Tesco Superstore, Forest Road, New Ollerton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	0.1%	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
Tesco Superstore, Kipling Drive, Mickleover	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Valley	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
Weighted base:		1384		122		59		90		102		110		95		68		100
Sample:		1252		89		62		74		81		89		77		70		84

Q18 Where do you NORMALLY do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?
Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Castle Retail Park, Radford Boulevard, NOTTINGHAM	4.0%	67	9.2%	15	18.7%	15	0.6%	1	8.8%	11	13.7%	14	2.4%	3	0.7%	1	0.5%	1
Chilwell Retail Park, Barton lane, ATTENBOROUGH	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, LEICESTER	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.7%	2	0.0%	0	0.6%	1	0.0%	0
Lady Bay Retail Park, Meadow Lane, NOTTINGHAM	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
Madford Retail Park, DAYBROOK	1.7%	29	4.7%	8	0.0%	0	16.8%	19	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.5%	1
McArthur Glen, Mansfield Road, SOUTH NORMANTON	0.1%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, SHEFFIELD	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.6%	1
Riverside Retail Park, Queens Drive, NOTTINGHAM	1.1%	18	0.0%	0	13.9%	11	0.6%	1	0.8%	1	0.0%	0	0.9%	1	1.8%	2	0.6%	1
Springfield Retail Park, Hucknall lane, NOTTINGHAM	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	0.4%	7	0.6%	1	0.0%	0	3.0%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	8	0.0%	0
Arnold	1.4%	23	7.9%	13	0.7%	1	6.9%	8	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Ashby-de-la-Zouch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	0.3%	5	0.0%	0	0.7%	1	0.0%	0	0.5%	1	3.5%	4	0.0%	0	0.0%	0	0.0%	0
Bingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulwell	0.8%	13	4.9%	8	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Derby	9.2%	153	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	17.9%	20	6.9%	7	0.0%	0
Doncaster	0.3%	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
Eastwood	0.2%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Gainsborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	2.6%	43	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Heanor	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	5.9%	6	0.0%	0
Hucknall	0.4%	6	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.5%	3
Ilkeston	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	8.8%	10	1.0%	1	0.0%	0
Kirkby-in-Ashfield	0.1%	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
Leicester	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	12.9%	14	0.0%	0	0.0%	0
Loughborough	2.8%	47	0.0%	0	0.0%	0	0.0%	0	12.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	10.3%	171	1.2%	2	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	13.1%	12	31.7%	35
Mapperley Plains	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Melton Mowbray	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield	0.4%	7	0.6%	1	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	2.1%	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
Nottingham City Centre	20.8%	347	55.2%	91	46.7%	37	30.6%	35	43.4%	54	38.2%	40	13.3%	15	7.0%	7	14.6%	16
Nottingham Non-Central (outside the City Centre)	0.6%	10	0.6%	1	0.7%	1	1.8%	2	0.6%	1	0.6%	1	3.1%	3	1.0%	1	0.0%	0
Ollerton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6
Retford	0.7%	12	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.8%	3	0.0%	0
Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0
Sutton-in-Ashfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.4%	4
Toton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
West Bridgford	0.7%	12	1.5%	3	1.8%	1	0.0%	0	6.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	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
Internet / catalogue	24.2%	404	8.0%	13	14.3%	11	27.0%	31	20.0%	25	19.1%	20	34.5%	38	34.8%	33	36.9%	40
Abroad	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Manor Road, Ilkeston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Derby Road, Spondon	0.1%	1	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, Loughborough Road, Nottingham	0.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda, Midland Street, Long Eaton	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
Asda, Old Mill Lane, Mansfield	0.0%	1	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, Sinfin Shopping Centre, Arleston Lane, Sinfin	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
Belper	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Birmingham	0.0%	0	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 Meadow Retail Park, Nottingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daybrook	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
Gedling	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Mansfield Woodhouse	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham	0.0%	0	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 centre, Derby	4.5%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	8.1%	8	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Spondon	0.1%	1	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, Ashgate Road, Hucknall	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.6%	1
Tesco Extra, Jennison Street, Bulwell	0.1%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubilee Way South, Mansfield	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
Tesco Extra, Resolution Road, Ashby De La Zouch	0.1%	2	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, Swiney Way, Toton	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Top Valley Way, Top Valley	0.1%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	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
Tesco Superstore, Forest Road, New Ollerton	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Waterside Retail Park, Station Road, Ilkeston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Weston-on-Trent	0.0%	1	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:		1668		165		79		114		123		106		109		95		109
Sample:		1622		124		90		105		97		95		100		97		97

Q19 Where do you NORMALLY do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?
Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Next, Giltbrook Retail Park, GILTBROOK (a normal Next) i.e.clothing, accessories and homeware	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Castle Retail Park, Radford Boulevard, NOTTINGHAM	4.5%	79	15.3%	29	22.2%	19	0.0%	0	11.0%	15	9.2%	11	3.0%	3	0.7%	1	1.1%	1
Fosse Park, LEICESTER	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.8%	2	0.0%	0
Lady Bay Retail Park, Meadow Lane, NOTTINGHAM	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Madford Retail Park, DAYBROOK	2.5%	45	9.5%	18	0.0%	0	19.2%	22	0.0%	0	0.0%	0	2.1%	2	0.6%	1	1.1%	1
McArthur Glen, Mansfield Road, SOUTH NORMANTON	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	5.8%	5	1.9%	2
Meadowhall Shopping Centre, SHEFFIELD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Riverside Retail Park, Queens Drive, NOTTINGHAM	2.4%	42	2.3%	4	18.7%	16	0.0%	0	5.2%	7	8.4%	10	0.0%	0	1.8%	2	1.4%	2
Springfield Retail Park, Hucknall lane, NOTTINGHAM	0.1%	2	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	0.4%	8	0.5%	1	0.0%	0	4.1%	5	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	13	0.0%	0
Arnold	2.0%	35	7.1%	13	0.0%	0	16.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Ashby-de-la-Zouch	0.1%	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
Ashfield	0.3%	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
Beeston	0.3%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0
Bingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulwell	1.2%	20	5.3%	10	0.0%	0	0.0%	0	0.0%	0	8.8%	10	0.0%	0	0.0%	0	0.0%	0
Carlton	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.2%	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
Clifton	0.4%	7	0.0%	0	0.7%	1	0.0%	0	5.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	9.8%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	18	5.6%	5	0.0%	0
Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	0.5%	8	0.0%	0	0.0%	0	0.7%	1	0.0%	0	5.6%	7	0.0%	0	0.6%	1	0.0%	0
Gainsborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gamston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	3.0%	53	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Heanor	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.6%	2	9.4%	9	0.6%	1
Hucknall	0.5%	9	1.0%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.1%	6
Hyson Green	0.1%	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
Ilkeston	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7	4.1%	4	2.8%	3	0.8%	1
Kimberley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.1%	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
Leicester	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lincoln	0.5%	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
Long Eaton	1.1%	20	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	14.7%	16	0.0%	0	0.0%	0
Loughborough	3.8%	67	0.0%	0	0.0%	0	0.0%	0	15.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	11.3%	200	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0	0.6%	1	10.6%	10	39.9%	44
Mapperley Plains	0.0%	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
Melton Mowbray	1.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield	0.3%	6	0.5%	1	0.0%	0	3.1%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	2.5%	43	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	16.5%	292	43.5%	82	37.3%	31	29.6%	34	33.0%	44	28.3%	34	10.2%	11	7.4%	7	4.8%	5
Nottingham Non-Central (outside the City Centre)	0.5%	8	2.0%	4	0.7%	1	0.0%	0	0.5%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Ollerton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6
Retford	1.1%	20	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Southwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.2%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	1.5%	2	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sutton-in-Ashfield	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5	6.0%	7
Toton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.9%	1	0.0%	0	0.0%	0
West Bridgford	0.3%	5	0.0%	0	0.6%	1	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaton	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	17.3%	305	6.4%	12	15.4%	13	19.9%	23	18.0%	24	19.3%	23	32.7%	35	17.5%	17	19.5%	21
Aldi, Manor Road, Ilkeston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Allenton	0.1%	1	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, Derby Road, Spondon	0.1%	1	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, Lombard Street, Newark	0.0%	0	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, Loughborough Road, Nottingham	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
Asda, Midland Street, Long Eaton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0
Asda, Priestic Road, Sutton-in-Ashfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Asda, Wesley Street, Langley Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1
Bradford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bunny	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
Calverton	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daybrook	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Gonerby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield Woodhouse	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne	0.0%	1	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, Idle Valley Road, Retford	0.0%	0	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, Leen Drive, Bulwell	0.1%	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
Out of centre, Derby	5.6%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	5.7%	5	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's, Wyvern Way, Chaddesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandiacre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Shirebrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spondon	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Swadlincote	0.1%	2	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, Jennison Street, Bulwell	0.1%	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
Tesco Extra, Jubilee Way South, Mansfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	0.1%	2	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, Swiney Way, Toton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Top Valley Way, Top Valley	0.1%	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
Tesco Extra, Waverley Street, Long Eaton	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
Tesco Homeplus, Victoria Retail Park, Nottingham	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1
Top Valley	0.1%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterside Retail Park, Station Road, Ilkeston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Weighted base:		1768		189		84		116		132		119		108		94		110
Sample:		1766		150		105		111		108		108		105		105		108

Q20 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?
Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Castle Retail Park, Radford Boulevard, NOTTINGHAM	0.3%	4	1.4%	3	1.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Fosse Park, LEICESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Lady Bay Retail Park, Meadow Lane, NOTTINGHAM	0.3%	5	0.0%	0	0.0%	0	0.7%	1	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, DAYBROOK	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
McArthur Glen, Mansfield Road, SOUTH NORMANTON	0.6%	9	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	7.1%	8
Meadowhall Shopping Centre, SHEFFIELD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Victoria Retail Park, COLWICK	0.1%	3	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	21	0.6%	1
Arnold	1.7%	29	5.8%	10	0.0%	0	15.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Beeston	1.5%	26	0.5%	1	6.1%	5	0.0%	0	0.0%	0	15.2%	18	1.6%	2	0.0%	0	0.0%	0
Bingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulwell	1.0%	18	6.7%	12	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.5%	1
Burton upon Trent	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton	0.2%	4	1.0%	2	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	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
Clifton	0.9%	15	0.0%	0	10.6%	9	0.0%	0	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	11.3%	191	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	11	13.6%	12	1.5%	2
Eastwood	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	7	0.0%	0	0.7%	1	0.6%	1
Gainsborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gamston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	2.0%	34	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heanor	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	5.9%	5	0.0%	0
Hucknall	0.5%	9	1.4%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	6
Hyson Green	0.7%	11	6.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	12.3%	15	4.1%	4	0.0%	0
Kimberley	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	9	0.8%	1	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.3%	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
Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	2.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	25.0%	30	0.0%	0	0.6%	1
Loughborough	3.9%	66	0.0%	0	0.0%	0	0.0%	0	15.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	7.5%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	3.3%	3	16.0%	17
Mapperley Plains	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield	0.2%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	2.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	17.6%	298	57.8%	104	48.3%	40	28.9%	33	26.8%	34	34.3%	41	6.8%	8	6.2%	5	7.0%	7
Nottingham Non-Central (outside the City Centre)	0.1%	2	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ollerton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	6
Retford	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0
Sheffield	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
Sherwood	0.1%	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
South Normanton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Southwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	7	12.9%	14
Toton	0.1%	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
West Bridgford	0.4%	7	1.4%	3	1.2%	1	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	30.6%	519	12.8%	23	29.6%	25	44.5%	51	40.0%	51	27.1%	32	36.9%	44	24.1%	21	31.9%	34
Abroad	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Nottingham Road, Mansfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Allestree	0.1%	2	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, Bancroft Lane, Mansfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda, Charnwood Road, Shepshed	0.1%	1	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, Derby Road, Spondon	0.1%	2	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, Front Street, Arnold	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lombard Street, Newark	0.0%	0	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, Midland Street, Long Eaton	0.0%	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
Asda, Priestic Road, Sutton-in-Ashfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Asda, Sinfin Shopping Centre, Arleston Lane, Sinfin	0.1%	1	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, Union Street, Grantham	0.0%	0	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, Wesley Street, Langley Mill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Belper	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daybrook	0.1%	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
East Leake	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fakenham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	6	0.0%	0	0.0%	0
Forest Town	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Louth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowdham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield Woodhouse	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Overton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne	0.0%	1	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, Ashfield Precinct, Kirkby-in-Ashfield	0.0%	0	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, Chapel Street, Belper	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
Morrisons, Gamston Lings Bar Road, Gamston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kings Road, Newark	0.0%	1	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, Wheatcroft Way, Derby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle upon Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham	0.0%	0	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, Nottingham Road, Ripley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Shepshed	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sinfin	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somercotes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Spalding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spondon	0.0%	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
Tesco Extra, Ashgate Road, Hucknall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Tesco Extra, Jennison Street, Bulwell	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubilee Way South, Mansfield	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
Tesco Extra, Park Road, Loughborough	0.0%	1	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, Resolution Road, Ashby De La Zouch	0.1%	2	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, Rutland Street, Ilkeston	0.0%	1	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, Swiney Way, Toton	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Top Valley Way, Top Valley	0.2%	4	1.5%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Forest Road, New Ollerton	0.5%	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
Tesco Superstore, Hall Street, Alfreton	0.1%	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
Tuxford	0.1%	1	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	0.0%	0	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:		1698		180		83		114		129		119		120		88		108
Sample:		1644		130		97		101		106		104		108		96		100

Column %ges.

Q21 Where do you NORMALLY do most of your household's shopping for games & toys; pets and pet products; hobby items; sport equipment and camping goods; bicycles; and musical instruments?
Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Decathlon, Giltbrook Retail Park, GILTBROOK	0.5%	7	0.7%	1	0.9%	1	0.9%	1	0.0%	0	0.9%	1	2.2%	2	1.7%	1	0.0%	0
Ikea Nottingham, Giltbrook Retail Park, GILTBROOK	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	7	0.0%	0	0.8%	1	0.0%	0
Pets at Home, Giltbrook Retail Park, GILTBROOK	0.8%	11	0.0%	0	0.0%	0	0.9%	1	0.0%	0	5.9%	6	1.9%	2	0.9%	1	1.3%	1
Castle Retail Park, Radford Boulevard, NOTTINGHAM	1.4%	21	8.1%	11	6.6%	4	0.0%	0	1.6%	2	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Chilwell Retail Park, Barton lane, ATTENBOROUGH	0.5%	7	0.0%	0	3.3%	2	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	8	0.8%	1	0.8%	1	2.1%	2
Lady Bay Retail Park, Meadow Lane, NOTTINGHAM	1.7%	25	7.7%	11	1.6%	1	0.0%	0	10.7%	11	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, DAYBROOK	0.5%	7	1.4%	2	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthur Glen, Mansfield Road, SOUTH NORMANTON	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Meadowhall Shopping Centre, SHEFFIELD	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, NOTTINGHAM	2.8%	40	9.8%	14	10.6%	7	9.7%	9	2.6%	3	2.4%	3	1.1%	1	0.0%	0	2.2%	2
Victoria Retail Park, COLWICK	0.7%	11	0.7%	1	0.0%	0	5.3%	5	2.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Alfreton	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	16	0.0%	0
Arnold	1.7%	24	7.8%	11	0.0%	0	12.7%	12	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Beeston	0.5%	7	0.0%	0	1.5%	1	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0
Bingham	0.1%	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
Bulwell	1.3%	19	9.2%	13	0.0%	0	0.9%	1	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton	0.3%	4	1.3%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Chilwell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.7%	2	0.0%	0	0.0%	0
Clifton	0.2%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	11.5%	164	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	9.0%	8	10.5%	8	1.2%	1
Doncaster	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
Eastwood	0.4%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3	1.1%	1	0.0%	0	0.9%	1
Gainsborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gamston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	2.4%	34	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heanor	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	9.0%	7	0.0%	0
Hucknall	1.4%	20	3.2%	5	0.0%	0	9.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6
Ilkeston	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	6	6.2%	6	5.6%	4	0.0%	0
Kimberley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Leicester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	1.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	21.9%	20	0.0%	0	0.0%	0
Loughborough	4.3%	61	0.0%	0	0.0%	0	0.0%	0	14.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	9.4%	134	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	19.7%	20
Mapperley Plains	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
Melton Mowbray	1.3%	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
Netherfield	0.3%	4	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	2.3%	33	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	12.3%	176	32.6%	46	52.1%	35	16.6%	16	26.1%	27	11.4%	12	8.8%	8	4.4%	3	2.5%	2
Nottingham Non-Central (outside the City Centre)	0.4%	6	1.7%	2	0.8%	1	0.8%	1	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ollerton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6
Retford	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.2%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Sheffield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Southwell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	6	0.0%	0	0.0%	0
Sutton-in-Ashfield	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6	12.5%	13
Toton	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
West Bridgford	0.2%	3	0.0%	0	2.0%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaton	0.1%	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
Worksop	0.1%	1	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 / catalogue	20.5%	292	8.8%	12	12.6%	9	26.7%	26	25.3%	26	26.6%	28	34.6%	31	21.7%	16	31.2%	31
Aldi, Sellers Wood Drive, Bulwell	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
Alvaston	0.1%	1	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, Lombard Street, Newark	0.0%	0	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, Priestic Road, Sutton-in-Ashfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Asda, Wesley Street, Langley Mill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bilsthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clay Cross	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
Collingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cromford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deeping St James	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eakring	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
East Bridgford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edingley	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
Edwinstowe	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
Elsecar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0
Littleover	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowdham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield Woodhouse	0.0%	1	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, Stodman Street, Newark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mickleover	0.1%	1	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, Ashfield Precinct, Kirkby-in-Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Morrisons, Derby Road, Eastwood	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
Morrisons, Kings Road, Newark	0.1%	1	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, Wheatcroft Way, Derby	0.1%	2	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 centre, Derby	2.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.8%	1	0.0%	0
Peterborough	0.0%	0	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, Nottingham Road, Mansfield	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
Sainsbury's, Nottingham Road, Ripley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, Peak Drive, Derby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.6%	2
Spondon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Syston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jennison Street, Bulwell	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
Tesco Extra, Jubilee Way South, Mansfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	0.2%	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 Extra, Swiney Way, Toton	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Top Valley Way, Top Valley	0.3%	4	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	0.1%	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
Tesco Superstore, High Street, Heanor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Superstore, Thorpe Road, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Broad Centre, Station Road, Sutton-in-Ashfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodborough	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
Wysall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Weighted base:	1427	140	68	96	104	104	90	74	100
Sample:	1304	94	71	80	85	88	77	78	85

Q22 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)?
Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
BHS Home, Giltbrook Retail Park, GILTBROOK	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1
Barker and Stonehouse, Giltbrook Retail Park, GILTBROOK	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.0%	2	0.0%	0	0.9%	1	0.0%	0
Harveys, Giltbrook Retail Park, GILTBROOK	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
Ikea Nottingham, Giltbrook Retail Park, GILTBROOK	4.1%	60	3.6%	5	0.8%	1	3.5%	3	6.1%	7	5.2%	5	12.1%	13	11.3%	9	1.3%	1
Laura Ashley, Giltbrook Retail Park, GILTBROOK	0.2%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Next HOME, Giltbrook Retail Park, GILTBROOK (a home furnishings Next) i.e. furniture and home accessories	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	8	1.6%	2	0.0%	0	0.0%	0
ScS, Giltbrook Retail Park, GILTBROOK	0.2%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Castle Retail Park, Radford Boulevard, NOTTINGHAM	4.8%	70	12.3%	19	29.9%	23	3.5%	3	8.7%	10	10.0%	9	1.5%	2	0.9%	1	1.6%	1
Chilwell Retail Park, Barton lane, ATTENBOROUGH	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.7%	6	0.0%	0	0.0%	0
Fosse Park, LEICESTER	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	2.3%	33	1.0%	1	0.0%	0	0.0%	0	1.4%	2	12.9%	12	1.6%	2	7.6%	6	4.0%	4
Lady Bay Retail Park, Meadow Lane, NOTTINGHAM	0.8%	11	0.6%	1	0.7%	1	0.8%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Madford Retail Park, DAYBROOK	1.0%	14	3.2%	5	0.0%	0	7.8%	7	0.8%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1
Meadowhall Shopping Centre, SHEFFIELD	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, NOTTINGHAM	1.1%	16	0.6%	1	8.0%	6	2.6%	2	2.9%	3	1.3%	1	0.9%	1	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	1.2%	18	6.4%	10	0.0%	0	8.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	7	0.6%	1
Arnold	1.3%	19	4.7%	7	1.9%	1	10.5%	9	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	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
Ashfield	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
Beeston	1.0%	15	1.6%	2	2.5%	2	0.0%	0	0.0%	0	10.1%	9	0.9%	1	0.0%	0	0.0%	0
Bingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulwell	0.5%	7	3.5%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Burton upon Trent	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton	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
Chesterfield	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.6%	1
Chilwell	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	9	0.0%	0	0.0%	0
Clifton	0.2%	3	0.0%	0	2.1%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	11.6%	169	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	3	10.7%	11	6.7%	5	0.0%	0
Doncaster	0.5%	7	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	0.8%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	7.2%	7	0.9%	1	0.8%	1	1.3%	1
Gainsborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	3.7%	54	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Heanor	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	5.7%	5	1.3%	1
Hucknall	0.5%	7	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5
Hyson Green	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
Ilkeston	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	9.2%	10	2.0%	2	0.0%	0
Kimberley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.8%	1	0.6%	1
Kirkby-in-Ashfield	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6
Leicester	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	1.7%	24	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	19.7%	21	0.0%	0	0.0%	0
Loughborough	3.2%	47	0.0%	0	0.0%	0	0.0%	0	8.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	7.7%	113	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	4	22.1%	21
Matlock	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	2.1%	2	2.4%	2
Melton Mowbray	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Netherfield	0.8%	11	0.6%	1	0.0%	0	7.4%	7	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Newark-on-Trent	2.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	20.1%	294	41.9%	63	33.8%	25	42.9%	39	43.1%	51	19.0%	18	15.5%	16	11.3%	9	12.4%	12
Nottingham Non-Central (outside the City Centre)	1.8%	26	2.3%	3	4.8%	4	0.0%	0	6.7%	8	0.7%	1	1.6%	2	1.3%	1	1.0%	1
Ollerton	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Retford	1.6%	24	7.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	7.2%	6	0.0%	0
Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	0.2%	2	1.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	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
Southwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	6	10.8%	10
West Bridgford	0.3%	4	0.0%	0	0.7%	1	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaton	0.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	5.8%	84	1.3%	2	11.1%	8	2.3%	2	4.5%	5	10.5%	10	2.1%	2	7.6%	6	8.7%	8
Allenton	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
Alvaston	0.1%	1	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, Sinfin Shopping Centre, Arleston Lane, Sinfin	0.1%	1	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, Riverside Retail Park, Nottingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basford	0.1%	1	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bawtry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belper	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
Bestwood	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
Beverley	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
Birmingham	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
Blidworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calverton	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
Carcroft	0.0%	0	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 Meadow Retail Park, Nottingham	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
Central London	0.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesden	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
Cotgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daybrook	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
Draycott	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Great Gonerby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Mill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Mansfield Woodhouse	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mickleover	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
New Ollerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Normanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham	0.0%	0	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 centre, Derby	2.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.0%	2	0.0%	0
Pinxton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Ravenshead	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
Ravenstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandiacre	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
Shirebrook	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
Somercotes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.2%	1
Spondon	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Homeplus, Victoria Retail Park, Nottingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wakefield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterside Retail Park, Station Road, Ilkeston	0.1%	2	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:		1462		152		75		90		120		93		107		81		94
Sample:		1462		113		84		88		92		86		99		90		91

Column %ges.

Q23 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)?
Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Laura Ashley, Giltbrook Retail Park, GILTBROOK	0.1%	1	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 Retail Park, Radford Boulevard, NOTTINGHAM	1.2%	20	1.5%	3	5.7%	5	0.0%	0	2.9%	4	3.8%	5	2.4%	3	0.0%	0	1.0%	1
Chilwell Retail Park, Barton lane, ATTENBOROUGH	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	7	5.3%	6	0.0%	0	0.0%	0
Fosse Park, LEICESTER	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	1	0.0%	0	0.0%	0
Lady Bay Retail Park, Meadow Lane, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, DAYBROOK	2.7%	48	14.2%	26	0.0%	0	14.7%	18	0.0%	0	0.0%	0	0.9%	1	0.6%	1	1.6%	2
McArthur Glen, Mansfield Road, SOUTH NORMANTON	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Meadowhall Shopping Centre, SHEFFIELD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, NOTTINGHAM	9.9%	173	22.4%	41	67.5%	61	0.0%	0	26.1%	34	17.2%	20	6.3%	7	3.8%	4	5.6%	7
Springfield Retail Park, Hucknall lane, NOTTINGHAM	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	2.5%	43	5.8%	11	0.0%	0	18.3%	23	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	2.4%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	37.7%	36	2.6%	3
Arnold	3.6%	63	11.8%	22	0.0%	0	29.1%	36	0.5%	1	0.0%	0	0.6%	1	0.0%	0	1.6%	2
Ashfield	0.8%	13	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	7.5%	9
Beeston	0.2%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Bingham	0.4%	7	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulwell	2.0%	35	12.8%	24	0.0%	0	6.9%	9	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.0%	1
Burton upon Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton	0.1%	2	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton Square	0.1%	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
Chesterfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	3.9%	4	0.0%	0	0.0%	0
Clifton	0.2%	3	0.5%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	10.3%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	13	0.0%	0	0.0%	0
Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	3.5%	62	0.8%	1	0.0%	0	0.0%	0	0.0%	0	25.7%	30	6.6%	7	12.7%	12	8.9%	10
Gainsborough	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	3.3%	58	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heanor	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.0%	3	0.0%	0
Hucknall	0.4%	6	0.6%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4
Hyson Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.3%	3	0.6%	1	0.0%	0
Kimberley	0.2%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.1%	2
Leicester	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.3%	5	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 Eaton	0.7%	12	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	8.3%	9	0.0%	0	0.0%	0
Loughborough	5.8%	102	0.0%	0	0.0%	0	0.0%	0	22.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	8.0%	140	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	5.9%	6	14.9%	18
Melton Mowbray	1.7%	30	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield	0.7%	12	0.8%	1	0.0%	0	6.0%	8	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	3.4%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	6.4%	112	15.6%	29	13.6%	12	5.6%	7	15.1%	20	14.0%	17	11.6%	13	0.6%	1	2.4%	3
Nottingham Non-Central (outside the City Centre)	1.3%	22	2.4%	4	2.7%	2	0.0%	0	2.1%	3	6.6%	8	3.0%	3	0.0%	0	0.0%	0
Ollerton	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6
Retford	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.2%	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
Sherwood	0.3%	5	1.6%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Southwell	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.7%	3	0.0%	0	0.0%	0
Sutton-in-Ashfield	6.4%	113	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	11.8%	11	37.2%	44
Toton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
West Bridgford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Worksop	0.9%	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
Internet / catalogue	2.3%	41	1.0%	2	6.1%	6	5.1%	6	0.5%	1	0.5%	1	0.6%	1	0.0%	0	1.8%	2
Asda, Priestic Road, Sutton-in-Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
B&Q, Derby Road, Eastwood	2.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	13	12.4%	14	9.6%	9	0.5%	1
B&Q, Mansfield Road, Daybrook, Arnold	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Riverside Retail Park, Nottingham	0.8%	14	0.5%	1	0.0%	0	0.0%	0	8.2%	11	1.1%	1	1.5%	2	0.0%	0	0.0%	0
B&Q, Victoria Retail Park, Netherfield	0.5%	9	1.0%	2	0.6%	1	1.8%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow-upon-Soar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billingford, Norfolk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilsthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfields Garden Centre, Mapperley Plains, Mapperley	0.1%	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
Calverton	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Mansfield Road, Nottingham	0.1%	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
Chaddesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Clowne	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colwick Industrial Estate, Nottingham	0.0%	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
Costock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotgrave	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daybrook	0.3%	5	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
East Leake	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edwalton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollydene Nursery, Moorgreen, Newthorpe, Nottingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Keyworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Mill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.5%	1
Lenton	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
Mansfield Woodhouse	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Moorgreen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
New Ollerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuthall	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Out of centre, Derby	5.9%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	5.1%	6	0.0%	0	0.0%	0
Queens Drive Industrial Estate, Nottingham	0.4%	7	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington	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
Sandiacre	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
Selston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Shirebrook	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
Somercotes	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0
Spondon	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	8	0.0%	0	0.0%	0
Stanford-on-Soar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton-on-the-Wolds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trowell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Waterside Retail Park, Station Road, Ilkeston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatcroft Garden Centre, Landmere Lane, Nottingham	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
Weighted base:		1755		183		90		125		129		118		110		96		118
Sample:		1730		131		107		112		111		110		105		100		112

Q24 Where do you NORMALLY do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.
Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Boots, Giltbrook Retail Park, GILTBROOK	1.5%	29	0.0%	0	0.0%	0	0.6%	1	0.5%	1	14.3%	17	0.0%	0	5.8%	6	3.2%	4
Ikea Nottingham, Giltbrook Retail Park, GILTBROOK	0.2%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.3%	2	0.0%	0	1.0%	1	0.0%	0
Castle Retail Park, Radford Boulevard, NOTTINGHAM	0.6%	11	0.4%	1	5.6%	5	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.5%	1	0.0%	0	1.3%	2
Madford Retail Park, DAYBROOK	0.2%	4	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthur Glen, Mansfield Road, SOUTH NORMANTON	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, SHEFFIELD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1
Riverside Retail Park, Queens Drive, NOTTINGHAM	1.3%	25	0.9%	2	12.9%	12	0.0%	0	5.0%	7	1.8%	2	1.3%	2	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	0.7%	13	0.9%	2	0.9%	1	6.0%	8	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	2.4%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	40.3%	42	1.8%	2
Arnold	3.7%	69	10.3%	21	1.1%	1	35.4%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashfield	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.3%	5
Beeston	1.4%	26	0.0%	0	2.7%	2	0.0%	0	0.0%	0	16.0%	19	3.6%	5	0.0%	0	0.0%	0
Bingham	0.9%	17	0.0%	0	0.0%	0	0.0%	0	8.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulwell	2.0%	38	14.2%	29	0.6%	1	0.0%	0	0.0%	0	5.1%	6	0.5%	1	0.0%	0	0.5%	1
Burton upon Trent	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton	0.4%	7	1.4%	3	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton Square	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Chilwell	0.0%	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
Clifton	0.9%	17	0.0%	0	15.0%	14	0.0%	0	1.7%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Derby	14.2%	264	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	15.6%	20	4.6%	5	0.0%	0
Doncaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	22	0.0%	0	2.7%	3	1.8%	2
Gainsborough	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gamston	0.4%	7	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	2.7%	51	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heanor	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	7.9%	8	0.0%	0
Hucknall	1.6%	30	1.9%	4	0.0%	0	9.0%	12	0.0%	0	0.0%	0	0.0%	0	2.9%	3	9.4%	11
Hyson Green	0.7%	13	6.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	1.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	18.0%	23	0.9%	1	0.0%	0
Kimberley	0.2%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.5%	1	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	13
Leicester	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	3.4%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	42.4%	53	0.0%	0	0.0%	0
Loughborough	4.7%	88	0.0%	0	0.0%	0	0.0%	0	19.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	10.3%	192	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	4	21.8%	26
Mapperley Plains	0.2%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	1.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield	0.7%	14	1.2%	2	0.0%	0	5.9%	8	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	3.3%	62	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	14.2%	264	46.2%	96	47.0%	43	25.7%	34	34.8%	48	7.5%	9	5.5%	7	0.6%	1	7.2%	8
Nottingham Non-Central (outside the City Centre)	0.6%	11	0.9%	2	1.5%	1	0.0%	0	0.0%	0	6.5%	8	0.0%	0	0.0%	0	0.0%	0
Ollerton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6
Retford	1.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	7.8%	8	0.0%	0
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	0.4%	8	3.2%	7	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	1.6%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	19.9%	23
Toton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
West Bridgford	1.1%	20	0.4%	1	6.6%	6	0.0%	0	9.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaton	0.1%	2	0.4%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Internet / catalogue	5.0%	93	4.1%	9	2.9%	3	2.5%	3	4.9%	7	6.5%	8	2.4%	3	4.5%	5	7.4%	9
Abroad	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
Aldi, Belton Road, Loughborough	0.0%	1	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, Nottingham Road, Chaddesden	0.1%	1	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, Radford Boulevard, Nottingham	0.0%	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
Allenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ashby Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bancroft Lane, Mansfield	0.1%	2	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, Charnwood Road, Shepshed	0.1%	1	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, Lombard Street, Newark	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Priestic Road, Sutton-in-Ashfield	0.1%	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
Asda, Sinfin Shopping Centre, Arleston Lane, Sinfin	0.1%	2	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, Union Street, Grantham	0.0%	1	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, Wesley Street, Langley Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1
Asda, Wharf Road, East Retford	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
Ashgate Retail Park, Hucknall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Barnsley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belper	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
Borrowash	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Bottesford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington	0.0%	1	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 Marina Retail Park, Nottingham	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
Central London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Chaddesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Mill	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
Mansfield Woodhouse	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne	0.0%	1	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, Ashfield Precinct, Kirkby-in-Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Morrisons, Derby Road, Eastwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0
Morrisons, Green Lane, Clifton	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Idle Valley Road, Retford	0.0%	1	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, Kings Road, Newark	0.1%	1	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, Leen Drive, Bulwell	0.0%	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
Morrisons, Vale of Belvoir Shopping Centre, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woodhouse Centre, Mansfield Woodhouse	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
New Ollerton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham	0.0%	0	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 centre, Derby	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Radford	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Greenclose Lane, Loughborough	0.0%	1	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, Main Street, Kimberley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's, Nottingham Road, Ripley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, Peak Drive, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Perry Road, Nottingham	0.0%	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
Sainsbury's, Sir John Robinson Way, Arnold	0.2%	3	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Street, Beeston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wyvern Way, Chaddesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Shepshed	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sinfin	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spondon	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Tesco Extra, Ashgate Road, Hucknall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Tesco Extra, Chesterfield Road South, Mansfield	0.1%	2	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, Jennison Street, Bulwell	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
Tesco Extra, Jubilee Way South, Mansfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	0.1%	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 Extra, Station Road, Beeston	0.0%	1	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, Swiney Way, Toton	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Top Valley Way, Top Valley	0.4%	7	2.1%	4	0.0%	0	0.6%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Homeplus, Victoria Retail Park, Nottingham	0.0%	1	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, Forest Road, New Ollerton	0.0%	0	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, Hall Street, Alfreton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1
Tesco Superstore, High Street, Heanor	0.1%	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
Thurmaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Valley	0.2%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford	0.0%	0	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, Ossington Way, Newark	0.0%	0	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:		1857		208		91		131		139		121		126		104		117
Sample:		1864		166		111		119		117		117		114		109		112

Q25 Where do you NORMALLY do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances/equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).
Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Boots, Giltbrook Retail Park, GILTBROOK	1.4%	26	0.0%	0	0.0%	0	1.0%	1	0.5%	1	11.5%	14	1.3%	2	6.4%	7	1.8%	2
Castle Retail Park, Radford Boulevard, NOTTINGHAM	0.4%	7	0.0%	0	4.7%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, LEICESTER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.5%	1	0.0%	0	0.5%	1
Lady Bay Retail Park, Meadow Lane, NOTTINGHAM	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6
Madford Retail Park, DAYBROOK	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, SHEFFIELD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Riverside Retail Park, Queens Drive, NOTTINGHAM	0.9%	17	0.5%	1	7.4%	7	0.0%	0	4.0%	5	1.4%	2	1.3%	2	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	0.5%	10	0.0%	0	0.0%	0	6.5%	8	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	2.6%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.4%	47	1.3%	2
Arnold	4.1%	76	14.8%	31	1.5%	1	32.9%	42	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Ashby-de-la-Zouch	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Ashfield	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.3%	5
Beeston	1.5%	29	0.0%	0	2.8%	3	0.0%	0	0.0%	0	18.2%	22	3.4%	4	0.0%	0	0.0%	0
Bingham	1.2%	23	0.0%	0	0.0%	0	0.0%	0	13.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulwell	3.1%	57	21.7%	46	0.5%	1	0.0%	0	0.0%	0	8.7%	10	0.5%	1	0.0%	0	0.0%	0
Burton upon Trent	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton	0.6%	10	3.1%	7	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton Square	0.1%	2	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell	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
Clifton	2.0%	38	0.0%	0	27.3%	26	0.0%	0	6.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	12.1%	228	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	18	0.0%	0	0.0%	0
Doncaster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	1.2%	22	0.0%	0	0.0%	0	0.0%	0	1.7%	2	14.6%	18	0.0%	0	0.6%	1	1.8%	2
Gainsborough	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
Gamston	0.4%	7	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	2.7%	51	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heanor	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	1.1%	1	9.7%	10	0.0%	0
Hucknall	1.7%	31	0.0%	0	0.0%	0	9.1%	12	0.0%	0	0.5%	1	0.0%	0	0.6%	1	15.2%	18
Hyson Green	0.7%	14	6.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	1.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	18.7%	23	0.9%	1	0.0%	0
Kimberley	0.6%	12	0.4%	1	0.0%	0	0.0%	0	0.0%	0	9.2%	11	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	18
Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	3.5%	66	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	4	46.6%	58	0.0%	0	0.0%	0
Loughborough	4.7%	89	0.0%	0	0.0%	0	0.0%	0	16.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	7.5%	141	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	12.0%	14
Mapperley Plains	0.6%	11	1.6%	3	0.0%	0	5.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	1.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield	0.4%	7	0.4%	1	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	3.1%	57	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	9.0%	168	31.9%	67	28.9%	28	19.4%	25	22.0%	30	2.9%	3	3.1%	4	0.0%	0	3.7%	4
Nottingham Non-Central (outside the City Centre)	1.2%	22	5.4%	11	2.3%	2	0.0%	0	0.0%	0	6.0%	7	0.0%	0	0.9%	1	0.0%	0
Ollerton	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6
Retford	2.1%	40	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	9	0.0%	0
Sherwood	0.7%	14	5.4%	11	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	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
Southwell	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Stapleford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	1.3%	2	0.0%	0	0.0%	0
Sutton-in-Ashfield	1.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	24.2%	29
Toton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
West Bridgford	1.1%	20	0.0%	0	5.4%	5	0.0%	0	10.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaton	0.8%	15	0.4%	1	13.9%	13	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Worksop	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Internet / catalogue	2.5%	47	0.4%	1	2.7%	3	0.0%	0	1.0%	1	1.4%	2	0.0%	0	0.6%	1	1.6%	2
Allenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allestree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvaston	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bancroft Lane, Mansfield	0.1%	2	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, Charnwood Road, Shepshed	0.1%	1	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, Derby Road, Spondon	0.1%	1	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, Lombard Street, Newark	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Priestic Road, Sutton-in-Ashfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Asda, Union Street, Grantham	0.0%	0	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, Wesley Street, Langley Mill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.5%	1
Asfordby	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
Aspley	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Awsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Balderton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnsley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belper	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Bestwood	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilborough	0.1%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilsthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blidworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Borrowash	0.0%	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
Bottesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brinsley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Burton Joyce	0.2%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calverton	0.4%	7	0.0%	0	0.0%	0	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carrington	0.2%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington	0.0%	1	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 Marina Retail Park, Nottingham	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
Caythorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesden	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chellaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clipston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingham	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
Colwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotgrave	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croxton Kerrial	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Draycott	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
East Bridgford	0.0%	1	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 Leake	0.3%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edwinstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnsfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gedling	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
Horsley Woodhouse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Jacksdale	0.1%	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
Kegworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leabrooks	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
Littleover	0.1%	2	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 Bennington	0.0%	0	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 Clawson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowdham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield Woodhouse	0.1%	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
Melbourne	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
Mickleover	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Derby Road, Eastwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.0%	0	0.0%	0
Morrisons, Green Lane, Clifton	0.0%	1	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, Kings Road, Newark	0.1%	1	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, Vale of Belvoir Shopping Centre, Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Park Way, Netherfield	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
New Basford	0.0%	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
New Ollerton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Normanton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakwood	0.1%	1	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 centre, Derby	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Pinxton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Radcliffe-on-Trent	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainworth	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
Ravenshead	0.2%	4	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riddings	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
Ruddington	0.2%	3	0.0%	0	0.5%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Greenclose Lane, Loughborough	0.0%	1	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, London Road, Balderton	0.0%	0	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, London Road, Grantham	0.0%	1	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, Main Street, Kimberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Sir John Robinson Way, Arnold	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Street, Beeston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wyvern Way, Chaddesden	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandiacre	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
Selston	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0
Shelthorpe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sinfin	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skegby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Somercotes	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
Spondon	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Stoke-on-Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strelley	0.0%	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
Sunny Hill	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
Sutton-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Tesco Extra, Chesterfield Road South, Mansfield	0.1%	1	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, Jennison Street, Bulwell	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
Tesco Extra, Jubilee Way South, Mansfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	0.0%	1	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, Rutland Street, Ilkeston	0.0%	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
Tesco Extra, Swiney Way, Toton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Top Valley Way, Top Valley	0.3%	6	2.1%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Forest Road, New Ollerton	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Tesco Superstore, High Street, Heanor	0.1%	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
Thurmaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tibshelf	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1
Tuxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Hallam	0.0%	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
Wilford	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wymeswold	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1879		211		96		129		136		120		125		105		119
Sample:		1877		164		118		119		119		116		115		110		114

Q26 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. trael goods, suitcases, prams, sunglasses);
Exc Nulls

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
BHS Home, Giltbrook Retail Park, GILTBROOK	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	1.9%	2
Ikea Nottingham, Giltbrook Retail Park, GILTBROOK	1.1%	14	0.0%	0	0.0%	0	1.0%	1	6.9%	8	1.5%	1	1.7%	2	0.8%	1	0.0%	0
Next HOME, Giltbrook Retail Park, GILTBROOK (a home furnishings Next) i.e. furniture and home accessories	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
Castle Retail Park, Radford Boulevard, NOTTINGHAM	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Fosse Park, LEICESTER	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.3%	4	1.9%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Madford Retail Park, DAYBROOK	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthur Glen, Mansfield Road, SOUTH NORMANTON	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	3.3%	3	6.9%	6
Meadowhall Shopping Centre, SHEFFIELD	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.8%	1
Riverside Retail Park, Queens Drive, NOTTINGHAM	1.4%	19	7.5%	10	11.5%	7	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	0.4%	5	0.0%	0	0.0%	0	4.9%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	14	0.0%	0
Arnold	0.8%	10	3.7%	5	0.0%	0	6.2%	5	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Beeston	0.3%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Bulwell	0.5%	6	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	1
Chilwell	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	6.7%	6	0.0%	0	0.0%	0
Clifton	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
Derby	15.4%	208	0.0%	0	2.2%	1	1.0%	1	0.0%	0	1.5%	1	25.3%	25	21.9%	17	0.8%	1
Doncaster	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
Eastwood	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.8%	1	1.1%	1
Gainsborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	2.2%	29	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heanor	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	8.3%	7	0.8%	1
Hucknall	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.3%	2
Ilkeston	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	6.9%	7	0.0%	0	0.0%	0
Kimberley	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	7	0.0%	0	0.0%	0	0.0%	0
Leicester	0.8%	11	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	12.7%	12	0.0%	0	0.0%	0
Loughborough	4.5%	61	0.0%	0	0.0%	0	0.0%	0	18.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	10.7%	145	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.0%	1	2.4%	2	20.6%	17
Mapperley Plains	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
Melton Mowbray	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield	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
Newark-on-Trent	2.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Nottingham City Centre	31.5%	425	66.1%	87	64.8%	41	65.2%	49	59.6%	67	61.2%	55	22.5%	22	14.6%	11	24.7%	20
Nottingham Non-Central (outside the City Centre)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ollerton	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6
Retford	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.7%	1
Sheffield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Southwell	0.1%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	5	12.2%	10
West Bridgford	0.2%	2	0.0%	0	1.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.1%	1	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 / catalogue	11.1%	150	14.6%	19	14.0%	9	12.8%	10	5.9%	7	5.2%	5	19.6%	19	6.4%	5	15.5%	13
Abroad	0.6%	9	0.0%	0	0.0%	0	2.7%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Alvaston	0.1%	1	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, Sinfin Shopping Centre, Arleston Lane,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sinfin																		
Birmingham	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
Castle Donington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denby Village	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
Leeds	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
Mansfield Woodhouse	0.1%	1	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 centre, Derby	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
Sainsbury's, Greenclose Lane, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Ripley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Shirebrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spalding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote	0.1%	2	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, Ashgate Road, Hucknall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Tesco Extra, Jubilee Way South, Mansfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	0.1%	1	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, Rutland Street, Ilkeston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	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
The Potteries Shopping Centre, Hanley, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trowell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
York	0.1%	2	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:		1349		132		64		75		112		90		98		78		83
Sample:		1298		92		67		67		88		88		87		86		78

Column %ges.

Q27 Now thinking about leisure activities, where do you or members of your household normally go to play bingo or visit casinos or bookmakers?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Gala Bingo, Nottingham Castle, Radford Boulevard, NOTTINGHAM	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, St Anns Well Road, NOTTINGHAM	0.1%	2	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Top Valley, Gala Way, NOTTINGHAM	0.6%	12	0.4%	1	0.0%	0	2.0%	3	4.6%	7	0.0%	0	0.0%	0	0.9%	1	0.7%	1
Gala Bingo, DERBY	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.6%	1	0.0%	0
Mecca Bingo Club BEESTON	1.2%	24	1.1%	3	5.5%	6	0.0%	0	0.0%	0	1.8%	2	9.2%	12	0.0%	0	1.2%	2
Arnold	0.1%	2	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullwell	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1
Derby	1.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Grantham	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
Heanor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Hucknall	0.1%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Ilkeston	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0
Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Loughborough	0.5%	10	0.0%	0	0.0%	0	0.0%	0	4.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	4.0%	5
Melton Mowbray	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
Newark-on-Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.2%	25	1.6%	4	0.6%	1	0.9%	1	0.0%	0	0.5%	1	3.2%	4	0.0%	0	0.5%	1
Nottingham Non-Central (outside the City Centre)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Retford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sherwood	0.0%	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
South Normanton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Stapleford	0.1%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Wollaton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo, Park Lane, Mansfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Beacon Bingo, The Old Cinema, Baxter Gate, Loughborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calverton	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
Caythorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Albert Street, Mansfield	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.4%	7	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Lenton	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
New Ollerton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riddings	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sandiacre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Stanton Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Stathern	0.0%	0	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)	90.1%	1805	93.4%	217	92.0%	93	95.2%	129	89.9%	130	94.4%	126	80.7%	109	91.3%	104	88.6%	116
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

Meanscore: [Number of visits per month]

Q27B How often do you or your household play bingo or visit casinos or bookmakers?
Those who play bingo or visit casinos or bookmakers at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Once a week	30.7%	61	64.5%	10	13.6%	1	29.0%	2	8.5%	1	45.8%	3	18.8%	5	42.6%	4	45.8%	7
Once a fortnight	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
Once a month	17.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.5%	13	0.0%	0	18.7%	3
Once every two months	19.0%	38	16.7%	3	86.4%	7	0.0%	0	0.0%	0	0.0%	0	5.2%	1	26.1%	3	6.1%	1
Once every six months	13.9%	27	6.0%	1	0.0%	0	48.8%	3	45.7%	7	46.4%	3	13.9%	4	31.3%	3	3.8%	1
Once a year	9.8%	19	0.0%	0	0.0%	0	0.0%	0	45.7%	7	7.8%	1	9.1%	2	0.0%	0	25.5%	4
(Don't know / varies)	8.9%	18	12.8%	2	0.0%	0	22.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Mean:		*1.69*		*3.07*		*0.98*		*1.62*		*0.48*		*1.93*		*1.35*		*1.90*		*2.09*
Weighted base:		198		15		8		7		15		7		26		10		15
Sample:		152		14		4		6		4		10		17		12		15

Q28 Where do you or members of your household normally go to the cinema?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Broadway Cinema, NOTTINGHAM	3.2%	65	11.7%	27	7.0%	7	8.4%	11	4.4%	6	4.1%	5	1.6%	2	0.0%	0	1.1%	1
Cineworld Cinema, NOTTINGHAM	3.7%	74	12.1%	28	10.5%	11	7.5%	10	1.7%	2	5.5%	7	6.2%	8	0.0%	0	1.2%	2
Empire Cinema, Long Eaton, NOTTINGHAM	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon Cinema, DERBY	3.8%	75	0.7%	2	0.0%	0	0.9%	1	0.0%	0	1.1%	2	9.5%	13	17.2%	20	0.0%	0
QUAD, Market Place, DERBY	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.5%	1	0.0%	0
Savoy Cinema, NOTTINGHAM	1.4%	28	3.3%	8	1.8%	2	5.8%	8	1.9%	3	5.0%	7	0.5%	1	0.0%	0	0.0%	0
Scala Cinema, Ilkeston, DERBYSHIRE	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	8	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema De Lux, DERBY	6.9%	139	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	2	13.4%	18	6.2%	7	0.0%	0
Showcase Cinema, NOTTINGHAM	10.6%	213	12.3%	29	30.9%	31	13.4%	18	32.1%	46	32.9%	44	10.0%	14	2.4%	3	2.9%	4
The Corner House, NOTTINGHAM	2.5%	50	4.0%	9	9.1%	9	13.9%	19	3.5%	5	3.2%	4	0.4%	1	0.0%	0	1.0%	1
Ashfield	0.3%	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
Beeston	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
Burton upon Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Clifton	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	2.0%	40	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.7%	6	5.8%	8	2.6%	3	0.5%	1
Doncaster	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Heanor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Hucknall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Ilkeston	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0
Leicester	1.1%	22	0.0%	0	0.0%	0	0.0%	0	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Loughborough	1.7%	34	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	8.1%	163	1.5%	3	0.0%	0	7.0%	10	0.0%	0	2.1%	3	0.0%	0	10.2%	12	40.3%	53
Matlock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.7%	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
Newark-on-Trent	2.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	2.2%	45	2.6%	6	0.5%	1	1.1%	1	8.9%	13	1.6%	2	2.2%	3	0.9%	1	3.7%	5
Nottingham Non-Central (outside the City 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
Retford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.6%	6
Sutton-in-Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Worksop	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Chaddesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld Cinema, Alma Leisure Park, Derby Road, Chesterfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Cineworld Cinema, Chichester Gate, Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunkirk	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6
Headon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hickling	0.0%	0	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 Cinema, Lincoln	0.0%	0	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 Cinema, Loughborough	0.0%	1	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 Cinema, Mansfield	1.5%	31	0.0%	0	0.0%	0	4.3%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.3%	6
Odeon Cinema, Newark	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
Odeon Cinema, Swadlincote	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel Cinema, Cattle Market, Loughborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savoy Cinema, Bridge Street, Worksop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema, Boon Gate, Mallory Road, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema, Highcross Shopping Centre, Highcross Lane,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Leicester																		
The Ritz Cinema, King Street, Belper	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Vue Cinema, Doncaster Leisure Park, Herten Way, Bawtry Road, Doncaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue Cinema, Meadowhall Centre, Sheffield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Vue Cinema, Meridian Leisure Park, Lubbesthorpe Way, Braunstone	0.0%	1	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)	0.4%	7	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	3	0.6%	1	0.0%	0
(Don’t do)	41.2%	826	50.8%	118	38.2%	39	37.8%	51	38.1%	55	30.1%	40	41.2%	56	51.3%	58	30.7%	40
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

Meanscore: [Number of visits per month]

Q28B How often do you or your household go to the cinema?
Those who go to the cinema at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Once a week	2.7%	31	5.1%	6	7.0%	4	2.3%	2	2.2%	2	2.3%	2	0.0%	0	3.1%	2	1.7%	2
Once a fortnight	7.6%	89	20.0%	23	3.5%	2	6.3%	5	4.8%	4	6.8%	6	5.0%	4	12.5%	7	9.3%	8
Once a month	20.1%	237	21.9%	25	28.9%	18	21.1%	18	22.1%	20	20.2%	19	34.9%	28	18.3%	10	4.7%	4
Once every two months	32.3%	381	24.9%	28	30.5%	19	29.9%	25	12.8%	11	30.1%	28	27.0%	21	37.9%	21	49.3%	45
Once every six months	22.4%	264	10.1%	12	21.3%	13	32.2%	27	26.2%	23	17.8%	17	25.4%	20	15.5%	9	24.6%	22
Once a year	11.3%	133	9.5%	11	3.1%	2	7.4%	6	29.2%	26	18.9%	18	5.9%	5	11.7%	6	8.6%	8
(Don't know / varies)	3.7%	44	8.5%	10	5.7%	4	0.9%	1	2.7%	2	3.9%	4	2.0%	2	1.1%	1	1.7%	2
Mean:		*0.70*		*1.07*		*0.89*		*0.65*		*0.57*		*0.66*		*0.65*		*0.80*		*0.62*
Weighted base:		1178		114		62		85		90		93		80		55		91
Sample:		1064		73		65		69		65		80		70		54		71

Q29 Where do you or members of your household normally go to use a gym / healthclub / sports facility?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Arnold Leisure Centre, ARNOLD	0.6%	12	4.2%	10	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beechdale Baths, Beechdale Road, NOTTINGHAM	0.4%	8	0.0%	0	0.0%	0	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bramcote Leisure Centre, Bramcote, NOTTINGHAM	0.6%	11	0.0%	0	1.7%	2	1.5%	2	0.0%	0	5.8%	8	0.0%	0	0.0%	0	0.0%	0
Carlton Forum Leisure Centre, GELDING	0.3%	5	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell Olympia Sports Centre, NOTTINGHAM	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Clifford Health Clubs, LONG EATON	0.6%	12	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	7.3%	10	0.0%	0	0.0%	0
CrossFit, NOTTINGHAM	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fit4Less, LONG EATON	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Formula One Fitness Gym, NOTTINGHAM	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
John Carroll Leisure Centre, NOTTINGHAM	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
Ken Martin Leisure Centre, NOTTINGHAM	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Keyworth Leisure Centre, NOTTINGHAM	0.1%	2	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
LA Fitness, DERBY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Centre, MAPPERLEY	0.2%	3	0.4%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, NOTTINGHAM	0.1%	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
Roko Health Club, NOTTINGHAM	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushcliffe Arena, WEST BRIDGFORD	0.3%	6	0.0%	0	0.5%	1	0.0%	0	3.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southglade Leisure Centre, NOTTINGHAM	0.2%	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
The Gym, NOTTINGHAM	0.5%	9	3.5%	8	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, NOTTINGHAM	0.1%	2	0.4%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Park Leisure Centre Ltd, LONG EATON	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0
Alfreton	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	16	1.2%	2
Arnold	0.1%	2	0.4%	1	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	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
Ashfield	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6
Beeston	0.1%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Bingham	0.4%	7	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Bullwell	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Carlton	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
Chilwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Clifton	0.6%	13	0.0%	0	11.8%	12	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	2.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.9%	5	0.0%	0	0.0%	0
Doncaster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	0.9%	17	0.0%	0	0.0%	0	0.5%	1	0.0%	0	9.7%	13	0.0%	0	1.9%	2	1.1%	1
Gainsborough	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
Grantham	0.8%	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
Heanor	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.4%	3	0.0%	0
Hucknall	0.8%	15	0.0%	0	0.0%	0	5.8%	8	0.0%	0	0.7%	1	0.0%	0	0.0%	0	5.0%	7
Ilkeston	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	2.9%	4	0.0%	0	0.0%	0
Kimberley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.5%	1
Kirkby-in-Ashfield	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.5%	6
Leicester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.1%	1	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 Eaton	1.0%	20	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2	11.5%	16	0.6%	1	0.0%	0
Loughborough	1.3%	25	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Mansfield	2.2%	45	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	4	2.1%	3
Mapperley Plains	0.2%	5	1.3%	3	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield	0.1%	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
Newark-on-Trent	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	1.9%	39	8.5%	20	4.4%	4	4.4%	6	1.2%	2	0.0%	0	0.5%	1	0.0%	0	4.6%	6
Nottingham Non-Central	0.2%	4	0.4%	1	1.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(outside the City Centre)																		
Ollerton	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
Retford	0.6%	13	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	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
South Normanton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Southwell	0.4%	7	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.1%	1	10.4%	14
West Bridgford	0.3%	5	0.0%	0	0.5%	1	0.0%	0	2.8%	4	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Wollaton	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton Leisure Centre, Church Street, Alfreton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Aspley	0.1%	1	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balderton	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
Best Western Premier Yew Lodge Hotel, Packington Hill, Kegworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingham Leisure Centre, The Banks, Bingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blidworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bramcote	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Breedon Priory Golf Centre, Green Lane, Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Broxtowe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Calverton Leisure Centre, Flatts Lane, Calverton	0.1%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotgrave	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curves, Booths Industrial Estate, Awsworth Road, Ilkeston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
DW Sports Fitness, Portland Retail Park, Mansfield	0.1%	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
DW Sports Fitness, Victoria Park, Netherfield	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Aspley Lane, Nottingham	0.1%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Pride Park, Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
East Leake	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
East Leake Leisure Centre, Lantern Lane, East Leake	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood Hall, Mansfield Road, Eastwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Edwinstowe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erewash	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Erewash Valley Golf Course, Golf Club Road, Stanton by Dale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Festival Hall, Everyone Active, Hodgkinson Road, Kirkby-in-Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Greasley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Heanor Leisure Centre, Hand's Road, Heanor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Holme Pierrepont	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth	0.3%	7	0.0%	0	0.0%	0	0.0%	0	4.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Key VI Fitness, Bunny Lane, Keyworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimberley Leisure Centre, Newdigate Street, Kimberley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Kissingate Leisure Centre, Park Road, Shirebrook	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA Fitness, The Rushes, Loughborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Tower, Mansfield Road, Arnold, Nottingham	0.1%	3	0.4%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lammas Leisure Centre, Lammas Road, Sutton in Ashfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Marston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mickleover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moorways Leisure Centre, Allenton, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Balderton	0.0%	0	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 Hykeham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Centre, Plains Road, Mapperley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Oak Tree Leisure Centre, Jubilee Way South, Mansfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outklass Fitness, Manor Business Park, Top Street, Retford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radcliffe-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenshead Leisure Centre, Nottingham	0.1%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill Leisure Centre, Redhill Road, Arnold	0.1%	2	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford Leisure Centre, Old Hall Drive, Retford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Revolution Fitness, Shipley Gate, Eastwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ripley Leisure Centre, Derby Road, Ripley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Rolls-Royce Leisure, Watnall Road, Hucknall	0.1%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushcliffe	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rutland	0.0%	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
Seagrave Court, Extra Care, Seagrave Road, Strelley, Nottingham	0.1%	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
Selston	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.9%	5
Shirebrook	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
Sinfin	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
South Forest Leisure Complex, Robin Hood Crossroads, Edwinstowe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell Leisure Centre, Nottingham Road, Southwell	0.0%	1	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, Cartergate, Newark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springwood Leisure Centre, Springwood Drive, Oakwood	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.0%	1	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 Grove Leisure Centre, London Road, Newark-on-Trent	0.0%	1	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 Nottingham Belfry Hotel, Nottingham Business Park, Nottingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
The University of Nottingham, Lenton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Trowell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.4%	1	0.0%	0	0.0%	0
Victoria Leisure Centre, Gedling Street, Nottingham	0.0%	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
Village Urban Resort Nottingham, Brailsford Way, Chilwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0
West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
William Gregg VC Leisure Centre, Hand's Road, Heanor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Willows Sports Centre, Willow Row, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilson, Leicestershire	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don’t know / varies)	0.5%	11	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.5%	1	0.0%	0	1.5%	2	0.0%	0
(Don’t do)	69.2%	1386	70.7%	164	75.4%	76	59.0%	80	65.0%	94	64.7%	86	63.1%	85	69.2%	79	57.3%	75
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

Meanscore: [Number of visits per month]

Q29B How often do you or your household visit a gym / healthclub / sports facility?
Those who use a gym / healthclub / sports facility at Q29

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Once a week	77.3%	477	87.5%	60	57.4%	14	81.5%	45	88.0%	45	90.9%	43	77.1%	38	89.7%	31	63.9%	36
Once a fortnight	5.0%	31	1.3%	1	30.3%	8	3.7%	2	0.0%	0	1.4%	1	15.6%	8	3.7%	1	0.0%	0
Once a month	4.2%	26	1.5%	1	5.7%	1	4.9%	3	5.4%	3	0.0%	0	5.3%	3	2.0%	1	11.8%	7
Once every two months	5.0%	31	0.0%	0	0.0%	0	2.8%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	16.5%	9
Once every six months	3.2%	20	3.8%	3	0.0%	0	2.1%	1	3.4%	2	1.2%	1	0.0%	0	1.8%	1	2.8%	2
Once a year	1.3%	8	0.0%	0	3.3%	1	0.0%	0	1.2%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.9%	24	5.9%	4	3.3%	1	5.0%	3	2.0%	1	0.0%	0	1.9%	1	2.8%	1	5.0%	3
Mean:		*3.40*		*3.77*		*3.06*		*3.58*		*3.65*		*3.69*		*3.52*		*3.79*		*2.91*
Weighted base:		617		68		25		56		51		47		50		35		56
Sample:		550		34		29		40		37		42		44		33		40

Q30 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Capital FM Arena, NOTTINGHAM	4.3%	86	1.8%	4	2.7%	3	3.5%	5	0.5%	1	8.3%	11	5.5%	7	4.8%	5	14.4%	19
Derby Live Guildhall Theatre, DERBY	0.3%	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
Derby Theatre, DERBY	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	7	0.0%	0	0.0%	0
Lace Market Theatre, NOTTINGHAM	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside Art Centre, NOTTINGHAM	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
Nottingham Arts Theatre, NOTTINGHAM	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
Nottingham Playhouse, NOTTINGHAM	2.4%	48	4.6%	11	6.3%	6	4.3%	6	2.1%	3	4.5%	6	2.0%	3	0.9%	1	1.4%	2
Rock City, NOTTINGHAM	0.8%	15	0.0%	0	0.0%	0	0.0%	0	4.6%	7	0.5%	1	0.5%	1	3.0%	3	0.0%	0
Theatre Royal Concert Hall, NOTTINGHAM	17.6%	352	26.3%	61	26.8%	27	34.7%	47	21.0%	30	32.3%	43	22.7%	31	21.4%	24	9.9%	13
Arnold	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	0.2%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Bingham	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
Chesterfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.9%	1
Derby	1.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.2%	2	0.9%	1	0.0%	0
Grantham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimberley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Leicester	1.3%	26	0.0%	0	0.0%	0	0.0%	0	5.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	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
Loughborough	0.5%	10	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	6.0%	8
Melton Mowbray	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	0.9%	18	0.0%	0	0.0%	0	1.7%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	13.6%	273	20.1%	47	17.1%	17	17.4%	24	19.1%	28	9.7%	13	16.1%	22	11.9%	14	10.4%	14
Nottingham Non-Central (outside the City Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0
Southwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
West Bridgford	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.0%	0	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
Birmingham	0.6%	11	0.4%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	1
Buxton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Buxton Opera House, Water Street, Buxton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Curve Theatre, Rutland Street, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
De Montfort Hall, Granville Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glastonbury	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litchfield	0.0%	1	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 - West End	1.9%	39	0.4%	1	0.5%	1	1.2%	2	1.6%	2	1.2%	2	3.4%	5	0.9%	1	2.3%	3
Manchester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.5%	1	0.0%	0
Motorpoint Arena Sheffield, Broughton Lane, Sheffield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palace Theatre, Appleton Gate, Newark	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palace Theatre, Leeming Street, Mansfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.0%	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
Rotherham	0.1%	1	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 Shakespeare Theatre, Waterside, Stratford-upon-Avon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Hall, Barker's Pool, Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema, Redfield Way, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spondon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
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
The Retford Majestic Theatre, Coronation Street, Retford	0.0%	0	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)	2.7%	53	1.0%	2	1.1%	1	1.5%	2	0.7%	1	1.0%	1	3.1%	4	4.4%	5	5.0%	6
(Don’t do)	44.8%	897	44.1%	102	44.9%	45	34.4%	47	42.3%	61	38.4%	51	36.4%	49	47.1%	54	46.8%	61
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

Meanscore: [Number of visits per month]

Q30B How often do you or your household visit the theatre, watch a concert or watch live music?
Those who visit the theatre, watch a concert or watch live music at Q30

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Once a week	0.9%	9	0.8%	1	1.5%	1	0.0%	0	1.2%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Once a fortnight	0.9%	10	0.7%	1	2.5%	1	2.1%	2	0.0%	0	2.7%	2	0.8%	1	1.6%	1	1.3%	1
Once a month	8.7%	96	9.2%	12	5.7%	3	6.2%	6	12.6%	11	9.0%	7	12.5%	11	9.3%	6	0.8%	1
Once every two months	24.2%	268	26.0%	34	20.9%	12	28.3%	25	14.2%	12	18.0%	15	28.9%	25	19.5%	12	24.7%	17
Once every six months	36.8%	407	23.9%	31	33.3%	19	39.8%	36	35.4%	30	41.8%	34	36.8%	32	48.0%	29	38.4%	27
Once a year	23.3%	258	32.1%	42	35.0%	20	19.6%	17	25.1%	21	23.9%	20	11.4%	10	20.5%	12	26.3%	18
(Don't know / varies)	5.2%	58	7.3%	9	1.0%	1	4.0%	4	11.6%	10	4.6%	4	7.6%	7	1.0%	1	8.5%	6
Mean:		*0.38*		*0.38*		*0.38*		*0.36*		*0.39*		*0.36*		*0.49*		*0.34*		*0.29*
Weighted base:		1106		130		56		89		84		82		86		60		70
Sample:		1170		103		68		82		70		86		81		65		72

Q31 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Derby Gaol, DERBY	1.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Green's Mill and Science Centre, NOTTINGHAM	0.2%	4	0.0%	0	0.5%	1	1.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Art Exchange, NOTTINGHAM	0.2%	4	0.8%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham Castle Museum & Art Gallery, NOTTINGHAM	1.9%	37	4.4%	10	8.6%	9	3.9%	5	1.9%	3	4.0%	5	1.2%	2	1.1%	1	0.0%	0
Derby	2.3%	46	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.7%	2	5.6%	6	0.7%	1
Grantham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0
Leicester	0.6%	11	0.0%	0	0.0%	0	0.9%	1	1.1%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lincoln	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
Loughborough	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	8
Matlock	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	5.8%	116	9.9%	23	13.8%	14	14.2%	19	12.7%	18	14.4%	19	0.4%	1	3.8%	4	2.8%	4
Nottingham Non-Central (outside the City Centre)	0.4%	7	0.6%	1	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Ollerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.1%	3	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaton	0.3%	7	0.0%	0	1.5%	2	0.9%	1	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Abroad	0.7%	14	3.2%	7	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.7%	1	0.9%	1	0.0%	0
Bassetlaw Museum, Grove Street, Retford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brodsworth Hall and Gardens, Brodsworth, Doncaster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Burnley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buxton	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
Central London	7.2%	145	4.9%	11	3.3%	3	6.7%	9	7.2%	10	5.7%	8	8.7%	12	6.3%	7	3.2%	4
Charnwood Museum, Granby Street, Loughborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatsworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Clumber Park, Worksop	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
Ellesmere Port	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardwick Hall, Doe Lea, Chesterfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.5%	2	0.0%	0
National Portrait Gallery, St. Martin's Place, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Space Centre, Exploration Drive, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Natural History Museum, Cromwell Road, London	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
Nottingham Contemporary, Weekday Cross, Nottingham	0.2%	4	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Pickford House Museum, Friar Gate, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Science Museum, Exhibition Road, London	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tate Modern, Bankside, London	0.0%	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
The British Library, Euston Road, London	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The British Museum, Great Russell Street, London	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Isle of Man	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
UK - Varies	0.3%	6	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria and Albert Museum, Cromwell Road, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Wollaton Hall, Nottingham	0.0%	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
York	0.4%	8	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.4%	1

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / varies)	10.7%	214	5.5%	13	7.1%	7	11.1%	15	13.8%	20	12.7%	17	21.5%	29	8.3%	9	10.8%	14
(Don't do)	63.0%	1262	65.4%	152	62.9%	64	59.0%	80	61.0%	88	58.7%	78	60.3%	82	70.4%	80	74.7%	98
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

Meanscore: [Number of visits per month]

Q31B How often do you or your household visit a museum, gallery, or other place of historical / cultural interest?
Those who go to a museum, gallery, or other place of historical / cultural interest at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Once a week	2.4%	17	1.3%	1	0.0%	0	1.5%	1	1.8%	1	2.3%	1	1.1%	1	0.0%	0	0.0%	0
Once a fortnight	3.5%	26	3.0%	2	18.3%	7	0.0%	0	1.1%	1	0.0%	0	0.0%	0	4.7%	2	6.7%	2
Once a month	9.4%	70	6.0%	5	0.0%	0	10.5%	6	16.4%	9	12.2%	7	9.7%	5	5.1%	2	10.2%	3
Once every two months	17.1%	126	21.2%	17	12.6%	5	18.5%	10	20.7%	12	15.8%	9	27.2%	15	13.1%	4	29.2%	10
Once every six months	27.9%	207	31.0%	25	26.8%	10	20.3%	11	37.8%	21	25.2%	14	20.5%	11	47.7%	16	21.7%	7
Once a year	27.6%	205	18.8%	15	24.9%	9	42.1%	24	13.0%	7	34.8%	19	20.1%	11	20.7%	7	21.2%	7
(Don't know / varies)	12.1%	90	18.7%	15	17.4%	7	7.1%	4	9.2%	5	9.8%	5	21.4%	11	8.6%	3	10.9%	4
Mean:		*0.49*		*0.44*		*0.61*		*0.37*		*0.50*		*0.42*		*0.43*		*0.36*		*0.50*
Weighted base:		741		80		38		56		57		55		54		34		33
Sample:		787		69		49		49		49		57		47		36		38

Q32 Where do you or members of your household normally go to a pub / bar / nightclub / music venue?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Alfreton	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	11	0.0%	0
Arnold	1.1%	23	1.2%	3	0.0%	0	14.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ashfield	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
Beeston	0.7%	15	0.8%	2	0.5%	1	0.0%	0	0.0%	0	7.8%	10	0.7%	1	0.0%	0	0.0%	0
Bingham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	7.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullwell	0.7%	14	3.9%	9	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0	0.0%	0
Carlton	0.2%	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
Chesterfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Clifton	0.1%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	10.5%	210	0.4%	1	0.8%	1	0.0%	0	1.2%	2	1.8%	2	17.3%	23	3.8%	4	0.0%	0
Eastwood	1.1%	22	0.0%	0	1.4%	1	0.0%	0	0.0%	0	14.2%	19	0.0%	0	1.4%	2	0.0%	0
Gamston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heanor	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	6	0.0%	0
Hucknall	0.7%	15	0.0%	0	0.0%	0	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	7
Ilkeston	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	6.8%	9	0.9%	1	0.0%	0
Kimberley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.2%	6
Leicester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	0.7%	14	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	9.8%	13	0.0%	0	0.0%	0
Loughborough	2.7%	54	0.0%	0	0.0%	0	0.0%	0	12.1%	17	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Mansfield	3.5%	69	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	6.7%	9
Mapperley Plains	0.3%	6	0.6%	1	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	1.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	11.1%	223	22.6%	53	23.2%	23	18.0%	25	18.9%	27	16.5%	22	10.6%	14	2.4%	3	16.2%	21
Nottingham Non-Central (outside the City Centre)	0.4%	8	1.5%	3	1.3%	1	1.6%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ollerton	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	1.0%	20	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	11	0.0%	0
Sheffield	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6
Sherwood	0.5%	10	2.5%	6	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
South Normanton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Southwell	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
Stapleford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.7%	1	0.0%	0	0.0%	0
Sutton-in-Ashfield	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	7.5%	10
Toton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.2%	2	0.0%	0	0.0%	0
West Bridgford	1.1%	21	0.0%	0	4.8%	5	0.0%	0	6.6%	10	0.7%	1	0.0%	0	0.0%	0	4.6%	6
Wollaton	0.3%	6	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Worksop	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allestree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Annesley Woodhouse	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Asfordby	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Askham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Aston-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Babworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bakersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bakewell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balderton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basford	0.2%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bathley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilborough	0.0%	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
Bilsthorpe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blidworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bottesford	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
Bramcote	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Brinsley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.5%	2	0.0%	0
Burton Joyce	0.1%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buxton	0.0%	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
Calow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calverton	0.2%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carrington	0.0%	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
Castle Donington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Chellaston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Clarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claypole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clayworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codnor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Collingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colston Bassett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Cropwell Butler	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darley Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daybrook	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derbyshire	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
East Drayton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edwinstowe	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnsfield	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
Fiskerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Town	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gelding	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
Giltbrook	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0
Great Gonerby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlaxton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hickling	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Marnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hose	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladybrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambley	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
Langley Mill	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
Laxton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Eaton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Littleover	0.1%	2	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 Bennington	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Whatton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowdham	0.2%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mackworth	0.1%	1	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	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mickleover	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newthorpe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Normanton-on-Soar	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Leverton with Habblesthorpe	0.0%	0	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 Wheatley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuthall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.4%	1
Oakerthorpe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Ockbrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Oxton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Papplewick	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peggs Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radcliffe-on-Trent	0.3%	6	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ranskill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenshead	0.3%	6	0.4%	1	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Risley	0.0%	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
Ruddington	0.1%	2	0.0%	0	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saltby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandiacre	0.1%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Scarcliffe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shardlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelton Lock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skegness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smalley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.2%	2	0.0%	0	0.0%	0
Spondon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staunton in the Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stenson	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strelley	0.1%	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
Sturton le Steeple	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Swanwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Thringstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton-upon-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warsop	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watnall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Wellow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Hallam	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Weston-on-Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Woodborough	0.1%	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
Wymeswold	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
Wysall	0.4%	8	0.0%	0	0.0%	0	0.0%	0	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.9%	57	3.0%	7	1.3%	1	4.4%	6	2.0%	3	4.2%	6	3.4%	5	3.1%	4	2.5%	3
(Don't do)	42.0%	842	57.1%	133	55.4%	56	32.6%	44	31.9%	46	34.8%	46	40.6%	55	54.3%	62	47.0%	61
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

Meanscore: [Number of visits per month]

Q32B How often do you or your household go to a pub / bar/ nightclub / music venue?
Those who go to a pub / bar / nightclub / music venue at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Once a week	36.3%	422	43.3%	43	27.5%	12	40.4%	37	43.2%	43	47.5%	41	36.1%	29	42.3%	22	30.0%	21
Once a fortnight	15.8%	183	17.8%	18	18.7%	8	13.6%	12	7.4%	7	18.0%	16	24.9%	20	19.1%	10	14.7%	10
Once a month	24.5%	285	17.6%	17	14.8%	7	28.0%	26	38.5%	38	6.4%	6	23.7%	19	20.0%	10	32.8%	23
Once every two months	14.7%	171	11.0%	11	13.3%	6	7.6%	7	9.3%	9	19.8%	17	8.0%	6	13.0%	7	6.3%	4
Once every six months	5.7%	66	5.9%	6	22.9%	10	8.0%	7	1.6%	2	4.3%	4	4.0%	3	4.4%	2	5.8%	4
Once a year	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	9.6%	7
(Don't know / varies)	1.6%	19	4.5%	4	3.0%	1	2.5%	2	0.0%	0	1.8%	2	3.3%	3	1.2%	1	0.8%	1
Mean:		*2.13*		*2.44*		*1.78*		*2.28*		*2.31*		*2.48*		*2.30*		*2.38*		*1.89*
Weighted base:		1162		99		45		92		99		87		80		52		69
Sample:		1090		74		53		79		77		78		71		57		61

Q33 Where do you or members of your household normally go to a restaurant?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Alfreton	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	22	0.0%	0
Arnold	1.2%	24	2.4%	6	0.0%	0	13.0%	18	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Ashby-de-la-Zouch	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
Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	0.7%	15	0.4%	1	1.3%	1	0.0%	0	0.0%	0	7.6%	10	1.8%	3	0.0%	0	0.0%	0
Bingham	0.8%	16	0.0%	0	0.0%	0	0.0%	0	7.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullwell	0.1%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton	0.1%	3	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton Square	0.1%	2	0.4%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Chilwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.4%	1	0.0%	0	0.0%	0
Clifton	0.2%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	13.3%	267	0.0%	0	0.0%	0	0.0%	0	4.6%	7	5.9%	8	20.4%	28	10.5%	12	0.0%	0
Doncaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	0.6%	11	0.0%	0	1.9%	2	0.0%	0	0.0%	0	5.5%	7	0.0%	0	1.1%	1	0.7%	1
Gamston	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heanor	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
Hucknall	1.1%	22	0.4%	1	0.0%	0	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	1	8.8%	11
Ilkeston	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.3%	6	0.0%	0	0.0%	0
Kimberley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	10
Leicester	0.6%	12	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	1.2%	25	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	21	0.0%	0	0.0%	0
Loughborough	2.5%	51	0.0%	0	0.0%	0	0.5%	1	7.2%	10	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Mansfield	5.0%	101	0.8%	2	0.0%	0	1.2%	2	0.0%	0	0.4%	1	0.0%	0	2.9%	3	8.1%	11
Mapperley Plains	0.1%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matlock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Melton Mowbray	1.3%	26	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Netherfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	2.1%	42	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Nottingham City Centre	18.3%	366	45.1%	105	39.1%	40	38.8%	53	22.7%	33	27.9%	37	17.7%	24	5.2%	6	19.1%	25
Nottingham Non-Central (outside the City Centre)	0.6%	12	0.8%	2	2.2%	2	0.5%	1	1.6%	2	0.5%	1	1.2%	2	0.0%	0	0.0%	0
Ollerton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7	0.0%	0
Sheffield	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6
Sherwood	0.6%	12	3.4%	8	0.8%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell	0.4%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Stapleford	0.2%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	9.2%	12
Toton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.2%	2	0.0%	0	0.0%	0
West Bridgford	1.7%	35	0.4%	1	7.0%	7	0.0%	0	17.4%	25	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Wollaton	0.4%	8	0.8%	2	5.0%	5	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Worksop	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
Abroad	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asfordby	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
Bakewell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balderton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bathley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bawtry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belper	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blidworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolsover	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bottesford	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
Breedon-on-the-Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brinsley	0.6%	11	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	3.0%	3	5.1%	7
Broxtowe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Burton Joyce	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buxton	0.0%	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
Calverton	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Cinderhill	0.1%	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
Clarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clayworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Collingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colston Bassett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colwick	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denbigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Denby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
East Bridgford	0.0%	0	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 Leake	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edwinstowe	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egmanton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnsfield	0.1%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest 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
Gelding	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
Giltbrook	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.7%	1
Greasley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Great Gonerby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunthorpe	0.1%	2	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlaxton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hathern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Higham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Hoby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsley, Woodhouse	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Hose	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth	0.1%	2	0.0%	0	1.4%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambley	0.1%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancashire	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lark Hill Village	0.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleover	0.1%	1	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 Bennington	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lound	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Louth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowdham	0.4%	7	1.0%	2	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield Woodhouse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Melbourne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mickleover	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0
Muston, North Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nether Langwith	0.0%	1	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 Ollerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Linford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Normanton-on-Soar	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Normanton-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuthall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ockbrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Orston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Papplewick	0.1%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Quorn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radcliffe-on-Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ranskill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenshead	0.3%	6	0.4%	1	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Risley	0.0%	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
Ruddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saltby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandiacre	0.5%	9	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	8	0.0%	0	0.0%	0
Selston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Shardlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sinfin	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skillington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smalley	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
Spondon	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
Stamford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stathern	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Staunton in the Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thringstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollerton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Underwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Upton-upon-Severn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watnall	0.1%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Wellow	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
Weston-on-Trent	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Westwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Whatton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilford	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Winthorpe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodborough	0.2%	3	0.6%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wymeswold	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.0%	0	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)	8.9%	178	10.7%	25	2.9%	3	8.1%	11	13.0%	19	9.9%	13	7.5%	10	11.4%	13	14.4%	19
(Don't do)	20.6%	412	27.2%	63	31.8%	32	11.1%	15	14.9%	22	26.8%	36	18.2%	25	24.3%	28	17.2%	23
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

Meanscore: [Number of visits per month]

Q33B How often do you or your household go to a restaurant?
Those who go to a restaurant at Q33

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Once a week	19.4%	309	23.1%	39	18.9%	13	18.2%	22	27.9%	34	12.0%	12	29.8%	33	20.9%	18	10.0%	11
Once a fortnight	19.2%	306	17.6%	30	16.3%	11	10.2%	12	16.8%	21	37.2%	36	15.4%	17	14.2%	12	16.1%	17
Once a month	30.0%	477	30.0%	51	27.3%	19	34.1%	41	29.8%	37	14.9%	14	27.6%	31	34.2%	29	42.4%	46
Once every two months	21.2%	337	16.7%	28	20.7%	14	25.1%	30	16.2%	20	23.1%	23	20.7%	23	28.4%	24	20.3%	22
Once every six months	6.7%	107	5.5%	9	13.9%	10	5.9%	7	7.4%	9	7.1%	7	4.8%	5	1.5%	1	9.3%	10
Once a year	1.3%	20	3.2%	5	0.0%	0	0.7%	1	1.8%	2	4.1%	4	0.0%	0	0.8%	1	0.0%	0
(Don't know / varies)	2.2%	36	3.9%	7	2.9%	2	5.8%	7	0.0%	0	1.6%	2	1.8%	2	0.0%	0	1.9%	2
Mean:		*1.62*		*1.74*		*1.53*		*1.50*		*1.85*		*1.53*		*1.92*		*1.61*		*1.29*
Weighted base:		1591		169		69		121		123		97		111		86		108
Sample:		1586		121		84		109		102		95		103		95		97

Q34 Where do you or members of your household normally go for family entertainment (e.g. tenpin bowling, skating rink)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
1st Bowl, NOTTINGHAM	0.7%	13	0.4%	1	0.6%	1	1.4%	2	3.9%	6	0.5%	1	0.7%	1	1.5%	2	0.5%	1
Ice Locker, NOTTINGHAM	0.9%	19	4.2%	10	0.0%	0	2.7%	4	1.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tenpin Bowling, DERBY	1.7%	35	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Tenpin, NOTTINGHAM	3.5%	71	15.0%	35	4.7%	5	4.1%	6	3.1%	4	6.3%	8	1.2%	2	0.6%	1	5.1%	7
Alfreton	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	11	1.2%	2
Beeston	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Derby	4.5%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.7%	5	0.0%	0	0.0%	0
Doncaster	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	6	11.2%	15	1.5%	2	0.0%	0
Leicester	1.0%	21	0.0%	0	0.0%	0	0.0%	0	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	3.1%	62	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.5%	1	0.0%	0	2.9%	3	14.6%	19
Melton Mowbray	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	4.5%	90	4.8%	11	8.5%	9	9.4%	13	11.3%	16	6.3%	8	8.5%	11	0.0%	0	2.9%	4
Nottingham Non-Central (outside the City Centre)	0.2%	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
Retford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sherwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Sutton-in-Ashfield	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	13
Worksop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, Derby Road, Ilkeston	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	12	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
Ancaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capital FM Arena, Bolero Square, Nottingham	0.1%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Center Parcs Sherwood Forest, Newark	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnsfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foresters Leisure Park, Osmaston Park Road, Sinfin	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Grantham Bowl, Dysart Road, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Meridian Leisure Park, Braunstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Ice Centre, Nottingham	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superbowl 2000, Stockwell Gate, Mansfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Superbowl, Castle Gate, Newark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superbowl, The Leisure Park, Bawtry Road, Doncaster	0.0%	0	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 Dome, Doncaster Lakeside, Bawtry Road, Doncaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe Park, Staines Road, Chertsey	0.1%	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
Wheelgate Park, White Post, Farnsfield, Newark	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	0.2%	3	0.8%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do)	72.7%	1456	73.5%	171	82.6%	84	77.7%	106	73.1%	106	71.3%	95	71.7%	97	82.8%	94	63.0%	82
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

Column %ges.

Meanscore: [Number of visits per month]

Q34B How often do you or your household visit a family entertainment centre (e.g. tenpin bowling, skating rink)?
Those who do family entertainment (e.g. tenpin bowling, skating rink) at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Once a week	6.7%	36	17.5%	11	2.9%	1	13.0%	4	2.6%	1	3.5%	1	4.3%	2	0.0%	0	20.4%	10
Once a fortnight	1.5%	8	3.0%	2	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Once a month	14.2%	78	33.6%	21	37.5%	7	2.7%	1	0.0%	0	3.5%	1	20.7%	8	8.6%	2	1.3%	1
Once every two months	21.5%	118	10.0%	6	28.9%	5	21.6%	7	15.2%	6	34.2%	13	20.1%	8	43.4%	8	24.2%	12
Once every six months	31.3%	172	18.8%	12	15.9%	3	49.6%	15	46.7%	18	26.9%	10	34.3%	13	18.9%	4	40.6%	20
Once a year	20.4%	111	13.0%	8	14.7%	3	6.3%	2	18.4%	7	22.1%	8	18.8%	7	29.1%	6	7.6%	4
(Don't know / varies)	4.5%	24	4.1%	3	0.0%	0	0.0%	0	17.2%	7	9.9%	4	1.8%	1	0.0%	0	4.6%	2
Mean:		*0.66*		*1.25*		*0.68*		*0.90*		*0.35*		*0.47*		*0.58*		*0.37*		*1.12*
Weighted base:		548		61		18		30		39		38		38		20		48
Sample:		380		25		16		20		20		27		32		17		28

Q35 Do you or members of your household normally do any other leisure activities not mentioned?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes	23.8%	478	25.6%	59	21.2%	21	33.0%	45	34.8%	50	17.4%	23	27.7%	38	16.3%	18	23.1%	30
No	76.2%	1526	74.4%	173	78.8%	80	67.0%	91	65.2%	95	82.6%	110	72.3%	98	83.7%	95	76.9%	101
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

Q36 What is this other leisure activity not mentioned?
Those who do any other leisure activities at Q35

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aerobics	0.4%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aircraft gliding	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amateur dramatics	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
American football	1.2%	6	0.0%	0	25.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aqua golf	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
Archery	0.8%	4	1.7%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Art classes	0.1%	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
Athletics	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Badminton	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
Basketball	1.8%	9	0.0%	0	0.0%	0	17.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Bell ringing	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Bird watching	0.3%	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
Boating	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Bowling	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowls	2.6%	13	5.6%	3	7.7%	2	0.0%	0	2.0%	1	2.5%	1	2.6%	1	7.1%	1	0.0%	0
Brownies	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Camping	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
Choir singing	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.5%	1	0.0%	0	9.1%	2	0.0%	0
Church	0.9%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Church concerts	0.2%	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
Clay pigeon shooting	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Climbing	0.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Country parks	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
Crafts	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
Cricket	1.0%	5	3.3%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Cycling	7.6%	37	5.8%	3	3.8%	1	10.0%	4	13.3%	7	5.3%	1	2.6%	1	3.8%	1	5.2%	2
Dancing	2.4%	11	1.7%	1	5.1%	1	0.0%	0	1.4%	1	0.0%	0	2.6%	1	16.3%	3	4.9%	1
Darts	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
Dog shows / training	0.5%	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
Dog walking	0.4%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Field hockey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Fishing	3.0%	14	4.0%	2	6.7%	1	5.9%	3	4.0%	2	10.9%	3	2.6%	1	0.0%	0	0.0%	0
Fitness classes	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
Flower club	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flying	0.6%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Folk dancing	0.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Football	6.8%	33	1.5%	1	0.0%	0	5.2%	2	8.8%	4	5.0%	1	13.4%	5	3.3%	1	19.8%	6
Friendship group	0.1%	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
Gardening	0.8%	4	1.5%	1	0.0%	0	2.6%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Genealogy	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
Geocaching	0.1%	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
Golf	8.8%	42	7.9%	5	6.5%	1	8.6%	4	4.6%	2	17.8%	4	6.1%	2	10.0%	2	12.2%	4
Gymnastics	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Hiking	3.1%	15	18.1%	11	3.8%	1	0.0%	0	0.0%	0	2.5%	1	2.6%	1	0.0%	0	0.0%	0
Hockey	0.4%	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
Horse riding	2.6%	12	1.5%	1	0.0%	0	0.0%	0	9.3%	5	0.0%	0	0.0%	0	3.8%	1	5.2%	2
Ice hockey	0.4%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Ice skating	0.4%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jazz clubs	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
Karate	1.8%	9	0.0%	0	0.0%	0	0.0%	0	3.5%	2	7.0%	2	0.0%	0	0.0%	0	0.0%	0
Karting	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
Kayaking	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
Knitting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lego land	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Leisure centre	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
Library	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
Line dancing	0.5%	3	1.5%	1	0.0%	0	1.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Live bands	0.4%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modeling club	0.3%	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
Morris dancing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorhoming	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorsport	1.3%	6	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.1%	1
Mountain biking	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
Music	1.0%	5	1.5%	1	0.0%	0	0.0%	0	4.9%	2	7.0%	2	0.0%	0	0.0%	0	0.0%	0
National Trust	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netball	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Paintballing	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
Painting	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Photography	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piano	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pilates	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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Play centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Pétanque	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
Radio control planes	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
Rock climbing	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
Rotary clubs	0.2%	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
Rugby	1.4%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Running	2.7%	13	0.0%	0	0.0%	0	0.0%	0	5.4%	3	2.8%	1	17.3%	6	0.0%	0	8.2%	2
Sailing	1.2%	6	0.0%	0	2.7%	1	5.2%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scouts	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shooting	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
Singing	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
Skate park	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snooker	1.4%	7	5.6%	3	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Social club	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
Soft play	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming	12.4%	59	7.4%	4	6.7%	1	6.2%	3	13.3%	7	2.8%	1	8.9%	3	5.3%	1	17.8%	5
Taekwondo	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	5.2%	2
Tai chi	0.6%	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
Tennis	2.0%	9	0.0%	0	3.8%	1	4.5%	2	4.7%	2	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Textile workshops	0.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train spotting	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
Trampolining	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
University Of The Third Age Group	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vintage cars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking	6.7%	32	3.1%	2	12.5%	3	2.6%	1	1.2%	1	14.4%	3	7.6%	3	20.0%	4	1.9%	1
Walking dog	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Water polo	0.1%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsurfing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yoga	1.3%	6	5.8%	3	0.0%	0	0.0%	0	2.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Zumba	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
(Don’t know / varies)	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
Weighted base:		478		59		21		45		50		23		38		18		30
Sample:		486		47		23		37		40		30		34		23		30

Meanscore: [Number of visits per month]

Q37 How often do you or your household do (OTHER LEISURE ACTIVITY MENTIONED AT Q36)?
Those who do any other leisure activities at Q35

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Once a week	70.9%	339	65.6%	39	53.7%	12	64.4%	29	75.4%	38	60.5%	14	69.2%	26	92.9%	17	79.0%	24
Once a fortnight	11.0%	53	7.4%	4	36.2%	8	11.2%	5	20.0%	10	21.4%	5	9.8%	4	3.8%	1	9.5%	3
Once a month	7.8%	37	3.1%	2	3.8%	1	15.4%	7	2.6%	1	2.5%	1	7.0%	3	0.0%	0	7.3%	2
Once every two months	3.7%	18	7.3%	4	0.0%	0	2.6%	1	0.0%	0	6.5%	2	8.9%	3	3.3%	1	2.1%	1
Once every six months	4.5%	22	16.6%	10	0.0%	0	4.5%	2	0.0%	0	9.0%	2	2.6%	1	0.0%	0	0.0%	0
Once a year	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
(Don't know / varies)	1.9%	9	0.0%	0	6.2%	1	1.8%	1	2.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Mean:		*3.22*		*2.87*		*3.11*		*3.03*		*3.51*		*2.93*		*3.16*		*3.81*		*3.43*
Weighted base:		478		59		21		45		50		23		38		18		30
Sample:		486		47		23		37		40		30		34		23		30

Q38 Where do you or members of your household normally go for (OTHER LEISURE ACTIVITY MENTIONED AT Q36)?
Those who do any other leisure activities at Q35

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Alfreton	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.1%	5	1.9%	1
Arnold	1.9%	9	5.6%	3	0.0%	0	13.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashfield	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Beeston	1.3%	6	1.5%	1	3.8%	1	0.0%	0	0.0%	0	18.9%	4	0.0%	0	0.0%	0	0.0%	0
Bingham	1.2%	6	0.0%	0	0.0%	0	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.3%	2	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullwell	1.3%	6	9.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Carlton	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
Chilwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Clifton	0.8%	4	0.0%	0	18.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	10.3%	49	0.0%	0	3.8%	1	0.0%	0	0.0%	0	9.0%	2	10.7%	4	7.1%	1	0.0%	0
Doncaster	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	0.5%	3	0.0%	0	0.0%	0	1.6%	1	1.2%	1	2.5%	1	0.0%	0	0.0%	0	2.1%	1
Gainsborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	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
Heanor	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Hucknall	1.2%	6	1.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	4
Hyson Green	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
Ilkeston	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	6.1%	2	0.0%	0	0.0%	0
Kimberley	0.5%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	6
Leicester	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	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
Long Eaton	2.5%	12	0.0%	0	2.7%	1	0.0%	0	1.4%	1	5.0%	1	22.4%	8	0.0%	0	0.0%	0
Loughborough	3.5%	17	0.0%	0	0.0%	0	0.0%	0	13.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield	6.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	3
Mapperley Plains	0.5%	2	1.5%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	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
Newark-on-Trent	2.2%	10	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	8.5%	41	13.6%	8	30.8%	7	16.1%	7	21.2%	11	11.6%	3	4.2%	2	0.0%	0	2.1%	1
Nottingham Non-Central (outside the City Centre)	5.2%	25	5.8%	3	16.9%	4	21.8%	10	0.0%	0	0.0%	0	4.5%	2	5.3%	1	2.1%	1
Ollerton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	2.1%	10	0.0%	0	3.8%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	5.3%	1	0.0%	0
Sheffield	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	3.3%	1	0.0%	0
Sherwood	1.1%	5	8.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.4%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	2	18.6%	6
West Bridgford	1.6%	8	1.5%	1	0.0%	0	0.0%	0	12.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaton	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
Worksop	0.3%	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
Abroad	1.4%	6	0.0%	0	2.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Allestree	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
Alvaston	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
Asfordby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asfordby Hill	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
Ashbourne	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
Babworth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balderton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnby Moor	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnstone	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
Basford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Bedworth	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
Belpur	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	2	0.0%	0
Bestwood	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
Bilborough	0.5%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilsthorpe	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Blidworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boughton House, Kettering	0.2%	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
Bourne	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bramcote	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	2	0.0%	0	0.0%	0	0.0%	0
Calverton	1.1%	5	1.5%	1	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Chatsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Clumber Park, Worksop	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coddington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codnor	0.1%	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
Collingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colwick	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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Crich	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
Derbyshire	0.1%	0	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 Bridgford	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
East Leake	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
Edwalton	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
Edwinstowe	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Elston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnsfield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gelding	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
Giltbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Gotham	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
Great Haywood	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
Holme Pierpoint	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
Hose	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jacksdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Keyworth	0.6%	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
Kneesall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	2.2%	11	16.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambley	0.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Mill	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Laughton	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
Lenton	0.3%	2	1.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Eaton	0.2%	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
Lowdham	0.2%	1	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	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
Mansfield Woodhouse	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
Market Harborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne	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
Morley	0.2%	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
New Basford	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
Nottinghamshire	0.7%	3	1.5%	1	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuthall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Oakmere Park	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
Peak District	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Radcliffe-on-Trent	0.7%	3	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Risley	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
Ruddington	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
Rutland Water	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saltby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandiacre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	7	0.0%	0	0.0%	0
Selston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0
Shelford	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
Spondon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Stamford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton by Dale	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
Stoke Bardolph	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
Stoke on Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Sutton Bonington	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
Swanwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Tilberthwaite	0.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Woodthorpe	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
Wysall	0.1%	0	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)	8.3%	40	7.7%	5	8.6%	2	12.0%	5	4.8%	2	11.0%	3	11.2%	4	0.0%	0	0.0%	0
(Don't do)	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
Weighted base:		478		59		21		45		50		23		38		18		30
Sample:		486		47		23		37		40		30		34		23		30

Q39 And finally what improvements / additions could be made to leisure facilities in your nearest town or district centre (CENTRE MENTIONED AT Q10) 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	
Nothing	56.7%	1135	65.0%	151	75.0%	76	53.1%	72	50.2%	73	42.3%	56	42.3%	57	65.0%	74	51.2%	67
A casino	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
A swimming pool	6.3%	127	1.4%	3	7.4%	8	5.9%	8	9.2%	13	7.7%	10	5.5%	7	5.5%	6	7.6%	10
A theatre	0.7%	14	0.4%	1	0.0%	0	0.0%	0	0.7%	1	1.4%	2	1.0%	1	1.5%	2	0.0%	0
An art house cinema	1.1%	22	0.0%	0	0.0%	0	1.5%	2	3.0%	4	5.8%	8	1.7%	2	1.1%	1	1.0%	1
Better cinema provision e.g. new multi-screen	2.7%	54	0.4%	1	0.0%	0	9.0%	12	0.7%	1	5.4%	7	1.7%	2	6.7%	8	6.2%	8
Bingo	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	3.9%	79	0.6%	1	0.5%	1	3.8%	5	1.2%	2	2.9%	4	10.8%	15	2.1%	2	1.2%	2
Improved access by foot and cycle	0.7%	15	1.3%	3	0.0%	0	0.0%	0	4.6%	7	1.7%	2	0.0%	0	0.0%	0	0.5%	1
Improved public transport	1.2%	24	0.4%	1	0.0%	0	2.9%	4	1.6%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Improved security / CCTV	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
Improved street furniture	0.1%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Improvements in the built environment	0.4%	9	0.0%	0	0.0%	0	0.5%	1	1.2%	2	0.0%	0	3.5%	5	0.0%	0	0.9%	1
More / better car parking	1.1%	21	1.5%	3	0.0%	0	2.0%	3	2.6%	4	0.7%	1	0.7%	1	0.9%	1	0.4%	1
More / better cultural facilities	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More / better disabled access	0.3%	6	0.8%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.7%	1
More / better health clubs / gyms	2.2%	45	5.4%	13	1.4%	1	1.5%	2	3.9%	6	1.6%	2	0.0%	0	0.0%	0	3.9%	5
More / better policing	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	0.3%	7	0.8%	2	0.5%	1	0.0%	0	1.6%	2	0.5%	1	0.5%	1	0.0%	0	0.5%	1
More / better seats	0.0%	0	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 signposting and information	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
More / better parks / green spaces	0.9%	17	0.0%	0	0.0%	0	0.5%	1	4.6%	7	1.2%	2	1.2%	2	0.9%	1	1.2%	2
More for children	3.2%	64	2.1%	5	4.1%	4	1.4%	2	3.6%	5	7.5%	10	2.2%	3	0.6%	1	3.1%	4
More local sports & recreation facilities	5.2%	104	4.6%	11	0.5%	1	3.8%	5	7.4%	11	2.2%	3	4.7%	6	4.1%	5	6.0%	8
More nightclubs	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.5%	1	0.0%	0
More quality restaurants	1.1%	21	0.0%	0	0.6%	1	0.6%	1	0.0%	0	1.4%	2	6.5%	9	0.5%	1	2.2%	3
More street cleaning	0.7%	15	0.0%	0	0.5%	1	0.6%	1	0.0%	0	3.9%	5	0.0%	0	0.5%	1	2.4%	3
Provision of public toilets	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Ten-pin bowling	1.8%	36	0.0%	0	0.0%	0	0.0%	0	2.4%	3	1.2%	2	0.0%	0	0.6%	1	2.8%	4
Other	1.6%	32	0.4%	1	0.0%	0	0.5%	1	0.4%	1	0.4%	1	5.5%	7	1.4%	2	1.2%	2
Better market	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	1
Community centre	0.1%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Free / cheaper parking	0.3%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ice rink	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1
Improve the quality of the roads	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
Later opening hours	0.4%	7	0.0%	0	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Less traffic	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
More / better cycle paths	0.8%	17	1.0%	2	0.0%	0	0.0%	0	4.6%	7	0.0%	0	1.2%	2	0.0%	0	0.0%	0
More / better shops in general	0.8%	16	0.0%	0	0.0%	0	0.9%	1	0.4%	1	0.9%	1	1.2%	2	2.4%	3	1.2%	2
More / better skate parks	0.1%	3	0.0%	0	2.0%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities / facilities for older people	0.3%	6	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities / facilities for teenagers	0.3%	5	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0
More independent shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More specific classes like dancing / martial arts / yoga	0.9%	18	4.7%	11	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.2%	2	0.0%	0	1.2%	2
Needs a revamp / facelift	0.5%	10	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.5%	1	1.5%	2	0.0%	0
Place for concerts / gigs	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.6%	1	0.0%	0
Squash courts	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Tennis courts	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0
Tram system	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0
(Don't do leisure activities)	3.3%	67	4.6%	11	3.1%	3	2.6%	4	2.6%	4	13.8%	18	4.3%	6	1.1%	1	2.5%	3
(Don't know)	6.5%	130	7.4%	17	5.8%	6	16.2%	22	5.5%	8	8.9%	12	5.7%	8	6.3%	7	8.1%	11
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

Column %ges.

GEN Gender of respondent

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Male	34.0%	680	40.3%	93	34.0%	34	46.1%	63	33.1%	48	33.8%	45	44.1%	60	28.1%	32	27.6%	36
Female	66.0%	1323	59.7%	138	66.0%	67	53.9%	73	66.9%	97	66.2%	88	55.9%	76	71.9%	82	72.4%	95
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

AGE Can I just ask, how old are you?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
18-24	5.7%	114	3.5%	8	0.0%	0	0.0%	0	7.7%	11	15.6%	21	4.0%	5	4.8%	5	7.7%	10
25-34	15.5%	310	12.7%	30	16.4%	17	11.6%	16	18.5%	27	14.1%	19	14.4%	19	5.8%	7	13.9%	18
35-44	16.7%	334	8.8%	20	17.0%	17	12.0%	16	19.2%	28	14.6%	19	23.6%	32	18.0%	20	28.9%	38
45-54	15.5%	310	10.3%	24	14.9%	15	15.9%	22	15.1%	22	15.3%	20	15.2%	21	17.7%	20	19.6%	26
55-64	21.4%	429	17.8%	41	22.0%	22	30.3%	41	20.7%	30	17.5%	23	27.2%	37	28.5%	32	12.5%	16
65+	23.1%	462	45.5%	106	28.0%	28	27.5%	37	17.3%	25	20.6%	27	14.8%	20	21.6%	24	15.2%	20
(Refused)	2.2%	44	1.3%	3	1.7%	2	2.8%	4	1.5%	2	2.2%	3	0.8%	1	3.7%	4	2.2%	3
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

ADU How many adults aged 16 years and over, including yourself, live in your household?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
One	17.6%	352	27.5%	64	20.1%	20	20.6%	28	19.5%	28	10.9%	15	14.4%	19	21.1%	24	16.3%	21
Two	55.5%	1112	46.1%	107	61.8%	62	59.9%	81	51.5%	75	48.2%	64	50.4%	68	48.5%	55	59.5%	78
Three	14.6%	293	13.2%	31	11.1%	11	12.3%	17	10.2%	15	27.0%	36	19.5%	26	22.3%	25	15.3%	20
Four or more	10.2%	204	10.6%	24	4.7%	5	5.3%	7	16.1%	23	12.4%	17	10.2%	14	7.2%	8	8.3%	11
(Refused)	2.1%	43	2.6%	6	2.2%	2	1.8%	2	2.6%	4	1.4%	2	5.6%	8	0.9%	1	0.7%	1
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

CHI How many children aged 15 years and under, live in your household?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
None	67.0%	1341	83.3%	193	67.1%	68	76.8%	104	65.6%	95	66.2%	88	69.8%	94	73.6%	84	46.9%	61
One	12.3%	247	10.7%	25	8.9%	9	3.6%	5	15.9%	23	19.1%	25	9.0%	12	12.9%	15	9.2%	12
Two	12.2%	245	3.5%	8	8.8%	9	16.3%	22	11.8%	17	8.6%	11	12.2%	17	9.0%	10	29.8%	39
Three	4.3%	86	0.4%	1	7.4%	8	0.0%	0	4.1%	6	4.7%	6	2.3%	3	3.6%	4	11.6%	15
Four or more	2.1%	42	0.0%	0	5.5%	6	1.5%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.7%	2
(Refused)	2.1%	41	2.1%	5	2.2%	2	1.8%	2	2.6%	4	1.4%	2	5.6%	8	0.9%	1	0.7%	1
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

CAR How many cars does your household own or have the use of?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
None	13.1%	262	22.4%	52	28.1%	28	11.9%	16	14.1%	20	8.6%	11	6.9%	9	7.3%	8	6.4%	8
One	38.0%	761	49.3%	114	37.7%	38	46.8%	64	31.3%	45	35.5%	47	35.2%	48	33.1%	38	35.4%	46
Two	35.4%	709	19.7%	46	25.5%	26	31.6%	43	38.8%	56	29.5%	39	42.2%	57	44.8%	51	43.4%	57
Three or more	11.4%	228	6.4%	15	6.5%	7	7.4%	10	13.4%	19	25.1%	33	10.1%	14	13.3%	15	12.9%	17
(Refused)	2.2%	44	2.1%	5	2.2%	2	2.4%	3	2.4%	3	1.4%	2	5.6%	8	1.5%	2	1.9%	2
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Working full time	50.2%	1006	26.0%	60	45.9%	46	47.6%	65	51.6%	75	59.6%	79	51.4%	70	53.7%	61	60.6%	79
Working part time	8.3%	167	13.0%	30	5.8%	6	8.0%	11	9.4%	14	6.0%	8	9.9%	13	6.6%	8	9.1%	12
Unemployed	3.2%	65	2.8%	7	8.0%	8	2.4%	3	7.7%	11	5.6%	7	3.2%	4	0.6%	1	0.7%	1
Retired	28.5%	572	49.8%	116	33.8%	34	34.3%	47	23.1%	34	23.3%	31	22.7%	31	29.5%	34	14.3%	19
A housewife	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6
A student	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self employed	3.7%	75	4.9%	11	2.6%	3	4.0%	5	6.2%	9	3.6%	5	6.8%	9	5.9%	7	0.5%	1
Sick / disabled	1.8%	36	1.3%	3	1.7%	2	1.5%	2	0.0%	0	0.7%	1	0.0%	0	0.9%	1	4.3%	6
Other	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.7%	55	2.1%	5	2.2%	2	2.4%	3	2.0%	3	0.7%	1	6.0%	8	2.7%	3	6.0%	8
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

Meanscore: [£ in thousands]

INC Approximately what is your total household income?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
£0-£15,000	9.2%	183	12.6%	29	12.1%	12	7.4%	10	4.8%	7	5.1%	7	5.4%	7	9.6%	11	4.3%	6
£15,001 - £20,000	5.6%	113	2.9%	7	2.3%	2	9.7%	13	5.1%	7	1.9%	3	8.6%	12	5.1%	6	7.7%	10
£20,001 - £30,000	9.1%	182	4.1%	10	8.1%	8	17.5%	24	5.1%	7	4.8%	6	5.7%	8	8.9%	10	7.8%	10
£30,001 - £40,000	7.1%	142	10.4%	24	6.9%	7	6.0%	8	3.2%	5	10.2%	14	7.6%	10	4.1%	5	7.1%	9
£40,001 - £50,000	6.1%	123	2.2%	5	4.2%	4	4.4%	6	9.6%	14	4.7%	6	15.8%	21	6.2%	7	4.9%	6
£50,001 - £60,000	3.7%	74	1.9%	4	4.4%	4	0.9%	1	5.8%	8	3.1%	4	6.2%	8	3.8%	4	6.5%	9
£60,001 - £70,000	2.2%	43	0.6%	1	1.3%	1	0.9%	1	9.9%	14	8.1%	11	2.0%	3	0.6%	1	0.0%	0
£70,001 - £80,000	2.0%	39	1.5%	3	1.7%	2	0.0%	0	2.9%	4	1.9%	3	4.0%	5	3.0%	3	4.1%	5
£80,001 - £90,000	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.7%	2	1.2%	2	1.5%	2	2.2%	3
£90,001 - £100,000	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.5%	2	1.2%	2
£100,001 - £150,000	1.4%	28	0.0%	0	2.0%	2	1.5%	2	4.6%	7	0.0%	0	0.5%	1	1.2%	1	0.0%	0
£150,000+	0.4%	8	0.0%	0	0.0%	0	1.5%	2	1.2%	2	0.5%	1	0.7%	1	0.5%	1	0.0%	0
(Don't know / refused)	52.1%	1044	63.7%	148	57.0%	58	50.3%	68	47.4%	69	57.5%	77	42.2%	57	53.9%	61	54.1%	71
Mean:		*36.92*		*26.74*		*34.06*		*33.37*		*53.77*		*44.48*		*41.40*		*39.29*		*39.24*
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

ZON Zone

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1	11.6%	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
Zone 2	5.0%	101	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	6.8%	136	0.0%	0	0.0%	0	100.0%	136	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	7.2%	145	0.0%	0	0.0%	0	0.0%	0	100.0%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	6.6%	133	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	133	0.0%	0	0.0%	0	0.0%	0
Zone 6	6.8%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	135	0.0%	0	0.0%	0
Zone 7	5.7%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	114	0.0%	0
Zone 8	6.5%	131	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	131
Zone 9	9.5%	190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	2.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	3.6%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	2.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	3.3%	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
Zone 14	2.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	5.7%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16	14.8%	297	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:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

PC Postcode Sector

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
DE1 1	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE212	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE214	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE215	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0
DE216	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE217	2.4%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE221	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE222	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE223	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE224	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
DE231	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE232	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE233	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE234	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE236	0.8%	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
DE238	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE240	2.4%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE243	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
DE248	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE249	0.8%	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
DE3 0	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE3 9	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE5 3	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5	0.0%	0
DE5 9	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0
DE551	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	23	0.0%	0
DE552	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	13	0.0%	0
DE553	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
DE554	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0
DE555	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	8	0.0%	0
DE557	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	8	0.0%	0
DE7 4	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	0.0%	0
DE7 5	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	11	0.0%	0	0.0%	0
DE7 6	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	17	0.0%	0	0.0%	0
DE7 8	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0
DE7 9	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
DE722	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE723	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	21	0.0%	0	0.0%	0
DE735	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
DE736	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE738	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE742	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE757	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	18	0.0%	0
DN220	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DN226	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DN227	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DN228	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DN229	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE111	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE112	1.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE113	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE114	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE115	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE125	0.6%	11	0.0%	0	0.0%	0	0.0%	0	7.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE126	1.3%	25	0.0%	0	0.0%	0	0.0%	0	17.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE129	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE130	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE131	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE143	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE144	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG1 4	0.1%	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
NG101	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	12	0.0%	0	0.0%	0
NG102	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	9	0.0%	0	0.0%	0
NG103	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	19	0.0%	0	0.0%	0
NG104	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	11	0.0%	0	0.0%	0
NG105	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	19	0.0%	0	0.0%	0
NG110	0.4%	9	0.0%	0	0.0%	0	0.0%	0	6.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG116	0.8%	17	0.0%	0	0.0%	0	0.0%	0	11.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG117	0.7%	14	0.0%	0	13.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG118	2.1%	41	0.0%	0	40.8%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG119	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG121	0.2%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG122	0.3%	5	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
NG123	0.6%	11	0.0%	0	0.0%	0	0.0%	0	7.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG124	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG125	0.7%	13	0.0%	0	0.0%	0	0.0%	0	9.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG130	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG138	1.0%	20	0.0%	0	0.0%	0	0.0%	0	13.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG139	0.4%	9	0.0%	0	0.0%	0	0.0%	0	6.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG145	0.8%	16	0.0%	0	0.0%	0	11.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG146	1.1%	21	0.0%	0	0.0%	0	15.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG147	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG150	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
NG156	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	18
NG157	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	13
NG158	0.3%	6	0.0%	0	0.0%	0	4.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG159	0.4%	9	0.0%	0	0.0%	0	6.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG161	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	17	0.0%	0	0.0%	0	0.0%	0
NG162	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	30	0.0%	0	0.0%	0	0.0%	0
NG163	1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	28	0.0%	0	0.0%	0	0.0%	0
NG164	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5	0.0%	0
NG165	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	23
NG166	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	21	0.0%	0
NG171	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	8
NG172	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5
NG173	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7
NG174	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5
NG175	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	10
NG177	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4
NG178	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	30
NG179	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	8
NG181	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG182	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG183	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG184	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG185	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG190	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG196	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG197	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
NG198	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG199	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG2 1	0.1%	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
NG2 2	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG2 3	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG2 4	0.1%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG2 5	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG2 6	0.3%	5	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG2 7	0.3%	6	0.0%	0	0.0%	0	0.0%	0	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG200	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG208	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG209	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
NG210	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG219	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG220	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG228	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG229	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG235	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG236	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG237	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG241	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG242	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG243	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG244	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG250	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG3 2	0.2%	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
NG3 3	0.0%	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
NG3 4	0.1%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG3 5	1.2%	24	10.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG3 6	0.8%	17	0.0%	0	0.0%	0	12.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG3 7	0.6%	13	5.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG316	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
NG317	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG318	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG319	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
NG321	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG322	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG4 1	0.5%	9	0.0%	0	0.0%	0	6.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
NG4 2	0.2%	4	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG4 3	0.3%	5	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG4 4	0.4%	9	0.0%	0	0.0%	0	6.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 1	0.6%	13	5.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 2	0.3%	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
NG5 3	0.6%	11	4.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 4	0.6%	12	0.0%	0	0.0%	0	8.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 5	1.0%	20	8.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 6	0.6%	13	0.0%	0	0.0%	0	9.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 7	0.2%	5	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 8	0.5%	11	0.0%	0	0.0%	0	7.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 9	0.6%	11	4.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG6 0	0.5%	10	4.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG6 7	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
NG6 8	1.3%	27	11.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG6 9	0.7%	14	6.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG7 1	0.2%	3	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG7 2	0.1%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG7 3	0.1%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG7 4	0.2%	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
NG7 5	0.0%	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
NG7 6	1.1%	22	9.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG7 7	0.3%	5	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG8 1	0.5%	9	0.0%	0	9.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG8 2	1.2%	25	0.0%	0	24.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG8 3	1.1%	21	9.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG8 4	0.4%	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
NG8 5	0.2%	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
NG8 6	0.4%	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
NG9 1	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0
NG9 2	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0
NG9 3	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	20	0.0%	0	0.0%	0	0.0%	0
NG9 4	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
NG9 5	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	10	0.0%	0	0.0%	0	0.0%	0
NG9 6	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0
NG9 7	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0
NG9 8	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0	0.0%	0
S44 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
S44 6	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2003		232		101		136		145		133		135		114		131
Sample:		2003		180		125		125		125		125		125		120		125

Q01 In which store or shopping centre do you NORMALLY shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk 'trolley' purchases)?
Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aldi, Sellers Wood Drive, BULWELL	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Woodbrough Road, MAPPERLEY	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, 157 Huntingdon Street, NOTTINGHAM	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Radford Boulevard, NOTTINGHAM	0.5%	10	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Front Street, ARNOLD	1.5%	30	0.0%	0	0.0%	0	0.0%	0	7.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Radford Road, HYSON GREEN	2.4%	47	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wesley Street, Langley Mill	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, WEST BRIDGFORD	1.8%	37	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.8%	1	1.0%	1	0.0%	0
Co-op, 291 Queens Road, BEESTON	0.0%	1	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, 35 Market Place, BINGHAM	0.0%	1	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, 87 Main Street, EAST LEAKE	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
Co-op, 100 Nottingham Road, EASTWOOD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, KEYWORTH	0.1%	1	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, 12/18 Bridgeway Centre, NOTTINGHAM	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
Co-op, 123 Middleton Boulevard, NOTTINGHAM	0.0%	1	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, Carlton Road, NOTTINGHAM	0.0%	1	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, 38 Church Street, RUDDINGTON	0.0%	1	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, Hall Croft, SHEPSHED	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Co-op, 624 Mansfield Road, SHERWOOD (opposite Ginza Japanese resturant)	0.0%	1	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, 684 Mansfield Road, SHERWOOD (opposite Sherwood Manor pub)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Ropewalk, SOUTHWELL	0.2%	4	1.0%	2	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, STAPLEFORD	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
Co-op, 52-56 Bridgford Road, WEST BRIDGFORD (large store opposite a big car park)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 172-174 Bramcote Lane, WOLLATON	0.1%	2	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, Trowell Road, WOLLATON	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 178 Southchurch Drive, CLIFTON	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 56 Derby Road, STAPLEFORD	0.0%	1	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, 77 Front Street, ARNOLD	0.0%	1	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, Main Street, BULWELL	0.1%	2	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, Southchurch Drive, CLIFTON	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Nuthall Road, NOTTINGHAM	0.1%	2	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, 69 Wollaton Road, BEESTON	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
Lidl, 319-331 Mansfield	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Road, CARRINGTON																		
Lidl, Great Northern Way, NETHERFIELD	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 1 Midland Way, Wollaton Road, NOTTINGHAM	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
Marks & Spencer Simply Food, Albert Road, WEST BRIDGFORD	0.2%	4	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, Hucknall Lane, BULWELL	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Morrisons, Leen Drive, BULWELL	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Lane, CLIFTON	2.0%	40	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, Derby Road, EASTWOOD	2.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Morrisons, Gamston Lings Bar Road, GAMSTON	2.3%	46	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0
Morrisons, Victoria Park Way, NETHERFIELD	1.8%	36	0.0%	0	0.0%	0	0.0%	0	13.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Lenton Boulevard, NOTTINGHAM	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Nottingham Station, NOTTINGHAM	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, ARNOLD	2.7%	54	0.0%	0	0.0%	0	0.6%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Street, BEESTON	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Sainsbury's, Sir John Robinson Way, DAYBROOK	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Main Street, KIMBERLEY	1.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 418 Nuthall Road, NOTTINGHAM	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
Sainsbury's, Castle Bridge Road, NOTTINGHAM	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, RIPLEY	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
Sainsbury's, 223 Derby Road, SANDIACRE	0.0%	1	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 Local, 8 Market Street, BINGHAM	0.0%	1	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 Local, St Wilfrid Square, CALVERTON	0.0%	1	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 Local, 100-102 Nottingham Road, KEYWORTH	0.0%	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
Sainsbury's Local, 5-7 Plains Road, MAPPERLEY	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Sainsbury's Local, 156 Bramcote Lane, NOTTINGHAM	0.0%	1	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 Local, 16 Waverley Street, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lenton Boulevard, NOTTINGHAM	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
Sainsbury's Local, 111 Derby Road, STAPLEFORD	0.0%	1	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, 1 Station Road, BEESTON	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Main Street, BULWELL	0.6%	12	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Top Valley Way, TOP VALLEY	1.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Swiney Way, TOTON	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Tesco Superstore, Carlton	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Hill, CARLTON																		
Tesco Superstore, High Street, HEANOR	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Forest Road, NEW OLLERTON	0.9%	17	8.0%	15	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Centre, NOTTINGHAM	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mansfield Road, BLIDWORTH	0.0%	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
Tesco Express, West Point Shopping Centre, CHILWELL	0.1%	1	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, 208 Nottingham Road, EASTWOOD	0.0%	1	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, 131 Alfreton Road (Canning Circle), NOTTINGHAM	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 548 Valley Road, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakdale Road, NOTTINGHAM	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 Express, Shakespeare Street, NOTTINGHAM	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
Tesco Express, Upper Parliament Street, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 101 Hucknall Road, OLD BASFORD	0.1%	1	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, Compton Acres, Rugby Road, WEST BRIDGFORD	0.0%	1	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, Trinity Square, NOTTINGHAM	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, ALFRETON	0.1%	2	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, BEESTON	0.0%	1	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, BINGHAM	0.0%	1	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, CLIFTON 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
Local shops, DERBY	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4
Local shops, GRANTHAM	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
Local shops, HUCKNALL	0.0%	1	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, ILKESTON	0.1%	2	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, KIRKBY-IN-ASHFIELD	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
Local shops, LONG EATON	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, LOUGHBOROUGH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Local shops, MANSFIELD	0.0%	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
Local shops, MELTON MOWBARY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Local shops, RIPLEY	0.0%	1	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, SUTTON-IN-ASHFIELD	0.0%	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
Local shops, TOTON	0.0%	1	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	5.4%	106	6.2%	12	3.6%	2	7.8%	6	2.3%	1	3.4%	2	3.7%	2	5.5%	6	10.9%	32
Aldi, Ashgate Road, Hucknall	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Belton Road, Loughborough	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	8.4%	10	0.0%	0
Aldi, Carolgate, Retford	0.6%	11	0.0%	0	22.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carter Lane, Shirebrook	1.1%	23	12.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cross Street, Long Eaton	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Aldi, Dents Road, Ashby De La Zouch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Aldi, Hepworth Retail Park, Pipeworks, Swadlincote	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
Aldi, High Street, Heanor	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
Aldi, Huntspill Road, Hilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Aldi, Lea Road, Gainsborough	0.1%	2	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Manor Road, Ilkeston	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aldi, Mansfield Road, Daybrook	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Meteor Retail Park, Derby	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.4%	4
Aldi, Northgate, Newark	0.4%	8	0.4%	1	0.0%	0	5.6%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Nottingham Road, Alfreton	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Nottingham Road, Chaddesden	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	10.3%	31
Aldi, Nottingham Road, Mansfield	0.8%	16	4.9%	9	0.0%	0	0.0%	0	9.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, South Parade, Grantham	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	17	2.3%	1	0.0%	0	0.0%	0
Aldi, St Georges Way, Leicester	0.0%	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
Aldi, Station Road, Sutton-in-Ashfield	0.4%	8	0.9%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Urban Road, Kirkby-in-Ashfield	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Uttoxeter New Road, Derby	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	6
Aldi, Wragby Road, Lincoln	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Arleston Lane, Sinfin, Derby	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	14
Asda, Ashby Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Bancroft Lane, Mansfield	0.6%	12	5.6%	11	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barkby Thorpe Lane, Leicester	0.1%	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
Asda, Charnwood Road, Shepshed	0.2%	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
Asda, Derby Road, Spondon	2.9%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	15.2%	45
Asda, Forest Road, New Ollerton	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
Asda, Lombard Street, Newark	1.3%	26	0.0%	0	0.6%	0	32.4%	23	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	2.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.4%	1
Asda, Newark Road, North Hykeham, Lincoln	0.1%	1	0.0%	0	1.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Mill Lane, Mansfield	1.0%	21	10.4%	20	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Priestic Road, Sutton-in-Ashfield	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Sinfin Shopping Centre, Arleston Lane, Sinfin	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.5%	19
Asda, Union Street, Grantham	2.0%	39	3.9%	7	0.0%	0	7.1%	5	0.0%	0	33.3%	22	0.0%	0	0.0%	0	0.0%	0
Asda, Wharf Road, East Retford	0.4%	7	0.0%	0	14.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burton Road, Littleover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Co-op, Church Street, Cropwell Bishop	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
Co-op, Crayford Road, Alvaston, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Co-op, Derby Road, Ripley	0.0%	1	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, Ex Warrick Arms, Main Street, Farnsfield	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
Co-op, Main Street, Burton Joyce	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, Main Street, Radcliffe-on-Trent	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
Co-op, Nottingham Road, Selston	0.1%	2	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, Oakwood Centre, Danebridge Crecent, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Co-op, Scalford Road, Melton Mowbray	0.1%	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
Co-op, South Street, Market Place, Ilkeston	0.1%	1	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, Victoria Avenue,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Borrowash																		
Co-op. Market Place, Kegworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Costcutter, Barrow Road, Sileby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Farmfoods, Acorn Centre, Station Road, Langley Mill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Osmaston Road, Allenton, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Iceland, Albion Street, Westfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Iceland, London Road, Newark	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
Iceland, Market Street, Loughborough	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7	0.0%	0
Iceland, North View, Burton Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Iceland, Nottingham Road, Alfreton	0.0%	1	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, Nottingham Road, Chaddesden	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	5
Iceland, Nottingham Road, Eastwood	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rosemary Centre, Mansfield	0.1%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Sherwood Centre, Retford	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, Chapel Street, Ripley	0.0%	1	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, Derby Road, Langley Mill	0.0%	1	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, Enterprise Way, Langley Mill	0.0%	1	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, Mansfield Road, Alfreton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Northgate Centre, Galley Hill, Sleaford	0.1%	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
Lidl, Nottingham Road, Derby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Lidl, Ropery Road, Gainsborough	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, Southgate Retail Park, Derby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Lidl, Station Road, Sandiacre	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Road, Sutton-in-Ashfield	0.0%	1	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 Simply Food, London Road, Grantham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Marshalls Yard, Beaumont Street, Gainsborough	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
Marks & Spencer Simply Food, The Rushes Retail Development, Loughborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Marks & Spencer Simply Food, Waterside Retail Park, Ilkeston	0.1%	2	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, Stodman Street, Newark	0.0%	1	0.0%	0	0.0%	0	0.5%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, West Gate, Mansfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Lexington Road, Chaddesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Morrisons, Ashfield Precinct, Kirkby-in-Ashfield	1.3%	25	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, Barnfield Close, Staveley	0.0%	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
Morrisons, Chapel Street, Belper	0.1%	2	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, Gorse Covert Centre, Maxwell Drive,	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Loughborough																		
Morrisons, Heapham Road South, Gainsborough	0.2%	3	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Idle Valley Road, Retford	0.9%	17	0.0%	0	33.1%	17	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kings Road, Newark	1.0%	20	0.0%	0	1.1%	1	24.8%	18	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sutton Road, Mansfield	1.4%	27	7.5%	14	1.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Vale of Belvoir Shopping Centre, Rutland Street, Melton Mowbray	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	11	0.0%	0	0.0%	0
Morrisons, Wharf Road, Grantham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	8	3.1%	1	0.0%	0	0.0%	0
Morrisons, Wheatcroft Way, Derby	1.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	22
Morrisons, Woodhouse Centre, High Street, Mansfield Woodhouse	0.4%	7	3.1%	6	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, The Crescent, Bilsthorpe, Nottingham	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, Wilford Road, Ruddington	0.1%	1	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, Butterley, Ripley	0.1%	2	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, Copecastle Square, Derby	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	3
Sainsbury's, Greenclose Lane, Loughborough	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	14	0.0%	0
Sainsbury's, Highgrounds Road, Rhodesia, Worksop	0.0%	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
Sainsbury's, Kingsway Retail Park, Derby	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	24
Sainsbury's, London Road, Balderton	0.1%	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
Sainsbury's, London Road, Grantham	0.6%	11	0.0%	0	0.0%	0	1.1%	1	0.0%	0	16.4%	11	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.9%	18	5.1%	10	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Melton Mowbray	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	12	0.0%	0	0.0%	0
Sainsbury's, Osmaston Park, Peak Drive, Derby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Sainsbury's, Peak Drive, Derby	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	14
Sainsbury's, Perry Road, Nottingham	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Rother Way, Chesterfield	0.0%	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
Sainsbury's, Tritton Road, Lincoln	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
Sainsbury's, Wyvern Way, Chaddesden	1.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	9.1%	27
Spar, High Street, Bottesford	0.0%	1	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, Fosse Road North, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Tesco Express, Low Moor Road, Kirkby In Ashfield	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 Express, Main Street, Balderton	0.0%	1	0.0%	0	0.5%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nottingham Road, Melton Mowbray	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stenson Road, Sunnyhill, Derby	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Tesco Extra, Ashgate Road, Hucknall	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Street North, Clay Cross, Chesterfield	0.0%	1	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, Chesterfield Road South, Mansfield	1.0%	21	9.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubilee Way South, Mansfield	1.2%	23	6.9%	13	0.0%	0	0.0%	0	25.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road,	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	23	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Loughborough																		
Tesco Extra, Resolution Road, Ashby De La Zouch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Tesco Extra, Rutland Street, Ilkeston	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Tesco Superstore, Hall Street, Alfreton	1.7%	33	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, Kipling Drive, Mickleover	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	16
Tesco Superstore, Mill Street, Clowne, Chesterfield	0.4%	7	3.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, South Street, Oakham	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, St Peters Bridge, Burton Upon Trent	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
Tesco Superstore, The Rushes, Loughborough	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	0.0%	0
Tesco Superstore, Thorpe Road, Melton Mowbray	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	11	0.0%	0	0.0%	0
Tesco Superstore, Trinity Street, Gainsborough	0.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Foss Islands Road, York	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
Waitrose, Ossington Way, Newark	0.7%	15	0.4%	1	0.5%	0	12.9%	9	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Shawcroft Centre, Ashbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Weighted base:		1982		189		50		72		40		65		45		114		296
Sample:		1977		124		108		109		119		108		106		104		164

Q02 How do you normally travel to (STORE MENTIONED AT Q01)?
Not those who said 'Internet' at Q01

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Car / van (as driver)	69.6%	1321	69.2%	124	72.6%	35	75.3%	50	88.1%	35	84.2%	54	75.1%	34	73.2%	79	60.6%	161
Car / van (as passenger)	14.5%	276	17.5%	31	10.6%	5	9.5%	6	5.6%	2	8.9%	6	11.9%	5	11.7%	13	23.4%	62
Bus, minibus or coach	4.2%	79	0.4%	1	2.7%	1	4.5%	3	1.7%	1	2.1%	1	2.3%	1	2.9%	3	3.7%	10
Using park & ride facility	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	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
Walk	9.5%	180	6.8%	12	8.0%	4	10.8%	7	3.8%	2	2.9%	2	10.0%	4	10.5%	11	10.1%	27
Taxi	0.7%	14	4.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	3	0.0%	0	5.0%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Delivered (Iceland store used)	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
Tram	0.1%	2	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)	0.8%	15	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.9%	1	0.7%	0	1.7%	2	1.1%	3
Weighted base:		1897		179		48		67		39		64		45		108		265
Sample:		1912		116		104		105		116		106		106		100		153

Q03 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]
Not those who said 'Internet' at Q01

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Yes - non-food shopping	12.1%	229	6.2%	11	25.2%	12	25.1%	17	18.0%	7	11.4%	7	17.3%	8	14.2%	15	8.8%	23
Yes - other food shopping	8.8%	167	4.8%	9	10.6%	5	15.7%	10	14.5%	6	12.4%	8	6.2%	3	10.3%	11	5.1%	14
Yes - bars / pubs	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.5%	1	0.0%	0	0.9%	2
Yes - bingo	0.0%	0	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 - cafes	1.6%	31	1.5%	3	0.6%	0	2.1%	1	0.5%	0	1.3%	1	0.0%	0	8.4%	9	2.4%	6
Yes - cinemas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Yes - get petrol	2.4%	46	4.2%	7	6.2%	3	2.7%	2	8.5%	3	1.5%	1	0.7%	0	1.9%	2	2.9%	8
Yes - go to park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - gyms / health and fitness	1.3%	25	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.7%	0	0.6%	0	0.7%	1	0.0%	0
Yes - library	0.6%	11	0.0%	0	0.6%	0	0.6%	0	2.0%	1	1.8%	1	0.0%	0	2.3%	3	1.1%	3
Yes - markets	0.4%	8	0.0%	0	0.6%	0	1.2%	1	0.7%	0	0.9%	1	0.9%	0	0.6%	1	0.0%	0
Yes - meeting family	1.2%	22	0.0%	0	1.2%	1	1.3%	1	2.3%	1	0.0%	0	2.5%	1	2.0%	2	2.0%	5
Yes - meeting friends	1.1%	21	1.5%	3	0.0%	0	1.1%	1	0.7%	0	0.9%	1	1.2%	1	0.7%	1	0.0%	0
Yes - museums / art gallery	0.0%	0	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 - other service (travel agent, estate agent)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - personal service (hairdressers, beauty salon)	1.0%	19	0.0%	0	0.0%	0	0.6%	0	3.0%	1	0.0%	0	0.0%	0	1.8%	2	1.3%	4
Yes - restaurants	0.7%	13	0.4%	1	7.2%	3	0.6%	0	0.7%	0	0.0%	0	0.6%	0	2.2%	2	0.0%	0
Yes - swimming	0.1%	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
Yes - theatre	0.0%	0	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 services such as banks and other financial institutions	3.2%	60	0.4%	1	1.7%	1	9.0%	6	0.9%	0	3.4%	2	2.1%	1	3.7%	4	3.1%	8
Yes - work	3.1%	58	0.4%	1	5.9%	3	2.7%	2	4.9%	2	14.6%	9	2.2%	1	2.7%	3	1.1%	3
Yes - 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
Yes - church / cemetery	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Yes - golf	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Yes - hospital / doctors visit	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Yes - recycle	0.0%	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
Yes - school run	0.6%	12	0.4%	1	0.9%	0	1.6%	1	1.3%	1	0.7%	0	0.7%	0	1.0%	1	0.5%	1
Yes - use train station	0.0%	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
Yes - vets	0.0%	1	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 - walk the dog	0.1%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	0.1%	3	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
No	67.2%	1274	80.5%	144	54.5%	26	49.8%	33	51.0%	20	60.5%	38	66.9%	30	65.0%	70	70.2%	186
(Don’t know)	1.1%	22	0.4%	1	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.9%	0	0.6%	1	3.7%	10
Weighted base:		1897		179		48		67		39		64		45		108		265
Sample:		1912		116		104		105		116		106		106		100		153

Column %ges.

Q04 When you combine your trip with other activities, where do you normally go? [MR]
Those who said 'Yes' at Q03 AND Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Pets at Home, Giltbrook Retail Park, GILTBROOK	0.1%	1	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 Retail Park, Radford Boulevard, NOTTINGHAM	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
Chilwell Retail Park, Barton lane, ATTENBOROUGH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, LEICESTER	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Hucknall lane, NOTTINGHAM	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	0.6%	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
Alfreton	3.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arnold	4.3%	24	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	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
Ashfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	3.5%	19	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Bingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Bulwell	3.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton	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
Chesterfield	0.1%	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
Chilwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Derby	6.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	50.0%	30
Eastwood	1.9%	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
Gainsborough	0.7%	4	0.0%	0	17.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gamston	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Grantham	5.2%	29	0.0%	0	0.0%	0	3.0%	1	0.0%	0	95.9%	24	7.1%	1	0.0%	0	0.0%	0
Heanor	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	2.0%	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
Hyson Green	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	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
Kimberley	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
Kirkby-in-Ashfield	1.2%	6	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.6%	3	0.0%	0	13.6%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	4.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0
Loughborough	7.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	65.4%	23	2.1%	1
Mansfield	5.3%	29	63.5%	20	1.3%	0	0.0%	0	23.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mapperley Plains	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	79.5%	11	0.0%	0	0.0%	0
Netherfield	1.9%	10	0.0%	0	0.0%	0	0.0%	0	20.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	6.5%	36	0.0%	0	4.0%	1	92.9%	26	20.3%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	6.4%	36	0.0%	0	13.6%	3	1.3%	0	3.5%	1	0.0%	0	0.0%	0	3.1%	1	2.9%	2
Nottingham Non-Central (outside the City 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
Ollerton	0.1%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	2.2%	12	0.0%	0	58.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	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
Sheffield	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
Sherwood	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
Southwell	0.2%	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
Stapleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	2.6%	15	2.2%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bridgford	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Wollaton	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
Worksop	0.1%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, Heanor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allenton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Allestree	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
Allington	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
Asda, Derby Road, Spondon	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
Asda, Lombard Street, Newark	0.1%	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
Asda, Wesley Street, Langley Mill	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
Ashbourne	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

Column %ges.

Greater Nottingham Retail Study
for Planning Perspectives

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Bakersfield	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
Belper	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blidworth	0.1%	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
Bottesford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bramcote	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brinsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broxtowe	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
Calverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carrington	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
Chaddesden	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4
Chediston Vale	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
Colwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daybrook	0.1%	1	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 Leake	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnsfield	0.1%	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
Langley Mill	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
Littleover	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
Lowdham	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
Marks & Spencer, London Road, Derby	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
Marks & Spencer, Stodman Street, Newark	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mickleover	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Morrisons, Sutton Road, Mansfield	0.1%	1	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, Wheatcroft Way, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuthall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Oakwood	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
Out of centre, Derby	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
Ruddington	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
Sainsbury's, Peak Drive, Derby	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
Sainsbury's, Sir John Robinson Way, Arnold	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandiacre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Shepshed	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Shirebrook	1.0%	6	18.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sinfin	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
Somerby	0.1%	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
Somercotes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spondon	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
Swadlincote	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0
Tesco Extra, Jubilee Way South, Mansfield	0.7%	4	10.5%	3	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Resolution Road, Ashby De La Zouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Tesco Extra, Rutland Street, Ilkeston	0.1%	1	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, Hall Street, Alfreton	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
Wellow	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
York	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		556		31		21		28		17		25		14		35		60
Sample:		635		31		43		48		53		37		36		33		41

Column %ges.

Q05 In addition to (STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping? [MR]
Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aldi, Sellers Wood Drive, BULWELL	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
Aldi, Woodbrough Road, MAPPERLEY	0.6%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, 157 Huntingdon Street, NOTTINGHAM	0.6%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Aldi, Radford Boulevard, NOTTINGHAM	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
Asda, Front Street, ARNOLD	2.0%	21	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Radford Road, HYSON GREEN	0.9%	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, Wesley Street, Langley Mill	3.9%	42	2.1%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, WEST BRIDGFORD	3.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Budgens, 110 Wolds Drive, KEYWORTH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 291 Queens Road, BEESTON	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 18 Eaton Place, BINGHAM	0.1%	1	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, 35 Market Place, BINGHAM	0.3%	4	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 365 Mansfield Road, CARRINGTON	0.1%	1	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, 87 Main Street, EAST LEAKE	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 100 Nottingham Road, EASTWOOD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, KEYWORTH	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ladywood Road, KIRK HALLAM	0.1%	1	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, 938-942 Woodborough Road, MAPPERLEY	0.1%	2	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, Bracebridge Drive, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 38 Church Street, RUDDINGTON	0.1%	1	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, 624 Mansfield Road, SHERWOOD (opposite Ginza Japanese resturant)	0.1%	1	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, SOUTH NORMANTON	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
Co-op, The Ropewalk, SOUTHWELL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, STAPLEFORD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 52-56 Bridgford Road, WEST BRIDGFORD (large store opposite a big car 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
Co-op, 172-174 Bramcote Lane, WOLLATON	0.1%	1	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, Trowell Road, WOLLATON	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
Farmfoods, 9 Commercial Road, BULWELL	0.4%	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
Farmfoods, 178 Southchurch Drive, CLIFTON	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
Farmfoods, 56 Derby Road, STAPLEFORD	0.3%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, 43 Greens Lane, KIMBERLEY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, 63 Braceridge Drive, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 77 Front Street, ARNOLD	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
Iceland, Main Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
BULWELL																		
Iceland, Southchurch Drive, CLIFTON	0.1%	1	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, 26 Tudor Square, WEST BRIDGFORD	0.1%	1	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, 69 Wollaton Road, BEESTON	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
Lidl, 319-331 Mansfield Road, CARRINGTON	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Lidl, Great Northern Way, NETHERFIELD	0.9%	9	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 1 Midland Way, Wollaton Road, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Albert Road, WEST BRIDGFORD	1.1%	11	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hucknall Lane, BULWELL	1.5%	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
Morrisons, Leen Drive, BULWELL	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
Morrisons, Green Lane, CLIFTON	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
Morrisons, Derby Road, EASTWOOD	2.2%	23	1.2%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gamston Lings Bar Road, GAMSTON	1.3%	13	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Morrisons, Victoria Park Way, NETHERFIELD	1.6%	17	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, ARNOLD	1.5%	16	0.0%	0	0.0%	0	0.0%	0	12.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Street, BEESTON	1.4%	15	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Sir John Robinson Way, DAYBROOK	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
Sainsbury's, Main Street, KIMBERLEY	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 418 Nuthall Road, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Castle Bridge Road, NOTTINGHAM	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
Sainsbury's, Nottingham Road, RIPLEY	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
Sainsbury's Local, 8 Market Street, BINGHAM	0.1%	1	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 Local, St Wilfrid Square, CALVERTON	0.1%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 100-102 Nottingham Road, KEYWORTH	0.1%	1	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 Local, 5-7 Plains Road, MAPPERLEY	0.1%	1	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 Local, 16 Waverley Street, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lenton Boulevard, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 49 Central Avenue, STAPLEFORD	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
Spar, 410 Nuthall Road, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Station Road, BEESTON	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Main Street, BULWELL	1.3%	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
Tesco Extra, Top Valley Way, TOP VALLEY	1.0%	11	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Tesco Extra, Swiney Way, TOTON	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Tesco Superstore, Carlton Hill, CARLTON	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Street, HEANOR																		
Tesco Superstore, Forest Road, NEW OLLERTON	0.2%	3	0.8%	1	2.1%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Centre, NOTTINGHAM	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
Tesco Express, Mansfield Road, BLIDWORTH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, West Point Shopping Centre, CHILWELL	0.1%	1	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, Clifton Lane, CLIFTON	0.1%	1	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, 208 Nottingham Road, EASTWOOD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 256 Ilkeston Road, NOTTINGHAM	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 515 Alfreton Road, NOTTINGHAM (has KFC attached to it)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fletcher Gate, NOTTINGHAM	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Maid Marion Way, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakdale Road, NOTTINGHAM	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
Tesco Express, Upper Parliament Street, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Sherwin Road, STAPLEFORD	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
Waitrose, Trinity Square, NOTTINGHAM	0.5%	6	2.1%	2	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, ARNOLD	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, BEESTON	0.1%	1	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, BINGHAM	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
Local shops, CARLTON	0.1%	1	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, GRANTHAM	0.2%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, HUCKNALL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, HYSON GREEN	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
Local shops, LEICESTER	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
Local shops, LINCOLN	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
Local shops, LONG EATON	0.1%	1	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, LOUGHBOROUGH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Local shops, MANSFIELD	0.1%	1	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, MELTON MOWBARY	0.1%	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
Local shops, NEWARK-ON-TRENT	0.2%	2	0.0%	0	0.8%	0	1.6%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, NOTTINGHAM CITY 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
Local shops, OLLERTON	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, RETFORD	0.2%	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
Local shops, SHERWOOD	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
Local shops, SOUTH NORMANTON	0.1%	1	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, SOUTHWELL	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
Local shops, STAPLEFORD	0.1%	1	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, TOTON	0.1%	1	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, WEST BRIDGFORD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, WOLLATON	0.1%	1	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, WORKSOP	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
Internet	2.9%	31	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.4%	1	3.6%	5
Aldi, Adcock Road, Coalville	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
Aldi, Ashgate Road, Hucknall	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
Aldi, Belton Road, Loughborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	4	0.0%	0
Aldi, Carolgate, Retford	0.6%	6	0.0%	0	18.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aldi, Carter Lane, Shirebrook	0.4%	5	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cross Street, Long Eaton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Aldi, High Street, Heanor	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
Aldi, Huntspill Road, Hilton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Aldi, Lortas Road, Basford	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
Aldi, Manor Road, Ilkeston	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mansfield Road, Daybrook	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
Aldi, Meteor Retail Park, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Aldi, Mill Green Way, Clowne	0.7%	7	8.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northgate, Newark	0.8%	8	0.0%	0	0.0%	0	18.4%	5	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Nottingham Road, Alfreton	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Nottingham Road, Chaddesden	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	5.6%	8
Aldi, Nottingham Road, Mansfield	1.3%	14	14.4%	13	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, South Parade, Grantham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	6	4.4%	1	0.0%	0	0.0%	0
Aldi, Station Road, Sutton-in-Ashfield	0.5%	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
Aldi, Urban Road, Kirkby-in-Ashfield	1.7%	18	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Uttoxeter New Road, Derby	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
Asda, Bancroft Lane, Mansfield	0.3%	3	0.8%	1	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barkby Thorpe Lane, Leicester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	3	0.0%	0	0.0%	0
Asda, Derby Road, Spondon	2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	17.4%	26
Asda, Forest Road, New Ollerton	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
Asda, Lombard Street, Newark	0.5%	5	0.0%	0	0.0%	0	18.2%	5	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Mill Lane, Mansfield	0.6%	6	4.9%	4	0.9%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Priestic Road, Sutton-in-Ashfield	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
Asda, Sinfin Shopping Centre, Arleston Lane, Sinfin	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	9
Asda, Union Street, Grantham	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	10	1.0%	0	0.0%	0	0.0%	0
Asda, Wharf Road, East Retford	0.9%	9	0.0%	0	26.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Chapel Street, Hucknall	0.1%	1	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, Burton Road, Littleover	0.1%	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
Co-op, College Street, Long Eaton	0.1%	1	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, Collyer Road, Calverton	0.1%	1	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, Main Street, Burton Joyce	0.0%	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
Co-op, Main Street, Radcliffe-on-Trent	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen Street, Bottesford	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
Co-op, Scalford Road, Melton Mowbray	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
Co-op, Selston Road, Jacksdale	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Smalley Drive, Oakwood	0.1%	1	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, Southwell Road East, Rainworth	0.0%	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
Co-op, Stenson Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Sunnyhill, Derby																		
Co-op, The Green, Breaston	0.1%	1	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, Victoria Street, Shirebrook, Mansfield	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
Costco, Wyvernside, Wyvern Way, Derby	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5
Costcutter, Lincoln Road, Tuxford	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
Farmfoods, Broad Centre, Station Road, Sutton in Ashfield	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
Farmfoods, Carlton Square, Carlton	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
Farmfoods, Cross Street Retail Park, Long Eaton	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
Farmfoods, London Road, Grantham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Oak Tree Lane, Mansfield	0.2%	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
Home Bargains, Queens Road, Beetston	0.1%	1	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, Tamworth Road, Long Eaton	0.1%	1	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, Amber Centre, Portland Road, Hucknall	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
Iceland, High Street, Melton Mowbray	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
Iceland, London Road, Alvaston	0.1%	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
Iceland, London Road, Newark	0.1%	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
Iceland, Nottingham Road, Alfreton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Iceland, Nottingham Road, Chaddesden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Iceland, Nottingham Road, Eastwood	0.1%	1	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, Rosemary Centre, Mansfield	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sharman's Garage, High Street, Melton Mowbray	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
Iceland, Tamworth Road, Long Eaton	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
Iceland, The Sherwood Centre, Retford	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterside Retail Park, Station Road, Ilkeston	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
Kinoulton Grove Farm, Hickling Road, Kinoulton	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
Lidl, Chapel Street, Ripley	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
Lidl, Enterprise Way, Langley Mill	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
Lidl, Mansfield Road, Alfreton	0.1%	1	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, Nottingham Road, Derby	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5
Lidl, Ropery Road, Gainsborough	0.3%	3	0.0%	0	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Southgate Retail Park, Derby	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	13
Lidl, Station Road, Sandiacre	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
Lidl, Station Road, Sutton-in-Ashfield	0.6%	6	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Watergate, Grantham	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
Marks & Spencer Simply Food, Kingsway Retail Park, Derby	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.0%	3
Marks & Spencer Simply Food, London Road, Grantham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Marshalls Yard,	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

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Beaumont Street, Gainsborough																		
Marks & Spencer Simply Food, The Rushes Retail Development, Loughborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Marks & Spencer Simply Food, Waterside Retail Park, Ilkeston	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
Marks & Spencer, London Road, Derby	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Marks & Spencer, Stodman Street, Newark	0.1%	1	0.0%	0	0.8%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, West Gate, Mansfield	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
Morrisons Local, Carlton Hill, Nottingham	0.0%	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
Morrisons Local, Devonshire Square, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ashfield Precinct, Kirkby-in-Ashfield	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Barnfield Close, Staveley	0.2%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Chapel Street, Belper	0.1%	1	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, Coppice Side, Swadlincote	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	4	0.0%	0
Morrisons, Gorse Covert Centre, Maxwell Drive, Loughborough	0.2%	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
Morrisons, Idle Valley Road, Retford	0.5%	5	1.2%	1	11.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kings Road, Newark	0.6%	6	0.0%	0	0.0%	0	20.3%	5	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sutton Road, Mansfield	1.2%	13	11.4%	10	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Tritton Road, Lincoln	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
Morrisons, Vale of Belvoir Shopping Centre, Rutland Street, Melton Mowbray	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	8	0.0%	0	0.0%	0
Morrisons, Wellington Road, Burton	0.1%	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
Morrisons, Wharf Road, Grantham	0.3%	3	0.0%	0	0.0%	0	1.6%	0	0.0%	0	8.5%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wheatcroft Way, Derby	2.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	11.9%	18
Morrisons, Whitwick Road, Coalville	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.8%	1
Morrisons, Woodhouse Centre, High Street, Mansfield Woodhouse	0.2%	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
Sainsbury's Local, Wilford Road, Ruddington	0.1%	1	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, Butterley, Ripley	0.1%	2	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, Copecastle Square, Derby	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6
Sainsbury's, Greenclose Lane, Loughborough	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	22.5%	10	0.0%	0
Sainsbury's, Highgrounds Road, Rhodesia, Worksop	0.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kingsway Retail Park, Derby	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	9
Sainsbury's, London Road, Balderton	0.3%	3	0.0%	0	0.0%	0	10.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Grantham	0.8%	8	0.0%	0	0.0%	0	1.4%	0	0.0%	0	22.8%	8	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	1.8%	19	17.6%	16	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Melton Mowbray	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	5	0.0%	0	0.0%	0
Sainsbury's, Peak Drive, Derby	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	10

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Sainsbury's, Perry Road, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tritton Road, Lincoln	0.2%	2	0.0%	0	1.3%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wyvern Way, Chaddesden	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%	4
Spar, Farndon Road, Newark	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
Spar, Kings Arms Yard, Main Street, Clarborough, Retford	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
Tesco Express, Main Street, Balderton	0.1%	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
Tesco Express, Nottingham Road, Melton Mowbray	0.1%	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
Tesco Express, Stenson Road, Sunnyhill, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Ashgate Road, Hucknall	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Chesterfield Road South, Mansfield	0.6%	6	3.3%	3	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubilee Way South, Mansfield	0.5%	6	4.8%	4	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	13.8%	6	0.0%	0
Tesco Extra, Resolution Road, Ashby De La Zouch	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0
Tesco Extra, Rutland Street, Ilkeston	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
Tesco Extra, Waverley Street, Long Eaton	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Kipling Drive, Mickleover	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5
Tesco Superstore, The Rushes, Loughborough	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.0%	0
Tesco Superstore, Thorpe Road, Melton Mowbray	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	12.7%	3	0.0%	0	0.0%	0
Tesco Superstore, Trinity Street, Gainsborough	0.3%	3	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ossington Way, Newark	0.9%	9	0.0%	0	1.8%	1	12.3%	3	14.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashfordby	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
Local shops, Bilsthorpe	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
Local shops, Borrowash	0.1%	1	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, Brinsley	0.1%	1	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, Collingham	0.1%	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
Local shops, East Leake	0.1%	1	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, Huthwaite	0.1%	1	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, Keyworth	0.1%	1	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, Ravenshead	0.1%	1	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, Shardlow	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
Weighted base:		1068		92		34		27		17		33		27		43		149
Sample:		1083		66		65		56		66		54		61		46		77

Column %ges.

Q06 In addition to your main food shopping, where do you do most of your household's small scale 'top-up' food shopping (i.e. the store you visit regularly (possibly 2+ times a week to buy bread, milk, etc., on a day-to-day basis)?
Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aldi, Sellers Wood Drive, BULWELL	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Woodbrough Road, MAPPERLEY	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
Aldi, 157 Huntingdon Street, NOTTINGHAM	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Radford Boulevard, NOTTINGHAM	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
Asda, Front Street, ARNOLD	1.2%	15	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Radford Road, HYSON GREEN	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
Asda, Wesley Street, Langley Mill	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 184 Loughborough Road, WEST BRIDGFORD	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, 110 Wolds Drive, KEYWORTH	0.1%	1	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, 291 Queens Road, BEESTON	0.3%	4	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Strelley Road, BILBOROUGH	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 18 Eaton Place, BINGHAM	0.1%	1	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, 35 Market Place, BINGHAM	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 209 Highbury Road, BULWELL	0.1%	1	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, 365 Mansfield Road, CARRINGTON	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 87 Main Street, EAST LEAKE	1.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 100 Nottingham Road, EASTWOOD	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, KEYWORTH	0.1%	1	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, 111 Station Road, LANGLEY MILL	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
Co-op, 938-942 Woodborough Road, MAPPERLEY	0.1%	1	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, 12/18 Bridgeway Centre, NOTTINGHAM	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 123 Middleton Boulevard, NOTTINGHAM	0.0%	1	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, 254 Beckhampton Road, NOTTINGHAM	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bracebridge Drive, NOTTINGHAM	0.1%	2	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, Arnold Road, OLD BASFORD	0.1%	1	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, Forest Road, OLLERTON	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
Co-op, 38 Church Street, RUDDINGTON	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hall Croft, SHEPSHED	0.2%	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
Co-op, 624 Mansfield Road, SHERWOOD (opposite Ginza Japanese resturant)	0.1%	1	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, 684 Mansfield Road, SHERWOOD (opposite Sherwood Manor pub)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, SOUTH NORMANTON	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Ropewalk, SOUTHWELL	0.9%	12	1.5%	2	1.0%	0	1.5%	1	23.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, STAPLEFORD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Co-op, 52-56 Bridgford Road, WEST BRIDGFORD (large store opposite a big car park)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 8 Bridgford Road, WEST BRIDGFORD (small building opposite Trent Bridge Cricket Ground)	0.1%	1	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, 172-174 Bramcote Lane, WOLLATON	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
Co-op, Trowell Road, WOLLATON	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter (MURCO PFS), Beechdale Road, NOTTINGHAM	0.1%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 9 Commercial Road, BULWELL	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
Farmfoods, 56 Derby Road, STAPLEFORD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, 101 Nottingham Road, EASTWOOD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, 63 Braceridge Drive, NOTTINGHAM	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 77 Front Street, ARNOLD	0.1%	1	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, Main Street, BULWELL	0.1%	1	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, Southchurch Drive, CLIFTON	0.1%	2	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, Nuthall Road, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 69 Wollaton Road, BEESTON	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
Lidl, Ranson Road, CHILWELL	0.1%	1	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, Great Northern Way, NETHERFIELD	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
Marks & Spencer Simply Food, Albert Road, WEST BRIDGFORD	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hucknall Lane, BULWELL	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
Morrisons, Leen Drive, BULWELL	0.1%	1	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, Green Lane, CLIFTON	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Morrisons, Derby Road, EASTWOOD	0.8%	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
Morrisons, Gamston Lings Bar Road, GAMSTON	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Park Way, NETHERFIELD	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Lenton Boulevard, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Nottingham Station, NOTTINGHAM	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, ARNOLD	0.6%	8	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Street, BEESTON	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
Sainsbury's, Sir John Robinson Way, DAYBROOK	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
Sainsbury's, Main Street, KIMBERLEY	0.7%	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
Sainsbury's, Castle Bridge Road, NOTTINGHAM	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
Sainsbury's, Nottingham Road, RIPLEY	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 8 Market	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Street, BINGHAM																		
Sainsbury's Local, St Wilfrid Square, CALVERTON	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
Sainsbury's Local, 46-48 Blenhiem Drive, CHILWELL	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
Sainsbury's Local, 248 Nottingham Road, EASTWOOD	0.1%	1	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 Local, 100-102 Nottingham Road, KEYWORTH	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, 5-7 Plains Road, MAPPERLEY	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 156 Bramcote Lane, NOTTINGHAM	0.1%	2	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 Local, 3 Bingham Road, Cotgrave, NOTTINGHAM	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lenton Boulevard, NOTTINGHAM	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
Sainsbury's Local, Mapperley Plains, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wheeler Gate, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 111 Derby Road, STAPLEFORD	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
Sainsbury's Local, 49 Central Avenue, STAPLEFORD	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 1 Station Road, BEESTON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Main Street, BULWELL	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Top Valley Way, TOP VALLEY	1.0%	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
Tesco Extra, Swiney Way, TOTON	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
Tesco Superstore, Carlton Hill, CARLTON	1.0%	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
Tesco Superstore, High Street, HEANOR	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Forest Road, NEW OLLERTON	0.2%	3	2.1%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Centre, NOTTINGHAM	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mansfield Road, BLIDWORTH	0.0%	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
Tesco Express, Clifton Lane, CLIFTON	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 208 Nottingham Road, EASTWOOD	0.7%	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
Tesco Express, 131 Alfreton Road (Canning Circle), NOTTINGHAM	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 303-305 Carlton Hill, NOTTINGHAM	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakdale Road, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Street, NOTTINGHAM	0.1%	2	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, Upper Parliament Street, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Compton Acres, Rugby Road, WEST BRIDGFORD	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
Waitrose, Trinity Square, NOTTINGHAM	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

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Local shops, ALFRETON	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, ARNOLD	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, BEESTON	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
Local shops, BINGHAM	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, BULWELL	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
Local shops, CARLTON	0.1%	2	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, CHILWELL	0.1%	1	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, CLIFTON TOWN CENTRE	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, DERBY	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	13
Local shops, EASTWOOD	0.1%	1	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, GRANTHAM	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	11	0.0%	0	0.0%	0	0.0%	0
Local shops, HEANOR	0.0%	1	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, HUCKNALL	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
Local shops, HYSON GREEN	0.1%	1	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, ILKESTON	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, KIMBERLEY	0.1%	1	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, KIRKBY-IN-ASHFIELD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, LEICESTER	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
Local shops, LONG EATON	1.5%	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
Local shops, LOUGHBOROUGH	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	9	0.0%	0
Local shops, MANSFIELD	0.7%	9	6.5%	8	0.9%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, MAPPERLEY PLAINS	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
Local shops, MATLOCK	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
Local shops, MELTON MOWBARY	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	6	0.0%	0	0.0%	0
Local shops, NEWARK-ON-TRENT	0.3%	3	0.0%	0	0.0%	0	5.9%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, NOTTINGHAM CITY CENTRE	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, NOTTINGHAM NON-CENTRAL (OUTSIDE THE CITY CENTRE)	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, OLLERTON	0.0%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, RETFORD	0.2%	3	0.0%	0	9.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, RIPLEY	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, SHERWOOD	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, SOUTH NORMANTON	0.0%	1	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, SOUTHWELL	0.3%	3	0.0%	0	0.0%	0	1.1%	1	8.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, STAPLEFORD	0.1%	1	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, SUTTON-IN-ASHFIELD	0.7%	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
Local shops, WEST BRIDGFORD	0.1%	2	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, WOLLATON	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, WORKSOP	1.4%	18	14.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.9%	0	1.4%	1	0.9%	2
Aldi, Adcock Road, Coalville	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
Aldi, Ashgate Road, Hucknall	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
Aldi, Belton Road, Loughborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Aldi, Carolgate, Retford	0.4%	5	0.0%	0	16.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carter Lane, Shirebrook	0.4%	6	4.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cross Street, Long Eaton	0.1%	2	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, High Street, Heanor	0.1%	1	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, Huntspill Road, Hilton	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
Aldi, Manor Road, Ilkeston	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
Aldi, Melton Road, Syston	0.1%	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
Aldi, Meteor Retail Park, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Aldi, Northgate, Newark	0.1%	2	0.0%	0	0.0%	0	2.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Nottingham Road,	1.0%	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

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Alfreton																		
Aldi, Nottingham Road, Chaddesden	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	7
Aldi, Nottingham Road, Mansfield	0.4%	5	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, South Parade, Grantham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Road, Sutton-in-Ashfield	0.4%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Urban Road, Kirkby-in-Ashfield	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
Aldi, Uttoxeter New Road, Derby	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	9
Asda, Bancroft Lane, Mansfield	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
Asda, Barkby Thorpe Lane, Leicester	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
Asda, Charnwood Road, Shepshed	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Asda, Derby Road, Spondon	1.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	23
Asda, Forest Road, New Ollerton	0.8%	11	8.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lombard Street, Newark	0.6%	7	0.0%	0	0.0%	0	14.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	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
Asda, Old Mill Lane, Mansfield	0.2%	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
Asda, Priestic Road, Sutton-in-Ashfield	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
Asda, Scrooby Road, Harworth	0.0%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Sinfin Shopping Centre, Arleston Lane, Sinfin	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	9
Asda, Union Street, Grantham	0.8%	11	5.8%	7	0.0%	0	0.0%	0	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Wharf Road, East Retford	0.4%	5	0.0%	0	15.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Carolgate, Retford	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
B&M, Forest Street, Sutton-in-Ashfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birds Bakery, The Square, Stapleford	0.1%	1	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, Albert Street, Newark	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Alfreton Road, Little Eaton	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
Co-op, Aspley Lane, Aspley, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Barnabygate, Newark	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Borough Street, Castle Donington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Co-op, Bradgate Lane, Asfordby, Melton Mowbray	0.1%	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
Co-op, Burton Road, Littleover	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4
Co-op, Carter Lane, mansfield	0.1%	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
Co-op, Chapel Side, Chapel Street, Spondon	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	5
Co-op, Chellaston Road, Shelton Lock, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op, Church Street, Cropwell Bishop	0.1%	1	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, Collyer Road, Calverton	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
Co-op, Crayford Road, Alvaston, Derby	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Co-op, Cropston Road, Anstey, Leicester	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
Co-op, Draycott Road, Long Eaton	0.0%	1	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, Dysart Road,	0.1%	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

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Grantham																		
Co-op, Ex Warrick Arms, Main Street, Farnsfield	0.6%	8	0.0%	0	0.0%	0	0.0%	0	25.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Barrow-on-Soar	0.1%	2	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, Collingham, Newark	0.1%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Edwinstowe	0.1%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Holbrook Road, Alvaston	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	7
Co-op, Huthwaite Road, Sutton-in-Ashfield	0.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Alvaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Co-op, Main Street, Burton Joyce	0.1%	2	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, Main Street, Lowdham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Radcliffe-on-Trent	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
Co-op, Market Place, Derby Road, Sandiacre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Co-op, Market Place, Somercotes	0.1%	1	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, Newcastle Street, Tuxford	0.1%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Road, Retford	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
Co-op, Nottingham Road, Chaddesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Co-op, Nottingham Road, Selston	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
Co-op, Osmaston Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Park Farm Centre, Allestree, Derby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Co-op, Petersham Estate, Grasmere Road, Long Eaton	0.0%	1	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, Prince Charles Avenue, Mackworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Co-op, Queen Street, Bottesford	0.9%	12	0.0%	0	0.0%	0	7.6%	4	0.0%	0	14.5%	6	1.0%	0	0.0%	0	0.7%	1
Co-op, Scalford Road, Melton Mowbray	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0
Co-op, Selston Road, Jacksdale	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sitwell Street, Spondon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Co-op, Smalley Drive, Oakwood	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	8
Co-op, Southwell Road East, Rainworth	0.1%	2	0.0%	0	0.0%	0	2.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Castle Donington	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	11	0.0%	0
Co-op, Stenson Road, Sunnyhill, Derby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Co-op, Swanwick Road, Leabrooks, Alfreton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Taylors Road, Stretford, Manchester	0.0%	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
Co-op, The Green, Breaston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Victoria Avenue, Borrowash	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.6%	1
Co-op, Victoria Street, Shirebrook, Mansfield	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
Co-op, Watnall Road, Hucknall	0.0%	1	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, Wharf Road, Pinxton	0.1%	1	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, Wilford Green, Wilford	0.1%	1	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, Kegworth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0
Costcutter, Dale 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

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Derby																		
Costcutter, Lincoln Road, Tuxford	0.1%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Sunningdale, Grantham	0.1%	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
Farmfoods, Bath Street, Ilkeston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Broad Centre, Station Road, Sutton in Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Carlton Square, Carlton	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
Farmfoods, Cattle Market, Loughborough	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
Farmfoods, Cross Street Retail Park, Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Alfreton	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
Farmfoods, Lakeside Shopping Centre, London Road, Balderton	0.1%	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
Farmfoods, Oak Tree Lane, Mansfield	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
G8 Stores, Valley Drive, Nottingham	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
Heron Foods, Westgate, Mansfield	0.0%	1	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, Acorn Centre, Station Road, Langley Mill	0.1%	1	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, Carlton Hill, Carlton	0.1%	1	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, Market Street, Loughborough	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
Iceland, North View, Burton Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Iceland, Nottingham Road, Alfreton	0.1%	2	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, Nottingham Road, Chaddesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Iceland, Rosemary Centre, Mansfield	0.6%	7	5.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sharman's Garage, High Street, Melton Mowbray	0.1%	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
Iceland, Tamworth Road, Long Eaton	0.1%	1	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, The Sherwood Centre, Retford	0.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Chapel Street, Ripley	0.1%	1	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, Enterprise Way, Langley Mill	0.1%	2	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, Nottingham Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, Station Road, Sandiacre	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
Lidl, Station Road, Sutton-in-Ashfield	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
Londis, Beech Avenue, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Blatherwick Road, Newark	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
Londis, London Road, Retford	0.2%	3	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Kingsway Retail Park, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Marks & Spencer Simply Food, London Road, Grantham	0.0%	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
Marks & Spencer Simply Food, Marshalls Yard, Beaumont Street, Gainsborough	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
Marks & Spencer Simply Food, The Rushes Retail	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

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Development, Loughborough																		
Marks & Spencer Simply Food, Waterside Retail Park, Ilkeston	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
Marks & Spencer, Albert Street, Nottingham	0.1%	2	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, Baxtergate, Doncaster	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
Marks & Spencer, London Road, Derby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Morrisons Local, Ashbourne Road, Derby	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%	2
Morrisons, Ashfield Precinct, Kirkby-in-Ashfield	0.6%	8	1.5%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Gorse Covert Centre, Maxwell Drive, Loughborough	0.4%	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
Morrisons, Idle Valley Road, Retford	0.3%	4	0.0%	0	14.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kings Road, Newark	0.5%	7	0.0%	0	0.0%	0	12.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sutton Road, Mansfield	0.4%	6	1.4%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Tritton Road, Lincoln	0.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Vale of Belvoir Shopping Centre, Rutland Street, Melton Mowbray	0.2%	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
Morrisons, Wharf Road, Grantham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	7	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wheatcroft Way, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	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
Morrisons, Woodhouse Centre, High Street, Mansfield Woodhouse	0.2%	2	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Charlotte Street, Ilkeston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Grange Road, Melton Mowbray	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
One Stop, King Street, Southwell, Newark	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
One Stop, Ling Road, Shelthorpe Loughborough	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
One Stop, The Crescent, Bilsthorpe, Nottingham	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
Pak Foods, Normanton Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Premier, Market Place, Shepshed	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Premier, Market Place, South Normanton, Alfreton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pricewise, Trent Boulevard, West Bridgford, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Arnold Lane, Gedling	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
Sainsbury's Local, Kedleston Road, Derby	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%	2
Sainsbury's Local, Station Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's Local, Westfield Lane, Mansfield	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
Sainsbury's Local, Wilford Road, Ruddington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Butterley, Ripley	0.1%	1	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, Copecastle Square, Derby	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
Sainsbury's, Greenclose Lane, Loughborough	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0
Sainsbury's, Kingsway Retail	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.2%	4

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Park, Derby																		
Sainsbury's, London Road, Balderton	0.8%	11	0.0%	0	0.0%	0	20.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Grantham	0.2%	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
Sainsbury's, Melton Road, Leicester	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.6%	8	5.0%	6	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Melton Mowbray	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	5	0.0%	0	0.0%	0
Sainsbury's, Peak Drive, Derby	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	7.4%	14
Sainsbury's, Perry Road, Nottingham	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Road, Mickleover	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Sainsbury's, Wyvern Way, Chaddesden	0.1%	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
Select N Save, Bestwood Park Drive West, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridge End Garage, Bridge End Road, Grantham	0.0%	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
Spar, Farndon Road, Newark	0.3%	4	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Bottesford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Milton Court, Ravenshead	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
T&M Stores, Bathley Street, Nottingham	0.0%	1	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, Alfreton Road, Sutton-in-Ashfield	0.1%	2	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, Chesterfield Road, Hall Green, Huthwaite	0.0%	1	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, Derby Road, Chellaston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Tesco Express, Fosse Road North, Leicester	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
Tesco Express, High Street, Codnor, Ripley	0.0%	1	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, Howbeck Road, Arnold	0.1%	1	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, Lakeside Point, Mansfield Road, Sutton in Ashfield	0.0%	1	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, Leicester Road, Loughborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Tesco Express, London Road, Alvaston	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	13
Tesco Express, Low Moor Road, Kirkby In Ashfield	0.1%	1	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, Main Street, Balderton	0.1%	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
Tesco Express, Nottingham Road, Mansfield	0.1%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nottingham Road, Melton Mowbray	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
Tesco Express, Robin Hood, Kirklington Road, Rainworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stenson Road, Sunnyhill, Derby	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	8
Tesco Express, The Dales Shopping Centre, West Hallam, Ilkeston	0.1%	2	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, Thomas Forman Building, Hucknall Road, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Winchester Road, Barrowby Gate, Grantham	0.3%	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

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Tesco Extra, Ashgate Road, Hucknall	0.9%	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
Tesco Extra, Bridge Street North, Clay Cross, Chesterfield	0.1%	1	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, Chesterfield Road South, Mansfield	0.8%	11	8.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubilee Way South, Mansfield	0.8%	11	7.7%	10	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	8	0.0%	0
Tesco Extra, Rutland Street, Ilkeston	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Kipling Drive, Mickleover	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	7
Tesco Superstore, Mill Street, Clowne, Chesterfield	0.6%	7	5.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, South Street, Oakham	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
Tesco Superstore, The Rushes, Loughborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Tesco Superstore, Thorpe Road, Melton Mowbray	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	5	0.0%	0	0.0%	0
Waitrose, Ossington Way, Newark	0.2%	3	0.0%	0	1.4%	0	3.9%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Allenton	0.1%	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
Local shops, Asfordby	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
Local shops, Aston-on-Trent	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
Local shops, Basford	0.1%	1	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, Bestwood	0.1%	1	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, Bilborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bilsthorpe	0.1%	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
Local shops, Blidworth	0.1%	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
Local shops, Bottesford	0.1%	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
Local shops, Bramcote	0.1%	1	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, Calverton	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
Local shops, Castle Donington	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
Local shops, Chaddesden	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Local shops, Clarborough	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
Local shops, Codnor	0.0%	1	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, Collingham	0.1%	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
Local shops, Daybrook	0.1%	1	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, Draycott	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
Local shops, East Leake	0.0%	1	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, Farndon	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
Local shops, Farnsfield	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
Local shops, Hallam Fields	0.1%	1	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, Harby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Local shops, Keyworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.4%	1	0.0%	0
Local shops, Knipton	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
Local shops, Langley Mill	0.0%	1	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, Larkhill	0.0%	1	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, Leeds	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
Local shops, Long Bennington	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mansfield Woodhouse	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mapperley	0.1%	1	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, Melbourne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0
Local shops, Mickleover	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Local shops, New Houghton	0.1%	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
Local shops, New Ollerton	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pinxton	0.1%	1	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, Radcliffe-on-Trent	0.1%	1	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, Ravenshead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ruddington	0.1%	1	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, Shardlow	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

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Local shops, Southport	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
Local shops, Spondon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Local shops, Stenson	0.1%	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
Local shops, Sutton-cum-Lound	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
Local shops, Swanwick	0.1%	2	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, Thorley	0.1%	1	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, Tuxford	0.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Warsop	0.1%	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
Local shops, Wheatley	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
Local shops, Wymeswold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1304		128		30		53		32		45		30		75		189
Sample:		1277		78		65		75		95		66		68		75		103

Q07 In addition to (STORE MENTIONED AT Q06), are there any other stores that you regularly use for your household's small scale 'top-up' food shopping? [MR]

Those who do top-up shopping at Q06 AND Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aldi, Sellers Wood Drive, BULWELL	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
Aldi, 157 Huntingdon Street, NOTTINGHAM	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
Aldi, Radford Boulevard, NOTTINGHAM	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Front Street, ARNOLD	0.8%	3	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, Radford Road, HYSON GREEN	2.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wesley Street, Langley Mill	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
Asda, 184 Loughborough Road, WEST BRIDGFORD	0.8%	3	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, 110 Wolds Drive, KEYWORTH	0.2%	1	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, 35 Market Place, BINGHAM	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 209 Highbury Road, BULWELL	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, 87 Main Street, EAST LEAKE	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
Co-op, 100 Nottingham Road, EASTWOOD	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
Co-op, The Square, KEYWORTH	0.5%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Precinct, KIRBY-IN-ASHFIELD	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
Co-op, 938-942 Woodborough Road, MAPPERLEY	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
Co-op, 12/18 Bridgeway Centre, NOTTINGHAM	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bracebridge Drive, NOTTINGHAM	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
Co-op, 624 Mansfield Road, SHERWOOD (opposite Ginza Japanese resturant)	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
Co-op, The Ropewalk, SOUTHWELL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	16.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, STAPLEFORD	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
Co-op, 52-56 Bridgford Road, WEST BRIDGFORD (large store opposite a big 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
Co-op, 172-174 Bramcote Lane, WOLLATON	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
Farmfoods, 178 Southchurch Drive, CLIFTON	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
Heron Foods, 101 Nottingham Road, EASTWOOD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Bestwood Park Drive, HUCKNALL	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
Heron Foods, 43 Greens Lane, KIMBERLEY	0.2%	1	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, 91 Derby Road, STAPLEFORD	0.1%	1	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, 26 Tudor Square, WEST BRIDGFORD	0.2%	1	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, 69 Wollaton Road, BEESTON	0.1%	1	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, 319-331 Mansfield Road, CARRINGTON	2.3%	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
Lidl, Ranson Road, CHILWELL	0.1%	1	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, Great Northern Way, NETHERFIELD	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
Lidl, 1 Midland Way,	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

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Wollaton Road, NOTTINGHAM																		
Marks & Spencer Simply Food, Albert Road, WEST BRIDGFORD	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
Morrisons, Hucknall Lane, BULWELL	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
Morrisons, Leen Drive, BULWELL	0.2%	1	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, Green Lane, CLIFTON	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
Morrisons, Gamston Lings Bar Road, GAMSTON	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Park Way, NETHERFIELD	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, ARNOLD	2.8%	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
Sainsbury's, Stoney Street, BEESTON	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
Sainsbury's, Castle Bridge Road, NOTTINGHAM	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
Sainsbury's, Nottingham Road, RIPLEY	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
Sainsbury's Local, 8 Market Street, BINGHAM	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
Sainsbury's Local, St Wilfrid Square, CALVERTON	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
Sainsbury's Local, 46-48 Blenhiem Drive, CHILWELL	0.2%	1	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 Local, 248 Nottingham Road, EASTWOOD	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
Sainsbury's Local, 100-102 Nottingham Road, KEYWORTH	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
Sainsbury's Local, 5-7 Plains Road, MAPPERLEY	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
Sainsbury's Local, 156 Bramcote Lane, NOTTINGHAM	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
Sainsbury's Local, 3 Bingham Road, Cotgrave, NOTTINGHAM	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mapperley Plains, NOTTINGHAM	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
Sainsbury's Local, Upper Parliament Street, NOTTINGHAM	0.1%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 111 Derby Road, STAPLEFORD	0.1%	1	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, 1 Station Road, BEESTON	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
Tesco Extra, Main Street, BULWELL	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
Tesco Extra, Top Valley Way, TOP VALLEY	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
Tesco Extra, Swiney Way, TOTON	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
Tesco Superstore, Carlton Hill, CARLTON	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
Tesco Superstore, High Street, HEANOR	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Forest Road, NEW OLLERTON	0.2%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Centre, NOTTINGHAM	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Mansfield Road, BLIDWORTH	0.4%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, West Point Shopping Centre, CHILWELL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Tesco Express, 208 Nottingham Road, EASTWOOD	0.2%	1	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, 131 Alfreton Road (Canning Circle), NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 256 Ilkeston Road, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 548 Valley Road, NOTTINGHAM	0.1%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Shakespeare Street, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Trinity Square, NOTTINGHAM	1.0%	4	0.0%	0	0.0%	0	5.8%	1	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, ALFRETON	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
Local shops, ARNOLD	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, ASHBY DE LA ZOUCH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, BEESTON	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
Local shops, BULWELL	0.1%	1	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, CARLTON	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, CARLTON SQUARE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Local shops, CHESTERFIELD	0.2%	1	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, CLIFTON 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
Local shops, DERBY	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
Local shops, EASTWOOD	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, GAINSBOROUGH	0.3%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, GRANTHAM	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, ILKESTON	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
Local shops, KIMBERLEY	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
Local shops, KIRKBY-IN-ASHFIELD	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
Local shops, LONG EATON	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
Local shops, LOUGHBOROUGH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, MANSFIELD	1.2%	5	8.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, MAPPERLEY PLAINS	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, MELTON MOWBARY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	2	0.0%	0	0.0%	0
Local shops, NETHERFIELD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, NOTTINGHAM CITY CENTRE	1.9%	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, NOTTINGHAM NON-CENTRAL (OUTSIDE THE CITY 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
Local shops, OLLERTON	0.8%	3	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, RETFORD	0.3%	1	0.0%	0	9.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, SHERWOOD	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
Local shops, SOUTH NORMANTON	0.2%	1	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, SOUTHWELL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, STAPLEFORD	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
Local shops, SUTTON-IN-ASHFIELD	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, WOLLATON	0.1%	1	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, Ashgate Road, Hucknall	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
Aldi, Belton Road, Loughborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	2	0.0%	0
Aldi, Carolgate, Retford	0.7%	3	0.0%	0	21.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carter Lane, Shirebrook	2.0%	8	14.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cross Street, Long Eaton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Aldi, High Street, Heanor	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

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aldi, Manor Road, Ilkeston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Aldi, Melton Road, Syston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	0	0.0%	0	0.0%	0
Aldi, Northgate, Newark	0.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Nottingham Road, Alfreton	0.2%	1	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, Nottingham Road, Mansfield	0.3%	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
Aldi, South Parade, Grantham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	4.8%	0	0.0%	0	0.0%	0
Aldi, Station Road, Sutton-in-Ashfield	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
Asda, Bancroft Lane, Mansfield	2.2%	9	16.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Derby Road, Spondon	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Asda, Forest Road, New Ollerton	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
Asda, Lombard Street, Newark	0.4%	2	0.0%	0	0.0%	0	7.7%	1	9.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Mill Lane, Mansfield	0.8%	3	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Priestic Road, Sutton-in-Ashfield	0.2%	1	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, Scrooby Road, Harworth	0.1%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Union Street, Grantham	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	1	0.0%	0	0.0%	0	0.0%	0
B&M, Madford Business Park, Mansfield Road, Nottingham	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
Birds Bakery, Main Street, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birds Bakery, Market Place, Long Eaton	0.1%	1	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, Albert Street, Newark	0.1%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Borough Street, Castle Donington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0
Co-op, Chapel Street, Kirkby-in-Ashfield	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
Co-op, Collyer Road, Calverton	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
Co-op, Dysart Road, Grantham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Collingham, Newark	0.1%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Avenue, Clipstone Road West, Forest Town, Mansfield	1.8%	7	13.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Burton Joyce	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Radcliffe-on-Trent	0.2%	1	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, Mansfield Road, Clipston	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
Co-op, Mansfield Road, Sherwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Road, Retford	0.1%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nottingham Road, Chaddesden	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Co-op, Nottingham Road, Selston	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
Co-op, Oakwood Centre, Danebridge Crecent, Derby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Co-op, Park Farm Centre, Allestree, Derby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Co-op, Queen Street, Bottesford	0.1%	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
Co-op, Selston Road, Jacksdale	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
Co-op, Sitwell Street, Spondon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Co-op, Southwell Road East, Rainworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	11.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Castle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Donington																		
Co-op, Stenson Road, Normanton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Co-op, Stenson Road, Sunnyhill, Derby	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3
Co-op, Taylors Road, Stretford, Manchester	0.2%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Bridge, Lincoln Road, Newark	1.0%	4	0.0%	0	0.0%	0	22.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Welbeck Road, Ordsall, Retford	0.6%	3	0.0%	0	20.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Westdale Lane, Mapperley	0.2%	1	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, Wilford Green, Wilford	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
Farmfoods, Cross Street Retail Park, Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Mansfield Woodhouse	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
Farmfoods, High Street, Ripley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, London Road, Grantham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Oak Tree Lane, Mansfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gonalston Farm Shop, Southwell Road, Nottinghamshire	0.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardys Farm Shop, Corner House Farm, Hawton Lane, Farndon, Newark	0.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Osmaston Road, Allenton, Derby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Home Bargains, Carolgate, Retford	0.2%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Devonshire Square, Loughborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0
Iceland, Nottingham Road, Alfreton	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
Iceland, Nottingham Road, Chaddesden	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3
Iceland, Tamworth Road, Long Eaton	0.2%	1	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, The Sherwood Centre, Retford	0.2%	1	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Chapel Street, Ripley	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
Lidl, Enterprise Way, Langley Mill	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
Lidl, Mansfield Road, Alfreton	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Midland way, Nottingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Nottingham Road, Derby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Lidl, Ropery Road, Gainsborough	0.1%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Road, Sandiacre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Thornborough Road, Coalville	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0
Londis, Hawton Lane, Newark	0.1%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, The Rushes Retail Development, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Marks & Spencer, Albert Street, Nottingham	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
Marks & Spencer, Listergate, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, London Road, Derby	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	4.6%	2
Marks & Spencer, Stodman Street, Newark	0.2%	1	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Lexington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Road, Chaddesden																		
Morrisons, Ashfield Precinct, Kirkby-in-Ashfield	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
Morrisons, Gorse Covert Centre, Maxwell Drive, Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Morrisons, Idle Valley Road, Retford	0.3%	1	0.0%	0	8.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kings Road, Newark	0.3%	1	0.0%	0	0.0%	0	6.7%	1	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sutton Road, Mansfield	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, Vale of Belvoir Shopping Centre, Rutland Street, Melton Mowbray	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	2	0.0%	0	0.0%	0
Morrisons, Wharf Road, Grantham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wheatcroft Way, Derby	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Morrisons, Woodhouse Centre, High Street, Mansfield Woodhouse	0.3%	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
One Stop, Devonshire Drive, Mickleover	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Sainsbury's Local, College Street, Long Eaton	0.2%	1	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 Local, Station Road, Mickleover	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Sainsbury's, Greenclose Lane, Loughborough	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	2	0.0%	0
Sainsbury's, London Road, Balderton	1.3%	5	0.0%	0	0.0%	0	30.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Mansfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Melton Mowbray	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	1	0.0%	0	0.0%	0
Sainsbury's, Peak Drive, Derby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Sainsbury's, Perry Road, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wyvern Way, Chaddesden	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Spar, Valley Road, Melton Mowbray	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	1	0.0%	0	0.0%	0
Tesco Express, Cranfleet Way, Long Eaton, Nottingham	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
Tesco Express, Howbeck Road, Arnold	0.2%	1	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, Nottingham Road, Mansfield	0.5%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stenson Road, Sunnyhill, Derby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Tesco Express, The Dales Shopping Centre, West Hallam, Ilkeston	0.1%	1	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, Ashgate Road, Hucknall	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 Extra, Chesterfield Road South, Mansfield	1.4%	6	10.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jubilee Way South, Mansfield	0.5%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	0.0%	0
Tesco Extra, Rutland Street, Ilkeston	0.2%	1	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, Waverley Street, Long Eaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, St Peters Street, Derby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Tesco Superstore, Hall Street, Alfreton	0.2%	1	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, Kipling Drive, Mickleover	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Tesco Superstore, The Rushes, Loughborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	2	0.0%	0
Waitrose, Ossington Way, Newark	0.1%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Searby Road, Lincoln	0.1%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alvaston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Local shops, Aslockton	0.2%	1	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, Aston-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0
Local shops, Bestwood	0.2%	1	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, Boughton	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
Local shops, Claypole	0.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cotgrave	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Daybrook	0.2%	1	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, East Leake	0.2%	1	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, Edwalton	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
Local shops, Keyworth	0.2%	1	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, Larkhill	0.1%	1	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, Lenton	0.2%	1	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, Lowdham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Madford Retail Park, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Middleton	0.1%	1	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, Ranskill	0.1%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ravenshead	0.2%	1	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, Ruddington	0.2%	1	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, Selston	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
Local shops, Shirebrook	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
Local shops, Swanwick	0.2%	1	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, Tuxford	0.1%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Weston-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Weighted base:		416		55		13		18		4		7		6		15		38
Sample:		404		34		23		21		18		12		17		17		26

Q08 How do you normally travel to (STORE MENTIONED AT Q06)?
Those who do top-up shopping at Q06 excluding those who said 'Internet'

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Car / van (as driver)	52.3%	710	48.5%	64	55.4%	17	62.4%	33	43.2%	14	71.5%	34	65.0%	20	54.8%	41	51.8%	98
Car / van (as passenger)	7.1%	97	16.3%	21	2.7%	1	6.3%	3	2.6%	1	3.3%	2	9.7%	3	0.0%	0	5.2%	10
Bus, minibus or coach	4.3%	59	2.5%	3	0.9%	0	0.7%	0	1.8%	1	1.3%	1	3.8%	1	3.3%	2	2.7%	5
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	34.7%	472	32.1%	42	39.3%	12	30.7%	16	51.6%	17	22.3%	10	21.5%	7	41.0%	31	38.7%	74
Taxi	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	2
Train	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bicycle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	1	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
Tram	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
(Don’t know / varies)	0.5%	7	0.5%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Weighted base:		1359		131		31		53		33		47		31		74		190
Sample:		1336		82		69		75		98		70		72		75		104

Meanscore: [%]

Q09 Of all the money you spend on your main and top-up food shopping, what share (%) do you think goes to your main food shopping?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
1 - 10%	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11 - 20%	1.1%	22	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	3.9%	12
21 - 30%	1.2%	24	4.9%	9	0.5%	0	2.8%	2	1.4%	1	0.0%	0	1.5%	1	0.0%	0	1.0%	3
31 - 40%	0.7%	15	0.4%	1	1.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.9%	1	0.4%	1
41 - 50%	4.0%	79	4.6%	9	4.3%	2	6.9%	5	5.6%	2	2.5%	2	9.2%	4	1.6%	2	1.3%	4
51 - 60%	4.4%	88	6.1%	12	4.4%	2	11.7%	8	6.2%	3	3.9%	3	0.9%	0	0.7%	1	5.7%	17
61 - 70%	8.3%	166	4.3%	8	8.7%	4	3.8%	3	10.3%	4	8.0%	5	12.1%	6	6.1%	7	11.4%	34
71 - 80%	20.8%	416	14.0%	27	19.6%	10	32.2%	23	21.3%	9	35.0%	23	21.6%	10	20.5%	23	14.0%	41
81 - 90%	12.4%	248	19.8%	38	8.2%	4	2.5%	2	26.7%	11	7.8%	5	11.1%	5	17.4%	20	13.5%	40
91 - 99%	4.4%	89	1.8%	3	4.4%	2	8.0%	6	1.3%	1	7.3%	5	4.1%	2	4.9%	6	5.1%	15
100% (those who don't do top-up shopping)	31.7%	635	31.0%	59	37.2%	19	27.0%	19	18.3%	7	28.0%	18	32.6%	15	34.0%	39	35.5%	106
(Don’t know / varies)	10.1%	203	13.2%	25	11.6%	6	4.0%	3	8.3%	3	7.5%	5	6.8%	3	11.6%	13	6.6%	20
(Refused)	0.3%	6	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4
Mean:		*83.33*		*82.94*		*85.33*		*80.16*		*81.25*		*85.30*		*83.26*		*86.41*		*83.42*
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

Q10 Thinking about general shopping - What is the name of the town centre (e.g. main centre for shopping) that is CLOSEST to where you live?
Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Alfreton Road	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arnold	4.7%	94	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	2.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingham	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	0	0.9%	0	0.0%	0	0.0%	0
Bramcote Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulwell	2.3%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Burton Joyce	0.0%	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
Calverton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton Square	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carrington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	2.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gedling Colliery	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyson Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth (The Square)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Keyworth (Wolds Drive)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimberley	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield Road	1.4%	27	8.1%	15	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mapperley Plains	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	17.4%	348	0.0%	0	0.0%	0	6.2%	4	11.4%	5	2.5%	2	2.7%	1	3.5%	4	0.0%	0
Radcliffe On Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bridgford	1.9%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	2.6%	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
Ashfield	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.4%	8	4.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	16.6%	332	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	15	99.2%	295
Grantham	3.1%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	93.9%	62	2.7%	1	0.0%	0	0.0%	0
Heanor	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	2.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	1.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	1.6%	32	0.6%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.5%	2	0.0%	0
Lincoln	0.1%	2	0.0%	0	0.9%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	4.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	12	0.0%	0
Loughborough	5.7%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	62.4%	71	0.0%	0
Mansfield	8.2%	164	71.4%	136	0.0%	0	0.0%	0	32.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Warsop	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Melton Mowbray	2.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	88.0%	41	0.0%	0	0.0%	0
Newark-on-Trent	3.9%	79	0.4%	1	2.5%	1	90.0%	65	16.5%	7	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Oak Tree District Centre	0.0%	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
Ollerton	0.2%	3	1.4%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	2.3%	46	3.2%	6	80.4%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandiacre	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
Sherwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook	0.6%	12	6.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell	0.6%	11	0.0%	0	0.0%	0	1.4%	1	25.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	2.9%	58	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaton	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
Worksop	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
Ashby-de-la-Zouch	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0
Bottesford	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
Bourne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Castle Donnington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Castle Marina Retail Park, Nottingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Doncaster	0.1%	2	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edwinstowe	0.0%	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
Gainsborough	0.2%	4	0.0%	0	8.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Mill	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

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Leabrooks	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Mickleover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
New Ollerton	0.0%	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
Shepshed	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Somercotes	0.0%	1	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:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

Q11 Is this the same centre that you normally choose for general shopping and accessing leisure services?
Those who said a centre inside of Greater Nottingham at Q10

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Yes	73.3%	542	70.8%	11	0.0%	0	100.0%	4	58.3%	6	81.4%	2	69.9%	2	100.0%	4	0.0%	0
No	26.7%	198	29.2%	4	0.0%	0	0.0%	0	41.7%	4	18.6%	0	30.1%	1	0.0%	0	0.0%	0
Weighted base:		740		15		0		4		10		2		2		4		0
Sample:		712		14		0		2		30		3		7		4		0

Q11B What is the name of the centre that you normally choose for general shopping and accessing leisure services?
Those who said 'No' at Q11 AND Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Arnold	7.1%	13	0.0%	0	0.0%	0	0.0%	0	5.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	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
Bingham	1.8%	3	0.0%	0	0.0%	0	0.0%	0	8.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgeway 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
Bulwell	3.5%	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
Calverton	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
Carlton Hill	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
Carlton Square	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
Clifton	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
Eastwood	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
Hyson Green	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
Kimberley	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
Mansfield Road	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mapperley Plains	5.5%	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
Netherfield	2.9%	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
Nottingham City Centre	48.4%	91	57.3%	3	0.0%	0	0.0%	0	81.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington	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
Sherwood	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
West Bridgford	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
Other in Rushcliffe Borough area (PLEASE WRITE IN)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other INSIDE Greater Nottingham - BOROUGH UNKNOWN (PLEASE WRITE IN)	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
Alfreton	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
Ashfield	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	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
Derby	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	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
Ilkeston	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
Leicester	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.3%	0	0.0%	0	0.0%	0
Long Eaton	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
Mansfield	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
Melton Mowbray	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.7%	0	0.0%	0	0.0%	0
Newark-on-Trent	1.5%	3	42.7%	2	0.0%	0	0.0%	0	5.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	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
Beechdale	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
Bottesford	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
Radford	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
Riverside Retail Park, Nottingham	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
Sheffield	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
Top Valley	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
Victoria Retail Park, Colwick	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
Weighted base:		188		4		0		0		4		0		1		0		0
Sample:		183		4		0		0		7		1		2		0		0

Q12 Why do you shop in (CENTRE MENTIONED AT Q11B) instead of your closest centre? [MR]

Those who said 'No' at Q11

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Better choice and availability of parking	3.9%	8	0.0%	0	0.0%	0	0.0%	0	12.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better food stores	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
Better pubs, cafés or restaurants	0.0%	0	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 quality of shops	21.3%	42	32.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.7%	0	0.0%	0	0.0%	0
Better range of non-food shops	32.7%	65	57.3%	3	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better shopping facilities	5.7%	11	0.0%	0	0.0%	0	0.0%	0	53.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer to friends or relatives	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0
Closer to home	19.4%	38	0.0%	0	0.0%	0	0.0%	0	21.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer to work	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
Compact / easy to get around	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
Easier to get to by bike	0.0%	0	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	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
Easier to get to by car	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
Free or cheaper parking provision	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cafes, restaurants or public houses	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
Good value for money	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
Habit	7.5%	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
Has a market e.g. food market, farmers' market, other market	1.7%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a particular shopping centre (insert name of shopping centre)	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
Less busy (people)	1.8%	4	42.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More attractive environment / nicer place	4.4%	9	17.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More convenient	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
Safer and more secure	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
Well maintained streets	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	6.2%	12	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	41.3%	0	0.0%	0	0.0%	0
Good leisure facilities	3.7%	7	0.0%	0	0.0%	0	0.0%	0	48.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I like the John Lewis Store there	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
(Don't know / nothing in particular)	6.2%	12	0.0%	0	0.0%	0	0.0%	0	7.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		198		4		0		0		4		0		1		0		0
Sample:		190		4		0		0		8		1		2		0		0

Column %ges.

Q13 What do you like most about (CENTRE MENTIONED AT Q10)? [MR]
Those who said 'Yes' at Q11

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Nothing / very little	18.0%	98	6.4%	1	0.0%	0	0.0%	0	19.0%	1	0.0%	0	25.3%	0	0.0%	0	0.0%	0
Attractive environment / nice place	5.5%	30	0.0%	0	0.0%	0	0.0%	0	8.5%	0	0.0%	0	15.8%	0	27.0%	1	0.0%	0
Clean streets	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
Close to friends or relatives	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
Close to home	38.9%	211	93.7%	10	0.0%	0	0.0%	0	37.5%	2	36.5%	1	15.8%	0	0.0%	0	0.0%	0
Close to work	2.1%	12	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact / easy to get around	3.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	1	0.0%	0
Easy to get to by car	3.4%	18	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	17.8%	0	27.0%	1	0.0%	0
Food market / farmers' market / other markets	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
Free or cheaper parking provision	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cafes, restaurants or public houses	3.5%	19	0.0%	0	0.0%	0	9.5%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good choice and availability of parking	2.1%	11	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	9.3%	50	7.2%	1	0.0%	0	0.0%	0	10.6%	1	0.0%	0	15.8%	0	27.0%	1	0.0%	0
Good range of non-food shops	21.3%	115	14.3%	2	0.0%	0	9.5%	0	20.0%	1	0.0%	0	15.8%	0	100.0%	4	0.0%	0
Good value for money	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
Habit	5.9%	32	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	9.4%	51	0.0%	0	0.0%	0	9.5%	0	16.0%	1	63.5%	1	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	0.2%	1	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 too busy	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
Quiet	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
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional shopping offer	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic-free 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	0.0%	0
Well maintained streets	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
Other	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities	2.0%	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
Good transport links	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
John Lewis Store	0.3%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.7%	20	0.0%	0	0.0%	0	90.5%	4	0.0%	0	0.0%	0	25.3%	0	0.0%	0	0.0%	0
Weighted base:		542		11		0		4		6		2		2		4		0
Sample:		522		10		0		2		22		2		5		4		0

Column %ges.

Q14 What could be improved at (CENTRE MENTIONED AT Q10) to encourage you to visit it more often for shopping and services? [MR]
Those who said a centre inside of Greater Nottingham at Q10

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Nothing / very little	36.3%	269	16.8%	3	0.0%	0	9.5%	0	49.7%	5	51.7%	1	52.2%	1	27.0%	1	0.0%	0
Make it a more attractive environment / nice place	8.3%	61	12.5%	2	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better parking provision	6.3%	47	10.2%	2	0.0%	0	0.0%	0	11.2%	1	18.6%	0	17.7%	0	0.0%	0	0.0%	0
Better quality of NON-FOOD shops	8.8%	65	17.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better safety and security measures	1.2%	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
Better service facilities	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
Better services such as banks and post office	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
Cheaper or free parking	9.1%	67	37.0%	6	0.0%	0	0.0%	0	18.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it closer to friends or relatives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it closer to 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	0.0%	0
Make it closer to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more compact / easy to get around	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	1	0.0%	0	0.0%	0	0.0%	0
Make it easier to get to by bike	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
Make it easier to get to by bus	1.6%	12	0.0%	0	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it easier to get to by car	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
More / better Food market / Farmers' market /Other markets	1.8%	13	12.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food stores	3.3%	25	12.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs, cafés or restaurants	0.9%	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
More / better range of NON-FOOD shops	11.2%	83	9.6%	1	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for children e.g. creche or indoor play centre	0.0%	0	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 personal services such as hairdressers and beauty salons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy	1.3%	10	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quieter	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
More traditional shopping offer	1.1%	8	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic-free shopping centre	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
Other	3.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	0	0.0%	0	0.0%	0
Broadmarsh centre needs updating	1.2%	9	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	27.0%	1	0.0%	0
Cleaner streets	1.3%	10	4.5%	1	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finish the tram works	2.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve public transport links	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
Less charity shops	3.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	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
Less traffic congestion / roadworks	1.2%	9	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent stores	2.3%	17	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	46.0%	2	0.0%	0
More public toilets	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
Victoria centre needs finishing	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.3%	54	7.2%	1	0.0%	0	90.5%	4	0.0%	0	0.0%	0	17.7%	0	0.0%	0	0.0%	0
Weighted base:		740		15		0		4		10		2		2		4		0
Sample:		712		14		0		2		30		3		7		4		0

Column %ges.

Q15 What improvements to Nottingham City Centre in particular would encourage you to visit the centre more often for shopping and leisure activities? [MR]
Not those who said 'Nottingham City Centre' at Q10

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Nothing / very little	51.9%	860	52.9%	101	38.2%	19	45.0%	30	42.6%	15	40.8%	26	43.3%	20	51.2%	57	57.8%	172
Make it a more attractive environment / nice place	3.0%	50	4.3%	8	0.6%	0	0.9%	1	10.1%	4	1.3%	1	0.0%	0	2.4%	3	1.0%	3
Better parking provision	5.2%	87	4.2%	8	1.7%	1	6.1%	4	4.4%	2	8.7%	6	1.6%	1	8.9%	10	4.2%	12
Better quality of NON-FOOD shops	1.2%	20	0.0%	0	0.0%	0	2.1%	1	0.8%	0	0.7%	0	1.6%	1	2.4%	3	0.6%	2
Better safety and security measures	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Better service facilities	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better services such as banks and post office	0.0%	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
Cheaper or free parking	9.1%	151	11.5%	22	5.8%	3	6.3%	4	9.9%	4	13.2%	8	7.1%	3	12.5%	14	3.9%	11
Make it closer to friends or relatives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it closer to home	3.6%	60	8.0%	15	9.6%	5	1.5%	1	0.8%	0	1.6%	1	6.2%	3	8.9%	10	6.0%	18
Make it closer to work	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more compact / easy to get around	0.9%	15	0.0%	0	1.5%	1	0.6%	0	0.6%	0	1.5%	1	0.0%	0	1.3%	1	0.8%	2
Make it easier to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it easier to get to by bus	3.0%	49	0.6%	1	10.2%	5	0.0%	0	3.4%	1	2.8%	2	6.4%	3	1.0%	1	2.5%	7
Make it easier to get to by car	2.6%	44	0.4%	1	7.4%	4	0.6%	0	0.8%	0	2.3%	1	5.2%	2	4.8%	5	3.2%	10
More / better Food market / Farmers' market /Other markets	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
More / better food stores	0.6%	10	0.0%	0	0.0%	0	0.9%	1	0.5%	0	0.9%	1	0.0%	0	0.6%	1	0.0%	0
More / better pubs, cafés or restaurants	0.3%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better range of NON-FOOD shops	2.7%	44	0.6%	1	1.4%	1	0.6%	0	1.7%	1	6.9%	4	7.2%	3	10.2%	11	2.6%	8
More facilities for children e.g. creche or indoor play 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
More personal services such as hairdressers and beauty salons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy	1.1%	19	1.4%	3	1.5%	1	9.1%	6	1.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Quieter	0.4%	6	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
More traditional shopping offer	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
Traffic-free shopping centre	1.6%	26	2.6%	5	0.5%	0	0.6%	0	9.2%	3	10.5%	7	0.0%	0	0.0%	0	0.0%	0
Other	3.3%	54	12.4%	24	7.2%	4	1.5%	1	0.8%	0	2.3%	1	0.6%	0	2.3%	3	0.0%	0
A tram service there	0.7%	12	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1	0.6%	2
Better disabled access / parking	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0	0.0%	0	0.0%	0	0.4%	1
Better road signs	0.3%	5	0.0%	0	5.8%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	2
Cheaper public transport	0.2%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Cheaper tram fares	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
Finish the improvements to the centre	1.6%	26	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	6.6%	7	0.0%	0
If it was closer to home	0.1%	1	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Improve public transport links	1.9%	31	0.4%	1	0.6%	0	6.5%	4	0.0%	0	6.3%	4	0.0%	0	0.0%	0	4.9%	15
Less empty shops	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / roadworks	1.4%	24	0.0%	0	1.1%	1	2.2%	1	0.5%	0	0.0%	0	2.2%	1	2.0%	2	3.9%	12
Make it easier to get to by train	0.7%	11	2.0%	4	4.4%	2	3.4%	2	1.4%	1	1.2%	1	0.6%	0	0.0%	0	0.0%	0
Modernise / update it	0.3%	5	0.0%	0	0.6%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
More child play areas	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0
More independent stores	0.5%	8	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
More public toilets	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and ride available all weekend	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Tram works to be finished	0.7%	11	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	0	0.7%	1	0.6%	2
(Don't know)	11.0%	182	6.5%	12	15.5%	8	19.7%	13	17.7%	6	11.8%	8	14.0%	6	1.7%	2	11.6%	35
Weighted base:		1655		190		50		68		36		64		45		111		297
Sample:		1676		125		108		108		103		108		106		101		165

Column %ges.

Q16 I would now like to ask you some questions about your non-food shopping habits / preferences - In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?
Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Next HOME, Giltbrook Retail Park, GILTBROOK (a home furnishings Next) i.e. furniture and home accessories	0.0%	1	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, Giltbrook Retail Park, GILTBROOK (a normal Next) i.e.clothing, accessories and homeware	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Retail Park, Radford Boulevard, NOTTINGHAM	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Chilwell Retail Park, Barton lane, ATTENBOROUGH	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	1
Fosse Park, LEICESTER	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	3.6%	2	9.0%	10	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lady Bay Retail Park, Meadow Lane, NOTTINGHAM	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, DAYBROOK	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthur Glen, Mansfield Road, SOUTH NORMANTON	2.6%	50	6.1%	11	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	3
Meadowhall Shopping Centre, SHEFFIELD	2.6%	51	8.3%	15	14.8%	7	1.5%	1	2.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, NOTTINGHAM	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Springfield Retail Park, Hucknall lane, NOTTINGHAM	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	0.7%	14	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Alfreton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arnold	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulwell	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	6
Chesterfield	0.8%	15	5.1%	9	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Clifton	0.1%	1	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	18.8%	365	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	22	80.8%	236
Doncaster	0.6%	11	1.0%	2	15.4%	7	0.9%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Eastwood	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gainsborough	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	1.6%	30	0.0%	0	0.0%	0	4.7%	3	0.5%	0	30.8%	20	4.1%	2	0.0%	0	0.0%	0
Heanor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimberley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	1.9%	37	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	35.3%	16	13.0%	14	0.4%	1
Lincoln	2.0%	39	0.0%	0	18.5%	8	23.7%	17	0.5%	0	19.6%	13	1.6%	1	0.0%	0	0.0%	0
Long Eaton	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	1
Loughborough	2.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	26.8%	30	0.0%	0
Mansfield	7.0%	135	48.1%	89	7.5%	3	0.6%	0	18.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	9	0.0%	0	0.0%	0
Netherfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	2.1%	40	0.4%	1	3.8%	2	40.7%	29	6.6%	3	4.3%	3	0.0%	0	0.0%	0	0.6%	2
Nottingham City Centre	32.2%	625	13.8%	26	1.3%	1	11.9%	8	46.3%	18	29.6%	19	20.6%	9	13.0%	14	2.2%	7
Nottingham Non-Central (outside the City Centre)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	0.2%	3	0.0%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.3%	6	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.4%	8	0.0%	0	10.8%	5	0.5%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Southwell	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
Sutton-in-Ashfield	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bridgford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.1%	2	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	10.0%	194	12.8%	24	14.3%	6	12.6%	9	17.8%	7	3.6%	2	2.0%	1	10.3%	11	6.8%	20
Abroad	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.4%	1
Asda, Leicester Road, Oadby Frith, Leicester	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, Wesley Street, Langley Mill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashbourne	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
Bakewell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Barnsley	0.0%	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
Beaumont Leys	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Birmingham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.4%	1
Central London	0.1%	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
Chester	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Draycott	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Great Gonerby	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
Mablethorpe	0.0%	1	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	0.1%	2	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, Stodman Street, Newark	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
Newcastle upon Tyne	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
Northampton	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
Out of centre, Derby	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4
Peterborough	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5	1.5%	1	0.0%	0	0.0%	0
Sainsbury's, Peak Drive, Derby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Shepshed	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Shirebrook	0.2%	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
Stanford-on-Soar	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
Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Extra, Top Valley Way, Top Valley	0.0%	1	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, Hall Street, Alfreton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0
Waterside Retail Park, Station Road, Ilkeston	0.1%	2	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	0.0%	1	0.0%	0	0.6%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1939		185		45		71		39		65		46		111		292
Sample:		1922		120		103		107		116		107		107		101		161

Column %ges.

Q17 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)?
Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Castle Retail Park, Radford Boulevard, NOTTINGHAM	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
Fosse Park, LEICESTER	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.3%	0	1.3%	1	0.0%	0
Meadowhall Shopping Centre, SHEFFIELD	0.3%	4	0.8%	1	3.4%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	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
Arnold	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	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
Beeston	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
Bingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulwell	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	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%	2
Carlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.1%	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
Clifton	0.1%	1	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	11.4%	157	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	12	53.3%	116
Doncaster	0.1%	2	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gainsborough	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
Gamston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	1.5%	21	0.0%	0	0.0%	0	7.2%	4	0.0%	0	32.5%	16	0.8%	0	0.0%	0	0.0%	0
Heanor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	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
Hyson Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	1.2%	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
Kimberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	3.0%	3	0.0%	0
Lincoln	1.1%	15	0.0%	0	10.3%	4	13.9%	8	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Long Eaton	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	2.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	27.6%	23	0.0%	0
Mansfield	6.0%	83	42.8%	57	1.2%	0	0.0%	0	27.8%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Melton Mowbray	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	5	0.0%	0	0.0%	0
Netherfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	0.8%	11	0.0%	0	1.2%	0	15.8%	9	2.9%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	12.9%	178	4.4%	6	0.0%	0	2.9%	2	9.5%	3	2.3%	1	9.2%	3	5.7%	5	0.6%	1
Nottingham Non-Central (outside the City 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
Retford	0.3%	4	0.0%	0	11.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	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
Sheffield	0.3%	3	0.0%	0	9.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toton	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
West Bridgford	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	48.8%	675	41.9%	56	54.3%	20	46.4%	26	54.6%	15	58.2%	28	63.9%	21	42.5%	36	40.1%	87
Asda, Bancroft Lane, Mansfield	0.1%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Derby Road, Spondon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Asda, Lombard Street, Newark	0.5%	6	0.0%	0	0.0%	0	11.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Loughborough Road, Nottingham	0.0%	1	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, Priestic Road, Sutton-in-Ashfield	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wesley Street, Langley Mill	0.1%	1	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, Wharf Road, East Retford	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daybrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grimsby	0.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowdham	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
Mansfield Woodhouse	0.0%	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
Morrisons, Ashfield Precinct, Kirkby-in-Ashfield	0.0%	1	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, Derby Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Eastwood																		
Morrisons, Idle Valley Road, Retford	0.1%	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
Morrisons, Sutton Road, Mansfield	0.1%	1	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, Wharf Road, Grantham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woodhouse Centre, Mansfield Woodhouse	0.1%	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
Oakham	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
Out of centre, Derby	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4
Reading	0.0%	1	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, Main Street, Kimberley	0.1%	1	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, Nottingham Road, Melton Mowbray	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
Sainsbury's, Nottingham Road, Ripley	0.0%	1	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, Wyvern Way, Chaddesden	0.1%	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
Spondon	0.1%	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
Tesco Extra, Ashgate Road, Hucknall	0.0%	1	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, Chesterfield Road South, Mansfield	0.1%	1	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, Jubilee Way South, Mansfield	0.2%	3	2.0%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	0.2%	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
Tesco Extra, Rutland Street, Ilkeston	0.1%	2	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, Swiney Way, Toton	0.1%	2	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, Top Valley Way, Top Valley	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
Tesco Extra, Waverley Street, Long Eaton	0.1%	1	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, Forest Road, New Ollerton	0.5%	7	5.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	0.1%	1	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, Kipling Drive, Mickleover	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Top Valley	0.1%	1	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:		1384		134		36		56		27		49		33		85		218
Sample:		1252		79		69		74		72		81		68		70		113

Column %ges.

Q18 Where do you NORMALLY do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.)?
Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Castle Retail Park, Radford Boulevard, NOTTINGHAM	4.0%	67	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	4	0.0%	0	1.2%	3
Chilwell Retail Park, Barton lane, ATTENBOROUGH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, LEICESTER	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	3.4%	1	3.9%	4	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	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
Lady Bay Retail Park, Meadow Lane, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, DAYBROOK	1.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthur Glen, Mansfield Road, SOUTH NORMANTON	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, SHEFFIELD	0.3%	5	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, NOTTINGHAM	1.1%	18	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Hucknall lane, NOTTINGHAM	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Alfreton	0.5%	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
Arnold	1.4%	23	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Beeston	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingham	0.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Bulwell	0.8%	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
Chesterfield	0.2%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Derby	9.2%	153	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	7.0%	7	47.0%	118
Doncaster	0.3%	4	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gainsborough	0.0%	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
Grantham	2.6%	43	0.0%	0	0.0%	0	2.7%	2	0.0%	0	62.3%	37	8.0%	3	0.0%	0	0.0%	0
Heanor	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	6	10.3%	10	0.0%	0
Lincoln	0.6%	11	0.0%	0	12.7%	6	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Loughborough	2.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	32.8%	31	0.0%	0
Mansfield	10.3%	171	61.2%	107	0.6%	0	0.0%	0	28.3%	10	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Mapperley Plains	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	6	0.0%	0	0.0%	0
Netherfield	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	2.1%	35	0.0%	0	1.6%	1	49.4%	32	4.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	20.8%	347	8.8%	16	1.0%	0	4.0%	3	17.6%	6	7.5%	4	14.1%	6	8.2%	8	4.2%	10
Nottingham Non-Central (outside the City Centre)	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Ollerton	0.4%	6	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	0.7%	12	0.0%	0	26.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bridgford	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Worksop	0.3%	4	0.0%	0	9.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	24.2%	404	22.0%	39	30.0%	13	35.7%	23	39.7%	14	23.0%	14	32.7%	13	22.3%	21	21.9%	55
Abroad	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Aldi, Manor Road, Ilkeston	0.0%	1	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, Derby Road, Spondon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Asda, Loughborough Road, Nottingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Asda, Midland Street, Long Eaton	0.1%	1	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, Old Mill Lane, Mansfield	0.0%	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
Asda, Sinfin Shopping Centre, Arleston Lane, Sinfin	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3
Belper	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Meadow Retail Park, Nottingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daybrook	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
Gedling	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield Woodhouse	0.0%	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
Melbourne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Oakham	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
Out of centre, Derby	4.5%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	8	23.1%	58
Sainsbury's, Nottingham Road, Mansfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spondon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Tesco Extra, Ashgate Road, Hucknall	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jennison Street, Bulwell	0.1%	2	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, Jubilee Way South, Mansfield	0.2%	3	1.5%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Resolution Road, Ashby De La Zouch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Extra, Swiney Way, Toton	0.1%	2	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, Top Valley Way, Top Valley	0.1%	2	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, Waverley Street, Long Eaton	0.1%	1	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, Forest Road, New Ollerton	0.4%	7	4.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterside Retail Park, Station Road, Ilkeston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-on-Trent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Weighted base:		1668		176		44		66		36		59		41		94		251
Sample:		1622		110		93		96		103		96		92		88		139

Q19 Where do you NORMALLY do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?
Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Next, Giltbrook Retail Park, GILTBROOK (a normal Next) i.e.clothing, accessories and homeware	0.0%	1	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 Retail Park, Radford Boulevard, NOTTINGHAM	4.5%	79	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Fosse Park, LEICESTER	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	0	3.5%	4	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	5
Lady Bay Retail Park, Meadow Lane, NOTTINGHAM	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, DAYBROOK	2.5%	45	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthur Glen, Mansfield Road, SOUTH NORMANTON	0.5%	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
Meadowhall Shopping Centre, SHEFFIELD	0.1%	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
Riverside Retail Park, Queens Drive, NOTTINGHAM	2.4%	42	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Hucknall lane, NOTTINGHAM	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	0.4%	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
Alfreton	0.8%	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
Arnold	2.0%	35	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingham	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
Bulwell	1.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.2%	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
Clifton	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	9.8%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	9	50.2%	141
Doncaster	0.1%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	0.5%	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
Gainsborough	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gamston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	3.0%	53	0.0%	0	0.0%	0	4.2%	3	0.0%	0	75.1%	45	4.5%	2	0.0%	0	0.0%	0
Heanor	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyson Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	0.9%	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
Kimberley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	8.6%	9	0.0%	0
Lincoln	0.5%	8	0.6%	1	5.8%	3	5.9%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	1.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	1
Loughborough	3.8%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	44.5%	47	0.0%	0
Mansfield	11.3%	200	72.4%	129	0.6%	0	0.7%	0	28.2%	10	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Mapperley Plains	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	1.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.3%	20	0.0%	0	0.0%	0
Netherfield	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	2.5%	43	0.0%	0	7.8%	4	56.1%	36	5.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	16.5%	292	4.9%	9	2.7%	1	11.7%	8	20.6%	8	2.3%	1	10.5%	5	4.8%	5	2.8%	8
Nottingham Non-Central (outside the City Centre)	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.7%	0	0.0%	0	0.0%	0
Ollerton	0.5%	8	0.8%	1	0.9%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	1.1%	20	0.0%	0	39.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	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
Sheffield	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
South Normanton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Southwell	0.1%	1	0.0%	0	0.0%	0	0.7%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Sutton-in-Ashfield	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bridgford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.3%	5	0.0%	0	11.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	17.3%	305	17.9%	32	22.0%	10	20.1%	13	35.4%	13	17.1%	10	30.7%	13	16.5%	18	9.8%	27
Aldi, Manor Road, Ilkeston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Asda, Derby Road, Spondon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Asda, Lombard Street, Newark	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
Asda, Loughborough Road, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.1%	2	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, Priestic Road, Sutton-in-Ashfield	0.1%	2	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, Wesley Street, Langley Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunny	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
Calverton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daybrook	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Gonerby	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
Mansfield Woodhouse	0.0%	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
Melbourne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Morrisons, Idle Valley Road, Retford	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
Morrisons, Leen Drive, Bulwell	0.1%	1	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 centre, Derby	5.6%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	8	28.8%	81
Sainsbury's, Nottingham Road, Mansfield	0.0%	1	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, Wyvern Way, Chaddesden	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
Sandiacre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook	0.0%	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
Spondon	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	13
Swadlincote	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
Tesco Extra, Jennison Street, Bulwell	0.1%	1	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, Jubilee Way South, Mansfield	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	0.1%	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
Tesco Extra, Swiney Way, Toton	0.1%	1	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, Top Valley Way, Top Valley	0.1%	1	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, Waverley Street, Long Eaton	0.1%	1	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 Homeplus, Victoria Retail Park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Valley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford	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
Waterside Retail Park, Station Road, Ilkeston	0.1%	2	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:		1768		178		47		65		37		60		43		106		280
Sample:		1766		113		100		101		106		97		102		95		152

Column %ges.

Q20 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?
Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Castle Retail Park, Radford Boulevard, NOTTINGHAM	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
Fosse Park, LEICESTER	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
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lady Bay Retail Park, Meadow Lane, NOTTINGHAM	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, DAYBROOK	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthur Glen, Mansfield Road, SOUTH NORMANTON	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, SHEFFIELD	0.2%	4	0.7%	1	1.8%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Alfreton	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arnold	1.7%	29	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	1.5%	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
Bingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%	0	0.0%	0	0.0%	0
Bulwell	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5
Carlton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	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
Clifton	0.9%	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
Derby	11.3%	191	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	14	61.7%	153
Eastwood	0.5%	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
Gainsborough	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
Gamston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	2.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.7%	32	1.4%	1	0.0%	0	0.0%	0
Heanor	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyson Green	0.7%	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
Ilkeston	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimberley	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	2	0.0%	0
Lincoln	0.4%	7	0.0%	0	1.1%	0	7.8%	5	0.5%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Long Eaton	2.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Loughborough	3.9%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.6%	46	0.0%	0
Mansfield	7.5%	128	58.3%	97	0.7%	0	0.0%	0	29.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mapperley Plains	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.3%	21	0.0%	0	0.0%	0
Netherfield	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
Newark-on-Trent	2.1%	36	0.7%	1	3.3%	1	47.1%	30	6.7%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	17.6%	298	2.7%	4	0.7%	0	3.1%	2	13.7%	5	8.0%	5	6.4%	3	3.5%	4	1.2%	3
Nottingham Non-Central (outside the City 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
Ollerton	0.5%	8	1.1%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	1.3%	21	0.0%	0	53.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell	0.1%	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
Stapleford	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
Sutton-in-Ashfield	1.3%	22	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bridgford	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	30.6%	519	27.0%	45	35.5%	14	38.8%	25	40.3%	14	32.2%	19	34.6%	14	27.5%	29	31.2%	77
Abroad	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Nottingham Road, Mansfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allestree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Asda, Bancroft Lane, Mansfield	0.1%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Asda, Charnwood Road, Shepshed	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
Asda, Derby Road, Spondon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Asda, Front Street, Arnold	0.0%	1	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, Lombard Street, Newark	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
Asda, Midland Street, Long Eaton	0.0%	1	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, Priestic Road, Sutton-in-Ashfield	0.1%	2	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, Sinfin Shopping Centre, Arleston Lane, Sinfin	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Asda, Union Street, Grantham	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
Asda, Wesley Street, Langley Mill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belper	0.0%	1	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	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Daybrook	0.1%	1	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 Leake	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fakenham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Town	0.0%	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
Keyworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Louth	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
Lowdham	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
Mansfield Woodhouse	0.0%	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
Market Overton	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
Melbourne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Morrisons, Ashfield Precinct, Kirkby-in-Ashfield	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
Morrisons, Chapel Street, Belper	0.1%	1	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, Gamston Lings Bar Road, Gamston	0.1%	2	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, Kings Road, Newark	0.0%	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
Morrisons, Wheatcroft Way, Derby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Newcastle upon Tyne	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
Oakham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Ripley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sinfin	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Somercotes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spalding	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
Spondon	0.0%	1	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, Ashgate Road, Hucknall	0.1%	2	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, Jennison Street, Bulwell	0.1%	1	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, Jubilee Way South, Mansfield	0.2%	3	1.6%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Resolution Road, Ashby De La Zouch	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
Tesco Extra, Rutland Street, Ilkeston	0.0%	1	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, Swiney Way, Toton	0.0%	1	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, Top Valley Way, Top Valley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.1%	1	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, Forest Road, New Ollerton	0.5%	8	4.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford	0.1%	1	0.0%	0	0.7%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	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
Weighted base:		1698		166		40		65		34		60		41		104		248
Sample:		1644		100		92		94		98		95		95		93		135

Column %ges.

Q21 Where do you NORMALLY do most of your household's shopping for games & toys; pets and pet products; hobby items; sport equipment and camping goods; bicycles; and musical instruments?
Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Decathlon, Giltbrook Retail Park, GILTBROOK	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea Nottingham, Giltbrook Retail Park, GILTBROOK	0.5%	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
Pets at Home, Giltbrook Retail Park, GILTBROOK	0.8%	11	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 Retail Park, Radford Boulevard, NOTTINGHAM	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Chilwell Retail Park, Barton lane, ATTENBOROUGH	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.8%	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
Lady Bay Retail Park, Meadow Lane, NOTTINGHAM	1.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, DAYBROOK	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthur Glen, Mansfield Road, SOUTH NORMANTON	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Meadowhall Shopping Centre, SHEFFIELD	0.2%	3	1.0%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, NOTTINGHAM	2.8%	40	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	0.7%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Alfreton	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arnold	1.7%	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
Beeston	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingham	0.1%	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
Bulwell	1.3%	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
Burton upon Trent	0.1%	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
Carlton	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
Chesterfield	1.2%	17	8.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell	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
Clifton	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
Derby	11.5%	164	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	7	65.8%	136
Doncaster	0.2%	3	0.5%	1	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gainsborough	0.0%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gamston	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
Grantham	2.4%	34	0.0%	0	0.0%	0	0.7%	0	0.0%	0	60.7%	31	3.7%	1	0.0%	0	0.0%	0
Heanor	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	1.4%	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
Ilkeston	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimberley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.0%	3	0.0%	0
Lincoln	0.7%	10	0.7%	1	9.2%	3	10.0%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Long Eaton	1.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	4.3%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.3%	46	0.0%	0
Mansfield	9.4%	134	64.5%	100	0.8%	0	0.0%	0	32.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mapperley Plains	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	53.9%	19	0.0%	0	0.0%	0
Netherfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	2.3%	33	0.0%	0	4.7%	2	52.2%	27	5.1%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	12.3%	176	1.2%	2	0.7%	0	7.8%	4	16.6%	5	11.5%	6	10.2%	4	4.9%	4	0.8%	2
Nottingham Non-Central (outside the City Centre)	0.4%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Ollerton	0.5%	8	0.4%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	1.1%	16	0.0%	0	42.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	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
Sheffield	0.0%	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
South Normanton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell	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
Stapleford	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
Sutton-in-Ashfield	1.4%	20	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
West Bridgford	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
Wollaton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	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
Internet / catalogue	20.5%	292	19.2%	30	21.9%	8	22.1%	11	21.5%	7	21.7%	11	21.8%	8	13.2%	11	13.3%	27
Aldi, Sellers Wood Drive, Bulwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvaston	0.1%	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
Asda, Lombard Street, Newark	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
Asda, Priestic Road, Sutton-in-Ashfield	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
Asda, Wesley Street, Langley Mill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilsthorpe	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
Clay Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingham	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
Cromford	0.1%	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
Darlton	0.0%	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
Deeping St James	0.1%	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
Eakring	0.0%	1	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 Bridgford	0.0%	1	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 Leake	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edingley	0.2%	3	0.0%	0	0.0%	0	1.2%	1	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edwinstowe	0.2%	2	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsecar	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
Farndon	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
Farnsfield	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
Harrogate	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
Langley Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleover	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Lowdham	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
Mansfield Woodhouse	0.0%	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
Marks & Spencer, Stodman Street, Newark	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
Mickleover	0.1%	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
Morrisons, Ashfield Precinct, Kirkby-in-Ashfield	0.0%	1	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, Derby Road, Eastwood	0.1%	1	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, Kings Road, Newark	0.1%	1	0.0%	0	0.8%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wheatcroft Way, Derby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Out of centre, Derby	2.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	9	12.1%	25
Peterborough	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
Sainsbury's, Nottingham Road, Mansfield	0.1%	1	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, Nottingham Road, Ripley	0.0%	1	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, Peak Drive, Derby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Shirebrook	0.3%	5	1.3%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spondon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Syston	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 Extra, Jennison Street, Bulwell	0.1%	1	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, Jubilee Way South, Mansfield	0.1%	2	0.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	0.2%	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
Tesco Extra, Swiney Way, Toton	0.0%	1	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, Top Valley Way, Top Valley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Heanor	0.0%	1	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, Thorpe Road, Melton Mowbray	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
The Broad Centre, Station Road, Sutton-in-Ashfield	0.1%	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
Woodborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wysall	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

Column %ges.

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
Weighted base:	1427	155	38	51	31	51	34	83	207
Sample:	1304	86	82	73	77	78	71	69	110

Q22 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)?
Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
BHS Home, Giltbrook Retail Park, GILTBROOK	0.1%	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
Barker and Stonehouse, Giltbrook Retail Park, GILTBROOK	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
Harveys, Giltbrook Retail Park, GILTBROOK	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
Ikea Nottingham, Giltbrook Retail Park, GILTBROOK	4.1%	60	2.2%	3	2.0%	1	1.2%	1	2.7%	1	0.9%	0	0.0%	0	5.3%	4	2.6%	6
Laura Ashley, Giltbrook Retail Park, GILTBROOK	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
Next HOME, Giltbrook Retail Park, GILTBROOK (a home furnishings Next) i.e. furniture and home accessories	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ScS, Giltbrook Retail Park, GILTBROOK	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Retail Park, Radford Boulevard, NOTTINGHAM	4.8%	70	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Chilwell Retail Park, Barton lane, ATTENBOROUGH	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, LEICESTER	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.6%	3	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	2.3%	33	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.1%	5
Lady Bay Retail Park, Meadow Lane, NOTTINGHAM	0.8%	11	0.0%	0	0.0%	0	1.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, DAYBROOK	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, SHEFFIELD	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, NOTTINGHAM	1.1%	16	0.8%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	1.2%	18	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arnold	1.3%	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
Ashby-de-la-Zouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingham	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
Bulwell	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.1%	5
Carlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.4%	6	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	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
Coalville	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
Derby	11.6%	169	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	7	62.0%	141
Doncaster	0.5%	7	0.0%	0	15.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	0.8%	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
Gainsborough	0.1%	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
Grantham	3.7%	54	0.0%	0	2.7%	1	12.1%	6	0.0%	0	77.3%	37	9.6%	4	1.3%	1	0.0%	0
Heanor	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyson Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Kimberley	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
Kirkby-in-Ashfield	0.5%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	4.4%	2	12.4%	10	0.0%	0
Lincoln	0.6%	9	0.0%	0	6.2%	2	11.4%	6	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Long Eaton	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Loughborough	3.2%	47	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	43.8%	36	0.0%	0
Mansfield	7.7%	113	57.3%	79	0.7%	0	0.0%	0	20.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matlock	0.5%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	16	0.0%	0	0.0%	0
Netherfield	0.8%	11	0.0%	0	0.0%	0	0.0%	0	9.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Newark-on-Trent	2.0%	30	0.0%	0	2.8%	1	52.0%	26	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	20.1%	294	7.2%	10	9.5%	4	8.2%	4	35.1%	11	11.1%	5	19.0%	7	10.2%	8	5.0%	11
Nottingham Non-Central (outside the City Centre)	1.8%	26	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.8%	2
Ollerton	1.1%	16	6.8%	9	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	1.6%	24	1.4%	2	29.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	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
South Normanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	1.1%	16	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bridgford	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
Wollaton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.5%	7	1.4%	2	12.0%	5	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	5.8%	84	6.7%	9	10.3%	4	12.4%	6	8.8%	3	5.2%	2	9.4%	3	7.6%	6	2.6%	6
Allenton	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%	2
Alvaston	0.1%	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
Asda, Sinfin Shopping Centre, Arleston Lane, Sinfin	0.1%	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
B&Q, Riverside Retail Park, Nottingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bawtry	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belper	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bestwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beverley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blidworth	0.0%	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
Calverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carcroft	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
Castle Meadow Retail Park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesden	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%	2
Cotgrave	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
Daybrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Draycott	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Gonerby	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
Langley Mill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield Woodhouse	0.5%	8	5.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Mickleover	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%	2
New Ollerton	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
Normanton	0.1%	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
Oakham	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
Out of centre, Derby	2.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	13.9%	32
Pinxton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sandiacre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook	0.3%	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
Somercotes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spondon	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	7
Tesco Homeplus, Victoria Retail Park, Nottingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wakefield	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
Waterside Retail Park, Station Road, Ilkeston	0.1%	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
Weighted base:		1462		137		38		51		30		47		37		82		228
Sample:		1462		92		85		79		88		79		86		77		133

Column %ges.

Q23 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)?
Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Laura Ashley, Giltbrook Retail Park, GILTBROOK	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
Castle Retail Park, Radford Boulevard, NOTTINGHAM	1.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Chilwell Retail Park, Barton lane, ATTENBOROUGH	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, LEICESTER	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lady Bay Retail Park, Meadow Lane, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, DAYBROOK	2.7%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthur Glen, Mansfield Road, SOUTH NORMANTON	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, SHEFFIELD	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
Riverside Retail Park, Queens Drive, NOTTINGHAM	9.9%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Springfield Retail Park, Hucknall lane, NOTTINGHAM	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	2.5%	43	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	2.4%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arnold	3.6%	63	0.0%	0	0.0%	0	0.7%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashfield	0.8%	13	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	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
Bingham	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Bulwell	2.0%	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
Burton upon Trent	0.1%	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
Carlton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton Square	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	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
Derby	10.3%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	20	54.4%	148
Doncaster	0.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	3.5%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gainsborough	0.3%	5	0.0%	0	12.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	3.3%	58	0.0%	0	0.0%	0	2.5%	2	0.0%	0	90.4%	54	4.8%	2	0.0%	0	0.0%	0
Heanor	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyson Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimberley	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
Kirkby-in-Ashfield	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
Leicester	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	1.3%	1	0.0%	0
Lincoln	0.3%	5	0.0%	0	4.2%	2	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	5.8%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	69.7%	73	0.0%	0
Mansfield	8.0%	140	61.9%	102	3.2%	1	0.0%	0	23.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	1.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.9%	29	0.0%	0	0.0%	0
Netherfield	0.7%	12	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	3.4%	59	0.0%	0	4.0%	2	88.3%	57	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	6.4%	112	0.4%	1	0.0%	0	1.6%	1	8.1%	3	0.7%	0	9.2%	4	1.8%	2	0.4%	1
Nottingham Non-Central (outside the City Centre)	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.7%	0	0.0%	0	0.0%	0
Ollerton	0.4%	7	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	0.6%	11	0.0%	0	26.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	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
Sherwood	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell	0.4%	7	0.0%	0	0.0%	0	1.6%	1	16.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	6.4%	113	28.7%	47	0.0%	0	0.0%	0	26.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Greater Nottingham Retail Study for Planning Perspectives

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
West Bridgford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.9%	16	0.4%	1	35.4%	15	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	2.3%	41	0.0%	0	7.2%	3	0.0%	0	0.5%	0	2.0%	1	0.7%	0	1.8%	2	6.1%	17
Asda, Priestic Road, Sutton-in-Ashfield	0.0%	1	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, Derby Road, Eastwood	2.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mansfield Road, Daybrook, Arnold	0.1%	2	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, Riverside Retail Park, Nottingham	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Victoria Retail Park, Netherfield	0.5%	9	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Barrow-upon-Soar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Beckingham	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
Billingford, Norfolk	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
Bilsthorpe	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
Brookfields Garden Centre, Mapperley Plains, Mapperley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calverton	0.0%	1	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, Mansfield Road, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clowne	0.4%	7	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colwick	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
Colwick Industrial Estate, Nottingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotgrave	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daybrook	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edwalton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollydene Nursery, Moorgreen, Newthorpe, Nottingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Mill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield Woodhouse	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moorgreen	0.0%	1	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 Ollerton	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
Nuthall	0.0%	1	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 centre, Derby	5.9%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	34.5%	94
Queens Drive Industrial Estate, Nottingham	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandiacre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook	0.1%	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
Somercotes	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spondon	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	3.4%	9
Stanford-on-Soar	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
Stanton-on-the-Wolds	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Trowell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterside Retail Park, Station Road, Ilkeston	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
Wheatcroft Garden Centre, Landmere Lane, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1755		165		41		64		37		59		41		105		272
Sample:		1730		105		96		100		105		97		99		94		146

Column %ges.

Q24 Where do you NORMALLY do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.
Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Boots, Giltbrook Retail Park, GILTBROOK	1.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea Nottingham, Giltbrook Retail Park, GILTBROOK	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Retail Park, Radford Boulevard, NOTTINGHAM	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, DAYBROOK	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthur Glen, Mansfield Road, SOUTH NORMANTON	0.0%	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
Meadowhall Shopping Centre, SHEFFIELD	0.2%	4	0.0%	0	2.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, NOTTINGHAM	1.3%	25	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	0.7%	13	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	2.4%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arnold	3.7%	69	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	0.1%	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
Ashfield	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	1.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingham	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	5	0.0%	0	0.0%	0	0.0%	0
Bulwell	2.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Burton upon Trent	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	4
Carlton	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton Square	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.6%	10	5.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	14.2%	264	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	17	82.6%	222
Doncaster	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
Eastwood	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gainsborough	0.2%	4	0.0%	0	7.6%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Gamston	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0
Grantham	2.7%	51	0.0%	0	0.0%	0	0.6%	0	0.0%	0	78.7%	48	2.6%	1	0.0%	0	0.0%	0
Heanor	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	1.6%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyson Green	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	1.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Kimberley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.8%	14	0.6%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	4	1.2%	1	0.0%	0
Lincoln	0.3%	6	0.0%	0	1.5%	1	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	3.4%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.5%	1
Loughborough	4.7%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.4%	61	0.0%	0
Mansfield	10.3%	192	79.1%	142	2.1%	1	0.6%	0	38.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mapperley Plains	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	1.6%	29	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	65.2%	28	0.0%	0	0.0%	0
Netherfield	0.7%	14	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	3.3%	62	0.4%	1	2.8%	1	76.8%	54	6.8%	3	1.0%	1	0.0%	0	0.0%	0	0.4%	1
Nottingham City Centre	14.2%	264	2.4%	4	0.0%	0	2.0%	1	15.2%	6	1.0%	1	7.7%	3	2.9%	3	0.0%	0
Nottingham Non-Central (outside the City Centre)	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ollerton	0.5%	8	1.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	1.7%	32	0.0%	0	66.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	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
Sherwood	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
Southwell	0.3%	5	0.0%	0	0.6%	0	0.0%	0	12.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	1.6%	30	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bridgford	1.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Internet / catalogue	5.0%	93	5.6%	10	3.6%	2	2.1%	1	6.8%	3	7.8%	5	9.2%	4	7.7%	8	5.5%	15
Abroad	0.1%	3	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Aldi, Belton Road, Loughborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Aldi, Nottingham Road, Chaddesden	0.1%	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
Aldi, Radford Boulevard, Nottingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allenton	0.1%	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
Alton	0.0%	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
Alvaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Asda, Ashby Road, Coalville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Bancroft Lane, Mansfield	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Charnwood Road, Shepshed	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
Asda, Lombard Street, Newark	0.3%	5	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Street, Long Eaton	0.0%	1	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, Priestic Road, Sutton-in-Ashfield	0.1%	1	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, Sinfin Shopping Centre, Arleston Lane, Sinfin	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Asda, Union Street, Grantham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Wesley Street, Langley Mill	0.1%	1	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, Wharf Road, East Retford	0.2%	3	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashgate Retail Park, Hucknall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnsley	0.0%	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
Belper	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Borrowash	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bottesford	0.0%	1	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 Donington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Castle Marina Retail Park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Colwick	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
East Leake	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Langley Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield Woodhouse	0.0%	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
Melbourne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Morrisons, Ashfield Precinct, Kirkby-in-Ashfield	0.0%	1	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, Derby Road, Eastwood	0.1%	2	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, Green Lane, Clifton	0.1%	1	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, Idle Valley Road, Retford	0.0%	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
Morrisons, Kings Road, Newark	0.1%	1	0.0%	0	0.6%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Leen Drive, Bulwell	0.0%	1	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, Vale of Belvoir Shopping Centre, Melton Mowbray	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, Woodhouse Centre, Mansfield Woodhouse	0.0%	1	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 Ollerton	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
Oakham	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
Out of centre, Derby	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.1%	11
Radford	0.0%	1	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, Greenclose Lane, Loughborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's, Main Street, Kimberley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Sainsbury's, Nottingham Road, Ripley	0.0%	1	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, Peak Drive, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's, Perry Road, Nottingham	0.0%	1	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, Sir John Robinson Way, Arnold	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stoney Street, Beeston	0.1%	1	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, Wyvern Way, Chaddesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Shepshed	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Shirebrook	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sinfin	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.4%	1
Spondon	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	4
Tesco Extra, Ashgate Road, Hucknall	0.1%	2	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, Chesterfield Road South, Mansfield	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Jennison Street, Bulwell	0.1%	1	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, Jubilee Way South, Mansfield	0.0%	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
Tesco Extra, Park Road, Loughborough	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Tesco Extra, Station Road, Beeston	0.0%	1	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, Swiney Way, Toton	0.1%	1	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, Top Valley Way, Top Valley	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.1%	1	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 Homeplus, Victoria Retail Park, Nottingham	0.0%	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
Tesco Superstore, Forest Road, New Ollerton	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Heanor	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Top Valley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford	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, Ossington Way, Newark	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
Weighted base:		1857		180		48		70		39		60		43		110		269
Sample:		1864		114		102		107		115		100		106		101		154

Column %ges.

Q25 Where do you NORMALLY do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances/equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).
Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Boots, Giltbrook Retail Park, GILTBROOK	1.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Retail Park, Radford Boulevard, NOTTINGHAM	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Fosse Park, LEICESTER	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
Giltbrook Retail Park, Ikea Way, GILTBROOK	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lady Bay Retail Park, Meadow Lane, NOTTINGHAM	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, DAYBROOK	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, SHEFFIELD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, NOTTINGHAM	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park, COLWICK	0.5%	10	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	2.6%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arnold	4.1%	76	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Ashfield	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	1.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingham	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.5%	0	7.2%	4	0.0%	0	0.0%	0	0.0%	0
Bulwell	3.1%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4
Carlton	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton Square	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.5%	9	4.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	2.0%	38	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	12.1%	228	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	19	66.3%	190
Doncaster	0.0%	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
Eastwood	1.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gainsborough	0.2%	3	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gamston	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	0	0.0%	0	0.0%	0
Grantham	2.7%	51	0.0%	0	0.0%	0	0.6%	0	0.0%	0	77.2%	48	0.7%	0	0.0%	0	0.0%	0
Heanor	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	1.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hyson Green	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	1.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Kimberley	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	1.0%	19	0.6%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	1	0.0%	0
Lincoln	0.2%	4	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	3.5%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Loughborough	4.7%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.3%	66	0.0%	0
Mansfield	7.5%	141	64.3%	115	2.7%	1	0.0%	0	22.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mapperley Plains	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	1.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	81.6%	36	0.0%	0	0.0%	0
Netherfield	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	3.1%	57	0.0%	0	0.0%	0	77.5%	55	2.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	9.0%	168	0.6%	1	0.0%	0	0.0%	0	3.7%	1	1.0%	1	4.1%	2	0.6%	1	0.4%	1
Nottingham Non-Central (outside the City Centre)	1.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ollerton	0.7%	14	3.8%	7	1.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	2.1%	40	0.0%	0	82.1%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell	0.8%	14	0.0%	0	0.6%	0	0.8%	1	35.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	1.8%	34	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bridgford	1.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wollaton	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	1.0%	18	9.6%	17	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Internet / catalogue	2.5%	47	1.9%	3	0.0%	0	0.0%	0	0.8%	0	3.4%	2	0.9%	0	3.3%	4	9.8%	28
Allenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Allestree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Alvaston	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	5
Asda, Bancroft Lane, Mansfield	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Charnwood Road, Shepshed	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
Asda, Derby Road, Spondon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Asda, Lombard Street, Newark	0.3%	5	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Priestic Road, Sutton-in-Ashfield	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
Asda, Union Street, Grantham	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
Asda, Wesley Street, Langley Mill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asfordby	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.0%	0
Aspley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Awsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balderton	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
Barnsley	0.0%	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
Belper	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bestwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilsthorpe	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
Blidworth	0.0%	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
Borrowash	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bottesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Brinsley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Joyce	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
Calow	0.0%	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
Calverton	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carrington	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
Castle Donington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Castle Marina Retail Park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caythorpe	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
Chaddesden	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	7
Chellaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	1
Clipston	0.0%	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
Collingham	0.2%	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
Colwick	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
Cotgrave	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
Croxton Kerrial	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
Draycott	0.1%	1	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 Bridgford	0.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Leake	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edwinstowe	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
Farnsfield	0.2%	4	0.0%	0	0.0%	0	0.0%	0	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gedling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsley Woodhouse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jacksdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Keyworth	0.2%	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
Leabrooks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleover	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Long Bennington	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
Long Clawson	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
Lowdham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield Woodhouse	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
Melbourne	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Mickleover	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	6
Morrisons, Derby Road, Eastwood	0.1%	2	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, Green Lane, Clifton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kings Road, Newark	0.1%	1	0.0%	0	0.6%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Vale of Belvoir Shopping Centre, Melton Mowbray	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, Victoria Park Way, Netherfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
New Basford	0.0%	1	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 Ollerton	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
Normanton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Oakham	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
Oakwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Out of centre, Derby	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.6%	8
Pinxton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radcliffe-on-Trent	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
Rainworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenshead	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riddings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington	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
Sainsbury's, Greenclose Lane, Loughborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's, London Road, Balderton	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
Sainsbury's, London Road, Grantham	0.0%	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
Sainsbury's, Main Street, Kimberley	0.1%	1	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, Sir John Robinson Way, Arnold	0.0%	1	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, Stoney Street, Beeston	0.1%	1	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, Wyvern Way, Chaddesden	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sandiacre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selston	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelthorpe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Shepshed	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0
Shirebrook	0.3%	6	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sinfin	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	7
Skegby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somercotes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spondon	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	15
Stoke-on-Trent	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strelley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunny Hill	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3
Sutton-on-Trent	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
Swanwick	0.1%	2	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, Chesterfield Road South, Mansfield	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
Tesco Extra, Jennison Street, Bulwell	0.1%	1	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, Jubilee Way South, Mansfield	0.1%	1	0.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Park Road, Loughborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Rutland Street, Ilkeston	0.0%	1	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, Swiney Way, Toton	0.1%	2	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, Top Valley Way, Top Valley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Waverley Street, Long Eaton	0.1%	1	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, Forest Road, New Ollerton	0.4%	7	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hall Street, Alfreton	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
Tesco Superstore, High Street, Heanor	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tibshelf	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford	0.1%	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
West Hallam	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wymeswold	0.0%	1	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:		1879		179		48		71		36		62		44		112		287
Sample:		1877		113		103		108		109		103		107		102		157

Column %ges.

Q26 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. trael goods, suitcases, prams, sunglasses);
Exc Nulls

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
BHS Home, Giltbrook Retail Park, GILTBROOK	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
Ikea Nottingham, Giltbrook Retail Park, GILTBROOK	1.1%	14	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Next HOME, Giltbrook Retail Park, GILTBROOK (a home furnishings Next) i.e. furniture and home accessories	0.1%	1	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 Retail Park, Radford Boulevard, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, LEICESTER	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Giltbrook Retail Park, Ikea Way, GILTBROOK	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
Madford Retail Park, DAYBROOK	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
McArthur Glen, Mansfield Road, SOUTH NORMANTON	0.8%	11	0.5%	1	0.9%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowhall Shopping Centre, SHEFFIELD	1.0%	14	2.3%	3	16.9%	5	0.9%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Queens Drive, NOTTINGHAM	1.4%	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
Victoria Retail Park, COLWICK	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arnold	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	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
Bulwell	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
Burton upon Trent	0.1%	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
Chesterfield	0.2%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Chilwell	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	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
Derby	15.4%	208	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	12	75.7%	150
Doncaster	0.3%	4	0.5%	1	7.7%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Eastwood	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gainsborough	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
Grantham	2.2%	29	0.0%	0	1.3%	0	3.4%	2	0.0%	0	54.7%	25	1.3%	0	0.0%	0	0.0%	0
Heanor	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	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
Ilkeston	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimberley	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	6.6%	5	0.0%	0
Lincoln	0.9%	13	0.0%	0	12.9%	4	16.6%	8	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Long Eaton	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Loughborough	4.5%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	48.9%	40	0.0%	0
Mansfield	10.7%	145	74.6%	114	1.8%	1	0.0%	0	27.5%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Mapperley Plains	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.6%	15	0.0%	0	0.0%	0
Netherfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-on-Trent	2.0%	28	1.2%	2	4.0%	1	46.0%	22	4.6%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	31.5%	425	6.4%	10	0.9%	0	17.3%	8	54.3%	15	29.3%	14	32.3%	10	9.1%	7	3.8%	8
Nottingham Non-Central (outside the City Centre)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ollerton	0.7%	9	1.7%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	0.9%	12	0.0%	0	36.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.3%	3	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Southwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bridgford	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
Worksop	0.1%	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
Internet / catalogue	11.1%	150	9.3%	14	5.0%	2	12.4%	6	10.0%	3	9.6%	4	4.3%	1	9.6%	8	13.1%	26
Abroad	0.6%	9	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.3%	0	1.9%	2	0.9%	2
Alvaston	0.1%	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
Asda, Sinfin Shopping Centre, Arleston Lane,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Sinfin																		
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington	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
Central London	0.2%	2	0.5%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Denby Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.2%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Mansfield Woodhouse	0.1%	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
Out of centre, Derby	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5
Sainsbury's, Greenclose Lane, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, Nottingham Road, Ripley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook	0.1%	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
Spalding	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
Swadlincote	0.1%	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
Tesco Extra, Ashgate Road, Hucknall	0.1%	2	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, Jubilee Way South, Mansfield	0.1%	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
Tesco Extra, Park Road, Loughborough	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
Tesco Extra, Rutland Street, Ilkeston	0.0%	1	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, Waverley Street, Long Eaton	0.1%	1	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 Potteries Shopping Centre, Hanley, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trowell	0.1%	1	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	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Weighted base:		1349		153		32		47		27		47		32		82		198
Sample:		1298		89		79		76		74		67		75		69		116

Q27 Now thinking about leisure activities, where do you or members of your household normally go to play bingo or visit casinos or bookmakers?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Gala Bingo, Nottingham Castle, Radford Boulevard, NOTTINGHAM	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, St Anns Well Road, NOTTINGHAM	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Top Valley, Gala Way, NOTTINGHAM	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, DERBY	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	4
Mecca Bingo Club BEESTON	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arnold	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.1%	1	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	1.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	25
Doncaster	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	0.2%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	3.6%	2	0.9%	0	0.0%	0	0.0%	0
Heanor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.4%	1
Long Eaton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Mansfield	0.8%	16	4.0%	8	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0
Newark-on-Trent	0.1%	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
Nottingham City Centre	1.2%	25	0.8%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	3.9%	12
Nottingham Non-Central (outside the City Centre)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Retford	0.1%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.2%	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
Sherwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	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
Wollaton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Apollo, Park Lane, Mansfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Bingo, The Old Cinema, Baxter Gate, Loughborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Calverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caythorpe	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
Central London	0.0%	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
Chaddesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Gala Bingo, Albert Street, Mansfield	0.7%	15	7.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.4%	7	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0	2.1%	1	0.0%	0	1.0%	3
Lenton	0.1%	1	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 Ollerton	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
Riddings	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandiacre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stathern	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
(Don’t do)	90.1%	1805	86.4%	164	88.7%	44	96.4%	70	97.5%	39	94.9%	62	89.1%	41	95.8%	110	84.3%	251
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

Column %ges.

Meanscore: [Number of visits per month]

Q27B How often do you or your household play bingo or visit casinos or bookmakers?
Those who play bingo or visit casinos or bookmakers at Q27

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Once a week	30.7%	61	11.6%	3	28.8%	2	31.0%	1	48.4%	0	71.1%	2	67.5%	3	68.3%	3	26.4%	12
Once a fortnight	0.5%	1	0.0%	0	0.0%	0	14.6%	0	0.0%	0	17.8%	1	0.0%	0	0.0%	0	0.0%	0
Once a month	17.1%	34	10.4%	3	13.0%	1	14.6%	0	51.6%	1	0.0%	0	10.2%	1	0.0%	0	27.8%	13
Once every two months	19.0%	38	28.6%	7	10.8%	1	39.8%	1	0.0%	0	0.0%	0	11.5%	1	15.9%	1	27.8%	13
Once every six months	13.9%	27	10.4%	3	4.8%	0	0.0%	0	0.0%	0	11.1%	0	5.1%	0	0.0%	0	5.0%	2
Once a year	9.8%	19	10.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	0	0.0%	0	6.5%	3
(Don't know / varies)	8.9%	18	28.6%	7	42.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	1	6.5%	3
Mean:		*1.69*		*1.04*		*2.35*		*1.88*		*2.45*		*3.22*		*2.88*		*3.34*		*1.59*
Weighted base:		198		26		6		3		1		3		5		5		47
Sample:		152		11		10		6		3		8		10		6		16

Q28 Where do you or members of your household normally go to the cinema?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Broadway Cinema, NOTTINGHAM	3.2%	65	0.4%	1	0.0%	0	0.5%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld Cinema, NOTTINGHAM	3.7%	74	0.0%	0	0.0%	0	0.0%	0	3.6%	1	6.8%	4	0.0%	0	0.0%	0	0.0%	0
Empire Cinema, Long Eaton, NOTTINGHAM	0.0%	1	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 Cinema, DERBY	3.8%	75	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	12.0%	36
QUAD, Market Place, DERBY	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.0%	6
Savoy Cinema, NOTTINGHAM	1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Scala Cinema, Ilkeston, DERBYSHIRE	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
Showcase Cinema De Lux, DERBY	6.9%	139	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	14	32.7%	97
Showcase Cinema, NOTTINGHAM	10.6%	213	1.4%	3	0.0%	0	0.8%	1	6.2%	2	2.1%	1	27.2%	13	4.2%	5	0.0%	0
The Corner House, NOTTINGHAM	2.5%	50	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Chesterfield	0.4%	8	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	2.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	6.8%	20
Doncaster	0.2%	4	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	18	0.6%	0	0.0%	0	0.0%	0
Heanor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	10.1%	12	0.0%	0
Lincoln	0.6%	12	0.0%	0	11.5%	6	1.7%	1	0.0%	0	8.4%	5	0.0%	0	0.0%	0	0.0%	0
Long Eaton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	1.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	25.2%	29	0.0%	0
Mansfield	8.1%	163	36.7%	70	1.8%	1	0.0%	0	30.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matlock	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	13	0.0%	0	0.0%	0
Newark-on-Trent	2.2%	44	1.0%	2	2.1%	1	42.9%	31	7.9%	3	9.9%	7	0.6%	0	0.0%	0	0.0%	0
Nottingham City Centre	2.2%	45	3.2%	6	0.0%	0	0.0%	0	2.8%	1	1.2%	1	7.9%	4	0.9%	1	0.0%	0
Nottingham Non-Central (outside the City Centre)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.9%	0	0.7%	1	0.0%	0
Retford	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
Sheffield	0.5%	10	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.5%	10	1.0%	2	16.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Cineworld Cinema, Alma Leisure Park, Derby Road, Chesterfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld Cinema, Chichester Gate, Chichester	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
Dunkirk	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headon	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
Hickling	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
Odeon Cinema, Lincoln	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
Odeon Cinema, Loughborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Odeon Cinema, Mansfield	1.5%	31	8.7%	17	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon Cinema, Newark	0.4%	8	0.0%	0	1.1%	1	9.4%	7	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon Cinema, Swadlincote	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0
Reel Cinema, Cattle Market, Loughborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Savoy Cinema, Bridge Street, Worksop	0.1%	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
Showcase Cinema, Boon Gate, Mallory Road, Peterborough	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
Showcase Cinema, Highcross Shopping Centre, Highcross Lane,	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

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Leicester																		
The Ritz Cinema, King Street, Belper	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Vue Cinema, Doncaster Leisure Park, Herten Way, Bawtry Road, Doncaster	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
Vue Cinema, Meadowhall Centre, Sheffield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue Cinema, Meridian Leisure Park, Lubbesthorpe Way, Braunstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
(Don’t know / varies)	0.4%	7	0.6%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
(Don’t do)	41.2%	826	43.3%	82	47.5%	24	43.2%	31	37.0%	15	40.9%	27	23.6%	11	38.1%	44	45.3%	135
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

Meanscore: [Number of visits per month]

Q28B How often do you or your household go to the cinema?
Those who go to the cinema at Q28

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Once a week	2.7%	31	0.0%	0	0.0%	0	10.9%	4	2.7%	1	1.5%	1	0.8%	0	3.4%	2	1.9%	3
Once a fortnight	7.6%	89	7.8%	8	2.3%	1	3.5%	1	4.2%	1	2.6%	1	10.4%	4	4.1%	3	6.0%	10
Once a month	20.1%	237	8.3%	9	24.7%	6	16.4%	7	24.4%	6	8.0%	3	19.8%	7	21.0%	15	25.6%	42
Once every two months	32.3%	381	33.9%	37	20.2%	5	40.1%	16	28.2%	7	34.3%	13	48.0%	17	40.0%	28	35.1%	57
Once every six months	22.4%	264	29.1%	31	28.8%	8	23.9%	10	23.3%	6	33.5%	13	12.6%	4	21.1%	15	20.7%	34
Once a year	11.3%	133	13.9%	15	14.1%	4	3.4%	1	8.2%	2	19.1%	7	6.0%	2	6.8%	5	8.9%	15
(Don't know / varies)	3.7%	44	7.0%	8	9.9%	3	1.8%	1	9.0%	2	1.0%	0	2.3%	1	3.6%	3	1.8%	3
Mean:		*0.70*		*0.52*		*0.52*		*0.94*		*0.70*		*0.46*		*0.73*		*0.70*		*0.69*
Weighted base:		1178		108		26		41		25		39		36		71		162
Sample:		1064		66		61		55		69		54		74		61		77

Q29 Where do you or members of your household normally go to use a gym / healthclub / sports facility?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Arnold Leisure Centre, ARNOLD	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beechdale Baths, Beechdale Road, NOTTINGHAM	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
Bramcote Leisure Centre, Bramcote, NOTTINGHAM	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton Forum Leisure Centre, GELDING	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell Olympia Sports Centre, NOTTINGHAM	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
Clifford Health Clubs, LONG EATON	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CrossFit, NOTTINGHAM	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fit4Less, LONG EATON	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Formula One Fitness Gym, NOTTINGHAM	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
John Carroll Leisure Centre, NOTTINGHAM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ken Martin Leisure Centre, NOTTINGHAM	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
Keyworth Leisure Centre, NOTTINGHAM	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA Fitness, DERBY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Nuffield Health Fitness & Wellbeing Centre, MAPPERLEY	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, NOTTINGHAM	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
Roko Health Club, NOTTINGHAM	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushcliffe Arena, WEST BRIDGFORD	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southglade Leisure Centre, NOTTINGHAM	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
The Gym, NOTTINGHAM	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, NOTTINGHAM	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Park Leisure Centre Ltd, LONG EATON	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Alfreton	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arnold	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	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
Ashfield	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	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
Bingham	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Bullwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	0.6%	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
Coalville	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
Derby	2.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	10.8%	32
Doncaster	0.0%	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
Eastwood	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gainsborough	0.1%	3	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	0.8%	17	0.0%	0	0.0%	0	1.1%	1	0.0%	0	24.5%	16	0.0%	0	0.0%	0	0.0%	0
Heanor	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimberley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lincoln	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
Long Eaton	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Loughborough	1.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	22	0.0%	0
Mansfield	2.2%	45	19.4%	37	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mapperley Plains	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.7%	15	0.0%	0	0.0%	0
Netherfield	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
Newark-on-Trent	0.7%	13	0.0%	0	1.8%	1	14.8%	11	1.5%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Nottingham City Centre	1.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Nottingham Non-Central	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
(outside the City Centre)																		
Ollerton	0.1%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	0.6%	13	0.0%	0	24.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell	0.4%	7	0.0%	0	0.0%	0	0.0%	0	13.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bridgford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Wollaton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.8%	15	7.8%	15	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfreton Leisure Centre, Church Street, Alfreton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balderton	0.2%	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
Best Western Premier Yew Lodge Hotel, Packington Hill, Kegworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingham Leisure Centre, The Banks, Bingham	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
Blidworth	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
Bramcote	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Breedon Priory Golf Centre, Green Lane, Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broxtowe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calverton Leisure Centre, Flatts Lane, Calverton	0.1%	2	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 Donington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Cotgrave	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
Curves, Booths Industrial Estate, Awsworth Road, Ilkeston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Sports Fitness, Portland Retail Park, Mansfield	0.1%	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
DW Sports Fitness, Victoria Park, Netherfield	0.0%	1	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, Aspley Lane, Nottingham	0.1%	2	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, Pride Park, Derby	0.0%	1	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 Leake	0.1%	1	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 Leake Leisure Centre, Lantern Lane, East Leake	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood Hall, Mansfield Road, Eastwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edwinstowe	0.0%	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
Elton	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
Erewash	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erewash Valley Golf Course, Golf Club Road, Stanton by Dale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Hall, Everyone Active, Hodgkinson Road, Kirkby-in-Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greasley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heanor Leisure Centre, Hand's Road, Heanor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holme Pierrepont	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kegworth	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Key VI Fitness, Bunny Lane, Keyworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Kimberley Leisure Centre, Newdigate Street, Kimberley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kissingate Leisure Centre, Park Road, Shirebrook	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA Fitness, The Rushes, Loughborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lakeside Tower, Mansfield Road, Arnold, Nottingham	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
Lammas Leisure Centre, Lammas Road, Sutton in Ashfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Marston	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
Mickleover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Moorways Leisure Centre, Allenton, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
New Balderton	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
North Hykeham	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
Nuffield Health Fitness & Wellbeing Centre, Plains Road, Mapperley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Tree Leisure Centre, Jubilee Way South, Mansfield	0.0%	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
Oakham	0.0%	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
Outklass Fitness, Manor Business Park, Top Street, Retford	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
Quorn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radcliffe-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenshead Leisure Centre, Nottingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill Leisure Centre, Redhill Road, Arnold	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford Leisure Centre, Old Hall Drive, Retford	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
Revolution Fitness, Shipley Gate, Eastwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley Leisure Centre, Derby Road, Ripley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rolls-Royce Leisure, Watnall Road, Hucknall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushcliffe	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
Rutland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seagrave Court, Extra Care, Seagrave Road, Strelley, Nottingham	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
Selston	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirebrook	0.1%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sinfin	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
South Forest Leisure Complex, Robin Hood Crossroads, Edwinstowe	0.0%	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
Southwell Leisure Centre, Nottingham Road, Southwell	0.0%	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
Sports Direct, Cartergate, Newark	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
Springwood Leisure Centre, Springwood Drive, Oakwood	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4
Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
The Grove Leisure Centre, London Road, Newark-on-Trent	0.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nottingham Belfry Hotel, Nottingham Business Park, Nottingham	0.0%	1	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 University of Nottingham, Lenton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trowell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Leisure Centre, Gedling Street, Nottingham	0.0%	1	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 Urban Resort Nottingham, Brailsford Way, Chilwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	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
Whitwick	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
William Gregg VC Leisure Centre, Hand's Road, Heanor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willows Sports Centre, Willow Row, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Wilson, Leicestershire	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
(Don’t know / varies)	0.5%	11	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
(Don’t do)	69.2%	1386	66.9%	127	64.7%	32	74.7%	54	77.0%	31	73.3%	48	62.9%	29	66.2%	76	83.8%	249
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

Meanscore: [Number of visits per month]

Q29B How often do you or your household visit a gym / healthclub / sports facility?
Those who use a gym / healthclub / sports facility at Q29

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Once a week	77.3%	477	73.2%	46	65.6%	12	66.2%	12	73.7%	7	86.2%	15	53.4%	9	84.5%	33	64.9%	31
Once a fortnight	5.0%	31	14.1%	9	1.7%	0	0.0%	0	0.0%	0	3.4%	1	5.7%	1	0.0%	0	0.0%	0
Once a month	4.2%	26	3.0%	2	0.0%	0	5.6%	1	14.2%	1	4.6%	1	3.4%	1	2.0%	1	3.6%	2
Once every two months	5.0%	31	0.0%	0	3.2%	1	18.4%	3	0.0%	0	2.4%	0	1.7%	0	2.8%	1	26.6%	13
Once every six months	3.2%	20	5.4%	3	1.5%	0	2.1%	0	0.0%	0	0.0%	0	16.0%	3	6.8%	3	4.8%	2
Once a year	1.3%	8	0.0%	0	7.5%	1	0.0%	0	4.5%	0	0.0%	0	18.2%	3	0.0%	0	0.0%	0
(Don't know / varies)	3.9%	24	4.3%	3	20.5%	4	7.8%	1	7.7%	1	3.4%	1	1.7%	0	3.9%	2	0.0%	0
Mean:		*3.40*		*3.40*		*3.38*		*3.04*		*3.35*		*3.70*		*2.38*		*3.57*		*2.78*
Weighted base:		617		63		18		18		9		18		17		39		48
Sample:		550		37		33		21		29		33		35		38		25

Q30 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Capital FM Arena, NOTTINGHAM	4.3%	86	3.6%	7	0.9%	0	0.6%	0	4.3%	2	4.2%	3	3.4%	2	4.9%	6	3.9%	12
Derby Live Guildhall Theatre, DERBY	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.3%	4
Derby Theatre, DERBY	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	5.3%	16
Lace Market Theatre, NOTTINGHAM	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Art Centre, NOTTINGHAM	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
Nottingham Arts Theatre, NOTTINGHAM	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
Nottingham Playhouse, NOTTINGHAM	2.4%	48	2.2%	4	0.0%	0	0.5%	0	1.7%	1	0.6%	0	0.0%	0	1.6%	2	1.2%	4
Rock City, NOTTINGHAM	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0
Theatre Royal Concert Hall, NOTTINGHAM	17.6%	352	6.3%	12	4.8%	2	8.7%	6	18.8%	8	23.3%	15	4.5%	2	5.6%	6	7.8%	23
Arnold	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	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
Bingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Chesterfield	0.2%	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
Derby	1.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7	7.0%	21
Grantham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0
Kimberley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	1.3%	26	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	6.2%	3	10.4%	12	0.7%	2
Lincoln	0.2%	4	0.0%	0	5.4%	3	1.4%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	9	0.0%	0
Mansfield	1.2%	25	7.7%	15	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	7	0.0%	0	0.0%	0
Newark-on-Trent	0.9%	18	0.0%	0	1.4%	1	18.6%	13	0.7%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	13.6%	273	16.4%	31	11.1%	6	7.4%	5	15.5%	6	15.5%	10	23.1%	11	5.1%	6	7.1%	21
Nottingham Non-Central (outside the City Centre)	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
Retford	0.2%	5	0.4%	1	7.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	1.1%	22	6.7%	13	12.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Southwell	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bridgford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	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
Abroad	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
Birmingham	0.6%	11	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.4%	1
Buxton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buxton Opera House, Water Street, Buxton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curve Theatre, Rutland Street, Leicester	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
De Montfort Hall, Granville Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	1	0.0%	0
Glastonbury	0.2%	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
Leeds	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litchfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
London - West End	1.9%	39	0.8%	1	7.0%	3	4.0%	3	4.2%	2	4.3%	3	1.7%	1	5.1%	6	1.4%	4
Manchester	0.2%	4	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Motorpoint Arena Sheffield, Broughton Lane, Sheffield	0.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palace Theatre, Appleton Gate, Newark	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palace Theatre, Leeming Street, Mansfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough	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
Reading	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherham	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
Royal Shakespeare Theatre, Waterside, Stratford-upon-Avon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Sheffield City Hall, Barker's Pool, Sheffield	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
Showcase Cinema, Redfield Way, Nottingham	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
Spondon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Stamford	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
Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Stratford-upon-Avon	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
The Retford Majestic Theatre, Coronation Street, Retford	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
(Don't know / varies)	2.7%	53	1.2%	2	3.8%	2	1.6%	1	2.0%	1	1.6%	1	2.6%	1	3.9%	4	5.8%	17
(Don't do)	44.8%	897	52.4%	100	39.5%	20	41.4%	30	48.6%	20	34.1%	22	39.5%	18	45.5%	52	55.3%	164
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

Meanscore: [Number of visits per month]

Q30B How often do you or your household visit the theatre, watch a concert or watch live music?
Those who visit the theatre, watch a concert or watch live music at Q30

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Once a week	0.9%	9	5.1%	5	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.9%	10	0.0%	0	1.9%	1	0.9%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	8.7%	96	2.8%	3	5.3%	2	12.8%	5	18.2%	4	9.3%	4	3.9%	1	7.0%	4	13.4%	18
Once every two months	24.2%	268	27.4%	25	18.6%	6	30.9%	13	33.6%	7	15.2%	7	21.1%	6	23.3%	15	29.5%	39
Once every six months	36.8%	407	38.1%	34	24.9%	8	30.6%	13	28.5%	6	54.1%	23	54.9%	15	36.3%	23	36.5%	48
Once a year	23.3%	258	24.9%	23	34.8%	11	18.2%	8	11.0%	2	18.6%	8	17.3%	5	28.0%	17	18.8%	25
(Don't know / varies)	5.2%	58	1.6%	1	14.5%	4	6.6%	3	4.9%	1	2.9%	1	2.9%	1	5.4%	3	1.8%	2
Mean:		*0.38*		*0.48*		*0.31*		*0.41*		*0.55*		*0.30*		*0.28*		*0.30*		*0.38*
Weighted base:		1106		91		30		42		21		43		28		62		133
Sample:		1170		71		68		64		74		63		70		55		78

Q31 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Derby Gaol, DERBY	1.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	35
Green's Mill and Science Centre, NOTTINGHAM	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Art Exchange, NOTTINGHAM	0.2%	4	0.0%	0	0.6%	0	0.5%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham Castle Museum & Art Gallery, NOTTINGHAM	1.9%	37	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Derby	2.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	10.8%	32
Grantham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Ilkeston	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	4.2%	2	4.8%	5	0.0%	0
Lincoln	0.4%	8	0.0%	0	11.6%	6	2.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0
Mansfield	1.4%	28	10.4%	20	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matlock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	4	0.0%	0	0.0%	0
Newark-on-Trent	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	5.8%	116	1.3%	2	0.5%	0	2.8%	2	7.1%	3	0.6%	0	8.9%	4	1.3%	1	0.0%	0
Nottingham Non-Central (outside the City Centre)	0.4%	7	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ollerton	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
Retford	0.2%	4	0.0%	0	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.1%	3	0.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaton	0.3%	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
Abroad	0.7%	14	0.8%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Bassetlaw Museum, Grove Street, Retford	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
Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Brodsworth Hall and Gardens, Brodsworth, Doncaster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	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
Buxton	0.1%	1	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	7.2%	145	6.4%	12	9.5%	5	17.2%	12	10.2%	4	13.9%	9	9.4%	4	12.3%	14	6.4%	19
Charnwood Museum, Granby Street, Loughborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Chatsworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clumber Park, Worksop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardwick Hall, Doe Lea, Chesterfield	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	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
Manchester	0.2%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
National Portrait Gallery, St. Martin's Place, London	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
National Space Centre, Exploration Drive, Leicester	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
Natural History Museum, Cromwell Road, London	0.1%	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
Nottingham Contemporary, Weekday Cross, Nottingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pickford House Museum, Friar Gate, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Science Museum, Exhibition Road, London	0.0%	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
Tate Modern, Bankside, London	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The British Library, Euston Road, London	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
The British Museum, Great Russell Street, London	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Isle of Man	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UK - Varies	0.3%	6	0.0%	0	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4
Victoria and Albert Museum, Cromwell Road, London	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
Warwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaton Hall, Nottingham	0.0%	1	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	0.4%	8	0.0%	0	3.2%	2	1.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.4%	1

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
(Don’t know / varies)	10.7%	214	12.4%	24	10.4%	5	15.0%	11	10.7%	4	6.8%	4	18.8%	9	15.0%	17	5.0%	15
(Don’t do)	63.0%	1262	67.9%	129	53.7%	27	49.7%	36	65.7%	27	72.2%	48	45.2%	21	57.7%	66	63.3%	188
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

Meanscore: [Number of visits per month]

Q31B How often do you or your household visit a museum, gallery, or other place of historical / cultural interest?
Those who go to a museum, gallery, or other place of historical / cultural interest at Q31

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Once a week	2.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.6%	1	10.8%	12
Once a fortnight	3.5%	26	1.8%	1	11.5%	3	1.7%	1	0.0%	0	2.3%	0	2.2%	1	5.9%	3	3.8%	4
Once a month	9.4%	70	10.0%	6	16.8%	4	17.3%	6	17.5%	2	11.1%	2	3.2%	1	4.2%	2	8.4%	9
Once every two months	17.1%	126	11.6%	7	15.8%	4	24.1%	9	17.9%	2	16.7%	3	12.9%	3	17.7%	9	7.8%	8
Once every six months	27.9%	207	21.6%	13	17.9%	4	25.8%	9	18.5%	3	36.0%	7	40.1%	10	33.8%	16	26.4%	29
Once a year	27.6%	205	29.5%	18	28.0%	6	24.7%	9	35.0%	5	28.3%	5	33.7%	9	24.9%	12	37.9%	41
(Don't know / varies)	12.1%	90	25.5%	16	10.0%	2	6.5%	2	11.1%	2	5.6%	1	6.9%	2	12.0%	6	5.0%	5
Mean:		*0.49*		*0.36*		*0.60*		*0.43*		*0.38*		*0.36*		*0.32*		*0.46*		*0.76*
Weighted base:		741		61		23		36		14		18		25		48		109
Sample:		787		48		47		49		47		36		55		49		62

Q32 Where do you or members of your household normally go to a pub / bar / nightclub / music venue?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Alfreton	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arnold	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	0.0%	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
Ashfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bingham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullwell	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.0%	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
Chilwell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	0.1%	2	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	10.5%	210	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	14	54.6%	162
Eastwood	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gamston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.5%	21	0.0%	0	0.0%	0	0.0%	0
Heanor	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hucknall	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimberley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1	0.0%	0
Lincoln	0.3%	6	0.0%	0	0.0%	0	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	2.7%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	35	0.0%	0
Mansfield	3.5%	69	28.6%	54	0.0%	0	0.0%	0	10.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mapperley Plains	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.9%	22	0.0%	0	0.0%	0
Newark-on-Trent	1.3%	27	0.4%	1	0.6%	0	33.1%	24	2.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	11.1%	223	6.9%	13	0.0%	0	1.4%	1	14.6%	6	8.7%	6	2.1%	1	3.9%	4	1.2%	4
Nottingham Non-Central (outside the City Centre)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Ollerton	0.6%	12	6.1%	12	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	1.0%	20	0.0%	0	39.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.5%	9	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Normanton	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
Southwell	0.4%	8	0.0%	0	0.0%	0	0.6%	0	18.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	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
Sutton-in-Ashfield	0.6%	12	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toton	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
West Bridgford	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	0.2%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allestree	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Allington	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
Annesley Woodhouse	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asfordby	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0
Askham	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
Aspley	0.0%	1	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-on-Trent	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
Babworth	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
Bakersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bakewell	0.1%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Balderton	0.1%	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
Basford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bathley	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilsthorpe	0.0%	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
Blidworth	0.1%	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
Bottesford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Bramcote	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brinsley	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
Burton Joyce	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buxton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calow	0.0%	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
Calverton	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
Carrington	0.0%	1	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 Donington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Central London	0.2%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chellaston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Clarborough	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
Claypole	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
Clayworth	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
Codnor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingham	0.1%	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
Colston Bassett	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
Colwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cropwell Butler	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darley Abbey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Daybrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derbyshire	0.0%	1	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 Drayton	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edwinstowe	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon	0.0%	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
Farnsfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	7.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fiskerton	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
Forest Town	0.4%	7	3.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gelding	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Gonerby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Harby	0.0%	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
Harlaxton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Hickling	0.0%	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
High Marnham	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
Hose	0.0%	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
Kegworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Keyworth	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
Knipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Ladybrook	0.0%	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
Lambley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langley Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laxton	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
Leeds	0.0%	1	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Eaton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleover	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Long Bennington	0.2%	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
Long Whatton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowdham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mackworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Manchester	0.0%	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
Melbourne	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
Mickleover	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	10
Newthorpe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Normanton-on-Soar	0.1%	2	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 Leverton with Habblesthorpe	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
North Wheatley	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
Nuthall	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
Oakerthorpe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ockbrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxton	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
Papplewick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peggs Green	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
Quorn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radcliffe-on-Trent	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainworth	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
Ranskill	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
Ravenshead	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Risley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saltby	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
Sandiacre	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
Scarcliffe	0.0%	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
Shardlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Shelton Lock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Shepshed	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
Shirebrook	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skegness	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
Smalley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spondon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Staunton in the Vale	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
Stenson	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Strelley	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
Sturton le Steeple	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

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Swanwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thringstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tuxford	0.0%	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
Upton-upon-Severn	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warsop	0.0%	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
Watnall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellow	0.0%	1	0.0%	0	0.5%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Hallam	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-on-Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	1
Westwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodborough	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
Wymeswold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wysall	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
(Don’t know / varies)	2.9%	57	7.8%	15	0.6%	0	3.3%	2	1.5%	1	0.6%	0	1.4%	1	3.3%	4	0.0%	0
(Don’t do)	42.0%	842	38.3%	73	44.3%	22	37.7%	27	35.8%	14	48.1%	32	34.0%	16	41.1%	47	35.9%	107
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

Meanscore: [Number of visits per month]

Q32B How often do you or your household go to a pub / bar/ nightclub / music venue?
Those who go to a pub / bar / nightclub / music venue at Q32

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Once a week	36.3%	422	33.0%	39	33.8%	9	33.4%	15	36.5%	9	31.5%	11	32.3%	10	32.9%	22	30.6%	58
Once a fortnight	15.8%	183	5.6%	7	28.7%	8	19.0%	9	16.2%	4	12.2%	4	20.8%	6	10.9%	7	19.0%	36
Once a month	24.5%	285	33.0%	39	20.0%	6	19.6%	9	23.9%	6	39.4%	13	14.6%	4	24.6%	17	23.9%	45
Once every two months	14.7%	171	19.4%	23	8.9%	2	26.3%	12	12.2%	3	12.3%	4	27.4%	8	21.2%	14	19.0%	36
Once every six months	5.7%	66	6.7%	8	3.8%	1	0.0%	0	8.4%	2	3.4%	1	2.7%	1	7.1%	5	5.3%	10
Once a year	1.4%	16	1.6%	2	0.0%	0	0.0%	0	2.8%	1	1.1%	0	1.3%	0	2.1%	1	1.6%	3
(Don't know / varies)	1.6%	19	0.7%	1	4.8%	1	1.8%	1	0.0%	0	0.0%	0	0.8%	0	1.1%	1	0.6%	1
Mean:		*2.13*		*1.89*		*2.29*		*2.08*		*2.10*		*1.97*		*2.01*		*1.93*		*1.96*
Weighted base:		1162		117		28		45		26		34		31		68		190
Sample:		1090		69		64		63		65		58		61		61		99

Q33 Where do you or members of your household normally go to a restaurant?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Alfreton	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arnold	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-de-la-Zouch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Ashfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingham	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	5	0.0%	0	0.0%	0	0.0%	0
Bullwell	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
Carlton	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
Carlton Square	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.3%	5	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	0.2%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	13.3%	267	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	15.3%	17	65.8%	195
Doncaster	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
Eastwood	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gamston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	1.5%	30	0.0%	0	0.0%	0	1.0%	1	0.0%	0	43.2%	28	2.2%	1	0.0%	0	0.0%	0
Heanor	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
Hucknall	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Ilkeston	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimberley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby-in-Ashfield	0.6%	12	1.2%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	9.0%	10	0.0%	0
Lincoln	0.6%	11	0.4%	1	6.3%	3	10.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	3
Loughborough	2.5%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.1%	38	0.0%	0
Mansfield	5.0%	101	40.0%	76	0.9%	0	0.0%	0	16.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mapperley Plains	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matlock	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
Melton Mowbray	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.3%	24	0.0%	0	0.0%	0
Netherfield	0.0%	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
Newark-on-Trent	2.1%	42	0.4%	1	6.0%	3	45.8%	33	3.9%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	18.3%	366	8.8%	17	0.0%	0	6.6%	5	25.4%	10	0.6%	0	8.7%	4	3.1%	4	1.6%	5
Nottingham Non-Central (outside the City Centre)	0.6%	12	0.6%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.6%	0	0.9%	1	0.0%	0
Ollerton	0.1%	2	1.0%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford	1.0%	20	0.0%	0	40.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.5%	9	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwell	0.4%	8	0.0%	0	0.0%	0	0.0%	0	14.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	0.9%	18	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bridgford	1.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Wollaton	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
Worksop	0.4%	8	4.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allington	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
Alvaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Asfordby	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0
Bakewell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Balderton	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
Bathley	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bawtry	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
Belper	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Blidworth	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
Bolsover	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boston	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
Bottesford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.6%	0	0.0%	0	0.0%	0
Breedon-on-the-Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Brinsley	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broxtowe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Joyce	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buxton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calverton	0.0%	1	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 Donington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Central London	0.2%	4	0.0%	0	0.0%	0	0.9%	1	1.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Cinderhill	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
Clarborough	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
Clayworth	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

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Collingham	0.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colston Bassett	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
Colwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denbigh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denby	0.0%	1	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 Bridgford	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
East Leake	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.0%	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
Edwinstowe	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egmanton	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
Farndon	0.0%	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
Farnsfield	0.1%	2	0.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Town	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
Gelding	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greasley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Gonerby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Gunthorpe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harby	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
Harlaxton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Hathern	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
Higham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hoby	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
Horsley, Woodhouse	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hose	0.0%	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
Kegworth	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
Keyworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancashire	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lark Hill Village	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littleover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Long Bennington	0.2%	5	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Lound	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
Louth	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
Lowdham	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mansfield Woodhouse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Melbourne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Mickleover	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	7
Morley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Muston, North Yorkshire	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
Nether Langwith	0.0%	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
New Ollerton	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
Newtown Linford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Normanton-on-Soar	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Normanton-on-Trent	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
Nuthall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham	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
Ockbrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Papplewick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	1	0.0%	0
Radcliffe-on-Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ranskill	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
Ravenshead	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Ripon	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
Risley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saltby	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
Sandiacre	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shardlow	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
Shelford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepshed	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
Sinfin	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Skillington	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
Smalley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Spondon	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Stamford	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
Stathern	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staunton in the Vale	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
Thringstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Tollerton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuxford	0.0%	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

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Underwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton-upon-Severn	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watnall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellow	0.4%	8	3.9%	7	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-on-Trent	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.4%	1
Westwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whatton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winthorpe	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodborough	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
Wymeswold	0.1%	2	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	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
(Don’t know / varies)	8.9%	178	8.1%	15	14.5%	7	7.1%	5	12.0%	5	9.1%	6	11.7%	5	11.2%	13	3.0%	9
(Don’t do)	20.6%	412	22.6%	43	17.1%	9	15.3%	11	20.2%	8	29.1%	19	9.0%	4	13.3%	15	20.4%	61
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

Meanscore: [Number of visits per month]

Q33B How often do you or your household go to a restaurant?
Those who go to a restaurant at Q33

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Once a week	19.4%	309	22.0%	32	19.6%	8	22.5%	14	25.7%	8	13.0%	6	24.3%	10	18.6%	18	12.6%	30
Once a fortnight	19.2%	306	20.0%	29	25.7%	11	15.0%	9	9.6%	3	28.4%	13	21.9%	9	18.6%	18	23.4%	55
Once a month	30.0%	477	26.5%	39	26.0%	11	34.2%	21	30.3%	10	33.5%	16	16.3%	7	43.5%	43	26.6%	63
Once every two months	21.2%	337	16.9%	25	13.6%	6	21.9%	13	28.8%	9	16.6%	8	29.7%	13	13.0%	13	27.8%	66
Once every six months	6.7%	107	11.1%	16	2.4%	1	4.1%	2	2.8%	1	4.6%	2	5.6%	2	4.1%	4	7.9%	19
Once a year	1.3%	20	1.5%	2	2.1%	1	0.0%	0	2.2%	1	0.9%	0	0.0%	0	0.0%	0	1.2%	3
(Don't know / varies)	2.2%	36	2.0%	3	10.6%	4	2.4%	1	0.6%	0	2.9%	1	2.3%	1	2.1%	2	0.5%	1
Mean:		*1.62*		*1.69*		*1.83*		*1.70*		*1.69*		*1.56*		*1.77*		*1.66*		*1.40*
Weighted base:		1591		147		41		61		32		47		42		99		237
Sample:		1586		97		88		94		97		86		97		89		132

Q34 Where do you or members of your household normally go for family entertainment (e.g. tenpin bowling, skating rink)?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
1st Bowl, NOTTINGHAM	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice Locker, NOTTINGHAM	0.9%	19	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.6%	0	1.6%	2	0.0%	0
Tenpin Bowling, DERBY	1.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	9.9%	29
Tenpin, NOTTINGHAM	3.5%	71	0.0%	0	0.0%	0	0.6%	0	1.0%	0	0.0%	0	4.6%	2	0.7%	1	0.0%	0
Alfreton	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beeston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterfield	0.0%	1	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	4.5%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	12	24.3%	72
Doncaster	0.6%	11	1.4%	3	17.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	1.2%	24	0.0%	0	0.0%	0	5.6%	4	0.0%	0	22.5%	15	11.4%	5	0.0%	0	0.0%	0
Ilkeston	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	10.1%	12	0.0%	0
Lincoln	0.3%	5	0.0%	0	2.1%	1	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Mansfield	3.1%	62	17.5%	33	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	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
Newark-on-Trent	0.7%	13	0.0%	0	1.2%	1	13.9%	10	1.2%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	4.5%	90	0.6%	1	0.9%	0	0.6%	0	6.1%	2	0.6%	0	15.5%	7	3.0%	3	0.7%	2
Nottingham Non-Central (outside the City Centre)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Retford	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
Sheffield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton-in-Ashfield	0.8%	17	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worksop	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
AMF Bowling, Derby Road, Ilkeston	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	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
Ancaster	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
Capital FM Arena, Bolero Square, Nottingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Center Parcs Sherwood Forest, Newark	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnsfield	0.0%	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
Foresters Leisure Park, Osmaston Park Road, Sinfin	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham Bowl, Dysart Road, Grantham	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
Hollywood Bowl, Meridian Leisure Park, Braunstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Leeds	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
National Ice Centre, Nottingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough	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
South Shields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Superbowl 2000, Stockwell Gate, Mansfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superbowl, Castle Gate, Newark	0.1%	1	0.0%	0	0.5%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superbowl, The Leisure Park, Bawtry Road, Doncaster	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
The Dome, Doncaster Lakeside, Bawtry Road, Doncaster	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
Thorpe Park, Staines Road, Chertsey	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
Wheelgate Park, White Post, Farnsfield, Newark	0.0%	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
(Don’t know / varies)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
(Don’t do)	72.7%	1456	78.0%	148	74.6%	37	72.2%	52	79.6%	32	75.6%	50	63.5%	29	68.9%	79	65.1%	194
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

Meanscore: [Number of visits per month]

Q34B How often do you or your household visit a family entertainment centre (e.g. tenpin bowling, skating rink)?
Those who do family entertainment (e.g. tenpin bowling, skating rink) at Q34

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Once a week	6.7%	36	3.3%	1	6.9%	1	2.1%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	4.1%	4
Once a fortnight	1.5%	8	0.0%	0	2.4%	0	4.2%	1	0.0%	0	3.7%	1	0.0%	0	5.3%	2	0.0%	0
Once a month	14.2%	78	0.0%	0	6.9%	1	7.3%	1	24.1%	2	0.0%	0	5.9%	1	50.9%	18	14.2%	15
Once every two months	21.5%	118	32.2%	13	17.4%	2	5.9%	1	11.0%	1	39.4%	6	26.4%	4	1.9%	1	23.0%	24
Once every six months	31.3%	172	27.1%	11	37.7%	5	59.6%	12	17.4%	1	24.4%	4	33.3%	6	26.6%	9	27.8%	29
Once a year	20.4%	111	30.9%	13	26.3%	3	20.9%	4	36.2%	3	27.1%	4	23.8%	4	15.3%	5	28.5%	30
(Don't know / varies)	4.5%	24	6.5%	3	2.4%	0	0.0%	0	11.3%	1	2.6%	0	10.5%	2	0.0%	0	2.2%	2
Mean:		*0.66*		*0.41*		*0.60*		*0.41*		*0.41*		*0.47*		*0.32*		*0.69*		*0.52*
Weighted base:		548		42		13		20		8		16		17		36		104
Sample:		380		26		30		19		16		21		33		21		29

Q35 Do you or members of your household normally do any other leisure activities not mentioned?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Yes	23.8%	478	23.7%	45	37.6%	19	27.9%	20	31.7%	13	16.2%	11	19.9%	9	18.5%	21	18.3%	54
No	76.2%	1526	76.3%	145	62.4%	31	72.1%	52	68.3%	28	83.8%	55	80.1%	37	81.5%	93	81.7%	243
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

Column %ges.

Q36 What is this other leisure activity not mentioned?
Those who do any other leisure activities at Q35

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aerobics	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
Aircraft gliding	0.1%	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
Amateur dramatics	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
American football	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
Aqua golf	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Archery	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Art 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	0.0%	0
Athletics	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0
Badminton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Basketball	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bell ringing	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	3.2%	2
Bird watching	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Boating	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling	0.1%	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
Bowls	2.6%	13	2.4%	1	1.4%	0	5.1%	1	0.0%	0	0.0%	0	2.8%	0	0.0%	0	2.0%	1
Brownies	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
Camping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choir singing	0.8%	4	0.0%	0	2.3%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church	0.9%	4	1.5%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Church concerts	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clay pigeon shooting	0.4%	2	2.4%	1	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Climbing	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
Country parks	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
Crafts	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricket	1.0%	5	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycling	7.6%	37	2.4%	1	15.0%	3	4.0%	1	27.5%	4	4.0%	0	5.9%	1	18.3%	4	6.4%	4
Dancing	2.4%	11	0.0%	0	0.0%	0	0.0%	0	4.7%	1	4.0%	0	3.1%	0	3.2%	1	2.0%	1
Darts	0.3%	1	0.0%	0	1.4%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog shows / training	0.5%	2	0.0%	0	1.4%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Dog walking	0.4%	2	1.7%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Field hockey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishing	3.0%	14	0.0%	0	2.3%	0	3.0%	1	0.0%	0	0.0%	0	2.8%	0	5.1%	1	0.0%	0
Fitness classes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flower club	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flying	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	3.6%	1	0.0%	0
Folk dancing	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
Football	6.8%	33	1.7%	1	4.6%	1	0.0%	0	3.9%	1	29.3%	3	2.8%	0	0.0%	0	12.0%	7
Friendship group	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gardening	0.8%	4	0.0%	0	1.4%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0
Genealogy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Geocaching	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golf	8.8%	42	10.8%	5	6.2%	1	13.0%	3	17.3%	2	8.0%	1	10.4%	1	11.5%	2	5.2%	3
Gymnastics	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
Hiking	3.1%	15	0.0%	0	0.0%	0	3.0%	1	1.4%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Hockey	0.4%	2	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horse riding	2.6%	12	4.2%	2	3.2%	1	7.3%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Ice hockey	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
Ice skating	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
Jazz clubs	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Karate	1.8%	9	0.0%	0	0.0%	0	16.7%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	1	2.3%	1
Karting	0.5%	2	4.2%	2	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kayaking	0.6%	3	0.0%	0	15.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knitting	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
Lego land	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	0.1%	1	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Line dancing	0.5%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Live bands	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
Modeling club	0.3%	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
Morris dancing	0.1%	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
Motorhoming	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
Motorsport	1.3%	6	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2	2.0%	1
Mountain biking	0.8%	4	0.0%	0	12.8%	2	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	2.3%	1
Music	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Trust	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Netball	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paintballing	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
Painting	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Photography	0.1%	1	0.0%	0	0.0%	0	1.9%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piano	0.2%	1	1.7%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pilates	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Play centres	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pétanque	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radio control planes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rock climbing	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	5.6%	3
Rotary clubs	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	1.4%	7	10.2%	5	1.6%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	0.0%	0	0.0%	0
Running	2.7%	13	0.0%	0	0.0%	0	2.1%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sailing	1.2%	6	0.0%	0	0.0%	0	3.0%	1	1.6%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0
Scouts	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shooting	0.2%	1	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Singing	0.2%	1	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Snooker	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	2.0%	1
Social club	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Soft play	1.5%	7	16.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming	12.4%	59	24.5%	11	5.4%	1	4.2%	1	15.5%	2	3.5%	0	0.0%	0	13.8%	3	28.1%	15
Taekwondo	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
Tai chi	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Tennis	2.0%	9	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	28.1%	3	3.6%	1	0.0%	0
Textile workshops	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
Train spotting	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampolining	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0
University Of The Third Age Group	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
Vintage cars	0.1%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking	6.7%	32	4.0%	2	13.8%	3	10.7%	2	4.6%	1	0.0%	0	13.7%	1	12.5%	3	7.5%	4
Walking dog	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Water polo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsurfing	0.1%	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
Yoga	1.3%	6	0.0%	0	0.0%	0	1.9%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0
Zumba	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
(Don't know / varies)	0.5%	3	4.2%	2	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		478		45		19		20		13		11		9		21		54
Sample:		486		29		34		32		34		20		22		23		28

Meanscore: [Number of visits per month]

Q37 How often do you or your household do (OTHER LEISURE ACTIVITY MENTIONED AT Q36)?
Those who do any other leisure activities at Q35

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Once a week	70.9%	339	66.3%	30	79.1%	15	87.4%	18	86.3%	11	67.5%	7	86.8%	8	70.2%	15	67.9%	37
Once a fortnight	11.0%	53	2.4%	1	10.8%	2	0.0%	0	3.8%	0	5.7%	1	3.1%	0	10.8%	2	11.8%	6
Once a month	7.8%	37	21.3%	10	8.5%	2	8.6%	2	4.6%	1	22.8%	2	5.6%	1	10.2%	2	4.3%	2
Once every two months	3.7%	18	4.2%	2	0.0%	0	4.0%	1	3.8%	0	0.0%	0	0.0%	0	8.7%	2	2.0%	1
Once every six months	4.5%	22	5.8%	3	0.0%	0	0.0%	0	1.6%	0	0.0%	0	4.5%	0	0.0%	0	6.4%	4
Once a year	0.1%	1	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%	9	0.0%	0	1.6%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	7.6%	4
Mean:		*3.22*		*2.95*		*3.52*		*3.60*		*3.59*		*3.17*		*3.60*		*3.17*		*3.27*
Weighted base:		478		45		19		20		13		11		9		21		54
Sample:		486		29		34		32		34		20		22		23		28

Q38 Where do you or members of your household normally go for (OTHER LEISURE ACTIVITY MENTIONED AT Q36)?
Those who do any other leisure activities at Q35

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Alfreton	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
Arnold	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashfield	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
Beeston	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
Bingham	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	1	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	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
Bullwell	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
Carlton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	0.8%	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
Derby	10.3%	49	2.4%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	7.2%	2	69.5%	38
Doncaster	0.1%	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
Eastwood	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
Gainsborough	0.1%	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
Grantham	1.2%	6	0.0%	0	0.0%	0	5.2%	1	0.0%	0	43.9%	5	2.8%	0	0.0%	0	0.0%	0
Heanor	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
Hucknall	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
Hyson Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilkeston	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
Kimberley	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
Kirkby-in-Ashfield	1.8%	8	4.2%	2	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.9%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	12.5%	3	0.0%	0
Lincoln	0.9%	4	0.0%	0	2.3%	0	18.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Eaton	2.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0
Loughborough	3.5%	17	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	32.5%	7	5.6%	3
Mansfield	6.7%	32	57.8%	26	0.0%	0	0.0%	0	26.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mapperley Plains	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
Melton Mowbray	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.1%	3	0.0%	0	0.0%	0
Newark-on-Trent	2.2%	10	0.0%	0	1.4%	0	43.6%	9	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	8.5%	41	1.7%	1	1.6%	0	0.0%	0	6.1%	1	4.0%	0	7.7%	1	0.0%	0	0.0%	0
Nottingham Non-Central (outside the City Centre)	5.2%	25	4.2%	2	0.0%	0	0.0%	0	17.1%	2	4.0%	0	0.0%	0	0.0%	0	0.0%	0
Ollerton	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
Retford	2.1%	10	0.0%	0	40.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripley	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
Sheffield	0.8%	4	4.2%	2	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherwood	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
Southwell	1.0%	5	0.0%	0	0.0%	0	5.1%	1	25.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford	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
Sutton-in-Ashfield	1.7%	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
West Bridgford	1.6%	8	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Wollaton	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
Worksop	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
Abroad	1.4%	6	0.0%	0	12.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Allestree	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Alvaston	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
Asfordby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Asfordby Hill	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	2	0.0%	0	0.0%	0
Ashbourne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Babworth	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
Balderton	0.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnby Moor	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
Barnstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belpur	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
Bestwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilborough	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
Bilsthorpe	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
Blidworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	0.1%	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
Boughton House, Kettering	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne	0.1%	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
Bramcote	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
Calverton	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
Chatsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clumber Park, Worksop	0.2%	1	0.0%	0	2.3%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coddington	0.2%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codnor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingham	0.1%	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
Colwick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Crich	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Derbyshire	0.1%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Bridgford	0.1%	1	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 Leake	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edwalton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edwinstowe	1.7%	8	9.1%	4	12.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elston	0.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnsfield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gelding	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gotham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Haywood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holme Pierpoint	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hose	0.1%	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
Jacksdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyworth	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
Kneesall	0.1%	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
Lake District	2.2%	11	0.0%	0	1.4%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambley	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
Langley Mill	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
Laughton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lenton	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
Little Eaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowdham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	3.2%	2
Mansfield Woodhouse	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Market Harborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Melbourne	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	3.2%	2
Morley	0.2%	1	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 Basford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottinghamshire	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuthall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakmere 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
Peak District	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
Radcliffe-on-Trent	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
Rainworth	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
Risley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruddington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rutland Water	0.2%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0
Saltby	0.1%	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
Sandiacre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selston	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
Shelford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spondon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford	0.1%	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
Stanton by Dale	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
Stoke Bardolph	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke on Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Bonington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilberthwaite	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
Whitwick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodthorpe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wysall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
(Don't know / varies)	8.3%	40	8.9%	4	7.6%	1	8.8%	2	4.6%	1	15.3%	2	0.0%	0	30.8%	7	5.2%	3
(Don't do)	0.2%	1	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:		478		45		19		20		13		11		9		21		54
Sample:		486		29		34		32		34		20		22		23		28

Column %ges.

Q39 And finally what improvements / additions could be made to leisure facilities in your nearest town or district centre (CENTRE MENTIONED AT Q10) that would make you visit / partake in leisure activities more often? [MR]

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Nothing	56.7%	1135	56.9%	108	43.3%	22	51.0%	37	72.8%	29	49.2%	32	57.4%	27	55.8%	64	63.9%	190
A casino	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	6.3%	127	7.6%	15	1.5%	1	7.2%	5	5.7%	2	3.7%	2	5.5%	3	5.2%	6	9.2%	27
A theatre	0.7%	14	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	0	0.9%	1	1.4%	4
An art house cinema	1.1%	22	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Better cinema provision e.g. new multi-screen	2.7%	54	0.0%	0	3.2%	2	0.0%	0	0.7%	0	4.3%	3	6.5%	3	6.3%	7	0.0%	0
Bingo	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	3.9%	79	8.6%	16	1.2%	1	10.2%	7	8.9%	4	3.8%	3	1.2%	1	4.6%	5	3.8%	11
Improved access by foot and cycle	0.7%	15	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport	1.2%	24	1.0%	2	2.0%	1	0.0%	0	0.7%	0	6.1%	4	0.6%	0	0.7%	1	2.6%	8
Improved security / CCTV	0.1%	3	0.8%	2	2.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Improved street furniture	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
More / better car parking	1.1%	21	0.4%	1	1.5%	1	1.0%	1	1.9%	1	1.2%	1	3.7%	2	0.0%	0	0.8%	2
More / better cultural facilities	0.2%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
More / better disabled access	0.3%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
More / better health clubs / gyms	2.2%	45	4.7%	9	0.6%	0	0.0%	0	1.2%	1	1.3%	1	0.6%	0	0.6%	1	1.4%	4
More / better policing	0.1%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats	0.0%	0	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 signposting and information	0.0%	1	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 parks / green spaces	0.9%	17	0.6%	1	1.5%	1	0.6%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.4%	1
More for children	3.2%	64	9.9%	19	0.6%	0	6.2%	4	0.5%	0	0.0%	0	8.0%	4	2.2%	3	0.0%	0
More local sports & recreation facilities	5.2%	104	8.1%	15	16.7%	8	12.5%	9	1.2%	1	7.0%	5	5.1%	2	8.3%	9	1.8%	5
More nightclubs	0.0%	1	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 pavement cafes	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More quality restaurants	1.1%	21	2.2%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
More street cleaning	0.7%	15	0.4%	1	0.6%	0	0.0%	0	2.0%	1	0.6%	0	0.0%	0	0.9%	1	0.4%	1
Provision of public toilets	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ten-pin bowling	1.8%	36	1.0%	2	7.8%	4	0.0%	0	0.0%	0	0.6%	0	2.4%	1	6.3%	7	3.9%	12
Other	1.6%	32	0.7%	1	2.9%	1	1.4%	1	1.0%	0	0.6%	0	3.6%	2	8.6%	10	0.8%	2
Better market	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Community centre	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Free / cheaper parking	0.3%	5	1.0%	2	0.5%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Ice rink	0.4%	8	0.0%	0	0.0%	0	0.6%	0	1.3%	1	0.6%	0	1.5%	1	1.3%	1	1.0%	3
Improve the quality of the roads	0.1%	3	0.6%	1	0.6%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Later opening hours	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.5%	10	0.0%	0	1.1%	1	1.7%	1	0.0%	0	2.2%	1	0.6%	0	0.9%	1	1.6%	5
More / better cycle paths	0.8%	17	0.6%	1	5.4%	3	0.0%	0	1.3%	1	0.6%	0	0.9%	0	0.7%	1	0.0%	0
More / better shops in general	0.8%	16	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.0%	2	4.3%	2	0.0%	0	1.0%	3
More / better skate parks	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
More activities / facilities for older people	0.3%	6	0.4%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
More activities / facilities for teenagers	0.3%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.4%	1
More independent shops	0.1%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
More specific classes like dancing / martial arts / yoga	0.9%	18	0.4%	1	0.0%	0	0.0%	0	1.7%	1	0.6%	0	0.0%	0	0.0%	0	0.4%	1
Needs a revamp / facelift	0.5%	10	0.4%	1	0.0%	0	4.6%	3	0.0%	0	0.9%	1	0.9%	0	0.0%	0	0.4%	1
Place for concerts / gigs	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Squash courts	0.1%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tennis courts	0.2%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Tram system	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
(Don't do leisure activities)	3.3%	67	0.0%	0	1.5%	1	1.1%	1	1.3%	1	8.3%	5	0.6%	0	1.0%	1	2.6%	8
(Don't know)	6.5%	130	2.0%	4	7.5%	4	9.3%	7	3.0%	1	5.5%	4	4.3%	2	5.7%	7	4.1%	12
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

GEN Gender of respondent

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Male	34.0%	680	27.6%	53	45.2%	23	30.5%	22	33.9%	14	23.7%	16	31.7%	15	30.5%	35	31.3%	93
Female	66.0%	1323	72.4%	138	54.8%	27	69.5%	50	66.1%	27	76.3%	50	68.3%	32	69.5%	80	68.7%	204
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

AGE Can I just ask, how old are you?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
18-24	5.7%	114	9.7%	18	14.4%	7	9.3%	7	0.0%	0	0.0%	0	9.9%	5	5.3%	6	3.3%	10
25-34	15.5%	310	27.2%	52	11.5%	6	16.7%	12	24.5%	10	18.4%	12	11.9%	6	12.7%	15	15.8%	47
35-44	16.7%	334	21.2%	40	12.0%	6	11.6%	8	20.3%	8	14.3%	9	15.4%	7	13.1%	15	16.4%	49
45-54	15.5%	310	11.1%	21	22.5%	11	14.7%	11	16.0%	6	21.3%	14	16.3%	8	20.0%	23	15.8%	47
55-64	21.4%	429	16.8%	32	21.5%	11	23.3%	17	19.0%	8	22.9%	15	20.4%	9	26.5%	30	21.2%	63
65+	23.1%	462	13.4%	26	17.2%	9	20.8%	15	17.8%	7	22.3%	15	26.1%	12	19.5%	22	23.2%	69
(Refused)	2.2%	44	0.6%	1	0.9%	0	3.5%	3	2.3%	1	1.0%	1	0.0%	0	3.0%	3	4.4%	13
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

ADU How many adults aged 16 years and over, including yourself, live in your household?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
One	17.6%	352	8.7%	16	13.6%	7	16.6%	12	20.2%	8	11.8%	8	19.4%	9	14.9%	17	18.4%	55
Two	55.5%	1112	64.4%	123	47.0%	23	59.4%	43	58.8%	24	73.2%	48	65.8%	31	55.8%	64	55.9%	166
Three	14.6%	293	14.5%	28	28.4%	14	13.6%	10	10.5%	4	8.4%	6	10.9%	5	12.3%	14	10.6%	32
Four or more	10.2%	204	12.3%	23	11.0%	5	7.7%	6	9.7%	4	5.6%	4	3.3%	2	12.1%	14	12.4%	37
(Refused)	2.1%	43	0.0%	0	0.0%	0	2.7%	2	0.8%	0	1.0%	1	0.6%	0	4.9%	6	2.6%	8
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

CHI How many children aged 15 years and under, live in your household?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
None	67.0%	1341	53.0%	101	78.8%	39	68.8%	50	61.1%	25	65.2%	43	66.2%	31	59.8%	69	66.3%	197
One	12.3%	247	22.7%	43	8.6%	4	9.8%	7	18.7%	8	13.7%	9	2.5%	1	8.9%	10	12.9%	38
Two	12.2%	245	18.4%	35	9.6%	5	10.2%	7	12.2%	5	15.4%	10	26.4%	12	18.8%	22	5.3%	16
Three	4.3%	86	5.9%	11	2.1%	1	8.5%	6	7.2%	3	1.6%	1	0.6%	0	7.6%	9	3.9%	12
Four or more	2.1%	42	0.0%	0	0.9%	0	0.0%	0	0.0%	0	3.2%	2	3.7%	2	0.0%	0	8.9%	27
(Refused)	2.1%	41	0.0%	0	0.0%	0	2.7%	2	0.8%	0	1.0%	1	0.6%	0	4.9%	6	2.6%	8
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

CAR How many cars does your household own or have the use of?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
None	13.1%	262	14.1%	27	9.4%	5	8.7%	6	10.1%	4	3.8%	2	11.3%	5	3.5%	4	18.2%	54
One	38.0%	761	29.5%	56	32.6%	16	27.9%	20	28.6%	12	50.5%	33	38.9%	18	38.6%	44	40.9%	121
Two	35.4%	709	46.9%	89	39.4%	20	49.7%	36	45.7%	18	37.4%	25	40.7%	19	43.6%	50	26.0%	77
Three or more	11.4%	228	9.4%	18	17.7%	9	11.1%	8	14.9%	6	7.4%	5	9.0%	4	10.3%	12	12.1%	36
(Refused)	2.2%	44	0.0%	0	0.9%	0	2.7%	2	0.8%	0	1.0%	1	0.0%	0	4.0%	5	2.9%	9
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Working full time	50.2%	1006	63.4%	121	58.2%	29	54.0%	39	58.0%	23	62.8%	41	53.1%	25	56.0%	64	43.4%	129
Working part time	8.3%	167	6.9%	13	8.6%	4	5.7%	4	9.1%	4	5.4%	4	8.6%	4	12.4%	14	6.3%	19
Unemployed	3.2%	65	4.8%	9	3.0%	1	0.6%	0	5.6%	2	0.6%	0	0.0%	0	0.9%	1	2.4%	7
Retired	28.5%	572	18.4%	35	22.0%	11	27.4%	20	23.4%	9	27.4%	18	30.6%	14	23.8%	27	31.4%	93
A housewife	1.3%	26	2.0%	4	1.7%	1	0.0%	0	1.3%	1	0.0%	0	2.8%	1	0.0%	0	4.4%	13
A student	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
Self employed	3.7%	75	1.6%	3	3.8%	2	7.5%	5	0.5%	0	2.2%	1	2.8%	1	2.9%	3	3.0%	9
Sick / disabled	1.8%	36	1.8%	3	1.7%	1	0.8%	1	1.3%	1	0.6%	0	0.6%	0	0.0%	0	5.3%	16
Other	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.7%	55	1.0%	2	0.9%	0	2.6%	2	0.8%	0	1.0%	1	1.5%	1	4.0%	5	3.8%	11
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

Meanscore: [£ in thousands]

INC Approximately what is your total household income?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
£0-£15,000	9.2%	183	14.5%	27	6.1%	3	5.7%	4	10.2%	4	7.9%	5	12.2%	6	3.3%	4	13.7%	41
£15,001 - £20,000	5.6%	113	9.6%	18	8.1%	4	2.5%	2	2.2%	1	9.7%	6	9.2%	4	3.4%	4	4.8%	14
£20,001 - £30,000	9.1%	182	20.7%	39	4.4%	2	8.8%	6	11.5%	5	11.3%	7	5.1%	2	7.1%	8	9.4%	28
£30,001 - £40,000	7.1%	142	1.7%	3	7.6%	4	12.7%	9	7.6%	3	8.1%	5	12.7%	6	4.5%	5	8.1%	24
£40,001 - £50,000	6.1%	123	2.5%	5	3.6%	2	2.1%	2	15.8%	6	8.5%	6	3.1%	1	9.5%	11	6.8%	20
£50,001 - £60,000	3.7%	74	1.6%	3	3.6%	2	7.3%	5	4.0%	2	6.4%	4	6.1%	3	2.3%	3	2.8%	8
£60,001 - £70,000	2.2%	43	0.0%	0	1.8%	1	2.0%	1	3.0%	1	0.6%	0	0.0%	0	3.8%	4	0.8%	2
£70,001 - £80,000	2.0%	39	0.9%	2	0.0%	0	0.8%	1	3.6%	1	1.8%	1	2.8%	1	2.3%	3	1.4%	4
£80,001 - £90,000	0.9%	18	0.4%	1	1.8%	1	2.3%	2	2.3%	1	0.0%	0	0.6%	0	3.5%	4	0.0%	0
£90,001 - £100,000	0.4%	7	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.3%	1	0.6%	0	0.0%	0	0.6%	2
£100,001 - £150,000	1.4%	28	2.2%	4	3.9%	2	1.7%	1	4.2%	2	0.6%	0	1.3%	1	4.2%	5	0.0%	0
£150,000+	0.4%	8	0.4%	1	0.0%	0	0.6%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / refused)	52.1%	1044	45.5%	86	59.1%	29	52.9%	38	33.9%	14	43.7%	29	46.4%	22	56.0%	64	51.6%	153
Mean:		*36.92*		*27.77*		*41.16*		*42.85*		*47.49*		*33.95*		*33.10*		*50.48*		*28.54*
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

ZON Zone

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Zone 1	11.6%	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
Zone 2	5.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	6.8%	136	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	7.2%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	6.6%	133	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	6.8%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	5.7%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	6.5%	131	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	9.5%	190	100.0%	190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	2.5%	50	0.0%	0	100.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	3.6%	72	0.0%	0	0.0%	0	100.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	2.0%	40	0.0%	0	0.0%	0	0.0%	0	100.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	3.3%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	66	0.0%	0	0.0%	0	0.0%	0
Zone 14	2.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	46	0.0%	0	0.0%	0
Zone 15	5.7%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	115	0.0%	0
Zone 16	14.8%	297	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	297
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

PC Postcode Sector

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
DE1 1	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
DE212	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	16
DE214	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	7
DE215	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE216	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	19
DE217	2.4%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	48
DE221	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	5
DE222	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	11
DE223	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	6
DE224	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	8
DE231	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	15
DE232	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
DE233	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	5
DE234	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	5
DE236	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	17
DE238	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	17
DE240	2.4%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	48
DE243	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	8
DE248	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	7
DE249	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	17
DE3 0	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	14
DE3 9	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	13
DE5 3	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE5 9	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE551	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE552	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE553	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE554	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE555	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
DE557	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
DE7 4	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE7 5	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE7 6	0.8%	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
DE7 8	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE7 9	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE722	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	9	0.0%	0
DE723	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE735	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
DE736	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	5
DE738	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	10	0.0%	0
DE742	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	19	0.0%	0
DE757	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DN220	0.1%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DN226	0.5%	11	0.0%	0	21.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DN227	1.0%	21	0.0%	0	41.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DN228	0.2%	5	0.0%	0	10.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DN229	0.2%	5	0.0%	0	9.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE111	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0
LE112	1.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.4%	36	0.0%	0
LE113	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	13	0.0%	0
LE114	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5	0.0%	0
LE115	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0
LE125	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE126	1.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE129	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	13	0.0%	0
LE130	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	10	0.0%	0	0.0%	0
LE131	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	15	0.0%	0	0.0%	0
LE143	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	12	0.0%	0	0.0%	0
LE144	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	10	0.0%	0	0.0%	0
NG1 4	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
NG101	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG102	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG103	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG104	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG105	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG110	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG116	0.8%	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
NG117	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG118	2.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG119	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
NG121	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG122	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
NG123	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG124	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG125	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG130	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	12	0.0%	0	0.0%	0	0.0%	0
NG138	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG139	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG145	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG146	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG147	0.3%	5	0.0%	0	0.0%	0	0.0%	0	13.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG150	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG156	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG157	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG158	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG159	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG161	0.8%	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
NG162	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG163	1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG164	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG165	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG166	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG171	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
NG172	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG173	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG174	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG175	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG177	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG178	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG179	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
NG181	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
NG182	0.8%	16	8.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG183	0.9%	18	9.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG184	1.0%	20	10.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG185	0.3%	6	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG190	0.8%	16	8.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG196	0.6%	13	6.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG197	0.4%	8	4.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG198	0.3%	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
NG199	0.2%	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
NG2 1	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG2 2	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG2 3	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG2 4	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
NG2 5	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG2 6	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG2 7	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG200	1.0%	21	11.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG208	0.5%	11	5.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG209	0.4%	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
NG210	0.5%	10	0.0%	0	0.0%	0	0.0%	0	26.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG219	0.8%	16	8.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG220	0.4%	7	0.0%	0	14.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG228	0.6%	13	0.0%	0	0.0%	0	0.0%	0	31.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG229	0.9%	19	10.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG235	0.8%	15	0.0%	0	0.0%	0	21.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG236	0.2%	5	0.0%	0	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG237	0.4%	7	0.0%	0	0.0%	0	9.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG241	0.1%	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
NG242	0.8%	15	0.0%	0	0.0%	0	21.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG243	0.8%	16	0.0%	0	0.0%	0	21.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG244	0.6%	12	0.0%	0	0.0%	0	16.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG250	0.6%	12	0.0%	0	0.0%	0	0.0%	0	29.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG3 2	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG3 3	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG3 4	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
NG3 5	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG3 6	0.8%	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
NG3 7	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG316	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
NG317	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	13	0.0%	0	0.0%	0	0.0%	0
NG318	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.5%	17	0.0%	0	0.0%	0	0.0%	0
NG319	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	8	0.0%	0	0.0%	0	0.0%	0
NG321	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	6	0.0%	0	0.0%	0	0.0%	0
NG322	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	7	0.0%	0	0.0%	0	0.0%	0
NG4 1	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
NG4 2	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG4 3	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG4 4	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 1	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 2	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 3	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 4	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 5	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 6	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 7	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 8	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG5 9	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG6 0	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG6 7	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG6 8	1.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG6 9	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG7 1	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
NG7 2	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
NG7 3	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG7 4	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
NG7 5	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG7 6	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG7 7	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG8 1	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG8 2	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG8 3	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG8 4	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
NG8 5	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
NG8 6	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG9 1	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG9 2	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG9 3	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG9 4	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
NG9 5	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG9 6	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG9 7	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG9 8	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S44 5	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
S44 6	0.4%	7	3.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2003		190		50		72		40		66		46		115		297
Sample:		2003		125		108		110		120		110		110		105		165

APPENDIX 4: CONVENIENCE GOODS MARKET SHARE ANALYSIS INCLUDING SFT

TABLE 1: ALL FOOD SHOPPING - 2014 MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
NOTTINGHAM CITY	NOTTINGHAM CITY CENTRE	6.9%	3.4%	7.4%	1.2%	1.2%	2.3%	0.2%	0.3%	1.0%	0.0%	0.6%	2.1%	0.2%	0.1%	0.1%	0.0%	2.0%
	BULWELL TOWN CENTRE	5.2%	0.4%	0.0%	0.6%	3.7%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
	CLIFTON DISTRICT CENTRE	0.3%	32.3%	0.0%	7.6%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	2.3%
	HYSON GREEN DISTRICT CENTRE	13.7%	0.9%	0.7%	0.7%	0.0%	1.4%	0.1%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
	SHERWOOD DISTRICT CENTRE	2.5%	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%	0.3%
	LOCAL CENTRES	6.0%	6.5%	3.5%	0.3%	0.9%	0.3%	0.3%	0.2%	0.8%	0.0%	0.0%	0.4%	0.0%	0.1%	0.0%	0.0%	1.4%
	OTHER LOCAL SHOPS	3.8%	7.5%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	OUT OF CENTRE	31.5%	16.2%	3.4%	4.8%	6.9%	0.3%	0.6%	2.2%	0.4%	0.2%	0.0%	0.8%	1.0%	0.0%	0.2%	0.4%	5.4%
	TOTAL: NOTTINGHAM CITY	**70.0%**	**67.7%**	**15.3%**	**15.2%**	**14.1%**	**4.6%**	**1.2%**	**2.7%**	**4.9%**	**0.2%**	**0.6%**	**3.3%**	**1.2%**	**1.0%**	**0.3%**	**0.4%**	**14.9%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.2%	6.3%	0.1%	0.0%	18.1%	3.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%	0.0%	0.0%	0.4%	1.8%
	EASTWOOD DISTRICT CENTRE	0.0%	0.4%	0.0%	0.0%	15.0%	0.4%	7.4%	6.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.7%	2.0%
	KIMBERLEY DISTRICT CENTRE	1.3%	0.4%	0.0%	0.0%	15.3%	1.6%	0.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
	STAPLEFORD DISTRICT CENTRE	0.4%	0.0%	0.0%	0.0%	3.6%	0.6%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.3%
	OTHER LOCAL SHOPS	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	OUT OF CENTRE	1.0%	2.8%	0.1%	0.0%	12.7%	2.5%	0.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.4%
	TOTAL: BROXTOWE BOROUGH	**2.8%**	**9.9%**	**0.2%**	**0.0%**	**65.4%**	**8.7%**	**8.2%**	**7.0%**	**0.5%**	**0.0%**	**0.1%**	**0.5%**	**0.0%**	**0.5%**	**0.0%**	**1.5%**	**7.0%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	4.9%	0.3%	12.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	5.3%	0.1%	0.0%	0.0%	0.0%	1.6%
	CARLTON SQUARE DISTRICT CENTRE	2.8%	0.0%	8.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.5%	1.0%
	LOCAL CENTRES	0.7%	0.0%	7.4%	0.0%	0.0%	0.3%	0.0%	0.0%	0.4%	0.0%	0.1%	1.1%	0.0%	0.7%	0.0%	0.0%	0.7%
	OTHER LOCAL SHOPS	0.2%	0.2%	0.5%	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%	0.1%
	OUT OF CENTRE	12.7%	0.9%	36.8%	2.7%	0.1%	0.1%	0.4%	0.8%	0.3%	0.0%	0.5%	15.1%	0.0%	0.0%	0.0%	0.0%	4.7%
	TOTAL: GEDLING BOROUGH	**21.2%**	**1.5%**	**65.5%**	**3.0%**	**0.1%**	**0.4%**	**0.4%**	**1.0%**	**1.0%**	**0.0%**	**0.6%**	**22.5%**	**0.1%**	**0.7%**	**0.0%**	**0.5%**	**8.1%**
GEDLING BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%	1.0%	0.0%	0.0%	0.0%	0.5%
	WEST BRIDGFORD DISTRICT CENTRE	0.0%	2.3%	0.5%	3.4%	0.6%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.5%
	LOCAL CENTRES	0.0%	0.3%	0.0%	12.9%	0.2%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.3%	0.0%	1.7%	0.2%	0.0%	1.2%
	OTHER LOCAL SHOPS	0.0%	0.5%	0.0%	0.6%	0.0%	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	OUT OF CENTRE	0.8%	11.4%	0.3%	31.5%	0.1%	0.9%	0.0%	3.5%	0.0%	0.0%	0.9%	0.3%	1.4%	2.3%	0.6%	0.0%	3.7%
	TOTAL: RUSHCLIFFE BOROUGH	**0.8%**	**14.6%**	**0.9%**	**53.6%**	**0.8%**	**1.2%**	**0.0%**	**3.5%**	**0.8%**	**0.0%**	**0.9%**	**0.8%**	**2.4%**	**4.6%**	**0.8%**	**0.0%**	**5.9%**
HUCKNALL DISTRICT CENTRE		1.7%	0.0%	8.6%	0.0%	0.0%	0.0%	0.1%	13.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
TOTAL GREATER NOTTINGHAM		**96.5%**	**93.8%**	**90.5%**	**71.8%**	**80.4%**	**14.9%**	**10.0%**	**27.7%**	**7.3%**	**0.2%**	**2.3%**	**27.0%**	**3.7%**	**6.9%**	**1.1%**	**2.4%**	**37.5%**
OUTSIDE OF GREATER NOTTINGHAM		1.2%	2.8%	4.3%	22.5%	18.5%	82.8%	88.9%	69.5%	88.6%	97.5%	92.7%	71.6%	93.6%	90.6%	94.7%	90.1%	58.6%
INTERNET SHOPPING		2.3%	3.4%	5.2%	5.7%	1.1%	2.3%	1.1%	2.8%	4.1%	2.3%	5.1%	1.5%	2.7%	2.6%	4.1%	7.6%	**3.8%**
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%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Greater Nottingham - defined based on the Greater Nottingham Partnership area which includes Broxtowe, Gedling, Nottingham City, Rushcliffe Borough Councils and Hucknall District Centre in Ashfield District

TABLE 2: MAIN FOOD SHOPPING (PRIMARY) - 2014 MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
NOTTINGHAM CITY	NOTTINGHAM CITY CENTRE	4.5%	1.0%	7.8%	1.1%	0.4%	2.7%	0.0%	0.5%	1.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	1.5%
	BULWELL TOWN CENTRE	2.7%	0.6%	0.0%	0.4%	4.5%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	CLIFTON DISTRICT CENTRE	0.5%	32.0%	0.0%	10.2%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	2.5%
	HYSON GREEN DISTRICT CENTRE	15.0%	1.4%	0.9%	0.7%	0.0%	2.1%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
	SHERWOOD DISTRICT CENTRE	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	LOCAL CENTRES	4.6%	1.9%	1.7%	0.0%	0.5%	0.5%	0.0%	0.0%	1.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.9%
	OTHER LOCAL SHOPS	1.5%	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%	0.0%	0.0%	0.6%
	OUT OF CENTRE	36.4%	19.9%	2.9%	6.2%	9.7%	0.0%	0.9%	1.9%	0.4%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.6%	6.3%
	TOTAL: NOTTINGHAM CITY	**65.9%**	**66.1%**	**13.4%**	**18.6%**	**15.6%**	**5.2%**	**0.9%**	**2.4%**	**6.0%**	**0.0%**	**0.0%**	**1.8%**	**1.6%**	**0.9%**	**0.0%**	**0.6%**	**14.7%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.0%	7.4%	0.0%	0.0%	20.3%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.6%	1.9%
	EASTWOOD DISTRICT CENTRE	0.0%	0.5%	0.0%	0.0%	16.8%	0.5%	10.0%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	2.4%
	KIMBERLEY DISTRICT CENTRE	1.5%	0.0%	0.0%	0.0%	19.3%	2.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
	STAPLEFORD DISTRICT CENTRE	0.4%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%
	OTHER LOCAL 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%
	OUT OF CENTRE	1.3%	1.9%	0.0%	0.0%	9.5%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.0%
	TOTAL: BROXTOWE BOROUGH	**3.2%**	**9.8%**	**0.0%**	**0.0%**	**66.3%**	**7.0%**	**10.0%**	**9.5%**	**0.0%**	**0.0%**	**0.0%**	**0.5%**	**0.0%**	**0.6%**	**0.0%**	**2.0%**	**7.2%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	5.0%	0.0%	12.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	0.0%	1.6%
	CARLTON SQUARE DISTRICT CENTRE	1.9%	0.0%	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%	0.9%
	LOCAL CENTRES	0.0%	0.0%	0.5%	0.0%	0.0%	0.5%	0.0%	0.0%	0.6%	0.0%	0.0%	0.5%	0.0%	0.9%	0.0%	0.0%	0.2%
	OTHER LOCAL 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%
	OUT OF CENTRE	17.9%	1.4%	43.3%	2.8%	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.6%	19.0%	0.0%	0.0%	0.0%	0.0%	5.8%
	TOTAL: GEDLING BOROUGH	**24.8%**	**1.4%**	**65.9%**	**2.8%**	**0.0%**	**0.5%**	**0.5%**	**0.4%**	**0.6%**	**0.0%**	**0.6%**	**26.9%**	**0.0%**	**0.9%**	**0.0%**	**0.0%**	**8.4%**
GEDLING BOROUGH	BINGHAM DISTRICT CENTRE	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%	0.0%	0.1%
	WEST BRIDGFORD DISTRICT CENTRE	0.0%	2.0%	0.0%	2.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.3%
	LOCAL CENTRES	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.6%	0.0%	0.0%	0.4%
	OTHER LOCAL SHOPS	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%
	OUT OF CENTRE	0.8%	13.7%	0.0%	39.4%	0.0%	0.5%	0.0%	5.3%	0.0%	0.0%	0.8%	0.5%	0.9%	3.0%	1.0%	0.0%	4.5%
	TOTAL: RUSHCLIFFE BOROUGH	**0.8%**	**15.7%**	**0.0%**	**46.9%**	**0.7%**	**0.9%**	**0.0%**	**5.3%**	**0.0%**	**0.0%**	**0.8%**	**1.0%**	**0.9%**	**4.5%**	**1.0%**	**0.0%**	**5.3%**
HUCKNALL DISTRICT CENTRE		1.3%	0.0%	9.9%	0.0%	0.0%	0.0%	0.0%	13.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
TOTAL GREATER NOTTINGHAM		**96.0%**	**93.1%**	**89.1%**	**68.2%**	**82.6%**	**13.6%**	**11.4%**	**31.2%**	**6.6%**	**0.0%**	**1.4%**	**30.2%**	**2.5%**	**6.9%**	**1.0%**	**2.7%**	**37.4%**
OUTSIDE OF GREATER NOTTINGHAM		0.8%	2.3%	3.5%	24.9%	16.3%	83.2%	87.1%	64.9%	87.2%	96.4%	90.8%	67.5%	94.1%	89.3%	93.5%	86.5%	57.3%
INTERNET SHOPPING		3.2%	4.6%	7.3%	6.9%	1.0%	3.2%	1.5%	3.9%	6.2%	3.6%	7.8%	2.3%	3.4%	3.7%	5.5%	10.9%	**5.3%**
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%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 3: MAIN FOOD SHOPPING (SECONDARY) - 2014 MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
NOTTINGHAM CITY	NOTTINGHAM CITY CENTRE	4.7%	11.7%	2.8%	2.5%	2.1%	1.9%	2.4%	0.0%	2.7%	0.0%	0.0%	1.6%	0.0%	1.0%	0.0%	0.0%	2.2%
	BULWELL TOWN CENTRE	6.9%	0.0%	0.0%	2.9%	6.5%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
	CLIFTON DISTRICT CENTRE	0.0%	28.1%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
	HYSON GREEN DISTRICT CENTRE	15.7%	0.0%	0.9%	0.0%	0.0%	0.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
	SHERWOOD DISTRICT CENTRE	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%	0.3%
	LOCAL CENTRES	7.3%	0.0%	4.1%	0.0%	0.6%	0.0%	3.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.4%
	OTHER LOCAL 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%
	OUT OF CENTRE	31.9%	11.4%	9.5%	4.0%	1.4%	3.2%	0.0%	4.3%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	1.5%	0.0%	5.5%
	TOTAL: NOTTINGHAM CITY	**69.3%**	**56.6%**	**17.2%**	**14.0%**	**11.1%**	**5.8%**	**6.4%**	**4.3%**	**4.9%**	**0.0%**	**0.0%**	**4.3%**	**0.0%**	**2.1%**	**1.5%**	**0.0%**	**14.6%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.0%	6.8%	0.0%	0.0%	14.2%	1.9%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
	EASTWOOD DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	14.0%	0.7%	6.8%	2.8%	1.1%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.7%
	KIMBERLEY DISTRICT CENTRE	1.9%	0.8%	0.0%	0.0%	5.4%	0.7%	2.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
	STAPLEFORD DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	3.1%	1.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	OTHER LOCAL 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%
	OUT OF CENTRE	0.0%	8.1%	0.8%	0.0%	8.9%	12.4%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	2.4%
	TOTAL: BROXTOWE BOROUGH	**1.9%**	**15.7%**	**0.8%**	**0.0%**	**45.6%**	**16.8%**	**11.5%**	**4.2%**	**2.3%**	**0.0%**	**1.3%**	**1.1%**	**0.0%**	**0.0%**	**0.0%**	**2.1%**	**6.8%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	7.2%	3.1%	15.3%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	1.0%	1.2%	0.0%	0.0%	0.0%	2.2%
	CARLTON SQUARE DISTRICT CENTRE	3.0%	0.0%	4.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.7%
	LOCAL CENTRES	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.6%	0.0%	0.0%	0.0%	0.0%	0.5%
	OTHER LOCAL 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%
	OUT OF CENTRE	7.1%	0.0%	34.7%	3.6%	0.5%	0.7%	0.8%	0.0%	0.8%	0.0%	0.0%	20.7%	0.0%	0.0%	0.0%	0.0%	4.2%
	TOTAL: GEDLING BOROUGH	**17.3%**	**3.1%**	**60.1%**	**4.7%**	**0.5%**	**0.7%**	**0.8%**	**2.0%**	**0.8%**	**0.0%**	**1.3%**	**25.5%**	**1.2%**	**0.0%**	**0.0%**	**0.0%**	**7.7%**
GEDLING BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.5%
	WEST BRIDGFORD DISTRICT CENTRE	0.0%	4.3%	4.0%	8.2%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
	LOCAL CENTRES	0.0%	1.3%	0.0%	14.4%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	OTHER LOCAL 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%
	OUT OF CENTRE	2.1%	14.6%	3.3%	33.7%	0.5%	6.5%	0.0%	0.8%	0.0%	0.0%	1.3%	0.0%	0.0%	4.0%	0.0%	0.0%	4.6%
	TOTAL: RUSHCLIFFE BOROUGH	**2.1%**	**20.2%**	**7.3%**	**59.3%**	**0.5%**	**6.5%**	**0.0%**	**0.8%**	**3.4%**	**0.0%**	**1.3%**	**1.0%**	**0.0%**	**4.0%**	**0.0%**	**0.0%**	**7.5%**
HUCKNALL DISTRICT CENTRE		5.5%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	16.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
TOTAL GREATER NOTTINGHAM		**96.1%**	**95.6%**	**88.7%**	**78.0%**	**57.7%**	**29.7%**	**18.7%**	**28.2%**	**11.3%**	**0.0%**	**4.0%**	**31.9%**	**1.2%**	**6.1%**	**1.5%**	**2.1%**	**38.4%**
OUTSIDE OF GREATER NOTTINGHAM		1.5%	3.5%	7.0%	12.4%	39.4%	68.7%	81.3%	71.0%	87.9%	100.0%	96.0%	68.1%	95.7%	93.9%	95.2%	94.3%	59.0%
INTERNET SHOPPING		2.4%	0.9%	4.3%	9.6%	2.9%	1.7%	0.0%	0.8%	0.8%	0.0%	0.0%	0.0%	3.0%	0.0%	3.3%	3.6%	**2.6%**
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%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 4: TOP UP SHOPPING (PRIMARY) - 2014 MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
NOTTINGHAM CITY	NOTTINGHAM CITY CENTRE	9.8%	6.3%	9.9%	1.6%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.9%	0.0%	2.5%
	BULWELL TOWN CENTRE	16.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
	CLIFTON DISTRICT CENTRE	0.0%	33.5%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	1.9%
	HYSON GREEN DISTRICT CENTRE	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	SHERWOOD DISTRICT CENTRE	3.9%	0.0%	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%	0.0%	0.5%
	LOCAL CENTRES	12.1%	28.0%	1.2%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	2.9%
	OTHER LOCAL SHOPS	13.3%	1.5%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
	OUT OF CENTRE	20.2%	11.2%	3.4%	0.0%	2.9%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%
	TOTAL: NOTTINGHAM CITY	**78.5%**	**80.4%**	**16.3%**	**4.8%**	**16.6%**	**0.0%**	**0.0%**	**3.5%**	**1.5%**	**0.0%**	**0.0%**	**1.9%**	**1.3%**	**1.4%**	**0.9%**	**0.0%**	**15.0%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.0%	1.5%	0.8%	0.0%	10.7%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	EASTWOOD DISTRICT CENTRE	0.0%	0.7%	0.0%	0.0%	12.2%	0.0%	1.9%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
	KIMBERLEY DISTRICT CENTRE	0.7%	0.7%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	STAPLEFORD DISTRICT CENTRE	0.7%	0.0%	0.0%	0.0%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.6%
	OTHER LOCAL SHOPS	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	OUT OF CENTRE	0.0%	1.2%	0.0%	0.0%	27.1%	3.1%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
	TOTAL: BROXTOWE BOROUGH	**1.4%**	**4.1%**	**0.8%**	**0.0%**	**72.5%**	**5.7%**	**1.9%**	**3.1%**	**2.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.9%**	**0.0%**	**0.0%**	**6.2%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	3.6%	0.0%	17.6%	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%	1.7%
	CARLTON SQUARE DISTRICT CENTRE	7.1%	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	1.2%
	LOCAL CENTRES	2.6%	0.0%	28.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.0%	0.0%	0.0%	2.4%
	OTHER LOCAL SHOPS	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%	0.1%
	OUT OF CENTRE	1.4%	0.0%	15.3%	1.5%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.8%	1.2%	0.0%	0.0%	0.0%	0.0%	1.6%
	TOTAL: GEDLING BOROUGH	**16.1%**	**0.0%**	**67.1%**	**1.5%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**2.4%**	**0.0%**	**0.8%**	**3.1%**	**0.0%**	**1.0%**	**0.0%**	**0.0%**	**7.0%**
GEDLING BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	1.6%
	WEST BRIDGFORD DISTRICT CENTRE	0.0%	1.6%	0.9%	5.1%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
	LOCAL CENTRES	0.0%	1.2%	0.0%	37.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	1.4%	0.0%	3.2%
	OTHER LOCAL SHOPS	0.0%	3.6%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	OUT OF CENTRE	0.7%	4.3%	0.0%	13.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%
	TOTAL: RUSHCLIFFE BOROUGH	**0.7%**	**10.7%**	**0.9%**	**76.9%**	**0.7%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**4.1%**	**3.8%**	**1.4%**	**0.0%**	**7.2%**
HUCKNALL DISTRICT CENTRE		0.0%	0.0%	10.8%	0.0%	0.0%	0.0%	0.9%	12.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
TOTAL GREATER NOTTINGHAM		**96.8%**	**95.2%**	**95.8%**	**83.2%**	**89.8%**	**5.7%**	**2.7%**	**19.2%**	**6.0%**	**0.0%**	**0.8%**	**5.0%**	**5.4%**	**7.0%**	**2.4%**	**0.0%**	**37.0%**
OUTSIDE OF GREATER NOTTINGHAM		3.2%	2.7%	4.2%	15.0%	9.2%	94.3%	96.3%	79.9%	94.0%	100.0%	99.2%	95.0%	93.6%	92.1%	96.2%	99.1%	62.3%
INTERNET SHOPPING		0.0%	2.1%	0.0%	1.8%	1.0%	0.0%	1.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.0%	0.9%	1.4%	0.9%	**0.7%**
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%	100.0%	100.0%	100.0%	100.0%	100.0%

Carter Jonas

TABLE 5: TOP UP SHOPPING (SECONDARY) - 2014 MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
NOTTINGHAM CITY	NOTTINGHAM CITY CENTRE	20.5%	5.9%	5.4%	0.0%	1.9%	3.3%	0.0%	0.0%	1.2%	0.0%	5.8%	9.0%	0.0%	0.0%	0.0%	0.0%	3.7%
	BULWELL TOWN CENTRE	3.6%	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%	0.5%
	CLIFTON DISTRICT CENTRE	0.0%	36.6%	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%	0.0%	2.0%
	HYSON GREEN DISTRICT CENTRE	19.6%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
	SHERWOOD DISTRICT CENTRE	11.5%	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%	1.3%
	LOCAL CENTRES	4.3%	10.5%	17.6%	2.6%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%
	OTHER LOCAL SHOPS	8.9%	12.8%	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%	1.5%
	OUT OF CENTRE	16.2%	4.6%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	1.2%	2.2%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	2.5%
	TOTAL: NOTTINGHAM CITY	**84.6%**	**70.4%**	**24.7%**	**9.6%**	**3.5%**	**6.5%**	**0.0%**	**2.1%**	**2.5%**	**2.2%**	**5.8%**	**13.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**16.2%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	1.7%	5.6%	0.0%	0.0%	18.9%	16.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
	EASTWOOD DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
	KIMBERLEY DISTRICT CENTRE	0.0%	2.2%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
	STAPLEFORD DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	17.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
	OTHER LOCAL SHOPS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	OUT OF CENTRE	1.7%	5.9%	0.0%	0.0%	16.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
	TOTAL: BROXTOWE BOROUGH	**3.3%**	**13.7%**	**0.0%**	**0.0%**	**69.1%**	**16.1%**	**3.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**7.0%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	3.3%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.9%
	CARLTON SQUARE DISTRICT CENTRE	1.7%	0.0%	4.7%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	1.3%
	LOCAL CENTRES	2.7%	0.0%	22.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	2.0%
	OTHER LOCAL SHOPS	0.0%	2.4%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.6%
	OUT OF CENTRE	1.7%	0.0%	29.1%	3.3%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	3.0%
	TOTAL: GEDLING BOROUGH	**9.4%**	**2.4%**	**65.7%**	**5.0%**	**0.0%**	**0.0%**	**0.0%**	**4.8%**	**1.4%**	**0.0%**	**0.0%**	**20.0%**	**0.0%**	**0.0%**	**0.0%**	**4.6%**	**7.8%**
GEDLING BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	12.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	1.2%
	WEST BRIDGFORD DISTRICT CENTRE	0.0%	3.5%	0.0%	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%	0.6%
	LOCAL CENTRES	0.0%	0.0%	0.0%	32.5%	1.9%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	3.2%
	OTHER LOCAL SHOPS	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	OUT OF CENTRE	0.0%	4.3%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	5.7%	0.0%	0.0%	0.0%	0.9%
	TOTAL: RUSHCLIFFE BOROUGH	**0.0%**	**7.8%**	**0.0%**	**56.7%**	**1.9%**	**0.0%**	**0.0%**	**0.0%**	**4.8%**	**0.0%**	**2.4%**	**0.0%**	**11.4%**	**6.8%**	**0.0%**	**0.0%**	**6.2%**
HUCKNALL DISTRICT CENTRE		2.7%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	10.3%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
TOTAL GREATER NOTTINGHAM		**100.0%**	**94.4%**	**92.8%**	**71.3%**	**74.5%**	**22.6%**	**3.2%**	**17.2%**	**10.0%**	**2.2%**	**8.2%**	**33.7%**	**11.4%**	**6.8%**	**0.0%**	**4.6%**	**38.3%**
OUTSIDE OF GREATER NOTTINGHAM		0.0%	5.6%	7.2%	28.7%	25.5%	77.4%	96.8%	82.8%	90.0%	97.8%	91.8%	66.3%	88.6%	93.2%	100.0%	95.4%	61.7%
INTERNET 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%**
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%	100.0%	100.0%	100.0%	100.0%	100.0%

APPENDIX 5: COMPARISON GOODS MARKET SHARE ANALYSIS INCLUDING SFT

TABLE 1: ALL TYPES OF COMPARISON GOODS SHOPPING - MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Total
NOTTINGHAM CITY	CITY CENTRE	51.2%	50.7%	38.8%	43.0%	33.4%	14.8%	7.6%	13.1%	6.7%	1.8%	8.2%	29.5%	15.1%	16.0%	7.9%	2.2%	22.0%
	BULWELL TOWN CENTRE	7.3%	0.1%	0.7%	0.1%	2.9%	0.1%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	1.0%
	DISTRICT CENTRES	2.1%	4.6%	0.2%	0.9%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
	LOCAL CENTRES AND OTHER SHOPS	0.5%	1.3%	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%	0.1%
	OUT OF CENTRE	11.9%	21.0%	2.8%	10.6%	7.3%	2.7%	0.9%	2.1%	0.7%	0.1%	0.3%	0.9%	0.4%	3.1%	0.3%	0.2%	4.4%
	TOTAL - NOTTINGHAM CITY	**73.1%**	**77.7%**	**42.6%**	**54.6%**	**43.8%**	**17.6%**	**9.1%**	**15.3%**	**7.5%**	**1.9%**	**8.5%**	**30.4%**	**15.5%**	**19.1%**	**8.2%**	**2.4%**	**28.1%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.2%	2.2%	0.0%	0.0%	6.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	DISTRICT CENTRES	0.5%	0.0%	0.0%	0.1%	10.0%	2.1%	1.5%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	LOCAL CENTRES AND OTHER SHOPS	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	OUT OF CENTRE	1.0%	1.7%	1.5%	2.1%	14.7%	7.6%	5.9%	2.6%	0.5%	0.2%	0.1%	0.4%	0.3%	0.3%	0.9%	0.8%	2.8%
	TOTAL - BROXTOWE BOROUGH	**1.7%**	**3.9%**	**1.5%**	**2.2%**	**31.4%**	**10.7%**	**7.3%**	**3.8%**	**0.5%**	**0.2%**	**0.1%**	**0.4%**	**0.3%**	**0.3%**	**0.9%**	**0.8%**	**4.5%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	6.1%	0.4%	14.9%	0.2%	0.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.8%
	DISTRICT CENTRES	0.5%	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%	0.1%
	LOCAL CENTRES AND OTHER SHOPS	0.2%	0.0%	1.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%
	OUT OF CENTRE	4.2%	0.3%	13.7%	1.6%	0.2%	0.6%	0.1%	0.4%	0.0%	0.1%	0.0%	5.1%	0.2%	0.0%	0.1%	0.3%	1.9%
	TOTAL - GEDLING BOROUGH	**11.1%**	**0.8%**	**31.8%**	**2.0%**	**0.5%**	**0.6%**	**0.2%**	**0.6%**	**0.0%**	**0.1%**	**0.0%**	**6.4%**	**0.2%**	**0.0%**	**0.1%**	**0.3%**	**4.0%**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.6%	0.0%	0.0%	0.0%	0.3%
	WEST BRIDGFORD DISTRICT CENTRE	0.2%	2.1%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.4%
	LOCAL CENTRES AND OTHER SHOPS	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%
	OUT OF CENTRE	0.0%	0.1%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.1%
	TOTAL - RUSHCLIFFE BOROUGH	**0.2%**	**2.2%**	**0.0%**	**7.6%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.1%**	**0.1%**	**1.8%**	**0.9%**	**0.0%**	**0.0%**	**0.9%**
HUCKNAL DISTRICT		0.8%	0.0%	4.8%	0.0%	0.7%	0.0%	0.5%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
TOTAL GREATER NOTTINGHAM		**86.9%**	**84.5%**	**80.7%**	**66.4%**	**76.4%**	**29.0%**	**17.1%**	**25.1%**	**8.0%**	**2.2%**	**8.8%**	**37.4%**	**17.7%**	**20.3%**	**9.3%**	**3.5%**	**38.3%**
OUTSIDE GREATER NOTTINGHAM		3.7%	2.3%	5.4%	22.1%	9.4%	55.3%	70.2%	57.6%	79.1%	82.8%	75.9%	45.0%	70.9%	67.5%	78.9%	85.7%	48.8%
INTERNET SHOPPING		9.4%	13.1%	14.0%	11.4%	14.2%	15.7%	12.6%	17.3%	12.9%	14.9%	15.3%	17.6%	11.4%	12.2%	11.8%	10.8%	12.9%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Greater Nottingham - defined based on the Greater Nottingham Partnership area which includes Broxtowe, Gedling, Nottingham City, Rushcliffe Borough Councils and Hucknall District Centre in Ashfield District

TABLE 2: FASHION AND FOOTWEAR - MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Total
NOTTINGHAM CITY	CITY CENTRE	68.6%	64.7%	58.2%	60.9%	58.1%	24.1%	11.3%	22.8%	13.8%	1.3%	11.9%	46.4%	29.6%	20.6%	13.0%	2.2%	32.2%
	BULWELL TOWN CENTRE	2.9%	0.0%	0.6%	0.4%	1.3%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
	DISTRICT CENTRES	1.1%	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%	0.2%
	LOCAL CENTRES AND OTHER SHOPS	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	OUT OF CENTRE	2.9%	6.7%	0.0%	4.3%	1.3%	1.5%	0.0%	0.0%	1.0%	0.0%	0.0%	0.5%	0.0%	2.1%	0.0%	0.0%	1.3%
	TOTAL - NOTTINGHAM CITY	**76.6%**	**72.8%**	**58.9%**	**65.7%**	**60.6%**	**25.6%**	**12.8%**	**22.8%**	**14.9%**	**1.3%**	**11.9%**	**46.8%**	**29.6%**	**22.7%**	**13.0%**	**2.2%**	**34.4%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.0%	3.2%	0.0%	0.0%	1.8%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	DISTRICT CENTRES	0.4%	0.0%	0.0%	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%	0.3%
	LOCAL CENTRES AND OTHER 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%
	OUT OF CENTRE	0.0%	2.5%	1.8%	0.0%	9.4%	4.0%	3.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%	1.5%
	TOTAL - BROXTOWE BOROUGH	**0.4%**	**5.7%**	**1.8%**	**0.0%**	**14.4%**	**4.8%**	**3.6%**	**0.5%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.6%**	**0.8%**	**2.1%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	2.4%	0.0%	9.9%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	1.0%
	DISTRICT CENTRES	0.0%	0.0%	0.0%	0.0%	0.0%	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 CENTRES AND OTHER SHOPS	0.0%	0.0%	2.7%	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%	0.2%
	OUT OF CENTRE	1.1%	0.5%	3.8%	0.0%	0.7%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	1.0%	0.8%
	TOTAL - GEDLING BOROUGH	**3.5%**	**0.5%**	**16.4%**	**0.0%**	**1.2%**	**0.7%**	**0.0%**	**0.7%**	**0.0%**	**0.0%**	**0.0%**	**3.6%**	**0.0%**	**0.0%**	**0.0%**	**1.0%**	**2.0%**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	WEST BRIDGFORD DISTRICT CENTRE	0.0%	0.6%	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%	0.1%
	LOCAL CENTRES AND OTHER 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%	0.6%	0.0%	0.0%	0.0%
	OUT OF CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	TOTAL - RUSHCLIFFE BOROUGH	**0.0%**	**0.6%**	**0.0%**	**0.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.6%**	**0.0%**	**0.0%**	**0.1%**
HUCKNAL DISTRICT		0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
TOTAL GREATER NOTTINGHAM		**80.5%**	**79.6%**	**82.9%**	**66.1%**	**76.2%**	**31.1%**	**16.5%**	**26.2%**	**14.9%**	**1.3%**	**11.9%**	**50.4%**	**29.6%**	**23.3%**	**13.6%**	**4.1%**	**39.1%**
OUTSIDE GREATER NOTTINGHAM		6.0%	5.3%	7.4%	29.0%	9.2%	61.6%	76.5%	63.0%	72.3%	84.5%	75.5%	31.8%	66.7%	74.7%	76.0%	89.1%	50.9%
INTERNET SHOPPING		13.4%	15.2%	9.7%	4.9%	14.6%	7.3%	7.1%	10.8%	12.8%	14.3%	12.6%	17.8%	3.6%	2.0%	10.3%	6.8%	10.0%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	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 3: RECORDING MEDIA - MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Total
NOTTINGHAM CITY	CITY CENTRE	43.6%	40.7%	23.8%	13.1%	25.3%	3.5%	6.6%	10.2%	4.4%	0.0%	2.9%	9.5%	2.3%	9.2%	5.7%	0.6%	12.9%
	BULWELL TOWN CENTRE	7.1%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	DISTRICT CENTRES	1.2%	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%	0.2%
	LOCAL CENTRES AND OTHER 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%
	OUT OF CENTRE	4.0%	2.8%	0.9%	1.0%	1.5%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	TOTAL - NOTTINGHAM CITY	**55.9%**	**44.9%**	**24.7%**	**14.1%**	**31.5%**	**3.5%**	**8.0%**	**10.2%**	**4.4%**	**0.0%**	**2.9%**	**9.5%**	**2.3%**	**9.2%**	**5.7%**	**0.6%**	**14.8%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	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%	0.0%	0.0%	0.4%
	DISTRICT CENTRES	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.9%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
	LOCAL CENTRES AND OTHER 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%
	OUT OF CENTRE	0.0%	0.9%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	TOTAL - BROXTOWE BOROUGH	**0.0%**	**0.9%**	**0.0%**	**0.0%**	**12.9%**	**1.0%**	**0.9%**	**1.3%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.3%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	3.9%	0.0%	13.3%	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%	1.3%
	DISTRICT CENTRES	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%	0.1%
	LOCAL CENTRES AND OTHER 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%
	OUT OF CENTRE	1.5%	0.9%	4.8%	1.7%	0.0%	1.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.7%	0.8%	0.0%	0.0%	0.0%	0.8%
	TOTAL - GEDLING BOROUGH	**5.4%**	**0.9%**	**18.9%**	**1.7%**	**0.5%**	**1.0%**	**0.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**2.1%**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	WEST BRIDGFORD DISTRICT CENTRE	0.0%	11.7%	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%	0.6%
	LOCAL CENTRES AND OTHER 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%
	OUT OF CENTRE	0.0%	1.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	TOTAL - RUSHCLIFFE BOROUGH	**0.0%**	**12.7%**	**0.0%**	**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%**	**0.8%**
HUCKNAL DISTRICT		0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
TOTAL GREATER NOTTINGHAM		**61.3%**	**59.3%**	**44.4%**	**20.1%**	**45.0%**	**5.5%**	**9.8%**	**14.6%**	**4.4%**	**0.0%**	**2.9%**	**10.2%**	**3.1%**	**9.2%**	**5.7%**	**0.6%**	**19.3%**
OUTSIDE GREATER NOTTINGHAM		0.8%	0.0%	2.2%	12.7%	11.1%	38.7%	35.2%	24.7%	53.7%	45.7%	50.7%	35.3%	38.7%	27.0%	51.8%	59.4%	31.9%
INTERNET SHOPPING		38.0%	40.7%	53.3%	67.3%	43.9%	55.8%	55.0%	60.6%	41.9%	54.3%	46.4%	54.6%	58.2%	63.9%	42.5%	40.1%	48.8%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	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 4: DIY AND GARDENING - MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Total
NOTTINGHAM CITY	CITY CENTRE	15.6%	13.6%	5.6%	15.1%	14.0%	11.6%	0.6%	2.4%	0.4%	0.0%	1.6%	8.1%	0.7%	9.2%	1.8%	0.4%	6.4%
	BULWELL TOWN CENTRE	12.8%	0.0%	6.9%	0.0%	1.4%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
	DISTRICT CENTRES	2.1%	2.1%	0.9%	0.5%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
	LOCAL CENTRES AND OTHER SHOPS	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%	0.1%
	OUT OF CENTRE	27.3%	75.9%	2.2%	44.4%	28.6%	13.3%	3.8%	6.7%	0.0%	0.0%	0.0%	0.0%	1.8%	2.0%	0.0%	0.0%	13.7%
	TOTAL - NOTTINGHAM CITY	**58.4%**	**91.6%**	**15.6%**	**60.0%**	**44.0%**	**24.9%**	**5.1%**	**10.1%**	**0.4%**	**0.0%**	**1.6%**	**8.1%**	**2.5%**	**11.1%**	**1.8%**	**0.4%**	**22.6%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.0%	0.6%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	DISTRICT CENTRES	1.6%	0.0%	0.0%	0.0%	27.2%	9.3%	12.7%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%
	LOCAL CENTRES AND OTHER SHOPS	0.0%	0.6%	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%	0.1%
	OUT OF CENTRE	0.0%	0.0%	0.0%	0.0%	20.7%	22.3%	10.9%	0.5%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	3.5%
	TOTAL - BROXTOWE BOROUGH	**1.6%**	**1.1%**	**0.0%**	**0.0%**	**50.5%**	**31.6%**	**23.6%**	**9.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.8%**	**0.0%**	**0.0%**	**0.0%**	**7.6%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	11.8%	0.0%	29.1%	0.5%	0.0%	0.6%	0.0%	1.6%	0.0%	0.0%	0.7%	2.9%	0.0%	0.0%	0.0%	0.0%	3.6%
	DISTRICT CENTRES	0.5%	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%	0.0%	0.2%
	LOCAL CENTRES AND OTHER SHOPS	0.0%	0.0%	0.6%	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%	0.1%
	OUT OF CENTRE	25.7%	0.6%	40.7%	7.9%	0.0%	0.9%	0.6%	2.1%	0.0%	0.0%	0.0%	17.4%	0.0%	0.0%	0.0%	0.4%	6.8%
	TOTAL - GEDLING BOROUGH	**38.0%**	**0.6%**	**72.7%**	**8.5%**	**0.0%**	**1.5%**	**0.6%**	**3.7%**	**0.0%**	**0.0%**	**0.7%**	**21.5%**	**0.0%**	**0.0%**	**0.0%**	**0.4%**	**10.7%**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.6%	0.0%	0.0%	0.0%	0.4%
	WEST BRIDGFORD DISTRICT CENTRE	0.0%	0.6%	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%	0.1%
	LOCAL CENTRES AND OTHER SHOPS	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.3%
	OUT OF CENTRE	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	TOTAL - RUSHCLIFFE BOROUGH	**0.0%**	**0.6%**	**0.0%**	**8.0%**	**0.5%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.8%**	**2.6%**	**2.3%**	**0.0%**	**0.0%**	**0.8%**
HUCKNAL DISTRICT		0.6%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
TOTAL GREATER NOTTINGHAM		**98.5%**	**93.9%**	**89.6%**	**76.5%**	**94.9%**	**57.9%**	**29.3%**	**26.4%**	**0.4%**	**0.0%**	**2.3%**	**30.4%**	**6.9%**	**13.4%**	**1.8%**	**0.8%**	**42.1%**
OUTSIDE GREATER NOTTINGHAM		0.5%	0.0%	5.3%	23.0%	4.6%	41.4%	70.7%	71.8%	99.6%	92.8%	97.7%	69.1%	91.1%	85.9%	96.5%	93.1%	55.6%
INTERNET SHOPPING		1.0%	6.1%	5.1%	0.5%	0.5%	0.6%	0.0%	1.8%	0.0%	7.2%	0.0%	0.5%	2.0%	0.7%	1.8%	6.1%	2.3%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	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 5: JEWELLERY, GIFTS, GLASSWARE, ETC. - MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Total
NOTTINGHAM CITY	CITY CENTRE	66.1%	64.8%	65.2%	59.6%	61.2%	22.5%	14.6%	24.7%	6.4%	0.9%	17.3%	54.3%	29.3%	32.3%	9.1%	3.8%	31.5%
	BULWELL TOWN CENTRE	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
	DISTRICT CENTRES	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%	0.0%	0.0%	0.0%	0.2%
	LOCAL CENTRES AND OTHER 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%
	OUT OF CENTRE	7.5%	12.3%	1.0%	0.6%	0.6%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
	TOTAL - NOTTINGHAM CITY	**78.3%**	**80.5%**	**66.2%**	**60.2%**	**61.8%**	**23.4%**	**14.6%**	**24.7%**	**6.4%**	**0.9%**	**17.3%**	**54.3%**	**29.3%**	**32.3%**	**9.1%**	**3.8%**	**33.6%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.0%	0.8%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	DISTRICT CENTRES	0.0%	0.0%	0.0%	0.0%	12.8%	0.0%	0.8%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	LOCAL CENTRES AND OTHER SHOPS	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%	0.1%
	OUT OF CENTRE	1.9%	0.0%	1.0%	7.8%	5.0%	8.4%	1.7%	3.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	2.3%
	TOTAL - BROXTOWE BOROUGH	**1.9%**	**0.8%**	**1.0%**	**7.8%**	**22.0%**	**9.1%**	**2.4%**	**4.1%**	**0.7%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.3%**	**0.0%**	**3.6%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	3.7%	0.0%	6.2%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.8%
	DISTRICT CENTRES	0.0%	0.0%	0.0%	0.0%	0.0%	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 CENTRES AND OTHER SHOPS	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%	0.1%
	OUT OF CENTRE	0.0%	0.0%	6.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.4%
	TOTAL - GEDLING BOROUGH	**4.4%**	**0.0%**	**12.2%**	**0.9%**	**0.6%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.9%**	**0.0%**	**1.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.3%**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	WEST BRIDGFORD DISTRICT CENTRE	0.0%	1.6%	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%	0.2%
	LOCAL CENTRES AND OTHER 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%
	OUT OF CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	TOTAL - RUSHCLIFFE BOROUGH	**0.0%**	**1.6%**	**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%**	**0.2%**
HUCKNAL DISTRICT		0.7%	0.0%	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%	0.4%
TOTAL GREATER NOTTINGHAM		**85.4%**	**82.9%**	**79.4%**	**69.8%**	**84.5%**	**32.5%**	**17.8%**	**33.0%**	**7.1%**	**1.9%**	**17.3%**	**55.7%**	**29.3%**	**32.3%**	**10.5%**	**3.8%**	**39.0%**
OUTSIDE GREATER NOTTINGHAM		0.0%	3.1%	7.8%	24.3%	10.3%	47.9%	75.8%	51.4%	83.6%	93.1%	70.3%	34.2%	61.2%	63.3%	79.9%	83.1%	49.8%
INTERNET SHOPPING		14.6%	14.0%	12.8%	5.9%	5.2%	19.6%	6.4%	15.5%	9.3%	5.0%	12.4%	10.0%	9.6%	4.3%	9.6%	13.1%	11.1%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	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 6: MEDICAL GOODS - MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Total
NOTTINGHAM CITY	CITY CENTRE	31.9%	28.9%	19.4%	22.0%	2.8%	3.1%	0.0%	3.7%	0.6%	0.0%	0.0%	3.7%	1.0%	4.1%	0.6%	0.4%	9.0%
	BULWELL TOWN CENTRE	22.3%	0.5%	0.0%	0.0%	8.7%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%
	DISTRICT CENTRES	12.0%	27.3%	1.9%	6.7%	0.5%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%
	LOCAL CENTRES AND OTHER SHOPS	2.4%	14.6%	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%	1.1%
	OUT OF CENTRE	8.0%	14.4%	0.0%	5.3%	8.7%	1.3%	0.9%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	3.1%
	TOTAL - NOTTINGHAM CITY	**76.6%**	**85.7%**	**21.3%**	**34.0%**	**21.8%**	**4.9%**	**0.9%**	**8.8%**	**2.1%**	**0.0%**	**0.0%**	**3.7%**	**1.0%**	**4.1%**	**2.3%**	**0.4%**	**19.8%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.0%	2.8%	0.0%	0.0%	18.9%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
	DISTRICT CENTRES	0.4%	0.0%	0.0%	1.7%	28.4%	2.0%	0.6%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
	LOCAL CENTRES AND OTHER SHOPS	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%
	OUT OF CENTRE	0.0%	0.0%	1.0%	0.5%	17.6%	1.9%	6.4%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
	TOTAL - BROXTOWE BOROUGH	**0.4%**	**2.8%**	**1.0%**	**2.1%**	**64.9%**	**7.3%**	**7.0%**	**4.7%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**5.7%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	14.8%	1.5%	32.9%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	4.1%
	DISTRICT CENTRES	3.5%	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%	0.0%	0.7%
	LOCAL CENTRES AND OTHER SHOPS	1.6%	0.0%	14.9%	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%	1.2%
	OUT OF CENTRE	0.4%	0.0%	12.9%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	1.0%
	TOTAL - GEDLING BOROUGH	**20.3%**	**1.5%**	**64.7%**	**0.5%**	**0.0%**	**0.0%**	**0.6%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**5.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**7.0%**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	7.2%	0.0%	0.0%	0.0%	1.2%
	WEST BRIDGFORD DISTRICT CENTRE	0.0%	5.4%	0.0%	10.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	1.0%
	LOCAL CENTRES AND OTHER SHOPS	0.0%	0.5%	0.0%	11.2%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.1%	0.0%	0.0%	0.7%	1.0%	0.0%	1.0%
	OUT OF CENTRE	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.9%	0.0%	0.0%	0.4%
	TOTAL - RUSHCLIFFE BOROUGH	**0.0%**	**5.9%**	**0.0%**	**39.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.4%**	**0.0%**	**1.1%**	**0.5%**	**9.1%**	**1.6%**	**1.0%**	**0.0%**	**3.6%**
HUCKNAL DISTRICT		0.0%	0.0%	9.1%	0.0%	0.5%	0.0%	0.6%	15.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
TOTAL GREATER NOTTINGHAM		**97.3%**	**95.8%**	**96.0%**	**76.0%**	**87.2%**	**12.2%**	**9.1%**	**28.6%**	**2.5%**	**0.0%**	**1.1%**	**10.0%**	**10.1%**	**5.7%**	**3.2%**	**0.4%**	**37.8%**
OUTSIDE GREATER NOTTINGHAM		2.2%	1.5%	4.0%	22.9%	11.5%	87.8%	90.3%	69.8%	95.6%	100.0%	98.9%	89.2%	86.5%	93.3%	93.4%	89.8%	59.7%
INTERNET SHOPPING		0.4%	2.7%	0.0%	1.0%	1.4%	0.0%	0.6%	1.6%	1.9%	0.0%	0.0%	0.8%	3.4%	0.9%	3.3%	9.8%	2.5%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	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 7: ITEMS FOR PERSONAL CARE - MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Total
NOTTINGHAM CITY	CITY CENTRE	46.2%	47.0%	25.7%	34.8%	7.5%	5.5%	0.6%	7.2%	2.4%	0.0%	2.0%	15.2%	1.0%	7.7%	2.9%	0.0%	14.2%
	BULWELL TOWN CENTRE	14.9%	0.6%	0.0%	0.0%	5.1%	0.5%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	2.1%
	DISTRICT CENTRES	6.3%	15.6%	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%	1.7%
	LOCAL CENTRES AND OTHER SHOPS	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%	0.0%	0.0%	0.2%
	OUT OF CENTRE	7.7%	20.0%	0.6%	7.9%	9.7%	1.3%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	3.3%
	TOTAL - NOTTINGHAM CITY	**75.6%**	**85.3%**	**26.3%**	**44.5%**	**23.2%**	**7.3%**	**0.6%**	**7.8%**	**2.4%**	**0.6%**	**2.0%**	**15.2%**	**1.0%**	**8.3%**	**4.6%**	**0.0%**	**21.5%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.0%	2.7%	0.0%	0.0%	16.8%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
	DISTRICT CENTRES	0.4%	0.0%	0.0%	0.0%	21.7%	1.2%	2.7%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
	LOCAL CENTRES AND OTHER 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%
	OUT OF CENTRE	0.0%	0.6%	1.5%	0.5%	20.4%	1.1%	7.7%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
	TOTAL - BROXTOWE BOROUGH	**0.4%**	**3.2%**	**1.5%**	**0.5%**	**58.9%**	**6.0%**	**10.4%**	**6.3%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**5.6%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	10.3%	1.1%	35.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	3.7%
	DISTRICT CENTRES	1.4%	0.0%	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%	0.4%
	LOCAL CENTRES AND OTHER SHOPS	0.0%	0.0%	2.4%	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%	0.2%
	OUT OF CENTRE	2.5%	0.9%	16.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.4%	0.0%	0.0%	0.0%	0.0%	1.9%
	TOTAL - GEDLING BOROUGH	**14.3%**	**2.0%**	**57.6%**	**2.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**16.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**6.2%**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%	0.9%
	WEST BRIDGFORD DISTRICT CENTRE	0.4%	6.6%	0.0%	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%	1.1%
	LOCAL CENTRES AND OTHER SHOPS	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%	1.0%	0.0%	0.0%	0.1%
	OUT OF CENTRE	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.0%	0.0%	0.0%	0.4%
	TOTAL - RUSHCLIFFE BOROUGH	**0.4%**	**6.6%**	**0.0%**	**24.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**9.6%**	**1.9%**	**0.0%**	**0.0%**	**2.5%**
HUCKNAL DISTRICT		1.9%	0.0%	9.0%	0.0%	1.3%	0.0%	2.9%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
TOTAL GREATER NOTTINGHAM		**92.6%**	**97.1%**	**94.5%**	**71.2%**	**83.4%**	**13.3%**	**13.9%**	**24.8%**	**2.4%**	**0.6%**	**2.0%**	**31.3%**	**10.6%**	**10.2%**	**4.6%**	**0.0%**	**37.6%**
OUTSIDE GREATER NOTTINGHAM		3.2%	0.0%	3.1%	23.9%	10.1%	84.3%	81.6%	67.7%	92.0%	95.7%	95.9%	61.9%	81.6%	80.6%	87.7%	94.5%	57.4%
INTERNET SHOPPING		4.1%	2.9%	2.5%	4.9%	6.5%	2.4%	4.5%	7.4%	5.6%	3.6%	2.1%	6.8%	7.8%	9.2%	7.7%	5.5%	5.0%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	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 8: FURNITURE, FLOOR COVERINGS - MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Total
NOTTINGHAM CITY	CITY CENTRE	41.9%	33.8%	42.9%	43.1%	19.0%	15.4%	11.3%	12.4%	7.2%	9.5%	8.2%	35.1%	11.1%	19.0%	10.2%	5.0%	20.1%
	BULWELL TOWN CENTRE	3.5%	0.0%	0.8%	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%	0.5%
	DISTRICT CENTRES	1.6%	2.1%	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%	0.4%
	LOCAL CENTRES AND OTHER SHOPS	0.6%	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%	0.1%
	OUT OF CENTRE	15.8%	43.3%	6.9%	22.0%	12.0%	4.0%	2.1%	9.0%	2.8%	0.0%	1.2%	2.4%	0.0%	10.8%	0.0%	0.8%	8.6%
	TOTAL - NOTTINGHAM CITY	**63.3%**	**80.6%**	**51.5%**	**65.9%**	**31.0%**	**19.4%**	**14.7%**	**21.4%**	**9.9%**	**9.5%**	**9.4%**	**37.5%**	**11.1%**	**29.8%**	**10.2%**	**5.8%**	**29.7%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	1.6%	2.5%	0.0%	0.0%	10.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	DISTRICT CENTRES	1.0%	0.0%	0.0%	0.0%	9.9%	0.9%	1.5%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	LOCAL CENTRES AND OTHER 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%
	OUT OF CENTRE	6.4%	0.8%	3.5%	9.8%	30.2%	29.2%	19.8%	8.9%	3.5%	2.0%	1.2%	3.9%	1.7%	0.0%	5.3%	4.7%	9.0%
	TOTAL - BROXTOWE BOROUGH	**9.0%**	**3.3%**	**3.5%**	**9.8%**	**50.2%**	**31.0%**	**21.3%**	**10.8%**	**3.5%**	**2.0%**	**1.2%**	**3.9%**	**1.7%**	**0.0%**	**5.3%**	**4.7%**	**11.0%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	4.7%	1.9%	10.5%	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%	1.3%
	DISTRICT CENTRES	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%	0.1%
	LOCAL CENTRES AND OTHER SHOPS	0.7%	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%	0.2%
	OUT OF CENTRE	11.1%	0.0%	23.9%	1.9%	0.0%	0.6%	0.0%	0.6%	0.0%	0.0%	0.0%	10.8%	0.0%	0.0%	0.0%	0.0%	3.1%
	TOTAL - GEDLING BOROUGH	**16.5%**	**1.9%**	**37.1%**	**2.5%**	**0.0%**	**0.6%**	**0.0%**	**0.6%**	**0.0%**	**0.0%**	**0.0%**	**10.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**4.6%**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	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%
	WEST BRIDGFORD DISTRICT CENTRE	0.0%	0.7%	0.0%	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%	0.3%
	LOCAL CENTRES AND OTHER 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%	0.8%	0.0%	0.0%	0.0%
	OUT OF CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	TOTAL - RUSHCLIFFE BOROUGH	**0.0%**	**0.7%**	**0.0%**	**2.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.6%**	**0.0%**	**0.8%**	**0.0%**	**0.0%**	**0.3%**
HUCKNAL DISTRICT		0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
TOTAL GREATER NOTTINGHAM		**88.8%**	**86.5%**	**93.8%**	**81.0%**	**81.2%**	**51.0%**	**36.0%**	**38.4%**	**13.4%**	**11.4%**	**10.6%**	**52.8%**	**12.8%**	**30.6%**	**15.5%**	**10.5%**	**46.1%**
OUTSIDE GREATER NOTTINGHAM		9.9%	2.5%	3.9%	14.6%	8.3%	46.9%	56.4%	52.9%	79.9%	78.3%	77.1%	38.4%	82.0%	60.0%	76.8%	86.9%	48.1%
INTERNET		1.3%	11.1%	2.3%	4.4%	10.5%	2.1%	7.6%	8.7%	6.7%	10.3%	12.4%	8.8%	5.2%	9.4%	7.6%	2.6%	5.8%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	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 9: GAMES, HOBBIES, PETS & RELATED, SPORTS, ETC - MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Total
NOTTINGHAM CITY	CITY CENTRE	32.6%	52.1%	16.6%	26.1%	11.4%	8.8%	4.4%	2.5%	1.2%	0.7%	7.8%	16.6%	11.5%	10.2%	4.9%	0.8%	12.3%
	BULWELL TOWN CENTRE	10.3%	0.0%	0.9%	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%	1.4%
	DISTRICT CENTRES	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	LOCAL CENTRES AND OTHER SHOPS	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	OUT OF CENTRE	31.2%	19.5%	10.5%	15.5%	6.9%	1.1%	0.0%	2.2%	0.0%	0.0%	1.2%	3.2%	0.7%	1.9%	0.0%	0.0%	6.7%
	TOTAL - NOTTINGHAM CITY	**74.1%**	**78.2%**	**27.9%**	**41.6%**	**23.4%**	**9.9%**	**4.4%**	**4.7%**	**1.2%**	**0.7%**	**9.0%**	**19.8%**	**12.2%**	**12.1%**	**4.9%**	**0.8%**	**20.8%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.0%	1.5%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
	DISTRICT CENTRES	0.7%	0.0%	0.0%	0.0%	4.4%	8.3%	1.3%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	LOCAL CENTRES AND OTHER 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%
	OUT OF CENTRE	0.7%	5.7%	1.7%	0.0%	26.7%	6.6%	4.3%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	3.3%
	TOTAL - BROXTOWE BOROUGH	**1.4%**	**7.2%**	**1.7%**	**0.0%**	**37.0%**	**14.8%**	**5.6%**	**4.3%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**2.1%**	**0.0%**	**0.0%**	**4.9%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	7.8%	0.0%	12.7%	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%	1.7%
	DISTRICT CENTRES	1.3%	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%	0.0%	0.3%
	LOCAL CENTRES AND OTHER SHOPS	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.1%
	OUT OF CENTRE	2.1%	0.0%	13.6%	3.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.9%	0.0%	1.5%
	TOTAL - GEDLING BOROUGH	**11.1%**	**0.0%**	**28.4%**	**4.9%**	**0.6%**	**1.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**4.2%**	**0.0%**	**0.0%**	**0.9%**	**0.0%**	**3.6%**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%
	WEST BRIDGFORD DISTRICT CENTRE	0.0%	2.0%	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%	0.0%	0.2%
	LOCAL CENTRES AND OTHER SHOPS	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%	0.8%	0.0%	0.0%	0.1%
	OUT OF CENTRE	0.0%	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%	0.3%
	TOTAL - RUSHCLIFFE BOROUGH	**0.0%**	**2.0%**	**0.0%**	**9.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.7%**	**0.8%**	**0.0%**	**0.0%**	**0.8%**
HUCKNAL DISTRICT		3.2%	0.0%	9.9%	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%	1.4%
TOTAL GREATER NOTTINGHAM		**89.9%**	**87.4%**	**68.0%**	**55.7%**	**60.9%**	**25.8%**	**10.0%**	**15.2%**	**1.2%**	**0.7%**	**9.0%**	**24.0%**	**13.0%**	**15.0%**	**5.8%**	**0.8%**	**31.5%**
OUTSIDE GREATER NOTTINGHAM		1.3%	0.0%	5.3%	19.0%	12.5%	39.6%	68.3%	53.5%	79.6%	77.4%	68.9%	54.5%	65.3%	63.2%	81.0%	85.9%	48.0%
INTERNET		8.8%	12.6%	26.7%	25.3%	26.6%	34.6%	21.7%	31.2%	19.2%	21.9%	22.1%	21.5%	21.7%	21.8%	13.2%	13.3%	20.5%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	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 10: BOOKS AND STATIONARY - MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Total
NOTTINGHAM CITY	CITY CENTRE	57.8%	48.3%	28.9%	26.8%	34.3%	6.8%	6.2%	7.0%	2.7%	0.7%	3.1%	13.7%	8.0%	6.4%	3.5%	1.2%	17.6%
	BULWELL TOWN CENTRE	7.5%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
	DISTRICT CENTRES	6.8%	10.6%	0.0%	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%	1.6%
	LOCAL CENTRES AND OTHER 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%
	OUT OF CENTRE	3.5%	2.6%	1.5%	2.9%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.9%
	TOTAL - NOTTINGHAM CITY	**75.5%**	**61.4%**	**30.3%**	**34.9%**	**39.2%**	**6.8%**	**6.2%**	**7.5%**	**2.7%**	**0.7%**	**3.1%**	**14.9%**	**8.0%**	**6.4%**	**3.5%**	**1.2%**	**21.2%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.5%	6.1%	0.0%	0.0%	15.2%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
	DISTRICT CENTRES	0.0%	0.0%	0.0%	0.0%	13.5%	0.8%	0.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	1.1%
	LOCAL CENTRES AND OTHER 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%
	OUT OF CENTRE	0.5%	0.6%	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%	0.1%
	TOTAL - BROXTOWE BOROUGH	**1.0%**	**6.8%**	**0.0%**	**0.0%**	**29.6%**	**2.4%**	**0.7%**	**0.6%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.6%**	**0.0%**	**0.0%**	**2.8%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	5.8%	0.0%	16.4%	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%	1.8%
	DISTRICT CENTRES	1.0%	1.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	LOCAL CENTRES AND OTHER SHOPS	0.0%	0.0%	1.0%	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%
	OUT OF CENTRE	1.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.5%
	TOTAL - GEDLING BOROUGH	**7.8%**	**1.0%**	**23.2%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**2.1%**	**0.0%**	**0.0%**	**0.7%**	**0.0%**	**2.6%**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.0%	0.0%	0.0%	0.1%
	WEST BRIDGFORD DISTRICT CENTRE	1.4%	1.2%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	LOCAL CENTRES AND OTHER SHOPS	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%	1.0%	0.0%	0.0%	0.1%
	OUT OF CENTRE	0.0%	0.0%	0.0%	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%	0.1%
	TOTAL - RUSHCLIFFE BOROUGH	**1.4%**	**1.2%**	**0.0%**	**7.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.6%**	**2.0%**	**0.0%**	**0.0%**	**0.8%**
HUCKNAL DISTRICT		1.4%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
TOTAL GREATER NOTTINGHAM		**87.2%**	**70.4%**	**54.2%**	**42.7%**	**68.7%**	**9.2%**	**6.9%**	**15.5%**	**2.7%**	**0.7%**	**3.1%**	**17.0%**	**8.7%**	**9.0%**	**4.2%**	**1.2%**	**28.0%**
OUTSIDE GREATER NOTTINGHAM		0.0%	0.0%	1.3%	17.3%	4.1%	53.9%	69.0%	52.6%	70.4%	63.9%	58.1%	42.8%	59.2%	56.4%	68.3%	67.6%	41.4%
INTERNET		12.8%	29.6%	44.5%	40.0%	27.1%	36.9%	24.1%	31.8%	27.0%	35.5%	38.8%	40.3%	32.2%	34.6%	27.5%	31.2%	30.6%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	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 11: DOMESTIC ELECTRICAL & WHITE GOODS - MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Total
NOTTINGHAM CITY	CITY CENTRE	43.5%	37.3%	29.6%	33.0%	28.3%	10.2%	7.4%	4.8%	4.9%	2.7%	11.7%	20.6%	2.3%	10.5%	4.8%	2.8%	16.5%
	BULWELL TOWN CENTRE	5.8%	0.0%	0.0%	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%	1.2%
	DISTRICT CENTRES	0.5%	0.7%	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%	0.5%
	LOCAL CENTRES AND OTHER SHOPS	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%	0.0%
	OUT OF CENTRE	21.9%	42.3%	0.0%	17.2%	17.6%	5.4%	2.5%	2.5%	1.1%	0.0%	0.0%	1.1%	1.7%	2.9%	0.0%	0.0%	7.7%
	TOTAL - NOTTINGHAM CITY	**71.8%**	**80.9%**	**29.6%**	**55.3%**	**54.6%**	**15.6%**	**9.9%**	**7.3%**	**6.0%**	**2.7%**	**11.7%**	**21.7%**	**4.1%**	**13.4%**	**4.8%**	**2.8%**	**25.9%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.0%	1.2%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	DISTRICT CENTRES	0.0%	0.6%	0.7%	0.0%	6.6%	1.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
	LOCAL CENTRES AND OTHER 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%
	OUT OF CENTRE	0.0%	0.0%	0.0%	0.0%	5.1%	1.5%	1.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	1.7%	0.8%
	TOTAL - BROXTOWE BOROUGH	**0.0%**	**1.8%**	**0.7%**	**0.0%**	**15.0%**	**3.0%**	**2.5%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.5%**	**0.0%**	**0.0%**	**0.0%**	**1.7%**	**1.7%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	7.1%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	2.0%
	DISTRICT CENTRES	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 CENTRES AND OTHER SHOPS	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%	0.1%
	OUT OF CENTRE	12.3%	0.0%	26.4%	2.0%	0.0%	2.1%	0.6%	1.1%	0.0%	0.0%	0.0%	2.4%	0.6%	0.0%	0.0%	0.0%	3.5%
	TOTAL - GEDLING BOROUGH	**19.4%**	**0.0%**	**45.1%**	**2.0%**	**0.0%**	**2.1%**	**0.6%**	**3.1%**	**0.0%**	**0.0%**	**0.0%**	**4.1%**	**0.6%**	**0.0%**	**0.0%**	**0.0%**	**5.6%**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	WEST BRIDGFORD DISTRICT CENTRE	0.0%	0.6%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	LOCAL CENTRES AND OTHER SHOPS	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%	0.6%	0.0%	0.0%	0.1%
	OUT OF CENTRE	0.0%	1.3%	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%	0.2%
	TOTAL - RUSHCLIFFE BOROUGH	**0.0%**	**1.9%**	**0.0%**	**6.9%**	**0.0%**	**0.9%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.6%**	**0.0%**	**0.0%**	**0.7%**
HUCKNAL DISTRICT		1.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
TOTAL GREATER NOTTINGHAM		**92.1%**	**84.6%**	**76.1%**	**64.2%**	**69.6%**	**21.6%**	**14.1%**	**15.5%**	**6.0%**	**2.7%**	**11.7%**	**26.3%**	**4.7%**	**14.0%**	**4.8%**	**4.5%**	**34.5%**
OUTSIDE GREATER NOTTINGHAM		1.5%	0.0%	3.9%	17.8%	11.1%	45.7%	68.4%	65.0%	76.0%	75.3%	68.1%	38.3%	78.2%	55.3%	78.7%	85.7%	48.2%
INTERNET		6.4%	15.4%	19.9%	18.0%	19.3%	32.7%	17.5%	19.5%	17.9%	22.0%	20.1%	35.4%	17.1%	30.7%	16.5%	9.8%	17.3%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	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 12: AUDIO-VISUAL, PHOTOGRAPHIC, COMPUTER ITEMS - MARKET SHARE ANALYSIS (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Total
NOTTINGHAM CITY	CITY CENTRE	55.2%	46.7%	30.6%	43.4%	38.4%	13.3%	7.0%	14.6%	8.8%	1.0%	4.0%	17.6%	7.5%	14.1%	8.2%	4.2%	20.8%
	BULWELL TOWN CENTRE	6.1%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
	DISTRICT CENTRES	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%	0.1%
	LOCAL CENTRES AND OTHER SHOPS	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%
	OUT OF CENTRE	11.2%	33.2%	3.0%	12.1%	14.3%	7.3%	3.6%	1.1%	1.1%	0.7%	0.0%	0.0%	1.8%	9.7%	0.0%	1.2%	6.1%
	TOTAL - NOTTINGHAM CITY	**73.4%**	**79.9%**	**33.6%**	**55.5%**	**57.7%**	**20.5%**	**10.5%**	**16.3%**	**9.9%**	**1.7%**	**4.0%**	**17.6%**	**9.3%**	**23.9%**	**8.2%**	**5.4%**	**27.9%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.0%	0.7%	0.0%	0.5%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	DISTRICT CENTRES	0.6%	0.0%	0.0%	0.0%	3.5%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	LOCAL CENTRES AND OTHER 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%
	OUT OF CENTRE	0.0%	0.7%	0.6%	0.6%	2.7%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
	TOTAL - BROXTOWE BOROUGH	**0.6%**	**1.3%**	**0.6%**	**1.1%**	**9.8%**	**0.9%**	**1.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.0%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	7.9%	0.7%	6.9%	0.5%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	1.4%
	DISTRICT CENTRES	0.0%	0.0%	0.0%	0.0%	0.0%	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 CENTRES AND OTHER 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%
	OUT OF CENTRE	6.3%	0.0%	25.2%	1.4%	0.0%	0.6%	0.6%	0.5%	0.0%	0.0%	0.0%	0.5%	1.6%	0.0%	0.0%	0.0%	2.6%
	TOTAL - GEDLING BOROUGH	**14.2%**	**0.7%**	**32.1%**	**1.9%**	**0.0%**	**0.6%**	**0.6%**	**1.1%**	**0.0%**	**0.0%**	**0.0%**	**2.2%**	**1.6%**	**0.0%**	**0.0%**	**0.0%**	**4.0%**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%
	WEST BRIDGFORD DISTRICT CENTRE	1.5%	1.8%	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.7%
	LOCAL CENTRES AND OTHER 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%
	OUT OF CENTRE	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%	0.0%
	TOTAL - RUSHCLIFFE BOROUGH	**1.5%**	**2.4%**	**0.0%**	**7.3%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.6%**	**0.0%**	**0.6%**	**1.0%**	**0.0%**	**0.0%**	**0.9%**
HUCKNAL DISTRICT		0.0%	0.0%	2.2%	0.0%	5.9%	0.0%	1.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
TOTAL GREATER NOTTINGHAM		**89.7%**	**84.3%**	**68.5%**	**65.8%**	**73.4%**	**22.0%**	**13.6%**	**20.6%**	**9.9%**	**1.7%**	**4.6%**	**19.7%**	**11.5%**	**24.9%**	**8.2%**	**5.4%**	**34.6%**
OUTSIDE GREATER NOTTINGHAM		2.3%	1.4%	4.5%	14.2%	7.4%	43.5%	51.6%	42.6%	68.1%	68.3%	59.7%	40.5%	65.4%	42.4%	69.4%	72.7%	41.2%
INTERNET		8.0%	14.3%	27.0%	20.0%	19.2%	34.5%	34.8%	36.9%	22.0%	30.0%	35.7%	39.7%	23.0%	32.7%	22.3%	21.9%	24.2%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	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 6: NOTTINGHAM CITY CENTRE USES AND VACANCY SURVEY

NOTTINGHAM CITY CENTRE AUDIT: SUMMERYE

	UnitsE	%E
1 ComparisonL	421L	31%L
2 ConvenienceL	76L	%L
3 LeisureL	314L	23%L
4 ServiceL	315L	23%L
5 SplitL	3L	0%L
N/A (includes vacant - 227 of these are vacant)L	232L	17%L
TOTALE	**1,361E**	

Source: The table above represents a summary of the Nottingham City Council detailed City Centre L audit, which recorded the address, occupier and use class categories for all units across the City L Centre. It should be noted that the audit appears to take in an area that is wider than the Primary L Shopping Area set by Local Policy.

APPENDIX 7: NOTTINGHAM CITY COUNCIL – TOWN AND DISTRICT CENTRES AUDIT

Centre - Bulwell	LA – Nottingham City	Current Status – Town Centre
Centre Description	Historic market town. Linear centre, part pedestrianized, with car parking to the rear of Main Street. Large Tesco Extra at northern extent of centre with main shopping area to the immediate south. Further south are the railway and bus stations, with a greater mix of town centre uses.	
Catchment Area	Bulwell serves a relatively deprived area of north-west Nottingham	

Summary of Previous Health Checks and Studies

DTZ Retail Study	2008	Centre reasonably successful in attracting national multiples, although Kwik Save has closed in centre, leaving it without a large supermarket. Of the 105 retail units in the centre, 45% used for comparison sales, with only 12% convenience and 9% (9 units) vacant. Concerns over crime levels/perceptions of crime.
NLP	2011	Convenience offer includes new Tesco Extra. Vacancy rates low but cluster of vacancies to the front of the new Tesco Extra. Health of the centre reasonably good in terms of the provision of litter bins, seating and landscaping.
GN Retail Background Paper	2012	Centre performing successfully with low levels of vacancies and strong pedestrian flows within core areas. Total of 135 premises identified. 19% convenience, 30% comparison and 4% (6 units) vacant. Tesco Extra opened 2011 and new multi-purpose community facility (Riverside) to the south of the centre. Good representation of national multiples with strong emphasis on the budget end of the market. Introduction of Wetherspoons in the northern part of Main Street increases the number of drinking establishments but proportion of premises in food and drink uses remains low. Leisure uses also limited.
WYG	2014	Recorded 102 units, with 14% in convenience use, 43% in comparison and just 3% (2 units) vacant. Also noted high numbers of units in other uses, providing community and leisure facilities. Centre noted as clean and generally free from litter and graffiti. Concluded centre to be safe and welcoming, a buoyant, vital and viable shopping location, with good accessibility and high environmental quality.

2014 Health Check

Use	No of Units	% of Units	Nat Ave	National Multiples	Total = 58
Convenience	17	13%	8%	*Including:*	
Comparison	46	35%	33%	Tesco	Poundland
Retail Service	19	14%	14%	Argos	Superdrug
Leisure Service	28	21%	22%	B&M	Wilko (including Post Office)
Financial and Business Services	16	12%	11%	Boots	Wetherspoons
Vacant	7	5%	11%		
Total	133	100%	100%		
Source: GOAD Category Report 28/12/2013				Other Key Attractors	
				Regular markets Riverside Centre (including Library and health centre)	

Uses	The opening of Tesco Extra has meant an increase in the number of units in convenience use to a level above the national average, with the proportion of floorspace being even greater (39% compared with 15% nationally). In the comparison sector, overall representation is similar to the national average but with a greater proportion of space occupied by independent retailers. The floorspace devoted to the service sectors is below average, suggesting units in these uses are generally smaller than seen elsewhere. Vacancies are low and tend to be small units, with the greatest concentration seen at the north end of Main Street, near the Tesco Extra.

Changes in representation and vacancy levels	The centre has benefitted from the recent opening of the Tesco Extra and Wetherspoons public house (The William Peverel).

Car Parking provision	Good provision of free, off-street parking, mainly located between Main Street and the River Leen.
Public Transport	Centre served by train, bus and tram. Bus and train stations located within the centre, to the south of the PSA.
Pedestrian Flows	Pedestrian flows strongest along the pedestrianized section of Main Street and around Town Square. Footfall also good on west side of Main Street between the Square and bus station. Lower along un-pedestrainsed section of Main Street to north (by Tesco Extra) and Pilkington Street.
Conclusions on Accessibility	Centre benefits from good accessibility by a range of modes of transport. Bus, tram and train stops are conveniently located to serve the PSA and walking is encouraged by the pedestrianized streets.

Customer Views (selected centres from survey)	N/A
Crime	There are signs of vandalism and graffiti within the centre, although no obvious focus for the problems. Statistics from UKCrimeStats.com indicate 2,748 crimes in last year (Dec-13 to Nov-14) for a daytime population of 17,265 in postcode sector NG6 8. This represents a rate of 16%, with 10% of all crimes relating to shoplifting and 26% to Anti-Social Behaviour. The area has the highest rate of crime of the 4 postal sectors in NG6.
Environmental Quality	The pedestrianized streets provide good quality and attractive paving, whilst pavements to the south are generally wide. Street furniture is generally functional. The centre benefits from its proximity to the River Leen, particularly in the south of the centre near the bus and train station and the Riverside Centre

Development Opportunities	Redevelopment to the north of the centre (Jennison Street) is already proposed. Further development opportunities to the south would include land to the west of Main Street, near the Riverside Centre, such as the Bradman site.

Current View of Centre

Strengths	• Good accessibility and parking • Pedestrianized Primary Shopping Area • Key attractors spread throughout centre	**Weaknesses/Gaps**	• Linear nature of centre • Catchment area not affluent
Opportunities	• Sites available to north and south of centre, latter within existing centre	**Threats**	• Vandalism may detract from quality of environment
Conclusions on Health of Centre	Bulwell is currently a vital and viable centre which has benefitted from significant investment in recent years. It provides a good retail and service offering and has good accessibility. Its proximity to the River Leen and the riverside park adds to its overall attractiveness. Vacancies are low but existing secondary areas already feel relatively remote and thus further retail expansion is not considered desirable.		

Centre - Clifton	LA – Nottingham City	Current Status – District Centre
Centre Description	Small, linear centre with shops on one side of the road and Morrisons supermarket to rear. Other services and facilities provided on east side of Southchurch Drive. Market stalls located in front of shops, with larger market held on a twice weekly basis.	
Catchment Area	Less affluent area to the south west of Nottingham City Centre. In close proximity to Nottingham Trent University.	

Summary of Previous Health Checks and Studies

DTZ Retail Study	2008	Centre comprises 33 units, with 27% in convenience use, 27% in comparison and no vacancies. Good range of services and facilities and overall offer strengthened by presence of several multiple operators and good but small range of services provided by independents. National multiples occupy 42% of units and include Wilkinsons, Woolworths, Co-op, Iceland and Greggs. Busy and well used centre with good public transport links and parking. Environmental quality lowered by vacancies at upper levels and considered to be poor. Limited scope for expansion within the core but some sites on the periphery. Qualitative need to improve the retail offer.
NLP	2011	Relatively healthy centre with no vacancies and high number of visitors. Main convenience offer provided by Morrisons and Iceland, with other units including a number of national retailers. Environmental quality considered to be good with adequate litter bins and seating and landscaping in the form of trees. Pavements are wide but market can cause obstruction.
Nottingham City Survey	2011	32 units surveyed excluding Morrisons of which 18 were in A1 use. Of these 6 were convenience outlets, 10 sold comparison goods and 3 provided retail services. 1 vacant.
GN Retail Background Paper	2012	Busy centre that provides a good level of convenience goods and services to local residents. It has been improved by the addition of Clifton Cornerstone (joint service provision) and further investment expected in the form of a 50% extension to Morrisons. There is potential to improve the public realm and the pedestrian links would benefit from reconfiguration/enhancement. Centre has very good and well used bus services, but considered the catchment is limited to the Clifton area. Parking is generally adequate and free for up to 3 hours. Main shopping area has high pedestrian flow levels but routes from Morrisons car park noted as unappealing, particularly at night, and lacking in surveillance. Mix of independents to multiples estimated at 60%:40%. Main shopping parade now appearing dated.

2014 Health Check

Use	No of Units	% of Units	National Multiples	Total = 16
A1 Convenience	6	19%	*Including:* Iceland Wilkinsons Co-op Pharmacy Greggs	
A1 Comparison	10	31%		
A1/A2 Service	8	25%		
A3/A4/A5	3	9%		
Residential	0	0%		
Vacant	1	3%		
Other	4	13%		
Total	32	100%		
Source: Nottingham City Survey 2011			Other Key Attractors	
			Library Leisure Centre Doctor's Surgery Council Offices	

Current View of Centre

Crime	Statistics from UKCrimeStats.com indicate 1,743 crimes in last year (Dec-13 to Nov-14) for a daytime population of 10,826 in postcode sector NG11 8. This represents a rate of 16%, with 3% of all crimes relating to shoplifting and 36% to Anti-Social Behaviour. The area has the highest rate of crime of the 5 postal sectors in N11.
2014 Update	Clifton centre remains relatively unchanged since 2011/12, although the wider area is experiencing major construction work as a result of the new tram line. This has the potential to further improve Clifton's already good accessibility, but could also result in trade losses, as the City Centre become more accessible. Unclear if proposed Morrisons extension is to proceed. Linkage from Morrisons car park to the shops on Southchurch Drive remains poor.
Conclusions on Health of Centre	Clifton is currently a healthy centre which provides a good mix of convenience goods, day-to-day comparison goods and services to meet the needs of the immediate population. The proportion of national multiples is high for the size of centre. However, the Morrison's foodstore is not well integrated into the centre and the pedestrian links between the two are poor. It is unclear how the opening of the new tram line will affect the centre or whether the Morrison's extension permission is to be implemented.

Centre – Hyson Green		LA – Nottingham City	Current Status – District Centre
Centre Description	Long linear centre located to the north west of Nottingham City Centre. Comprises small scale, mainly independent shops in Victorian properties along Radford Road, with more recent developments, providing larger units on the east side of Radford Road and at the junction with Gregory Boulevard.		
Catchment Area	Older residential area with relatively low affluence and high proportion of BME.		

Summary of Previous Health Checks and Studies

DTZ Retail Study	2008	Centre has previously been in decline but policies to encourage conversion of vacant shop units and consolidate the retail frontage have had some success and centre considered to be improving. 103 units identified in central area with high proportion of convenience shops (21%), whilst comparison offer makes up 30%. Offer considered unusual and likely to reflect the diverse cultural mix in the area. Level of vacancies in centre relatively high (10 units – 10%) but higher outside the defined centre and the overall vacancy rate is about 14%. Multiple retailers account for 10% of the units. Asda seen as a benefit for area but is taking trade away from the smaller shops. Area accessible by car or on foot but not well served by buses. On the existing tram system. Some off-street parking but on-street parking also well used, presenting visual and safety issues. Many buildings look run-down but area has some open spaces and environmental quality is reasonable despite proximity to busy road. Local market adds to the vitality of the centre.
NLP	2011	Asda seen as anchor to centre and pedestrian and traffic flows high close to it. This can obstruct pedestrian movements. Environmental quality reasonably good. Total of 5 vacancies identified spread throughout the centre.
Nottingham City Survey	2011	126 premises identified, of which less than 10% occupied by national multiples. 10 vacant units, with rest occupied by independent retailers and service providers meeting the needs of the local population.
GN Retail Background Paper	2012	Hyson Green is a vibrant centre with an individual character, mix of uses and atmosphere, although Asda is a significant trade draw and its car park provides the majority of available car parking in the centre. Centre is vibrant during the day and at night and there is potential for further improvements in the Centre's performance. Significant food and drink sector within the centre and range of health, leisure and community facilities. Some residential properties within defined centre but recent planning applications to revert back to retail use suggest growing retail/commercial interest. Very good public transport provision by bus and tram. Radford Road carries high levels of vehicular traffic and can become quite congested, particularly by Asda. Traffic volumes also restrict pedestrian movement and pavements not overly wide. Many users walk to the centre. Prominent vacant site on Gregory Boulevard and poor quality 20th century buildings in this area detract from the overall appearance of the area. Vacancy levels are low and do not impact negatively on the centre.

2014 Health Check

Use	No of Units	% of Units	National Multiples	Total =
A1 Convenience	25	20%	*Including:*	
A1 Comparison	27	21%	Asda	
A1/A2 Service	26	21%	Greggs	
A3/A4/A5	24	19%	RSPCA	
Residential	6	5%		
Vacant	9	7%		
Other	9	7%		
Total	126	100%		
Source: Nottingham City Survey 2011			Other Key Attractors	

Current View of Centre

Crime	Statistics from UKCrimeStats.com indicate 1,970 crimes in last year (Dec-13 to Nov-14) for a daytime population of 7,260 in postcode sector NG7 5. This represents a rate of 27%, with 5% of all crimes relating to shoplifting and 41% to Anti-Social Behaviour. The area has the highest rate of crime of the 7 postal sectors in NG7.
2014 Update	Vacant site on Gregory Boulevard has planning permission for 350 sq m retail store (Appln ref 12/01925/PFUL3). If developed it would strengthen the centre by providing a larger new unit within the centre as will the extension of retail floorspace at the Sharif & Sons store on the corner of Gregory Boulevard and Radford Road. Similarly the conversion of the Old General site on Radford Road (Appln refs 12/01979/PFUL3 & 13/02883/PFUL3) will improve the quality and offer in this secondary part of the centre. Hyson Green continues to be a very busy and popular centre with good range of independent retailers and community facilities. Traffic congestion does detract from the quality of the environment. Additional off-street parking away from Asda may assist if it could be secured.
Conclusions on Health of Centre	Hyson Green is a vibrant and vital centre that has developed to meet the needs of its catchment population. Whilst not typical of district centres elsewhere in Greater Nottingham, this is its strength and such diversity should be encouraged. Opportunities to improve the environment, and in particular to reduce the impact of traffic, should be investigated.

Centre – Sherwood	LA – Nottingham City	Current Status – District Centre
Centre Description	Linear centre located along the A60 Mansfield Road, on northern outskirts of Nottingham. Properties of varying age, with some older conversions and other purpose-built development, including a number with residential/office uses at upper levels. Road relatively wide in the centre with hill at northern end.	
Catchment Area	On border with Gedling Borough. Area of average affluence.	

Summary of Previous Health Checks and Studies

DTZ Retail Study	2008	Primarily a service centre (45% of units), but offering a diverse range of goods and services. Overall 130 units identified, of which 14% in convenience use and 24% comparison. Noted that current main food stores (Co-op and Somerfield) are smaller than seen in other similar centres. 10 units vacant (8%) but only 3 being marketed, the rest appearing to have been unoccupied for some time. Multiples account for 18% of premises, and include a number of charity shops. Suggested that need to make better use of vacant and under-utilised buildings. Improvements to pedestrian environment, such as pavement widening also proposed. Bus services through the centre are good and three free car parks serve the centre. Many of the buildings of poor design quality and there is little street furniture, whilst the poor quality road surfaces and dated paving detracts from the overall appearance of the centre.
NLP	2011	Environmental quality of the centre is reasonable. Pavements are wide and in good condition with significant amount of landscaping but traffic flows are high and act as a significant barrier to movement. Relatively high number of vacant units which detract slightly from the centre's health.
Nottingham City Survey	2011	147 premises surveyed, of which 21 occupied by multiples and 10 vacant (7%).
GN Retail Background Paper	2012	Sherwood is a busy centre whose successes and weaknesses emanate from the busy A60. Majority of outlets are small and accommodated at ground floor level within short terraces of Victorian/Edwardian properties. Limited number of commercial uses at first floor level, with space used as flats, ancillary storage or vacant. Centre has a strong service sector with food and drink provision in more than half of the premises and their diversity is an important component of the success of the centre, as are the independent operators offering bespoke services in response to local demand. Centre has exceptionally good bus services but vehicular traffic has dominant impact on centre, limiting crossing points and harming the environment. Wide pavements allow good north/south pedestrian access but the A60 and east/west roads restrict movement, so that many visitors only use a single outlet. Centre is generally well maintained and public realm investment has enhanced the physical appearance of the area. Further public realm investment, car park management and measures to address the appearance of vacant units would assist in supporting the centre.
Indigo	2013	Little change since the GNRBP prepared, so conclusion remains that Sherwood is a busy centre. Of the 116 units surveyed 13% in convenience use and account for 23% of floorspace, significantly above

		the average. Comparison uses occupy 35% of units and 6% (7 units) vacant. This is below the national average and represents a significant uptake in units since the 2011 GOAD survey. 13 units are occupied by multiple retailers. Generally the centre is well maintained, includes good quality historic buildings and more recent developments, with little evidence of graffiti or vandalism.

2014 Health Check

Use	No of Units	% of Units	% Average	National Multiples	Total = 31
A1 Convenience	15	11%	8%	*Including:* Co-op Boots Wilkinsons	
A1 Comparison	40	30%	33%		
A1 Service	21	15%	14%		
Leisure Services	25	26%	22%		
Financial and Business Services	16	12%	11%		
Vacant	8	6%	11%		
Total	125	100%	100%		
Source: GOAD Category Report 22/5/2013				Other Key Attractors	

Current View of Centre

Crime	Statistics from UKCrimeStats.com indicate 999 crimes in last year (Dec-13 to Nov-14) for a daytime population of 4,167 in postcode sector NG5 2. This represents a rate of 24%, with 21% of all crimes relating to shoplifting and 28% to Anti-Social Behaviour. The area has the sixth highest rate of crime of the 9 postal sectors in NG5.
2014 Update	Centre busy with few vacancies but large number of charity shops. Pavement widening in north improves the environment in this part of the centre. Multiple representation in leisure services is high, although the overall mix of uses is similar to the national average. Vacancies are below average.
Conclusions on Health of Centre	Sherwood has benefitted from public realm investment since 2008 and is currently a busy and healthy centre. The A60 has a detrimental effect on the quality of the environment, but the widened pavements and pedestrian crossings reduce its impact. To date the lack of a large supermarket has not had a detrimental effect on the centre, but this needs to be monitored given the new development further north on the A60 (Lidl and Aldi at Arnold) and the on-going moves by the Co-op to divest itself of its larger foodstores.

NOTTINGHAM CITY – LOCAL CENTRES AUDIT CHECKLIST

Carter Jonas

LOCAL CENTRES AUDIT

	Alfreton Road	Aspley Lane	Beckhampton Road	Bracebridge Drive
Data Source and Date	NCC 2011 Survey	NCC 2011 Survey	NCC 2011 Survey	NCC 2011 Survey
Facilities (Number)	140	49	16	19
A1 Convenience	12	9	4	6
A1 Comparison	23	9	3	3
A1 Service/A2	33	9	3	4
A3/A4/A5	33	8	2	3
Residential	8	0	0	0
Vacant	25	4	3	1
Other	6	10	1	1
Multiples	2	5	3	6
Centre Type	Traditional linear	Traditional linear located primarily on one side of the road	Purpose built centre around precinct	Linear centre on wide boulevard in residential area
Supermarket - national multiple	Yes - Tesco	Yes - Co-op	Yes - Co-op	Yes -Heron Frozen Foods
Supermarket - independent/symbol group	Yes	Yes	Yes	Yes
Newsagents	No	Yes	Yes	No
Chemist	Yes	Yes	Yes	No
Charity Shops	No	Yes	No	Yes
Post Office	No	Yes	Yes	Yes
Bank/Building Society	No	No	No	Yes
Hairdressers/barbers	Yes	Yes	Yes	Yes
Bookmakers	Yes	Yes	Yes	Yes
Library	No	No	No	No
Doctors Surgery/Health Centre	No	No	Yes - nearby	No
Dentist	No	Yes	Yes	No
Comments	Vacant unit at Ilkeston Road has planning permission for redevelopment for retail unit with student accommodation above (Application ref: 13/01898/PFUL3).		Revisited Dec-14. Post Office closed and Bargain Booze replaced by Premier Convenience store. Also new bakers/greengrocers. Recent Tesco Express opening on Oxclose Lane, unlikely to have a significant effect.	

Carter Jonas

LOCAL CENTRES AUDIT

	Bramcote Lane	Bridgeway Centre	Carrington	Mansfield Road
Data Source and Date	NCC 2011 Survey	NCC 2011 Survey	NCC 2011 Survey	NCC 2011 Survey
Facilities (Number)	35	20	25	44
A1 Convenience	6	6	8	5
A1 Comparison	6	3	6	11
A1 Service/A2	11	5	4	8
A3/A4/A5	3	1	3	16
Residential	4	0	0	0
Vacant	1	2	3	2
Other	4	3	1	2
Multiples	8	4	3	2
Centre Type	1960's development on linking route	Purpose built precinct	Small traditional linear cenrte with recent development	Traditional linear located primarily on one side of the road
Supermarket - national multiple	No	Yes - Co-op	Yes - Lidl, Co-op	No
Supermarket - independent/symbol group	Yes	Yes	No	Yes
Newsagents	No	No	Yes	No
Chemist	Yes	Yes	Yes	No
Charity Shops	No	Yes	No	No
Post Office	Yes	Yes	No	No
Bank/Building Society	Yes	No	Yes	No
Hairdressers/barbers	Yes	Yes	Yes	Yes
Bookmakers	Yes	Yes	No	Yes
Library	No	No	No	No
Doctors Surgery/Health Centre	No	Yes	No	No
Dentist	Yes	No	No	No
Comments			Raspberry Village World closed by Sep-2014. Centre south of Sherwood DC.	

Carter Jonas

LOCAL CENTRES AUDIT

	Nuthall Road	Robin Hood Chase	Sneinton Dale	Strelley Road
Data Source and Date	NCC 2011 Survey	NCC 2011 Survey	NCC 2011 Survey	NCC 2011 Survey
Facilities (Number)	36	14	40	16
A1 Convenience	6	3	7	3
A1 Comparison	8	1	7	3
A1 Service/A2	8	3	10	4
A3/A4/A5	5	1	7	2
Residential	0	0	4	0
Vacant	5	2	3	0
Other	4	4	2	4
Multiples	5	3	4	4
Centre Type	Traditional linear located primarily on one side of the road	Inward looking small precinct development	Traditional inear centre	Small parade of shops at road junction
Supermarket - national multiple	Yes - Sainsbury's	Yes - Co-op	Yes - Co-op	No
Supermarket - independent/symbol group	Yes - Sainsbury's	Yes	Yes	Yes
Newsagents	Yes	No	Yes	No
Chemist	Yes	Yes	No	Yes
Charity Shops	No	No	No	No
Post Office	No	Yes	No	No
Bank/Building Society	No	No	Yes	Yes
Hairdressers/barbers	Yes	No	Yes	Yes
Bookmakers	Yes	Yes	Yes	Yes
Library	Yes	Yes	No	Nearby
Doctors Surgery/Health Centre	No	Yes	No	No
Dentist	Yes	No	Yes	Yes
Comments		Also Housing office	Indigo Health Check 2014 suggests vacant units decreased to 1. Pak Foods largest unit in the cente (1000 sq m gross). Also Children's centre. Pedestrian footfall consistent throughout centre, and centre has car park. Planning permission to build 7 retail units with 7 maisonetts above (Application ref: 13/00800/PFUL3) will stregthen the centre, given currently low vacancies.	

APPENDIX 8: BROXTOWE BOROUGH – TOWN AND DISTRICT CENTRES AUDIT

Centre - Beeston	LA - Broxtowe	Current Status – Town Centre
Centre Description	Centre comprises two main areas, a traditional High Street (now pedestrianized) and a separate precinct to the south west. Area is experiencing significant redevelopment as a result of the introduction of the tram, and the area around the bus station is being redeveloped.	
Catchment Area	Beeston serves a relatively affluent area to the south west of Nottingham City Centre.	

Summary of Previous Health Checks and Studies

DTZ	2008	Attractive town centre, partly due to the availability of car parking and centrally located bus station. Notes the safe pedestrianized street. Some potential to consolidate to reduce the linear sprawl to the east and provide a heart to the centre. Number of sites identified for redevelopment. Total of 97 units, with 11% in convenience use and 30% in comparison. Average vacancy rate at 12% (12 units), with concentration around The Square redevelopment site. Other central site noted as owned by Tesco. Environmental quality of the area considered to be good except for The Square but public realm not appealing.
NLP	2011	Centre relatively compact with majority of units fronting the High Road, near Sainsbury's. Vacancy rate low with cluster of vacant units within The Square. Environmental quality of the centre enhanced by recent Tesco development.
Greater Nottingham Retail Background Paper	2012	Large centre with 132 units in the primary area and a further 172 in secondary is performing relatively well (total 304). Overall 7% in convenience use but includes two large supermarkets (Sainsbury's and Tesco) in secondary area. 30% of units in comparison use, with the majority of both located in the primary area. Overall vacancy rate of 6% (17) but majority (12 units) in primary area, mainly due to planned development for the tram. Tesco opening in 2010 had a considerable positive impact on the vitality of its immediate area and centre as a whole. Good range of restaurant, cafes and public houses, mainly in the secondary area and good mix of national chains and local independents. Car park provision considered to be good, but usage lower than expected, potentially due to introduction of car park charges. Centre benefits from whole of primary area being pedestrianized but centre split in two by Station Road and quality of environment around The Square looking dated and there is a lack of green space.

2014 Health Check

Use	No of Units	% of Units	Nat Ave	National Multiples	Total = 78
Convenience	21	10%	8%	*Including:*	
Comparison	67	33%	33%	Sainsbury's	New Look
Retail Service	32	16%	14%	Tesco	Peacocks
Leisure Service	40	20%	22%	Argos	Superdrug
Financial and Business Services	29	14%	11%	B&M	WH Smith
Vacant	16	8%	11%	Boots	Costa (opening soon)
Total	205	100%	100%		
Source: GOAD Category Report 24/6/2013				Other Key Attractors	
				Tram (due to open in 2015)	

Uses	Mix of uses in terms of units is similar to the national average, but the presence of two large foodstores means the convenience sector is over-represented in floorspace terms (34% compared with 15%). Leisure services and comparison floorspace is correspondingly less, but is likely to improve with the completion of The Square redevelopment which includes Peacocks, Costa and Pure Gym. Vacancies in terms of units and floorspace are below the national average.

Changes in representation and vacancy levels	Beeston has seen significant changes in its town centre since 2008 and these are on-going. The High Road part of the PSA remains busy but currently has a number of vacancies within it, particularly at the western end. The new units under construction at The Square however have been let.

Car Parking provision	Good parking provision in public and private car parks, including large car parks at both the Sainsbury's and Tesco stores.
Public Transport	Regular bus services extending to Bramcote and Chilwell.
Pedestrian Flows	Busy throughout centre, including secondary part of High Road. Lowest in The Square and extending towards Chilwell Road, but will increase once development works are complete.
Conclusions on Accessibility	Centre benefits from good accessibility to and within the centre and expected to improve in The Square and in the Station Road area once road and development works are complete. Key issue is the junction of High Road and Wollaton Road/Station Road, where traffic and congestion dominate and restrict pedestrian flows.

Customer Views (from survey)	Nearly 60% of respondents were satisfied with Beeston town centre, and 88% felt safe. Grocery shopping is the main reason for visiting (39%) but services, using the eating and drinking establishments and other things also important. Centre serves a local catchment with most respondents coming from Beeston and 59% walking to the centre. 18% used the bus, 11% cycled and 12% used their car.
Business views (from survey)	Majority of respondents were not satisfied with their town centre (48%, with 12% not sure) but 53% were happy with the High Road street scene and 81% considered past events had made the centre more attractive to visitors.
Crime	Survey indicates shoppers feel safe. Statistics from UKCrimeStats.com indicate 1,242 crimes in last year (Dec-13 to Nov-14) for a daytime population of 13,370 in postcode sector NG9 9. This represents a rate of 9%, with 7% of all crimes relating to shoplifting and 32% to Anti-Social Behaviour. The area has the highest rate of crime of the 8 postal sectors in NG9.
Environmental Quality	Purpose-built pedestrianized areas are generally of good quality. High Road has greater mix of properties and quality of environment more variable, particularly outside the PSA.

Development Opportunities	Major redevelopment in the vicinity of The Square is nearing completion. Site adjoining Sainsbury's is being advertised for sale. Former Snooker Hall site for sale to rear of High Road. Offices to let at eastern end of High Road would also be suitable for redevelopment for town centre uses other than retail.

Current View of Centre

Strengths	• Prime shopping area pedestrianized • Two well-located major foodstores • Tram line extension opening 2015 • Significant recent redevelopment in the vicinity of The Square • Good, off-street parking	**Weaknesses/Gaps**	• Prime shopping area split in two by Station Road/Wollaton Road
Opportunities	• Promote centre once tram operating and The Square fully open • Proximity to the University of Nottingham and particularly Broadgate Park accommodation (2,000 students)	**Threats**	• Tram will also improve access to City Centre • Disruption may have reduced customer numbers • Vacancies at west end of High Road
Conclusions on Health of Centre	Beeston has proved to be a popular and successful centre in recent years and the result of this and current investment suggests it should continue to be vital and viable in the future. The completion of the tramline in 2015 and the redevelopment of The Square will improve occupancy levels and multiple representation and improve the focus for the centre. The improvement of the area west of Station Road may be to the detriment of the eastern part of High Road, although the area beyond the PSA already has a different feel and function, possibly reflecting its proximity to Broadgate Park and the University. The potential to improve pedestrian facilities and the overall environment in the vicinity		

	of the Station Road/High Road/Wollaton Road junction should be investigated as this would complement current investment and improve the focus of the centre. This could include the redevelopment of the buildings facing Wollaton Road, which are currently vacant.

Centre – Eastwood		LA - Broxtowe	Current Status – District Centre
Centre Description	Traditional high street with more recent Morrisons development at western end of the centre, outside the primary area, serving former mining community to the north west of Nottingham.		
Catchment Area	Primarily reliant on immediate hinterland which is of below average affluence, with slightly more affluent area around. Also potential for some tourist generated trade as a result of the link with D H Lawrence.		

Summary of Previous Health Checks and Studies

DTZ Retail Study	2008	Eastwood is performing relatively well, having successfully attracted a number of multiple retailers and independent traders. The centre is located along a single, busy road but has a number of pedestrian crossings along it. The evening economy is limited. The Giltbrook Retail Park may have taken operators and shoppers away from the centre, but also draws on a wider catchment that may help draw people to the town itself. Centre has 117 units, and is dominated by service uses (45%). 8% of units devoted to convenience sales, 33% to comparison and 8.5% (10 units) vacant, with a number of these in secondary locations. Accessibility is reasonable although the length of the high street and narrow footpaths could cause some problems. Also difficult to walk between the Morrisons and the rest of the centre, reducing the potential for linked trips. New planting boxes and street furniture have helped improve the environment within parts of the centre, but in others it is not ideal.
NLP	2011	Health of the centre is fair. The environmental quality is good in terms of cleanliness and the provision of litter bins and seating areas. At the time of the visit there were 8 vacant units in the Primary shopping frontage and a further one on the periphery. These detract from the quality of the centre. Pedestrian flows were steady.
Broxtowe Survey	2011	The 2011 study identifies 90 premises in the Primary area and a further 83 in the secondary. 4 were vacant in the primary area and 8 in the secondary. Of the 26 multiples represented, all but one were located in the primary area, the exception being Morrisons.
GN Retail Background Paper	2012	Eastwood has a good overall mix of businesses and cultural links but the lack of a pedestrian-friendly environment and underrepresentation of services reduces appeal. Across the primary and secondary areas, 7% of units are in convenience use, although the proportion of floorspace is significantly greater and the three main supermarkets are key draws for the centre. 32% of premises are in comparison use, 13% offer food and drink and 19% are service operators. There are relatively few multiples represented in the centre, reflecting the nature of the units available and the modern space available at Giltbrook Retail Park. 7% (12 units) were vacant. Although low, this includes 2 vacant public houses which have a detrimental effect on the image of the area. The busy road through the centre makes shopping difficult for pedestrians although traffic calming and crossings seek to minimise the inconvenience. The car parks are underutilised. There is a fairly good bus service but cycling facilities are poor. Pedestrian counts are relatively low and raise some concerns. The market adds to the vitality of the centre but

		improvements to the public realm area where it is held (The Hollies) would be beneficial, although difficult to achieve due to traffic and lack of pavement space.
Broxtowe Shopper and Business Surveys	2013	The shoppers survey surveyed 42 respondents, of which less than half (47%) indicated they were satisfied with Eastwood town centre, but 29% disagreed. 86% of respondents however felt safe. The main reasons for visiting were grocery shopping (37%) and use of services (29%), with nearly half walking to the centre, 22% coming by bus and 29% by car. 3% cycled. In terms of catchment, 57% of respondents came from Eastwood, with others coming mainly from Newthorpe, Giltbrook, Langley Mill and Heanor, with 86% planning to spend a maximum of an hour in the centre. The business survey received 41 responses, with less than half (49%) indicating they were satisfied with the town centre. 36% were not satisfied and 15% were not sure. 59% thought a regular market would generate more sales for their business , but 78% thought past events had helped make the centre a more attractive place to visit. Three quarters also considered the use of a virtual shop window in vacant units was helpful.
WYG	2014	Eastwood generally performing well for a centre of its modest scale. There is a healthy mix of retail and service uses and Morrisons provides an anchor and generates footfall through linked trips. There has been little notable change in the composition of the centre in recent years and the vacancy rate remains below the national average, with many of the units that are vacant having been so for some time eg The Lord Nelson pub. There is a good mix of multiple retailers and independents and good representation by banks and other financial services. There are good levels of footfall around the central area and the market stalls (twice weekly) are an added draw. The centre is accessible by public and private transport, with all units within easy walking distance. The Eastwood Conservation Area covers over half of the centre, contributes to the centre's character and reinforces its uniqueness. The environment is generally clean and free from litter, well lit and generally good but could benefit from further improvements in the public realm.

2014 Health Check

Use	No of Units	% of Units	% Average	National Multiples		Total = N/A
A1 Convenience	14	11%	9%	*Including:*		
A1 Comparison	50	40%	41%	Iceland	Peacocks	
A1 Service	48	38%	37%	Morrisons	Savers	
Vacant	13	10%	12%	Boots	Superdrug	
Misc	1	1%	1%			
Total	126	100%	100%			
Source: WYG survey September 2014				Other Key Attractors		

Current View of Centre

Crime	Statistics from UKCrimeStats.com indicate 1,210 crimes in last year (Dec-13 to Nov-14) for a daytime population of 10,606 in postcode sector NG16 3. This represents a rate of 11%, with 9% of all crimes relating to shoplifting and 30% to Anti-Social Behaviour. The area has the highest rate of crime of the 6 postal sectors in NG16.
2014 Update	Interaction between Morrison's and the rest of the centre is restricted by the highway network and the centre is attracting very limited early evening custom.
Conclusions on Health of Centre	Eastwood centre clearly has an important role in the local community and benefits from good accessibility as well as a large foodstore within the town centre but local satisfaction with the centre is relatively low and the benefits that could be achieved from linked trips between the foodstore and centre are reduced by the physical separation. The ability to improve the centre physically will be constrained by traffic and the historic environment, as well as competition from the nearby Giltbrook Retail Park, but ways of improving usage should be investigated. In particular the diversifying/strengthening the evening economy may assist in improving footfall.

Centre – Kimberley		LA - Broxtowe	Current Status – District Centre
Centre Description	Small centre comprising relatively new build foodstore and retail units at the Green Lane Shopping Centre and traditional high street. Located to the north west of Nottingham, close to the larger centre of Eastwood.		
Catchment Area	Relatively affluent but constrained catchment due to proximity of other, larger centres and the Giltbrook Retail Park.		

Summary of Previous Health Checks and Studies

DTZ Retail Study	2008	Centre currently performing reasonably well with a relatively low number of vacant units, although expansion at the Giltbrook Retail Park and the close proximity of Eastwood will affect the demand for retail space, particularly from multiples. The presence of Sainsbury's is likely to help retain customer numbers. A total of 49 units identified, with half in the service sector, 4 (8%) in convenience use and 35% comparison. 4% (2 units) vacant. Number of multiples limited (Sainsbury's, Kwik Save and Coral). Small centre is easily navigable. The main parking is at the Sainsbury's and the centre is served by bus. The environmental quality of James Street has recently been improved and the town has several attractive features, although the Green Lane Shopping Centre itself is of relatively low quality and profile.
NLP	2011	Centre is performing well and is healthy. Sainsbury's currently being extended and a farmers market held every Saturday. Traffic flows moderate and environmental quality relatively high in terms of cleanliness and provision of litter bins and seating. Main pedestrian flow in the vicinity of Sainbury's.
Broxtowe Survey	2011	Identifies just 14 units in the primary area and 82 in the secondary. Of those in the primary all units are occupied and include 4 multiple retailers (Sainsbury's and Wilkinsons). Only 4 multiples operate in the secondary area where there are also 5 vacancies.
GN Retail Background Paper	2012	Kimberley has a fairly strong retail offer with a diverse range of independents and food establishments. It is the smallest centre in Browtowe so retail offer is fairly limited. Retail units are centred around Sainsbury's which is the focal point and along Main Street. All the units in the small primary area are in A1 use, with businesses offering complementary goods to that provided by Sainsbury's. However the lack of services suggests the centre is not self-sufficient. It is primarily used for the purchase of essential goods and services, with major comparison purchases made elsewhere. There is also a noticeable lack of banks and financial institutions but a fairly large proportion of food and drink establishments and potentially too high a number of takeaways. The centre may be too reliant on a single retailer and faces competition from the Giltbrook Retail Park and other centres. Parking is free and thus there is little incentive to use alternative modes of travel despite a fairly frequent bus service. The environment of the centre is primarily designed for the car with limited pedestrian crossings in the secondary area.
Broxtowe Shopper and Business Surveys	2013	100 shopper interviews were undertaken. 76% indicated they were satisfied with Kimberley town centre and 90% indicated they felt safe there. For 43% of respondents, the main reason for visiting the centre

		was grocery shopping, followed by the use of services (14%), although reasons were very varied. Sainsbury's was the most referred to facility in terms of what respondents were most proud of, but the local independent shops and community also got a significant number of mentions. Nearly half of all respondents (49%) came to the centre on foot, with 39% driving, 11% coming by bus and 1% cycling. This reflects on the origin of those interviewed – 55% were from Kimberley, 17% from Nuthall and 8% from Watnall. The remaining 20% came from a wide range of places. 72% planned to stay in the centre for less than 1 hour, but 23% said they would be there for 1-2 hours and 5% for longer. 26 businesses were interviewed in the business survey, with 58% satisfied with the town centre. However, all respondents thought that more small independent businesses would raise Kimberley's attractiveness and 73% thought past events had done the same.
WYG	2014	Centre is relatively well represented in retail terms for its district centre status and has a strong convenience provision. Lower proportion of comparison operators is likely to reflect unsuitable format of many of the existing units outside the primary area. Service uses are well represented but there is a lack of a bank or building society. Vacancies are slightly below the national average. Multiple retailers are limited and mainly located in the larger units in the primary area. Centre is highly accessible to shoppers using public or private transport or on foot. Environmental quality is good and the Retail Park is well maintained. The traditional shop fronts in the rest of the centre are generally well maintained and enhance the character of the centre. However, the traffic on Main Road can detract from this at busy times.

2014 Health Check

Use	No of Units	% of Units	% Average	National Multiples	Total = n/a
A1 Convenience	10	16%	9%	*Including:*	
A1 Comparison	19	30%	41%	Sainsbury's	Card Factory
A1 Service	26	40%	37%	Greggs	Thorntons
Vacant	7	11%	12%	Heron Foods	Wilkinsons
Misc	2	3%	1%	Boots	
Total	64	100%	100%		
Source: WYG Survey, September 2014				Other Key Attractors	

Current View of Centre

Crime	Statistics from UKCrimeStats.com indicate 887crimes in last year (Dec-13 to Nov-14) for a daytime population of 13,595 in postcode sector NG16 2. This represents a rate of 7%, with 6% of all crimes relating to shoplifting and 28% to Anti-Social Behaviour. The area has the fifth highest rate of crime of the 6 postal sectors in NG16.
2014 Update	Centre is busy and contains few vacant units. Sainsbury's and the rest of the Green Lane Shopping Centre remains the retail focus for the centre, but other parts of the centre, such as James Street provide an attractive and complementary offer of specialist independent retailers.
Conclusions on Health of Centre	The centre is generally healthy and popular within its immediate catchment area. The Sainsbury's provides a strong anchor and the other uses complement it. The size of the centre and competing opportunities means its main aim will be to meet the day-to-day shopping needs of local residents and it appears to be doing that well. It is attracting a considerable number of pedestrian shoppers, so any future developments should seek to maintain or improve the pedestrian environment, as well as the diversity of provision.

Centre –Stapleford		LA - Broxtowe	Current Status – District Centre
Centre Description	Long, generally linear centre on western outskirts of Nottingham. Properties are a mix of ages and styles with some recent infill developments. Main community facilities located to north on Church Street. No pedestrianized area.		
Catchment Area	Average affluence		

Summary of Previous Health Checks and Studies

DTZ Retail Study	2008	Stapleford town centre provides a relatively good range of services for local people, but the overall quality of the centre suffers as a result of its disjointed linear layout. Levels of vacant units are high and the presence of national retailers is lower than would be expected. The town may benefit from some level of consolidation, to reduce the linear sprawl of the shopping facilities and provide a definite 'heart' to the centre. Centre contains 138 units, of which 11% in convenience use, 28% in comparison and 43% service. Vacancies just 4% (5 units). This suggests that centre has an important service role. Pedestrian flows relatively small perhaps reflecting the disjointed nature of the centre but it is reasonably well served by buses and public car parks which are free of charge. The overall environmental quality of the area is mixed but is lowered by the level of vacant units.
NLP	2011	Environmental quality reasonably good in terms of cleanliness, provision of litter bins and seating areas but landscaping is minimal. Moderate to high traffic flows have a negative effect on the environment but pavements are generally wide and in good condition. There are 12 vacant units, a third of which are in a cluster near the junction of Derby Road and Nottingham Road, which does detract from the quality of the centre.
Broxtowe Survey	2011	The survey showed 32 premises in the primary area and 100 in the secondary. Within the primary there were 4 vacancies and 9 units were occupied by multiples, with a further 8 vacancies and 12 multiples in the secondary area.
GN Retail Background Paper	2012	The centre has a good range of independent shops, a number of community facilities and a growing night time economy but suffers from the lack of larger units in the primary area and low customer flows. There are 8% of units in convenience use, 16% in comparison, 13% in food and drink, and 5% in service, with an 8% vacancy rate (and 45% misc). The primary retail area is small and located on a single side of the road with residential uses opposite. It has equal proportions of convenience and comparison suggesting it caters well for everyday shopping needs, although units are generally small. The large foodstores are in the secondary area, although these are also relatively small compared to those seen elsewhere. The centre has a fairly lively night time economy and the recently opened Wetherspoons public house which occupies a prominent position, is likely to boost vitality in both day and night time. Centre also has a new medical centre and other community facilities. The proportion of multiples is less than would be expected and there is a high proportion of smaller independent stores, but vacancies suggest many may be struggling in the economic climate. Centre has a relatively good bus service but the tram may encourage

		shoppers to go elsewhere. Car parking is limited but under-utilised, provision for cyclists is poor and the limited number of crossings makes it difficult for pedestrians. Pedestrian flows are generally are low and the overall quality of the centre suffers from its disjointed linear layout and lack of 'heart'. There is some greenspace but overall public realm quality is lacking and the differing needs of shoppers and residents creates difficulties. Church Street has seen new development but this is outside the primary area and growth there is constrained by the conservation area designation.
Broxtowe Shopper and Business Surveys	2013	90 responses were received for the shoppers survey. 57% agreed that they were satisfied with Stapleford town centre, with 15% disagreeing. The strongest appeal was the compact and diverse nature of the centre followed by its friendliness and community feeling. 77% felt safe in the centre and only 2% did not. Reasons for visiting the town were mixed, with 28% coming for grocery shopping, 19% for browsing, 12% for socialising and 13% for an event. 10% came for lunch/dinner and 9% to use the services. 53% walked to the centre, 33% came by car and 9% by bus, with 3% cycling. 81% of respondents came from Stapleford, with 10% coming from Sandiacre. 37% planned to spend an hour or less in the centre, with 41% spending 1-2 hours and 22% spending longer. 47 replies were received to the business survey, with 58% satisfied with the town centre and 62% satisfied with the street scene. 38% were not satisfied with the centre and 28% with the street scene. 70% thought past events had made the centre more attractive and 94% thought a shop front and 'street scene' enhancement scheme would make it more attractive to visit.

2014 Health Check

Use	No of Units	% of Units	National Multiples	Total = 21
A1 Convenience	10	8%	*Including:*	
A1 Comparison	24	18%	Co-op	Sainsbury's Local
A1/A2 Service	21	16%	Iceland	Pizza Hut
A3/A4/A5	17	13%		
Residential	35	26%		
Vacant	12	9%		
Other	13	10%		
Total	132	100%		
Source: Broxtowe Survey 2011			Other Key Attractors	
			Marshall Allen store Health Centre Library	

Current View of Centre

Crime	Statistics from UKCrimeStats.com indicate 736 crimes in last year (Dec-13 to Nov-14) for a daytime population of 7,141 in postcode sector NG9 8. This represents a rate of 10%, with 1% of all crimes relating to shoplifting and 36% to Anti-Social Behaviour. The area has the seventh highest rate of crime of the 8 postal sectors in NG9.

2014 Update	The location of key attractors within the centre makes it seem overly spread out and the primary area is not strong. The location of the supermarkets and newer development to the south, in the Derby Road secondary area appears to have increased the usage in this area, and this is likely to increase further with the development of an additional public house next to Iceland. In contrast usage of the primary area is restricted by the existing areas of residential. Church Road and the area around the medical centre is also busy and there is refurbishment work being undertaken on the prominent Chequers Inn. However, this area suffers from relatively narrow pavements – a particular issue for those less mobile and visiting the medical centre. In contrast, the southern end of Derby Road has relatively low pedestrian flows and many uses often found outside of centres, the exception being the Marshall Allen store. The northern part of the centre along Nottingham Road contains a high number of vacancies and redeveloped sites and does not feel part of the centre. The centre lacks a main food anchor.
Conclusions on Health of Centre	Stapleford is a relatively health centre and there are signs of recent and ongoing investment. Footfall in the centre is reliant on existing food retailers, notably the Co-op store which serves as the main anchor. The centre would benefit from an improved retailer offer including a main food anchor. Recent developments along Derby Road (e.g. Iceland and Wetherspoons) have increased the attractiveness of the centre. A review of the primary frontage to include the Co-op store should be considered.

APPENDIX 9: GEDLING TOWN AND DISTRICT CENTRES AUDIT

Centre - Arnold	LA - Gedling	Current Status – Town Centre

Centre Description	Traditional linear centre with southern part of Front Street pedestrianized. Northern part anchored by Asda, with market place in south. Parking provided in number of car parks between Front Street and High Street, with initial parking being free.
Catchment Area	Mixed catchment area on north eastern outskirts of Nottingham. Immediate area is less affluent.

Summary of Previous Health Checks and Studies

DTZ Retail Study	2008	Thriving centre with number of well-known national multiples and some good independent businesses. Also range of services, including library, health centre and market. High levels of comparison and services uses. Overall 175 units identified, with 7% in convenience use, 37% in comparison and 6% (10 units) vacant. A quarter of all units operated by multiple retailers, with independents being high quality, particularly cafes and delicatessens.
NLP	2011	Moderate to high traffic flows have a detrimental impact on pedestrian flows around the entrance to Asda and on environmental quality but the pedestrian only part of Front Street helps appease this and enhance the accessibility and legibility of the centre. Environmental quality reasonably good and pavements in good condition and wide in places.
GN Retail Background Paper	2012	Centre is performing well, with good mix of national and independent retailers, number of anchor units and relatively low vacancies. Market is key feature but may be in need of improvement. Total of 105 units in PSA and 107 in secondary (212 total). Overall 5% in convenience use, 34% in comparison and 7% (15 units) vacant. Nearly all convenience outlets in PSA and more than half the vacant units. Good pedestrian flow in southern part of PSA and adequate provision for cyclists, although not well used. Centre is very accessible with frequent bus services that are well used, as are the car parks. Street furniture appears well used and little litter. Greater emphasis could be placed on the area surrounding the Market Place which is currently under-utilised. Roads busier in secondary area and emphasis on private transport. Space to grow centre is limited but environmental improvements and initiatives could increase footfall.
Indigo	2013	Centre performing well and is a relatively attractive and busy town centre. Not reliant on convenience retail and has shown a good resilience to the economic downturn. Little change in centre since 2012. Identifies 162 retail units in town centre, of which 8% in convenience use, 44% in comparison and 8% (13 units) vacant. In terms of floorspace, the large convenience store (Asda) means convenience uses higher at 26%, whilst vacancies are primarily in small units so only 4% vacant. Centre has 38 national retailers including Asda, Argos, Boots, Superdrug, Subway, Wilkinsons and WH Smith. Number of vacant units declined by 3 between 2012 and 2013. Main shopping area has high quality appearance.

2014 Health Check (Primary and Secondary Areas)

Use	No of Units	% of Units	National Multiples	Total =52
A1 Convenience	18	8%	*Including:*	
A1 Comparison	63	29%	Asda	New Look
A1 Service	29	14%	Iceland	Peacocks
A2	24	11%	Argos	Superdrug
A3-A5	26	12%	Boots	WH Smith
Other	40	19%	Clarks	Wilkinsons
Vacant A1-A5 units	11	5%		Costa
Vacant Other	3	1%		
Total	214	100%		
Source: Gedling Council Survey 8/8/2014			Other Key Attractors	
			Regular markets Leisure Centre Library Health Centre Dentists	

Uses	Centre has good mix of offer, although convenience choice is limited, as a result of competing stores outside of the centre. Comparison and retail service offer is good as is the leisure services, with all offering a range of national and independent outlets. Vacancies have remained similar and tend to be in small units, although disproportionally more currently seem to be in the southern part of Front Street.

Changes in representation and vacancy levels	Changes in centre between 2008, 2011 and 2014 are shown in the attached schedule. This shows an overall increase in vacancies in the primary area from 5 to 9 and in the secondary area, from 3 to 5. However, no unit has been vacant for the whole period. It is also of note that where units have changed hands, the majority have been in the independent sector but new multiples include Boyes, Costa and George clothing have opened. The opening of Home Deli and Fulton Foods has also improved the convenience offer in the centre.

Car Parking provision	Number of car parks, predominantly small, located within secondary shopping area to rear of Front Street. No charge for first 2 hours.
Public Transport	Good provision of bus services, with bus stops provided along Front Street and High Street.
Pedestrian Flows	Pedestrian flows at time of visit greatest along Front Street north, near to bus stops, but would be expected to be greater in south, near to Market Place on market days.
Conclusions on Accessibility	Centre benefits from good accessibility by both car and bus. One way traffic along Front Street reduces the impact of vehicles and pavements generally wide.

Customer Views (selected centres from survey)	N/A
Crime	Statistics from UKCrimeStats.com indicate 928 crimes in last year (Dec-13 to Nov-14) for a daytime population of 7,609 in postcode sector NG5 7. This represents a rate of 12%, with 14% of all crimes relating to shoplifting and 30% to Anti-Social Behaviour. The area has the fifth highest rate of crime of the 9 postal sectors in NG5.
Environmental Quality	Pedestrianized area of good quality and attractive surface treatments. North part of Front Street has wide pavements and traffic limited to one-way, improving attractiveness.

Development Opportunities	There are limited development opportunities within the primary area, although improvements to the Market Place area would be welcomed. Elsewhere the main development opportunities are to the west of the High Street. Such locations would be suitable for other town centre uses rather than retail.

Current View of Centre

Strengths	• Good mix of units and services • Large Asda which acts as anchor • Good parking and accessibility • Regular markets	**Weaknesses/ Gaps**	• Traffic on High Street means centre has two distinct parts.
Opportunities	• Range of markets • Range of facilities in centre	**Threats**	• Out of town foodstores including existing Sainsbury's and new Aldi and Lidl. • Vacancies in south of Front Street could separate the centre into two.
Conclusions on Health of Centre	The centre is large, with a good mix of retail and service uses and has so far adjusted to the economic downturn. The reliance on a single main food store in the centre could be a problem as the discount retailers expand their offer nearby. The market remains an important offer within the centre and should be promoted.		

Centre – Carlton Square		LA - Gedling	Current Status – District Centre
Centre Description	Centre located to east of Nottingham City Centre. It comprises two distinct parts, the older small pedestrian precinct to the east of the Burton Road/Station Road junction and the more recent Tesco store to the west.		
Catchment Area	Area of mixed affluence, with lower than average affluence in the immediate vicinity of the centre.		

Summary of Previous Health Checks and Studies

DTZ Retail Study	2008	Centre serves the needs of the local community reasonably adequately. The out of centre retail provision at Victoria Retail Park is likely to have had a negative impact on the centre, although it provides a different offer catering for the budget end of the market. The centre is outdated in terms of design and layout and significant investment would be required to make it attractive to the wider retailer market. There is a relatively significant number of vacancies with Wilkinsons and Farmfoods considered the key attractors. Centre comprises 23 retail units and a serviced office block. 22% of units in convenience use, 26% comparison, 17% service and 30% (7 units) vacant. Of these, four are in the Square and 3 on Burton Road. Leisure facilities, library and public house are in close proximity. Pedestrian accessibility within Carlton Square is easy but little movement between centre and Burton Road. Centre also on several bus routes. Design of the Square is visually unattractive and unwelcoming and the car parks which surround it give no sense of arrival. The precinct is narrow and unwelcoming and detracts from feelings of safety even in daylight hours. Limited public realm or landscaping and signage is both dated and in a poor state of repair.
NLP	2011	Majority of units fronting on to Burton Road vacant. Environmental quality is fair, with clear division between the more modern Tesco and the 1960s shopping precinct. High number of vacancies (6 units) detracts from the environmental quality. Linkages to Tesco need to be improved to enhance the health of the centre.
GN Retail Background Paper	2012	Carlton Square is dominated by Tesco. The shopping precinct is underperforming and has a high vacancy rate. It is in need of significant investment and upgrading. There is little connectivity between Tesco and the shopping precinct, perhaps due to the busy junction. Centre includes 33 units, with 12% in convenience use, 18% in comparison, 12% service, 15% food and drink and 24% (8 units) vacant (Misc is 18%). There is a lack of A3 units, with the only one currently vacant. Tesco is the main draw to the centre but there is little pedestrian flow between the store and the precinct due to the highway. Independent retailers form a considerable percentage of the overall units whilst the units on Burton Road are too far from the other two elements to add significant attraction to the centre. Pedestrian flows low and lower further into the precinct and on Burton Road, where only 2 units open. These units are in drastic need of redevelopment, as, along with the vacant offices and the Windsor castle pub, they add to the run down appearance of the centre. The pedestrianized precinct area is of poor design and build quality and lacks sunlight due to the adjoining offices. Tesco has permission to expand and make improvements to the links between its store and the main precinct, although this has yet to be implemented. Public transport appears very well used. The available car parking is well used but underutilised at the precinct and could be

		used to expand the shopping area. There is a moderate amount of litter.
Indigo	2014	Centre has a total of 25 retail units, of which 12% in convenience use, 36% in comparison, 20% in A3-A5 uses and 16% in services. In terms of floorspace, the size of the Tesco means 66% of floorspace is in convenience use. 16% (4 units) are vacant as well as the former Windsor Castle public house.

2014 Health Check

Use	No of Units	% of Units	National Multiples	Total =
A1 Convenience	5	15%	*Including:*	
A1 Comparison	7	21%	Tesco	Coral
A1/A2 Service	4	12%	Farmfoods	Wilkinsons
A3/A4/A5	5	15%	Boots	
Residential	0	0%		
Vacant	8	24%		
Other	4	12%		
Total	33	100%		
Source: Gedling Council Survey 15/8/2014			Other Key Attractors	

Current View of Centre

Crime	Statistics from UKCrimeStats.com indicate 886 crimes in last year (Dec-13 to Nov-14) for a daytime population of 8,999 in postcode sector NG4 1. This represents a rate of 10%, with 10% of all crimes relating to shoplifting and 33% to Anti-Social Behaviour. The area has the highest rate of crime of the 4 postal sectors in NG4.
2014 Update	An analysis of changes over time show that long term vacancies exist on Burton Road, but, within the precinct, only 1 unit and the former Council offices remain vacant since 2011. The latter now have planning permission for conversion into 40 single bed flats. Layout of the precinct, with the office block fronting the main junction is unhelpful to integration and significantly reduces the visibility of the precinct and harms the overall impression of the centre. Visual impressions are also not helped by the design of the Tesco which provides a brick wall along much of the frontage due to levels, and the vacant former public house to the front (Windsor Castle). It is noted that the Earl of Chesterfield public house, which occupies a prominent site just outside the centre has also closed and the site is for sale. Car parking at Tesco is underutilised, with it seeming that the lower level is out of use. It is understood that Tesco are no longer pursuing the expansion of their store and thus the reuse of the former pub should be investigated, although interest for its former use is likely to be limited given the proximity of the larger premises for sale nearby and the consent for a new Marston's pub south of the Colwick Loop Road (Appln refs 2013/0497). The effect of additional retail development at Teal Close (Appln ref 2013/0546) and Sainsbury's at Colwick Loop will be limited.
Conclusions on Health of Centre	The centre is suffering from its limited offer and layout, as well as an out-dated precinct. It provides important facilities for the local population, but is too small to attract major retailers, particularly given the proximity of the Victoria Retail Park, and Netherfield and Gedling Village Local Centres, both of which are sizeable and would be expected to meet the day-to-day needs of their residents. The conversion of the vacant office block to flats will improve the overall appearance of the precinct and footfall, but will not address the design issues which make visual and actual linkage between the two parts of the centre,

	difficult. Overall it is considered that the centre is functioning as a local centre rather than a district centre. Burton Road area should be removed from the centre designation.

GEDLING BOROUGH – LOCAL CENTRES AUDIT CHECKLIST

Carter Jonas

LOCAL CENTRES AUDIT

	Burton Joyce	Calverton	Ravenshead	Carlton Hill
Data Source and Date	**Gedling Shopping Survey 22/8/14**	**Gedling Shopping Survey 22/8/14**	**Gedling Shopping Survey 28/8/14**	**Gedling Shopping Survey 15/8/14**
Facilities (Number)	**15**	**19**	**15**	**80**
A1 Convenience	2	4	4	8
A1 Comparison	4	3	2	18
A1 Service/A2	3	2	6	21
A3/A4/A5	2	3	2	15
Residential	1	0	0	6
Vacant	0	2	0	6
Other	3	5	1	6
Multiples	1	5	4	13
Centre Type	Traditional high street, with small parade of more modern shops in historic centre	Purpose built shopping precinct off main street	Small shopping precinct	Traditional linear development on secondary route
Supermarket - national multiple	Yes - Co-op	Yes - Sainsbury's at Jacksons	No	Yes- Morrisons, Tesco, Iceland
Supermarket - independent/symbol group	No	No	Yes	No
Newsagents	No	No	Yes	No
Chemist	Yes	No	Yes	Yes
Charity Shop	Yes	Yes	No	Yes
Post Office	Yes	No	Yes	No
Bank/Building Society	No	No	No	Yes
Hairdressers/barbers	Yes	No	Yes	Yes
Bookmakers	No	Yes	No	Yes
Library	No	Yes	No	Yes
Doctors Surgery/Health Centre	No	Yes	No	No
Dentist	No	No	No	Yes
Comments		Former Police Station to reopen as Children's Nursery	Proposed Sainsbury's Local at Nottingham Road may intercept some car-borne trade but unlikely to significantly affect centre overall.	Indigo 2014 notes centre is compact with a large number of retail units and a high proportion of services and food and drink, and a low vacancy rate

Carter Jonas

LOCAL CENTRES AUDIT

	Gedling Village	**Mapperley Plains**	**Netherfield**
Data Source and Date	**Gedling Shopping Survey 6/8/14**	**Gedling Shopping Survey 11/8/14**	**Gedling Shopping Survey 18/9/14**
Facilities (Number)	**40**	**92**	**83**
A1 Convenience	3	13	6
A1 Comparison	9	31	19
A1 Service/A2	8	27	16
A3/A4/A5	10	14	12
Residential	5	0	15
Vacant	3	7	8
Other	2	0	7
Multiples	3	17	8
Centre Type	Traditional linear development on secondary route	Traditional linear centre on radial route	Traditional linear centre near to railway station, with part one-way system
Supermarket - national multiple	Yes -Co-op	Yes - Sainsbury's, Co-op	Yes - Co-op
Supermarket - independent/symbol group	No	No	Yes
Newsagents	Yes	Yes	No
Chemist	Yes	Yes	Yes
Charity Shop	Yes	Yes	No
Post Office	No	Yes	Yes
Bank/Building Society	No	Yes	Yes
Hairdressers/barbers	Yes	Yes	Yes
Bookmakers	Yes	Yes	Yes
Library	No	No	No
Doctors Surgery/Health Centre	No	No	No
Dentist	No	No	Yes
Comments	Indigo 2014 notes limited convenience and retail offer but range of takeaways and local services	DTZ 2008 note dominance of service uses (47%) compared with 15% convenience uses and 28% comparison. Vacancies at 7% (6 units), based on 87 units. Centre is clean and well maintained. In GNRBP noted a very accessible centre, serving a service and leisure function. Sainsbury's Local developed on site of former Iceland.	Close to Victoria Retail Park and Carlton Square. In 2012 vacancy rate was 13% (11 units). Proposed development of Sainsbury's store and Marston's pub at Colwick Loop and retail uses at Teal Close, will increase the out-of-centre provision locally.

APPENDIX 10: RUSHCLIFFE BOROUGH - DISTRICT AND LOCAL CENTRES AUDIT

Centre Name – Bingham		Local Authority - Rushcliffe	Current Status – District Centre
Centre Description	Traditional market town centre with mixture of historic and more recent development. Includes purpose-built pedestrian precinct.		
Catchment Area	Generally affluent catchment.		

Summary of Previous Health Checks and Studies

DTZ Retail Study	2008	Attractive market town with a number of local independents and relatively few vacant units. A total of 61 units identified, with 12% in convenience use, 31% comparison, 53% service and 3% (2 units) vacant. Both of these were in Eaton Place. The central market square is an appealing focal point. The Eaton Place development is not aesthetically attractive and now appears relatively dated and outmoded and improvements could be made to this key link. Retailers may need to evolve in order to provide niche, specialist goods/produce. The various markets held in Bingham help maintain local custom and attract others from outside the town. Centre also has library, leisure centre and theatre. Parking, which is provided in a number of small car parks around the centre, is an issue, particularly on market days.
GN Retail Background Paper	2012	Bingham is an attractive market town with a successful,active market square. It has an overall pleasing environment and is securing interest from retailers. It is well connected and accessibility within the centre is generally good although small improvements would benefit it. Centre contains 74 units, with 14% in convenience use, 24% comparison, 55% service and 7% (5 units) vacant. Town offers a good range of facilities and, although the convenience sector is small, it appears adequate for the town. Tesco have conditional planning permission that would significantly add to the sector. Town has a weekly market, a monthly farmers market and a monthly plant fair between April and September. These add to diversity and increase footfall. The proportion of vacant space has increased from 3% in 2007 to 7% in 2012, but there has also been an increase in the number of units, suggesting growth and then decline during the period. Current vacancies include some with dual street frontage, thus accounting for a higher proportion of total commercial space. However local agents suggest there being a relatively healthy commercial rental market in the long term. Majority of retailers are independent but a number of multiples are represented. Centre is not pedestrianized and roads have no restrictions on traffic movements and lack formal crossing points. There is a concentration of bus stops on the south side of the market square and others on the periphery of the retail area, offering range of bus services. Car parks are close to the centre and there is limited, but well used, on-street parking. Overall centre is considered to offer a 'good' quality environment but the size and shape of the centre means significant noise is a persistent characteristic. Vacant units also detract from the environmental quality and Eaton Place needs some investment. Surveys suggested respondents generally positive about the centre and provision of shops was considered adequate. Many visited on an at least weekly basis, often travelling from outside Bingham. Concerns included restricted

		parking provision and traffic issues. Service and retail offerings considered broad and varied enough to attract significant custom from the local population and beyond but better representation of non-service independents, improvements to town centre and further controls on traffic at busy times would improve it.

2014 Health Check

Use	No of Units	% of Units	National Multiples	Total =N/A
A1 Convenience	8	11%	*Including:* Boots Co-op Sainsburys Birds	
A1 Comparison	21	28%		
A1/A2 Service	23	31%		
A3/A4/A5	14	19%		
Residential	0	0%		
Vacant	5	7%		
Other	3	4%		
Total	74	100%		
Source: Rushcliffe Survey 2012			Other Key Attractors	

Current View of Centre

Crime	Statistics from UKCrimeStats.com indicate 513 crimes in last year (Dec-13 to Nov-14) for a daytime population of 9,606 in postcode sector NG13 8. This represents a rate of 5%, with 7% of all crimes relating to shoplifting and 39% to Anti-Social Behaviour. The area has the highest rate of crime of the 3 postal sectors in NG13.
2014 Update	Centre is busy and contains few vacant units. Bingham continues to be an attractive and healthy centre. Costa has opened in the centre and Tesco is still planning to come. There are also plans to develop a new church in Eaton Place. Only 1 vacant unit was seen during the site visit within the main retail area.
Conclusions on Health of Centre	Bingham is a healthy and vibrant centre. The traffic through the centre and restricted car parking detract from its offer but are also indicative of its success in drawing custom from a wider area than the town itself. Proposed residential extension (Appln ref 10/01962) for up to 1050 dwellings will assist the vitality of centre.

Centre – West Bridgford		LA - Rushcliffe	Current Status – District Centre
Centre Description	Large centre to the south east of, and close to Nottingham City Centre. Based around historic road network but with part pedestrianised.		
Catchment Area	Generally affluent areas to the south of the River Trent.		

Summary of Previous Health Checks and Studies

DTZ Retail Study	2008	Centre is vital and viable but has a limited convenience range and few comparison shops, given its proximity to Nottingham City Centre. Limited potential for growth. Of the 104 units in the centre, 14% in convenience use, 29% comparison and 51% in service. Just 2% (2 units) vacant. Multiple retailers account for 35% of all occupiers. Pedestrian flows steadily busy and cafes and restaurants appear very busy. Pavements and crossing points in the centre are well positioned and the centre is served by a number of bus routes. Overall the quality of the environment is good, with an abundance of green space. Central Avenue is very well maintained but provision on Gordon Road is of a lower quality. The junction at Tudor Square has a large number of pedestrian crossings and railings making it hard to navigate and a prominent building there is unattractive and detracts from the aesthetic quality of the rest of the centre.
NLP	2011	Centre is considered to be in good health. The environmental quality of the centre is relatively high in terms of the perception of safety, litter and graffiti. Pavements are fairly wide and in good condition and pedestrian flows are relatively high. The buildings are mixed in terms of style and age. There are no vacant units.
GN Retail Background Paper	2012	West Bridgford offers an attractive, well-functioning environment for consumers and has a good level of vitality. However, levels of convenience retail are limited (11%) which may limit its appeal. Total of 124 units in the centre with 27% comparison and an extensive range of service outlets (61%). Only 1 unit (0.8%) vacant. The presence of evening/night-time activity helps support the sense of vitality and feeling of general safety. Centre hosts a farmers market twice a month which attracts considerable numbers of additional visitors. Pavements are generally wide and in good repair. Pedestrian crossings are very well provided for and cycling is made easier by traffic improvements to Central Avenue. There are a range of competing bus services and on and off-street parking. Central Avenue is the busiest part of the centre and Gordon Road the quietest. Pedestrian activity on Bridgford Road mainly attributed to the Co-op and car park. The general setting of the centre is an attractive one. Gordon Road has a range of attractive older buildings and there is an abundance of high quality public open spaces. The centre is generally clutter-free. Surveys indicate that a significant proportion of visitors are visiting the centre for pleasure rather than convenience and use the cafes, bars and charity shops especially. The quality of the environment is frequently highlighted as a positive. Key problems noted as the crossings and street control measures at Tudor Square and the fact that car parks were often ‘at capacity’. The range of offerings is broad enough to attract visitors from outside the locality and

		the daytime and night-time uses are a positive asset promoting vitality. The farmers market and other events are also critical to the centre's success. Improvements in 2000 were successful in consolidating the centre but there is room for further improvement at Tudor Square.

2014 Health Check

Use	No of Units	% of Units	National Multiples	Total = N/A
A1 Convenience	13	10%	*Including:*	
A1 Comparison	36	29%	Co-op	Panasonic store
A1/A2 Service	43	35%	Iceland	Café Nero
A3/A4/A5	22	18%	Marks & Spencer Simply Food	Pizza Express
Residential	0	0%	Boots	
Vacant	1	1%		
Other	9	7%		
Total	124	100%		
Source: Rushcliffe Survey 2012			Other Key Attractors	
			Dentist Doctors Surgery	

Current View of Centre

Crime	Statistics from UKCrimeStats.com indicate 598 crimes in last year (Dec-13 to Nov-14) for a daytime population of 8,057 in postcode sector NG2 5. This represents a rate of 7%, with 7% of all crimes relating to shoplifting and 26% to Anti-Social Behaviour. The area has the fourth highest rate of crime of the 7 postal sectors in NG2.
2014 Update	Centre is busy and contains few vacant units. Offer is generally up-market, with high proportion of eating and drinking establishments. Pedestrianised area is busy.
Conclusions on Health of Centre	West Bridgford remains a vibrant and vital centre, offering a mixture of quality and more general retail and service operators. The centre has very few vacancies but the presence of a number of charity shops is noticeable.

RUSHCLIFFE BOROUGH –LOCAL CENTRES AUDIT CHECKLIST

LOCAL CENTRES AUDIT

	Cotgrave	East Leake	Keyworth, The Square
Data Source and Date:	**Google Street View 2011 & Research**	**Google Street View, May 2011**	**Google Street View, May 2011**
Facilities (Number)		**35**	**26**
A1 Convenience	3	6	4
A1 Comparison	3	7	7
A1 Service/A2	2	8	7
A3/A4/A5	2	7	3
Residential		0	0
Vacant		1	2
Other		6	3
Multiples		2	4
Centre Type	Shops split over two locations - traditional high street and more recent precinct.	Mainly 1960s development centred around T juntion on main street, with car park. Co-op located away from rest of the shops.	Long centre located along main roads and junction, with more recent parade of shops.
Supermarket - national multiple	Yes- Sainsbury's Local, Co-op	Yes -Co-op	Yes - Co-op
Supermarket - independent/symbol group		Yes	No
Newsagents		Yes	Yes
Chemist		No	Yes
Charity Shops		Yes	No
Post Office	Yes	Yes	Yes
Bank/Building Society		No	Yes
Hairdressers/barbers		Yes	No
Bookmakers		Yes	No
Library		Yes	No
Doctors Surgery/Health Centre		No	No
Dentist		Yes	Yes
Comments	Post Office, Grannies and Sainsbury's Local on high street.	Good compact centre meeting local needs.	

LOCAL CENTRES AUDIT

	Keyworth, Wolds Drive	Radcliffe-on-Trent	Ruddington
Data Source and Date:	**Google Street View, May 2011**	**Google Street View, June 2012**	**Google Street View, June 2012**
Facilities (Number)	**13**	**43**	**51**
A1 Convenience	3	6	9
A1 Comparison	4	9	12
A1 Service/A2	2	11	15
A3/A4/A5	4	11	6
Residential	0	0	0
Vacant	0	5	1
Other	0	1	8
Multiples	1	5	5
Centre Type	Parade of shops on one side of road with supermarket opposite.	Long centre located along main roads and junction, with more recent parade of shops.	Traditional town centre centred around junction with shops on main road and some side streets.
Supermarket - national multiple	Yes - Budgens	Yes - Co-op	Yes - Sainsbury's Local
Supermarket - independent/symbol group	No	Yes	Yes
Newsagents	No	Yes	Yes
Chemist	No	Yes	Yes
Charity Shops	Yes	Yes	Yes
Post Office	No	Yes	Yes
Bank/Building Society	No	Yes	Yes
Hairdressers/barbers	Yes	Yes	Yes
Bookmakers	No	No	Yes
Library	No	No	No
Doctors Surgery/Health Centre	No	No	No
Dentist	No	No	No
Comments	Limited offer. Uncertain if florist and optician trading at time.	Additonal barbers, opticians and restaurant located on road to railway station. Permission granted for change of use of 1 retail unit to vets Nov-13.	Co-op and a few other shops just outside main shopping area. Permission granted for conversion of bakery to flats in Feb-13.

APPENDIX 11: POPULATION PROJECTIONS

TABLE 1: POPULATION SCENARIO A - EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2014) POPULATION & PROJECTIONS (to 2028)

Zones	2014	2019	2024	2028	Growth: 2014 to 2028	
Zone 1: Nottingham City North	206,469	211,613	216,419	222,359	15,890	7.7%
Zone 2: Nottingham City South	91,824	94,071	96,168	98,834	7,010	7.6%
Zone 3: Gedling	117,466	120,931	124,478	127,030	9,564	8.1%
Zone 4: Rushcliffe	127,573	132,111	136,496	139,961	12,388	9.7%
Zone 5: Broxtowe	117,680	121,653	125,435	128,263	10,583	9.0%
Zone 6: Erewash	118,294	121,665	125,128	127,590	9,296	7.9%
Zone 7: Amber Valley	98,742	101,177	103,754	105,548	6,806	6.9%
Zone 8: Ashfield	114,477	118,143	121,618	123,997	9,520	8.3%
Zone 9: Derbyshire North	165,938	169,161	172,455	174,709	8,771	5.3%
Zone 10: Retford	43,103	43,966	44,881	45,494	2,391	5.5%
Zone 11: Newark	63,946	65,839	67,715	69,033	5,087	8.0%
Zone 12: West Newark	35,547	36,620	37,681	38,430	2,883	8.1%
Zone 13: Melton	58,199	60,371	62,633	64,206	6,007	10.3%
Zone 14: Charnwood	40,414	41,638	42,896	43,789	3,375	8.4%
Zone 15: South Derby	101,771	106,312	110,340	113,861	12,090	11.9%
Zone 16: Derby	260,459	270,008	278,509	285,120	24,661	9.5%
Total Catchment Area:	**1,761,902**	**1,815,279**	**1,866,606**	**1,908,224**	**146,322**	**8.3%**

Source: The base year (2014) population and projections to 2028 have been sourced directly from Experian's latest *'Retail Area Planner'* Reports for each study zone using SP's (Experian-based) MMG3 Geographic Information System (GIS). The base year population estimates are based on 2012 ONS (mid-year) population figures. The population projections for each Catchment Zone draw on Experian's revised 'demographic component model'. This takes into account 2012 mid-year age and gender estimates and projects 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; and death rate.

TABLE 2: POPULATION SCENARIO B - BASE YEAR (2014) POPULATION & HOUSING GROWTH PROJECTIONS (to 2028)

Zones	2014	2019	2024	2028	Growth: 2014 to 2028	
Zone 1: Nottingham City North	205,008	209,111	213,878	218,892	13,884	6.8%
Zone 2: Nottingham City South	91,174	92,957	95,037	97,291	6,117	6.7%
Zone 3: Gedling	118,897	122,856	125,797	127,555	8,658	7.3%
Zone 4: Rushcliffe	128,349	134,368	142,504	147,899	19,550	15.2%
Zone 5: Broxtowe	116,364	120,313	122,555	125,459	9,094	7.8%
Zone 6: Erewash	119,514	122,439	124,352	126,942	7,427	6.2%
Zone 7: Amber Valley	98,742	101,177	103,754	105,548	6,806	6.9%
Zone 8: Ashfield	114,477	118,143	121,618	123,997	9,520	8.3%
Zone 9: Derbyshire North	165,938	169,161	172,455	174,709	8,771	5.3%
Zone 10: Retford	43,103	43,966	44,881	45,494	2,391	5.5%
Zone 11: Newark	63,946	65,839	67,715	69,033	5,087	8.0%
Zone 12: West Newark	35,547	36,620	37,681	38,430	2,883	8.1%
Zone 13: Melton	58,199	60,371	62,633	64,206	6,007	10.3%
Zone 14: Charnwood	40,414	41,638	42,896	43,789	3,375	8.4%
Zone 15: South Derby	101,771	106,312	110,340	113,861	12,090	11.9%
Zone 16: Derby	260,459	270,008	278,509	285,120	24,661	9.5%
Total Catchment Area:	**1,761,902**	**1,815,279**	**1,866,606**	**1,908,224**	**146,322**	**8.3%**

Source: The base year (2014) population and projections to 2028 have been sourced directly from Experian's latest *'Retail Area Planner'* Reports for each study zone using SP's (Experian-based) MMG3 Geographic Information System (GIS). The base year population estimates are based on 2012 ONS (mid-year) population figures. The population projections for each Catchment Zone draw on Experian's revised 'demographic component model'. This takes into account 2012 mid-year age and gender estimates and projects 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; and death rate.

Notes: Population projections for Zones 1 to 6 have been adjusted to take account of housing allocations across Nottingham City, Broxtowe, Erewash, Gedling and Ruscliffe Councils.

APPENDIX 12A: CONVENIENCE CAPACITY – EXPERIAN POPULATION PROJECTIONS

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2014) POPULATION & PROJECTIONS (to 2028)

Zones	2014	2019	2024	2028	2014 28
Zone 1: Nottingham City North	206,469	211,613	216,419	222,359	7.7%
Zone 2: Nottingham City South	91,824	94,071	96,168	98,834	7.6%
Zone 3: Gedling	117,466	120,931	124,478	127,030	8.1%
Zone 4: Rushcliffe	127,573	132,111	136,496	139,961	9.7%
Zone 5: Broxtowe	117,680	121,653	125,435	128,263	9.0%
Zone 6: Erewash	118,294	121,665	125,128	127,590	7.9%
Zone 7: Amber Valley	98,742	101,177	103,754	105,548	6.9%
Zone 8: Ashfield	114,477	118,143	121,618	123,997	8.3%
Zone 9: Derbyshire North	165,938	169,161	172,455	174,709	5.3%
Zone 10: Retford	43,103	43,966	44,881	45,494	5.5%
Zone 11: Newark	63,946	65,839	67,715	69,033	8.0%
Zone 12: West Newark	35,547	36,620	37,681	38,430	8.1%
Zone 13: Melton	58,199	60,371	62,633	64,206	10.3%
Zone 14: Charnwood	40,414	41,638	42,896	43,789	8.4%
Zone 15: South Derby	101,771	106,312	110,340	113,861	11.9%
Zone 16: Derby	260,459	270,008	278,509	285,120	9.5%
Total Catchment Area:	1,761,902	1,815,279	1,866,606	1,908,224	8.3%

Source: The base year (2014) population and projections to 2028 have been sourced directly from Experian's latest *'Retail Area Planner'* Reports for each study zone using SP's (Experian-based) MMG3 Geographic Information System (GIS). The base year population estimates are based on 2012 ONS (mid-year) population figures. The population projections for each Study Zone draw on Experian's revised 'demographic component model'. This takes into account 2012 mid-year age and gender estimates and projects 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; and death rate.

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

ZONE:	2014 (incl SFT)	2014	2019	2024	2028	% GROWTH: 2014 28
EXPERIAN - SPECIAL FORMS OF TRADING (%):		2.6%	3.8%	4.8%	5.2%	
REVISED SPECIAL FORMS OF TRADING (%):		1.0%	1.5%	2.0%	2.1%	
Zone 1: Nottingham City North	£1,657	£1,641	£1,676	£1,719	£1,758	7.1%
Zone 2: Nottingham City South	£1,799	£1,782	£1,820	£1,867	£1,909	7.1%
Zone 3: Gedling	£2,068	£2,048	£2,092	£2,146	£2,194	7.1%
Zone 4: Rushcliffe	£2,110	£2,090	£2,135	£2,190	£2,239	7.1%
Zone 5: Broxtowe	£1,944	£1,926	£1,967	£2,018	£2,063	7.1%
Zone 6: Erewash	£2,009	£1,990	£2,033	£2,085	£2,132	7.1%
Zone 7: Amber Valley	£1,920	£1,902	£1,943	£1,992	£2,037	7.1%
Zone 8: Ashfield	£1,867	£1,849	£1,889	£1,937	£1,981	7.1%
Zone 9: Derbyshire North	£1,921	£1,903	£1,944	£1,994	£2,039	7.1%
Zone 10: Retford	£2,081	£2,061	£2,106	£2,160	£2,208	7.1%
Zone 11: Newark	£2,038	£2,019	£2,063	£2,115	£2,163	7.1%
Zone 12: West Newark	£2,173	£2,152	£2,199	£2,255	£2,306	7.1%
Zone 13: Melton	£1,996	£1,977	£2,020	£2,072	£2,118	7.1%
Zone 14: Charnwood	£2,052	£2,032	£2,076	£2,129	£2,177	7.1%
Zone 15: South Derby	£1,870	£1,852	£1,892	£1,941	£1,984	7.1%
Zone 16: Derby	£1,832	£1,814	£1,853	£1,901	£1,943	7.1%
Catchment Area Average:	£1,915	£1,897	£1,938	£1,988	£2,032	7.1%

Source: Average spend per capita estimates for 2013 are derived from Experian *'Retail Area Planner' Reports* using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 12.1 published by Experian Business Strategies (October 2014).

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 and over the forecast period based on the research and forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 12.1.

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, 2014 - 2028 (£m)

ZONE:	2014 (incl SFT)	2014	2019	2024	2028	GROWTH: 2014-28 %	GROWTH: 2014-28 £m
Zone 1: Nottingham City North	£342.0	£338.7	£354.7	£372.0	£390.8	15.4%	£52.1
Zone 2: Nottingham City South	£165.2	£163.6	£171.2	£179.5	£188.6	15.3%	£25.0
Zone 3: Gedling	£242.9	£240.6	£253.0	£267.1	£278.7	15.9%	£38.1
Zone 4: Rushcliffe	£269.2	£266.6	£282.1	£298.9	£313.3	17.5%	£46.7
Zone 5: Broxtowe	£228.8	£226.6	£239.3	£253.1	£264.6	16.8%	£38.0
Zone 6: Erewash	£237.7	£235.4	£247.3	£260.9	£272.0	15.6%	£36.6
Zone 7: Amber Valley	£189.6	£187.8	£196.6	£206.7	£215.0	14.5%	£27.3
Zone 8: Ashfield	£213.7	£211.7	£223.2	£235.6	£245.6	16.0%	£34.0
Zone 9: Derbyshire North	£318.8	£315.8	£328.9	£343.9	£356.2	12.8%	£40.4
Zone 10: Retford	£89.7	£88.9	£92.6	£96.9	£100.5	13.1%	£11.6
Zone 11: Newark	£130.4	£129.1	£135.8	£143.2	£149.3	15.7%	£20.2
Zone 12: West Newark	£77.3	£76.5	£80.5	£85.0	£88.6	15.8%	£12.1
Zone 13: Melton	£116.2	£115.1	£122.0	£129.8	£136.0	18.2%	£20.9
Zone 14: Charnwood	£82.9	£82.1	£86.4	£91.3	£95.3	16.1%	£13.2
Zone 15: South Derby	£190.3	£188.5	£201.2	£214.1	£225.9	19.9%	£37.4
Zone 16: Derby	£477.1	£472.5	£500.4	£529.4	£554.1	17.3%	£81.6
Total Catchment Area:	£3,371.7	£3,339.4	£3,515.2	£3,707.4	£3,874.7	16.0%	£535.4

Notes: Table 1 and Table 2

£357.20 £502.3 71.1%

TABLE 4: ALL FOOD SHOPPING - 2014 MARKET SHARE ANALYSIS (%)
Excluding Special Forms of Trading

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
NOTTINGHAM CITY	NOTTINGHAM CITY CENTRE	7.0%	3.4%	7.8%	1.3%	1.2%	2.3%	0.3%	0.8%	2.1%	0.2%	0.0%	2.0%
	BULWELL TOWN CENTRE	5.3%	0.4%	0.0%	0.6%	3.8%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.9%
	CLIFTON DISTRICT CENTRE	0.3%	33.4%	0.0%	8.1%	0.3%	0.3%	0.0%	0.0%	0.0%	0.3%	0.0%	2.4%
	HYSON GREEN DISTRICT CENTRE	14.1%	1.0%	0.7%	0.8%	0.0%	1.5%	0.0%	1.3%	0.0%	0.0%	0.0%	1.9%
	SHERWOOD DISTRICT CENTRE	2.6%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	LOCAL CENTRES	6.1%	6.7%	3.6%	0.3%	0.9%	0.3%	0.3%	0.5%	0.4%	0.0%	0.0%	1.4%
	OTHER LOCAL SHOPS	3.9%	8.4%	0.0%	0.0%	1.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.9%
	OUT OF CENTRE	32.4%	16.9%	3.6%	5.2%	7.0%	0.3%	1.5%	0.3%	0.8%	0.6%	0.4%	5.6%
	TOTAL: NOTTINGHAM CITY	**71.6%**	**70.1%**	**16.1%**	**16.2%**	**14.3%**	**4.7%**	**2.1%**	**3.2%**	**3.3%**	**1.2%**	**0.4%**	**15.4%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.2%	6.5%	0.1%	0.0%	18.3%	3.2%	0.0%	0.0%	0.3%	0.0%	0.3%	1.9%
	EASTWOOD DISTRICT CENTRE	0.0%	0.5%	0.0%	0.0%	15.1%	0.4%	6.9%	0.1%	0.1%	0.0%	0.5%	2.0%
	KIMBERLEY DISTRICT CENTRE	1.3%	0.4%	0.0%	0.0%	15.5%	1.7%	0.6%	0.0%	0.0%	0.0%	0.0%	1.4%
	STAPLEFORD DISTRICT CENTRE	0.4%	0.0%	0.0%	0.0%	3.6%	0.6%	0.0%	0.1%	0.0%	0.2%	0.0%	0.3%
	OTHER LOCAL SHOPS	0.0%	0.0%	0.0%	0.0%	0.7%	0.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%
	OUT OF CENTRE	1.0%	2.9%	0.1%	0.0%	12.9%	2.6%	0.1%	0.2%	0.0%	0.0%	0.3%	1.4%
	TOTAL: BROXTOWE BOROUGH	**2.9%**	**10.3%**	**0.2%**	**0.0%**	**66.1%**	**8.9%**	**7.8%**	**0.4%**	**0.5%**	**0.2%**	**1.2%**	**7.2%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	5.0%	0.3%	13.1%	0.0%	0.0%	0.0%	0.1%	0.2%	5.5%	0.1%	0.0%	1.6%
	CARLTON SQUARE DISTRICT CENTRE	2.8%	0.0%	8.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%	1.0%
	LOCAL CENTRES	0.7%	0.0%	7.5%	0.0%	0.0%	0.3%	0.0%	0.3%	1.1%	0.3%	0.0%	0.7%
	OTHER LOCAL SHOPS	0.2%	0.2%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%
	OUT OF CENTRE	13.1%	1.0%	39.2%	2.9%	0.1%	0.1%	0.6%	0.3%	15.4%	0.0%	0.0%	4.9%
	TOTAL: GEDLING BOROUGH	**21.8%**	**1.5%**	**69.1%**	**3.2%**	**0.1%**	**0.4%**	**0.7%**	**0.7%**	**22.9%**	**0.4%**	**0.3%**	**8.4%**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.1%	0.1%	0.6%	0.0%	0.5%
	WEST BRIDGFORD DISTRICT CENTRE	0.0%	2.4%	0.6%	3.6%	0.6%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.5%
	LOCAL CENTRES	0.0%	0.3%	0.0%	13.4%	0.2%	0.0%	0.0%	0.2%	0.3%	0.7%	0.1%	1.2%
	OTHER LOCAL SHOPS	0.0%	0.5%	0.0%	0.6%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%
	OUT OF CENTRE	0.9%	11.9%	0.3%	33.7%	0.1%	1.0%	1.9%	0.2%	0.3%	1.8%	0.2%	3.9%
	TOTAL: RUSHCLIFFE BOROUGH	**0.9%**	**15.2%**	**0.9%**	**56.7%**	**0.8%**	**1.3%**	**1.9%**	**0.7%**	**0.8%**	**3.4%**	**0.2%**	**6.2%**
HUCKNALL DISTRICT CENTRE		1.7%	0.0%	9.1%	0.0%	0.0%	0.0%	7.4%	0.1%	0.0%	0.0%	0.0%	1.7%
TOTAL GREATER NOTTINGHAM		**98.8%**	**97.1%**	**95.5%**	**76.1%**	**81.3%**	**15.3%**	**19.9%**	**5.1%**	**27.4%**	**5.1%**	**2.2%**	**38.9%**
OUTSIDE OF GREATER NOTTINGHAM	ALFRETON (AMBER VALLEY)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.9%	0.0%	0.3%	0.0%	0.1%	2.8%
	CHADDESDEN (DERBY)	0.0%	0.0%	0.0%	0.0%	0.5%	1.9%	0.0%	0.0%	0.0%	0.0%	14.7%	3.1%
	DERBY (DERBY)	0.0%	0.0%	0.2%	0.0%	0.0%	9.2%	2.5%	0.0%	0.0%	0.0%	30.5%	7.0%
	GRANTHAM (SOUTH KEAVSTON)	0.0%	0.6%	0.0%	2.5%	0.0%	0.0%	0.0%	3.6%	0.0%	53.9%	0.0%	4.0%
	ILKESTON (EREWASH)	0.0%	0.1%	0.8%	0.0%	6.7%	16.0%	0.9%	0.0%	0.0%	0.0%	0.2%	1.8%
	KIRKBY-IN-ASHFIELD (ASHFIELD)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.5%	0.4%	1.3%	0.0%	0.0%	1.7%
	LANGLEY MILL (AMBER VALLEY)	0.0%	0.0%	0.1%	0.0%	7.7%	2.3%	5.0%	0.1%	0.4%	0.0%	0.0%	1.3%
	LONG EATON (EREWASH)	0.5%	1.2%	0.0%	0.3%	2.7%	37.2%	0.0%	0.0%	0.0%	0.0%	2.5%	3.4%
	LOUGHBOROUGH (CHARNWOOD)	0.0%	0.0%	0.0%	14.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	17.5%	4.6%
	MANSFIELD (MANSFIELD)	0.0%	0.0%	1.5%	0.0%	0.0%	0.3%	8.0%	32.6%	30.3%	0.0%	0.0%	7.0%
	MELTON MOWBRAY (NEWARK & SHERWOOD)	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	34.0%	0.0%	2.0%
	NEWARK (NEWARK & SHERWOOD)	0.1%	0.0%	0.2%	3.1%	0.0%	0.0%	0.0%	18.9%	14.1%	0.3%	0.0%	3.6%
	RETFORD (BASSETLAW)	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	0.0%	1.8%
	SPONDON (EAST STAFFORDSHIRE)	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.3%	0.0%	0.0%	0.0%	11.9%	2.6%
	SUTTON-IN-ASHFIELD (ASHFIELD)	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	12.4%	1.2%	0.8%	0.0%	0.0%	1.7%
	OTHER	0.7%	1.0%	1.5%	3.2%	1.0%	14.7%	14.7%	26.8%	25.3%	6.4%	20.4%	12.6%
	OUTSIDE OF GREATER NOTTINGHAM	1.2%	2.9%	4.5%	23.9%	18.7%	84.7%	80.1%	94.9%	72.6%	94.9%	97.8%	61.1%
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%**

Notes: Total market share for each centre from all zones (1-16) is based on total expenditure for each centre from all zones in Table 5.

Greater Nottingham - defined based on the Greater Nottingham Partnership area which includes Broxtowe, Gedling, Nottingham City, Rushcliffe Borough Councils and Hucknall District Centre in Ashfield District

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TABLE 5: ALL FOOD SHOPPING - 2014 MARKET SHARE ANALYSIS (£M)

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
		£338.7	£163.6	£240.6	£266.588	£226.595	£235.4	£399.4	£533.7	£76.5	£197.2	£661.0	£3,339.4
NOTTINGHAM CITY	NOTTINGHAM CITY CENTRE	£23.7	£5.6	£18.7	£3.5	£2.7	£5.5	£1.2	£4.2	£1.6	£0.3	£0.3	£67.3
	BULWELL TOWN CENTRE	£17.9	£0.7	£0.0	£1.7	£8.5	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£29.7
	CLIFTON DISTRICT CENTRE	£1.0	£54.6	£0.0	£21.6	£0.8	£0.8	£0.0	£0.0	£0.0	£0.7	£0.0	£79.5
	HYSON GREEN DISTRICT CENTRE	£47.8	£1.6	£1.8	£2.0	£0.0	£3.4	£0.2	£7.1	£0.0	£0.0	£0.0	£63.9
	SHERWOOD DISTRICT CENTRE	£8.7	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.7
	LOCAL CENTRES	£20.6	£10.9	£8.6	£0.7	£2.2	£0.7	£1.0	£2.7	£0.3	£0.1	£0.0	£47.9
	OTHER LOCAL SHOPS	£13.1	£13.7	£0.0	£0.0	£2.5	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£29.9
	OUT OF CENTRE	£109.7	£27.6	£8.6	£13.8	£15.8	£0.8	£5.9	£1.4	£0.6	£1.2	£2.5	£187.8
	TOTAL: NOTTINGHAM CITY	**£242.49**	**£114.7**	**£38.8**	**£43.3**	**£32.4**	**£11.2**	**£8.2**	**£17.1**	**£2.5**	**£2.3**	**£2.7**	**£515.7**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	£0.57	£10.7	£0.3	£0.0	£41.5	£7.4	£0.0	£0.2	£0.3	£0.0	£2.2	£63.1
	EASTWOOD DISTRICT CENTRE	£0.0	£0.8	£0.0	£0.0	£34.3	£1.0	£27.5	£0.4	£0.1	£0.0	£3.5	£67.5
	KIMBERLEY DISTRICT CENTRE	£4.5	£0.7	£0.0	£0.0	£35.0	£4.0	£2.5	£0.0	£0.0	£0.0	£0.0	£46.7
	STAPLEFORD DISTRICT CENTRE	£1.27	£0.0	£0.0	£0.0	£8.2	£1.4	£0.0	£0.4	£0.0	£0.4	£0.0	£11.7
	OTHER LOCAL SHOPS	£0.0	£0.0	£0.0	£0.0	£1.6	£1.1	£0.6	£0.0	£0.0	£0.0	£0.0	£3.4
	OUT OF CENTRE	£3.44	£4.7	£0.2	£0.0	£29.1	£6.0	£0.4	£1.0	£0.0	£0.0	£2.3	£47.2
	TOTAL: BROXTOWE BOROUGH	**£9.77**	**£16.8**	**£0.5**	**£0.0**	**£149.8**	**£20.9**	**£31.1**	**£1.9**	**£0.4**	**£0.4**	**£8.0**	**£239.5**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	£16.91	£0.5	£31.5	£0.0	£0.0	£0.0	£0.4	£0.9	£4.2	£0.1	£0.0	£54.6
	CARLTON SQUARE DISTRICT CENTRE	£9.56	£0.0	£21.2	£0.8	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£2.2	£33.9
	LOCAL CENTRES	£2.24	£0.0	£18.0	£0.0	£0.0	£0.7	£0.0	£1.5	£0.8	£0.6	£0.0	£23.9
	OTHER LOCAL SHOPS	£0.71	£0.4	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£2.8
	OUT OF CENTRE	£44.41	£1.6	£94.4	£7.7	£0.1	£0.2	£2.5	£1.7	£11.8	£0.0	£0.0	£164.3
	TOTAL: GEDLING BOROUGH	**£73.83**	**£2.5**	**£166.3**	**£8.5**	**£0.1**	**£0.9**	**£2.9**	**£4.0**	**£17.5**	**£0.8**	**£2.2**	**£279.4**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	£0.0	£0.0	£0.0	£14.4	£0.0	£0.0	£0.0	£0.6	£0.1	£1.1	£0.0	£16.3
	WEST BRIDGFORD DISTRICT CENTRE	£0.0	£3.9	£1.3	£9.6	£1.3	£0.0	£0.0	£0.2	£0.0	£0.5	£0.0	£16.9
	LOCAL CENTRES	£0.0	£0.5	£0.0	£35.6	£0.4	£0.0	£0.0	£1.3	£0.3	£1.4	£0.4	£39.9
	OTHER LOCAL SHOPS	£0.0	£0.9	£0.0	£1.5	£0.0	£0.7	£0.0	£0.4	£0.0	£0.0	£0.0	£3.6
	OUT OF CENTRE	£2.90	£19.4	£0.8	£90.0	£0.1	£2.3	£7.8	£1.2	£0.3	£3.6	£1.2	£129.6
	TOTAL: RUSHCLIFFE BOROUGH	**£2.90**	**£24.8**	**£2.2**	**£151.1**	**£1.9**	**£3.0**	**£7.8**	**£3.8**	**£0.6**	**£6.6**	**£1.6**	**£206.3**
HUCKNALL DISTRICT CENTRE		£5.77	£0.0	£22.0	£0.0	£0.0	£0.0	£29.6	£0.4	£0.0	£0.0	£0.0	£57.7
TOTAL GREATER NOTTINGHAM		**£334.76**	**£158.8**	**£229.6**	**£202.9**	**£184.2**	**£36.0**	**£79.5**	**£27.2**	**£21.0**	**£10.1**	**£14.5**	**£1,298.6**
OUTSIDE OF GREATER NOTTINGHAM	ALFRETON (AMBER VALLEY)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£91.7	£0.0	£0.2	£0.0	£0.6	£92.5
	CHADDESDEN (DERBY)	£0.0	£0.0	£0.0	£0.0	£1.1	£4.5	£0.0	£0.0	£0.0	£0.0	£97.4	£103.0
	DERBY (DERBY)	£0.0	£0.0	£0.6	£0.0	£0.0	£21.6	£9.9	£0.0	£0.0	£0.0	£201.8	£233.9
	GRANTHAM (SOUTH KEAVSTON)	£0.0	£1.0	£0.0	£6.6	£0.0	£0.0	£0.0	£19.3	£0.0	£106.2	£0.0	£133.1
	ILKESTON (EREWASH)	£0.0	£0.2	£1.9	£0.0	£15.1	£37.7	£3.5	£0.0	£0.0	£0.0	£1.4	£59.7
	KIRKBY-IN-ASHFIELD (ASHFIELD)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£53.7	£2.0	£1.0	£0.0	£0.0	£56.7
	LANGLEY MILL (AMBER VALLEY)	£0.0	£0.0	£0.3	£0.0	£17.6	£5.3	£19.8	£0.6	£0.3	£0.0	£0.0	£44.0
	LONG EATON (EREWASH)	£1.53	£2.0	£0.0	£0.9	£6.1	£87.7	£0.0	£0.0	£0.0	£0.0	£16.3	£114.4
	LOUGHBOROUGH (CHARNWOOD)	£0.0	£0.0	£0.0	£38.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£115.6	£154.7
	MANSFIELD (MANSFIELD)	£0.0	£0.0	£3.7	£0.0	£0.0	£0.7	£31.9	£174.0	£23.2	£0.0	£0.0	£233.6
	MELTON MOWBRAY (NEWARK & SHERWOOD)	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£67.0	£0.0	£67.9
	NEWARK (NEWARK & SHERWOOD)	£0.3	£0.0	£0.5	£8.3	£0.0	£0.0	£0.0	£100.7	£10.8	£0.7	£0.0	£121.2
	RETFORD (BASSETLAW)	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£60.4	£0.0	£0.0	£0.0	£60.7
	SPONDON (EAST STAFFORDSHIRE)	£0.0	£0.0	£0.0	£0.0	£0.0	£7.5	£1.2	£0.0	£0.0	£0.0	£78.4	£87.0
	SUTTON-IN-ASHFIELD (ASHFIELD)	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£49.4	£6.4	£0.6	£0.0	£0.0	£56.8
	OTHER	£2.20	£1.6	£3.6	£8.4	£2.3	£34.5	£58.8	£143.1	£19.3	£12.6	£135.1	£421.6
	OUTSIDE OF GREATER NOTTINGHAM	**£3.99**	**£4.8**	**£10.9**	**£63.7**	**£42.4**	**£199.4**	**£319.9**	**£506.5**	**£55.5**	**£187.0**	**£646.5**	**£2,040.7**
TOTAL		£338.7	£163.6	£240.6	£266.6	£226.6	£235.4	£399.4	£533.7	£76.5	£197.2	£661.0	£3,339.4

Carter Jonas

TABLE 6: ALL FOOD SHOPPING - 2019 MARKET SHARE ANALYSIS (£M)

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
		£354.7	£171.2	£253.0	£282.1	£239.3	£247.3	£419.8	£557.3	£80.5	£208.4	£701.6	£3,515.2
NOTTINGHAM CITY	NOTTINGHAM CITY CENTRE	£24.8	£5.9	£19.7	£3.7	£2.8	£5.8	£1.2	£4.4	£1.7	£0.3	£0.3	£70.6
	BULWELL TOWN CENTRE	£18.7	£0.7	£0.0	£1.8	£9.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£31.2
	CLIFTON DISTRICT CENTRE	£1.1	£57.2	£0.0	£22.8	£0.8	£0.8	£0.0	£0.0	£0.0	£0.7	£0.0	£83.4
	HYSON GREEN DISTRICT CENTRE	£50.0	£1.7	£1.9	£2.1	£0.0	£3.6	£0.2	£7.4	£0.0	£0.0	£0.0	£66.9
	SHERWOOD DISTRICT CENTRE	£9.1	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.2
	LOCAL CENTRES	£21.6	£11.4	£9.1	£0.7	£2.3	£0.7	£1.1	£2.8	£0.4	£0.1	£0.0	£50.2
	OTHER LOCAL SHOPS	£13.7	£14.3	£0.0	£0.0	£2.6	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£31.4
	OUT OF CENTRE	£114.9	£28.9	£9.0	£14.6	£16.7	£0.8	£6.2	£1.4	£0.6	£1.3	£2.6	£197.1
	TOTAL: NOTTINGHAM CITY	**£253.91**	**£120.1**	**£40.8**	**£45.8**	**£34.2**	**£11.7**	**£8.6**	**£17.9**	**£2.6**	**£2.4**	**£2.9**	**£541.0**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	£0.59	£11.2	£0.3	£0.0	£43.8	£7.8	£0.0	£0.2	£0.3	£0.0	£2.3	£66.5
	EASTWOOD DISTRICT CENTRE	£0.0	£0.8	£0.0	£0.0	£36.2	£1.0	£28.9	£0.4	£0.1	£0.0	£3.8	£71.2
	KIMBERLEY DISTRICT CENTRE	£4.7	£0.7	£0.0	£0.0	£37.0	£4.2	£2.6	£0.0	£0.0	£0.0	£0.0	£49.2
	STAPLEFORD DISTRICT CENTRE	£1.33	£0.0	£0.0	£0.0	£8.7	£1.5	£0.0	£0.4	£0.0	£0.4	£0.0	£12.3
	OTHER LOCAL SHOPS	£0.0	£0.0	£0.0	£0.0	£1.7	£1.2	£0.6	£0.0	£0.0	£0.0	£0.0	£3.5
	OUT OF CENTRE	£3.60	£4.9	£0.2	£0.0	£30.8	£6.3	£0.5	£1.0	£0.0	£0.0	£2.4	£49.7
	TOTAL: BROXTOWE BOROUGH	**£10.23**	**£17.6**	**£0.5**	**£0.0**	**£158.2**	**£22.0**	**£32.6**	**£2.0**	**£0.4**	**£0.4**	**£8.5**	**£252.4**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	£17.71	£0.5	£33.2	£0.0	£0.0	£0.0	£0.4	£0.9	£4.4	£0.2	£0.0	£57.3
	CARLTON SQUARE DISTRICT CENTRE	£10.01	£0.0	£22.3	£0.8	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£2.3	£35.7
	LOCAL CENTRES	£2.34	£0.0	£18.9	£0.0	£0.0	£0.7	£0.0	£1.5	£0.9	£0.7	£0.0	£25.1
	OTHER LOCAL SHOPS	£0.75	£0.4	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£2.9
	OUT OF CENTRE	£46.50	£1.7	£99.3	£8.2	£0.1	£0.2	£2.6	£1.7	£12.4	£0.0	£0.0	£172.6
	TOTAL: GEDLING BOROUGH	**£77.30**	**£2.6**	**£174.9**	**£9.0**	**£0.1**	**£0.9**	**£3.1**	**£4.1**	**£18.4**	**£0.8**	**£2.3**	**£293.6**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	£0.0	£0.0	£0.0	£15.3	£0.0	£0.0	£0.0	£0.6	£0.1	£1.2	£0.0	£17.2
	WEST BRIDGFORD DISTRICT CENTRE	£0.0	£4.1	£1.4	£10.1	£1.4	£0.0	£0.0	£0.2	£0.0	£0.5	£0.0	£17.8
	LOCAL CENTRES	£0.0	£0.5	£0.0	£37.7	£0.4	£0.0	£0.0	£1.4	£0.3	£1.5	£0.4	£42.2
	OTHER LOCAL SHOPS	£0.0	£0.9	£0.0	£1.6	£0.0	£0.7	£0.0	£0.5	£0.0	£0.0	£0.0	£3.8
	OUT OF CENTRE	£3.04	£20.4	£0.9	£95.2	£0.1	£2.4	£8.1	£1.3	£0.3	£3.8	£1.3	£136.8
	TOTAL: RUSHCLIFFE BOROUGH	**£3.04**	**£26.0**	**£2.3**	**£159.9**	**£2.0**	**£3.1**	**£8.1**	**£4.0**	**£0.6**	**£7.0**	**£1.8**	**£217.8**
HUCKNALL DISTRICT CENTRE		£6.04	£0.0	£23.1	£0.0	£0.0	£0.0	£31.1	£0.4	£0.0	£0.0	£0.0	£60.6
TOTAL GREATER NOTTINGHAM		**£350.53**	**£166.2**	**£241.5**	**£214.7**	**£194.5**	**£37.8**	**£83.6**	**£28.4**	**£22.1**	**£10.7**	**£15.4**	**£1,365.5**
OUTSIDE OF GREATER NOTTINGHAM	ALFRETON (AMBER VALLEY)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£96.3	£0.0	£0.2	£0.0	£0.6	£97.2
	CHADDESDEN (DERBY)	£0.0	£0.0	£0.0	£0.0	£1.1	£4.7	£0.0	£0.0	£0.0	£0.0	£103.4	£109.2
	DERBY (DERBY)	£0.0	£0.0	£0.6	£0.0	£0.0	£22.7	£10.4	£0.0	£0.0	£0.0	£214.2	£247.9
	GRANTHAM (SOUTH KEAVSTON)	£0.0	£1.0	£0.0	£7.0	£0.0	£0.0	£0.0	£20.1	£0.0	£112.3	£0.0	£140.4
	ILKESTON (EREWASH)	£0.0	£0.2	£2.0	£0.0	£16.0	£39.6	£3.7	£0.0	£0.0	£0.0	£1.4	£62.8
	KIRKBY-IN-ASHFIELD (ASHFIELD)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£56.5	£2.1	£1.1	£0.0	£0.0	£59.6
	LANGLEY MILL (AMBER VALLEY)	£0.0	£0.0	£0.3	£0.0	£18.5	£5.6	£20.8	£0.6	£0.4	£0.0	£0.0	£46.3
	LONG EATON (EREWASH)	£1.60	£2.1	£0.0	£1.0	£6.4	£92.1	£0.0	£0.0	£0.0	£0.0	£17.3	£120.4
	LOUGHBOROUGH (CHARNWOOD)	£0.0	£0.0	£0.0	£40.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£122.7	£164.0
	MANSFIELD (MANSFIELD)	£0.0	£0.0	£3.9	£0.0	£0.0	£0.7	£33.6	£181.7	£24.4	£0.0	£0.0	£244.3
	MELTON MOWBRAY (NEWARK & SHERWOOD)	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£70.8	£0.0	£71.7
	NEWARK (NEWARK & SHERWOOD)	£0.3	£0.0	£0.5	£8.8	£0.0	£0.0	£0.0	£105.2	£11.3	£0.7	£0.0	£126.8
	RETFORD (BASSETLAW)	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£63.0	£0.0	£0.0	£0.0	£63.4
	SPONDON (EAST STAFFORDSHIRE)	£0.0	£0.0	£0.0	£0.0	£0.0	£7.8	£1.3	£0.0	£0.0	£0.0	£83.2	£92.3
	SUTTON-IN-ASHFIELD (ASHFIELD)	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£52.0	£6.6	£0.7	£0.0	£0.0	£59.6
	OTHER	£2.31	£1.7	£3.8	£8.9	£2.4	£36.2	£61.7	£149.5	£20.4	£13.3	£143.4	£443.7
	OUTSIDE OF GREATER NOTTINGHAM	**£4.18**	**£5.0**	**£11.5**	**£67.4**	**£44.8**	**£209.6**	**£336.2**	**£528.9**	**£58.5**	**£197.7**	**£686.2**	**£2,149.8**
TOTAL		£354.7	£171.2	£253.0	£282.1	£239.3	£247.3	£419.8	£557.3	£80.5	£208.4	£701.6	£3,515.2

Carter Jonas

TABLE 7: ALL FOOD SHOPPING - 2024 MARKET SHARE ANALYSIS (£M)

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
		£372.0	£179.5	£267.1	£298.9	£253.1	£260.9	£442.4	£584.0	£85.0	£221.1	£743.5	£3,707.4
NOTTINGHAM CITY	NOTTINGHAM CITY CENTRE	£26.0	£6.2	£20.8	£3.9	£3.0	£6.1	£1.3	£4.6	£1.8	£0.4	£0.3	£74.3
	BULWELL TOWN CENTRE	£19.7	£0.7	£0.0	£1.9	£9.5	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£32.9
	CLIFTON DISTRICT CENTRE	£1.1	£60.0	£0.0	£24.2	£0.8	£0.9	£0.0	£0.0	£0.0	£0.8	£0.0	£87.8
	HYSON GREEN DISTRICT CENTRE	£52.5	£1.8	£2.0	£2.2	£0.0	£3.8	£0.2	£7.8	£0.0	£0.0	£0.0	£70.2
	SHERWOOD DISTRICT CENTRE	£9.5	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.7
	LOCAL CENTRES	£22.6	£11.9	£9.6	£0.8	£2.4	£0.8	£1.2	£2.9	£0.4	£0.1	£0.0	£52.7
	OTHER LOCAL SHOPS	£14.4	£15.0	£0.0	£0.0	£2.8	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£32.9
	OUT OF CENTRE	£120.5	£30.3	£9.5	£15.5	£17.6	£0.9	£6.5	£1.5	£0.6	£1.4	£2.8	£207.1
	TOTAL: NOTTINGHAM CITY	**£266.32**	**£125.9**	**£43.0**	**£48.5**	**£36.1**	**£12.4**	**£9.1**	**£18.8**	**£2.8**	**£2.6**	**£3.1**	**£568.6**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	£0.62	£11.7	£0.3	£0.0	£46.4	£8.2	£0.0	£0.2	£0.3	£0.0	£2.4	£70.2
	EASTWOOD DISTRICT CENTRE	£0.0	£0.8	£0.0	£0.0	£38.3	£1.1	£30.5	£0.4	£0.1	£0.0	£4.0	£75.2
	KIMBERLEY DISTRICT CENTRE	£4.9	£0.7	£0.0	£0.0	£39.1	£4.4	£2.8	£0.0	£0.0	£0.0	£0.0	£52.0
	STAPLEFORD DISTRICT CENTRE	£1.40	£0.0	£0.0	£0.0	£9.2	£1.5	£0.0	£0.4	£0.0	£0.5	£0.0	£13.0
	OTHER LOCAL SHOPS	£0.0	£0.0	£0.0	£0.0	£1.8	£1.3	£0.7	£0.0	£0.0	£0.0	£0.0	£3.7
	OUT OF CENTRE	£3.78	£5.1	£0.2	£0.0	£32.5	£6.7	£0.5	£1.1	£0.0	£0.0	£2.6	£52.5
	TOTAL: BROXTOWE BOROUGH	**£10.73**	**£18.4**	**£0.5**	**£0.0**	**£167.3**	**£23.2**	**£34.4**	**£2.1**	**£0.4**	**£0.5**	**£9.0**	**£266.5**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	£18.57	£0.6	£35.0	£0.0	£0.0	£0.0	£0.5	£0.9	£4.6	£0.2	£0.0	£60.3
	CARLTON SQUARE DISTRICT CENTRE	£10.50	£0.0	£23.6	£0.8	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£2.4	£37.6
	LOCAL CENTRES	£2.46	£0.0	£20.0	£0.0	£0.0	£0.8	£0.0	£1.6	£0.9	£0.7	£0.0	£26.4
	OTHER LOCAL SHOPS	£0.78	£0.4	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£3.1
	OUT OF CENTRE	£48.77	£1.8	£104.8	£8.7	£0.1	£0.2	£2.7	£1.8	£13.1	£0.0	£0.0	£181.9
	TOTAL: GEDLING BOROUGH	**£81.08**	**£2.8**	**£184.6**	**£9.5**	**£0.1**	**£1.0**	**£3.2**	**£4.3**	**£19.4**	**£0.9**	**£2.4**	**£309.4**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	£0.0	£0.0	£0.0	£16.2	£0.0	£0.0	£0.0	£0.7	£0.1	£1.3	£0.0	£18.2
	WEST BRIDGFORD DISTRICT CENTRE	£0.0	£4.3	£1.5	£10.7	£1.5	£0.0	£0.0	£0.2	£0.0	£0.6	£0.0	£18.8
	LOCAL CENTRES	£0.0	£0.6	£0.0	£39.9	£0.5	£0.0	£0.0	£1.4	£0.3	£1.6	£0.5	£44.7
	OTHER LOCAL SHOPS	£0.0	£1.0	£0.0	£1.7	£0.0	£0.8	£0.0	£0.5	£0.0	£0.0	£0.0	£4.0
	OUT OF CENTRE	£3.19	£21.3	£0.9	£100.8	£0.1	£2.5	£8.6	£1.4	£0.3	£4.0	£1.4	£144.6
	TOTAL: RUSHCLIFFE BOROUGH	**£3.19**	**£27.2**	**£2.4**	**£169.4**	**£2.1**	**£3.3**	**£8.6**	**£4.2**	**£0.7**	**£7.4**	**£1.9**	**£230.4**
HUCKNALL DISTRICT CENTRE		£6.34	£0.0	£24.4	£0.0	£0.0	£0.0	£32.8	£0.4	£0.0	£0.0	£0.0	£63.9
TOTAL GREATER NOTTINGHAM		**£367.65**	**£174.3**	**£255.0**	**£227.5**	**£205.7**	**£39.9**	**£88.1**	**£29.8**	**£23.3**	**£11.4**	**£16.4**	**£1,438.8**
OUTSIDE OF GREATER NOTTINGHAM	ALFRETON (AMBER VALLEY)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£101.5	£0.0	£0.3	£0.0	£0.7	£102.4
	CHADDESDEN (DERBY)	£0.0	£0.0	£0.0	£0.0	£1.2	£5.0	£0.0	£0.0	£0.0	£0.0	£109.6	£115.7
	DERBY (DERBY)	£0.0	£0.0	£0.6	£0.0	£0.0	£24.0	£11.0	£0.0	£0.0	£0.0	£227.0	£262.6
	GRANTHAM (SOUTH KEAVSTON)	£0.0	£1.1	£0.0	£7.4	£0.0	£0.0	£0.0	£21.1	£0.0	£119.1	£0.0	£148.7
	ILKESTON (EREWASH)	£0.0	£0.2	£2.1	£0.0	£16.9	£41.7	£3.8	£0.0	£0.0	£0.0	£1.5	£66.3
	KIRKBY-IN-ASHFIELD (ASHFIELD)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£59.5	£2.2	£1.1	£0.0	£0.0	£62.8
	LANGLEY MILL (AMBER VALLEY)	£0.0	£0.0	£0.4	£0.0	£19.6	£5.9	£21.9	£0.7	£0.4	£0.0	£0.0	£48.9
	LONG EATON (EREWASH)	£1.68	£2.2	£0.0	£1.0	£6.8	£97.2	£0.0	£0.0	£0.0	£0.0	£18.3	£127.1
	LOUGHBOROUGH (CHARNWOOD)	£0.0	£0.0	£0.0	£43.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£130.0	£173.8
	MANSFIELD (MANSFIELD)	£0.0	£0.0	£4.1	£0.0	£0.0	£0.8	£35.4	£190.4	£25.8	£0.0	£0.0	£256.5
	MELTON MOWBRAY (NEWARK & SHERWOOD)	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£75.1	£0.0	£76.1
	NEWARK (NEWARK & SHERWOOD)	£0.3	£0.0	£0.6	£9.3	£0.0	£0.0	£0.0	£110.2	£12.0	£0.7	£0.0	£133.0
	RETFORD (BASSETLAW)	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£66.1	£0.0	£0.0	£0.0	£66.4
	SPONDON (EAST STAFFORDSHIRE)	£0.0	£0.0	£0.0	£0.0	£0.0	£8.3	£1.3	£0.0	£0.0	£0.0	£88.1	£97.7
	SUTTON-IN-ASHFIELD (ASHFIELD)	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£54.8	£7.0	£0.7	£0.0	£0.0	£62.8
	OTHER	£2.42	£1.8	£4.0	£9.5	£2.6	£38.2	£65.1	£156.6	£21.5	£14.2	£151.9	£467.7
	OUTSIDE OF GREATER NOTTINGHAM	**£4.38**	**£5.2**	**£12.1**	**£71.4**	**£47.4**	**£221.0**	**£354.3**	**£554.3**	**£61.7**	**£209.7**	**£727.2**	**£2,268.7**
TOTAL		£372.0	£179.5	£267.1	£298.9	£253.1	£260.9	£442.4	£584.0	£85.0	£221.1	£743.5	£3,707.4

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TABLE 8: ALL FOOD SHOPPING - 2028 MARKET SHARE ANALYSIS (£M)

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
		£390.8	£188.6	£278.7	£313.3	£264.6	£272.0	£460.7	£606.0	£88.6	£231.3	£780.0	£3,874.7
NOTTINGHAM CITY	NOTTINGHAM CITY CENTRE	£27.4	£6.5	£21.7	£4.1	£3.1	£6.3	£1.3	£4.8	£1.9	£0.4	£0.3	£77.8
	BULWELL TOWN CENTRE	£20.6	£0.8	£0.0	£2.0	£9.9	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£34.4
	CLIFTON DISTRICT CENTRE	£1.2	£63.0	£0.0	£25.4	£0.9	£0.9	£0.0	£0.0	£0.0	£0.8	£0.0	£92.1
	HYSON GREEN DISTRICT CENTRE	£55.1	£1.9	£2.1	£2.4	£0.0	£4.0	£0.2	£8.1	£0.0	£0.0	£0.0	£73.6
	SHERWOOD DISTRICT CENTRE	£10.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.2
	LOCAL CENTRES	£23.8	£12.6	£10.0	£0.8	£2.5	£0.8	£1.2	£3.1	£0.4	£0.1	£0.0	£55.3
	OTHER LOCAL SHOPS	£15.1	£15.8	£0.0	£0.0	£2.9	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£34.6
	OUT OF CENTRE	£126.6	£31.9	£9.9	£16.3	£18.4	£0.9	£6.8	£1.6	£0.7	£1.4	£2.9	£217.3
	TOTAL: NOTTINGHAM CITY	**£279.77**	**£132.3**	**£44.9**	**£50.9**	**£37.8**	**£12.9**	**£9.5**	**£19.5**	**£2.9**	**£2.7**	**£3.2**	**£596.3**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	£0.65	£12.3	£0.3	£0.0	£48.5	£8.6	£0.0	£0.2	£0.3	£0.0	£2.6	£73.4
	EASTWOOD DISTRICT CENTRE	£0.0	£0.9	£0.0	£0.0	£40.1	£1.1	£31.7	£0.4	£0.1	£0.0	£4.2	£78.5
	KIMBERLEY DISTRICT CENTRE	£5.2	£0.8	£0.0	£0.0	£40.9	£4.6	£2.9	£0.0	£0.0	£0.0	£0.0	£54.3
	STAPLEFORD DISTRICT CENTRE	£1.47	£0.0	£0.0	£0.0	£9.6	£1.6	£0.0	£0.4	£0.0	£0.5	£0.0	£13.6
	OTHER LOCAL SHOPS	£0.0	£0.0	£0.0	£0.0	£1.9	£1.3	£0.7	£0.0	£0.0	£0.0	£0.0	£3.9
	OUT OF CENTRE	£3.97	£5.4	£0.2	£0.0	£34.0	£7.0	£0.5	£1.1	£0.0	£0.0	£2.7	£54.9
	TOTAL: BROXTOWE BOROUGH	**£11.27**	**£19.4**	**£0.5**	**£0.0**	**£174.9**	**£24.2**	**£35.8**	**£2.1**	**£0.4**	**£0.5**	**£9.4**	**£278.6**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	£19.51	£0.6	£36.5	£0.0	£0.0	£0.0	£0.5	£1.0	£4.8	£0.2	£0.0	£63.1
	CARLTON SQUARE DISTRICT CENTRE	£11.03	£0.0	£24.6	£0.9	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£2.6	£39.3
	LOCAL CENTRES	£2.58	£0.0	£20.8	£0.0	£0.0	£0.8	£0.0	£1.6	£1.0	£0.7	£0.0	£27.6
	OTHER LOCAL SHOPS	£0.82	£0.5	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£3.2
	OUT OF CENTRE	£51.23	£1.9	£109.3	£9.1	£0.1	£0.2	£2.9	£1.9	£13.6	£0.0	£0.0	£190.2
	TOTAL: GEDLING BOROUGH	**£85.18**	**£2.9**	**£192.7**	**£10.0**	**£0.1**	**£1.0**	**£3.3**	**£4.5**	**£20.3**	**£0.9**	**£2.6**	**£323.5**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	£0.0	£0.0	£0.0	£17.0	£0.0	£0.0	£0.0	£0.7	£0.1	£1.3	£0.0	£19.1
	WEST BRIDGFORD DISTRICT CENTRE	£0.0	£4.6	£1.5	£11.3	£1.5	£0.0	£0.0	£0.3	£0.0	£0.6	£0.0	£19.7
	LOCAL CENTRES	£0.0	£0.6	£0.0	£41.9	£0.5	£0.0	£0.0	£1.5	£0.3	£1.6	£0.5	£46.9
	OTHER LOCAL SHOPS	£0.0	£1.0	£0.0	£1.8	£0.0	£0.8	£0.0	£0.5	£0.0	£0.0	£0.0	£4.2
	OUT OF CENTRE	£3.35	£22.4	£1.0	£105.7	£0.1	£2.6	£8.9	£1.4	£0.3	£4.2	£1.5	£151.6
	TOTAL: RUSHCLIFFE BOROUGH	**£3.35**	**£28.6**	**£2.5**	**£177.6**	**£2.2**	**£3.4**	**£8.9**	**£4.4**	**£0.7**	**£7.8**	**£1.9**	**£241.4**
HUCKNALL DISTRICT CENTRE		£6.66	£0.0	£25.4	£0.0	£0.0	£0.0	£34.1	£0.4	£0.0	£0.0	£0.0	£66.7
TOTAL GREATER NOTTINGHAM		**£386.23**	**£183.1**	**£266.1**	**£238.5**	**£215.0**	**£41.5**	**£91.7**	**£30.9**	**£24.3**	**£11.9**	**£17.2**	**£1,506.4**
OUTSIDE OF GREATER NOTTINGHAM	ALFRETON (AMBER VALLEY)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£105.7	£0.0	£0.3	£0.0	£0.7	£106.7
	CHADDESDEN (DERBY)	£0.0	£0.0	£0.0	£0.0	£1.2	£5.2	£0.0	£0.0	£0.0	£0.0	£114.9	£121.4
	DERBY (DERBY)	£0.0	£0.0	£0.7	£0.0	£0.0	£25.0	£11.4	£0.0	£0.0	£0.0	£238.1	£275.2
	GRANTHAM (SOUTH KEAVSTON)	£0.0	£1.1	£0.0	£7.8	£0.0	£0.0	£0.0	£21.9	£0.0	£124.6	£0.0	£155.4
	ILKESTON (EREWASH)	£0.0	£0.2	£2.2	£0.0	£17.6	£43.5	£4.0	£0.0	£0.0	£0.0	£1.6	£69.2
	KIRKBY-IN-ASHFIELD (ASHFIELD)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£62.0	£2.3	£1.2	£0.0	£0.0	£65.4
	LANGLEY MILL (AMBER VALLEY)	£0.0	£0.0	£0.4	£0.0	£20.5	£6.2	£22.8	£0.7	£0.4	£0.0	£0.0	£51.0
	LONG EATON (EREWASH)	£1.77	£2.3	£0.0	£1.1	£7.1	£101.3	£0.0	£0.0	£0.0	£0.0	£19.2	£132.7
	LOUGHBOROUGH (CHARNWOOD)	£0.0	£0.0	£0.0	£45.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£136.4	£182.3
	MANSFIELD (MANSFIELD)	£0.0	£0.0	£4.3	£0.0	£0.0	£0.8	£36.8	£197.6	£26.9	£0.0	£0.0	£266.4
	MELTON MOWBRAY (NEWARK & SHERWOOD)	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£78.6	£0.0	£79.6
	NEWARK (NEWARK & SHERWOOD)	£0.3	£0.0	£0.6	£9.7	£0.0	£0.0	£0.0	£114.4	£12.5	£0.8	£0.0	£138.2
	RETFORD (BASSETLAW)	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£68.5	£0.0	£0.0	£0.0	£68.9
	SPONDON (EAST STAFFORDSHIRE)	£0.0	£0.0	£0.0	£0.0	£0.0	£8.6	£1.4	£0.0	£0.0	£0.0	£92.5	£102.5
	SUTTON-IN-ASHFIELD (ASHFIELD)	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£57.0	£7.2	£0.7	£0.0	£0.0	£65.4
	OTHER	£2.54	£1.9	£4.2	£9.9	£2.7	£39.9	£67.8	£162.5	£22.4	£14.8	£159.4	£487.9
	OUTSIDE OF GREATER NOTTINGHAM	**£4.60**	**£5.5**	**£12.6**	**£74.8**	**£49.6**	**£230.5**	**£369.0**	**£575.1**	**£64.3**	**£219.4**	**£762.9**	**£2,368.3**
TOTAL		£390.8	£188.6	£278.7	£313.3	£264.6	£272.0	£460.7	£606.0	£88.6	£231.3	£780.0	£3,874.7

TABLE 9: TRADE DRAW FROM OUTSIDE THE CATCHMENT AREA AND TOTAL TURNOVER

		Estimated 'Inflow' from Outside Catchment Area (outside Zones 1 16)	2014	2019	2024	2028
NOTTINGHAM CITY	City Centre	5%	£70.8	£74.3	£78.2	£81.9
	Bulwell Town Centre	0%	£29.7	£31.2	£32.9	£34.4
	Clifton District Centre	0%	£79.5	£83.4	£87.8	£92.1
	Hyson Green District Centre	0%	£63.9	£66.9	£70.2	£73.6
	Sherwood District Centre	0%	£9.7	£10.2	£10.7	£11.2
	Local Centres & All Other Centres, Shops and Stores	0%	£77.8	£81.5	£85.6	£89.8
	Out of Centre	0%	£187.8	£197.1	£207.1	£217.3
	including Morrisons, Springfield Retail Park, Bulwell, Tesco Extra, Top Valley Way					
	Total Nottingham City:		£519.2	£544.7	£572.5	£600.4
BROXTOWE BOROUGH	Beeston Town Centre	0%	£63.1	£66.5	£70.2	£73.4
	Eastwood District Centre	0%	£67.5	£71.2	£75.2	£78.5
	Kimberley District Centre	0%	£46.7	£49.2	£52.0	£54.3
	Stapleford District Centre	0%	£11.7	£12.3	£13.0	£13.6
	Local Centres & All Other Centres, Shops and Stores	0%	£3.4	£3.5	£3.7	£3.9
	Out of Centre	0%	£47.2	£49.7	£52.5	£54.9
	Including Tesco Extra, Swiney Way, Toton, Broxtowe					
	Total Broxtowe Borough		£239.5	£252.4	£266.5	£278.6
GEDLING BOROUGH	Arnold Town Centre	0%	£54.6	£57.3	£60.3	£63.1
	Carlton Square District Centre	0%	£33.9	£35.7	£37.6	£39.3
	Local Centres & All Other Centres, Shops and Stores	0%	£26.7	£28.0	£29.5	£30.8
	Out of Centre	0%	£164.3	£172.6	£181.9	£190.2
	Including Morrisons Netherfield; Sainsbury's, Sir John Robinson Way (Daybrook)					
	Total Gedling Borough		£279.4	£293.6	£309.4	£323.5
RUSHCLIFFE BOROUGH	Bingham District Centre	0%	£16.3	£17.2	£18.2	£19.1
	West Bridgford District Centre	0%	£16.9	£17.8	£18.8	£19.7
	Local Centres & All Other Centres, Shops and Stores	0%	£43.5	£46.0	£48.7	£51.0
	Out of Centre	0%	£129.6	£136.8	£144.6	£151.6
	Including Asda, West Bridgford, Rushcliffe; Morrisons, Gamston					
	Total Rushcliffe Borough		£206.3	£217.8	£230.4	£241.4
TOTAL			£1,244.5	£1,308.5	£1,378.8	£1,443.9

TABLE 10: NEW RETAIL COMMITMENTS - ESTIMATED CONVENIENCE GOODS SALES AREAS & BENCHMARK TURNOVERS.

		LPA Planning Ref	Estimate Sales Area	Average Sales	BENCHMARK TURNOVER ESTIMATES 2014 £m	2019 £m	2024 £m	2028 £m
Out of Centre	Sainsbury's Castle Bridge extension	10/02248/PFUL3	1,369	£12,500	£17.1	£16.9	£16.9	£16.9
Out of Centre	Foodstore, Former Gas Works Site, Radford Road	12/02756/PFUL3	799	£12,250	£9.8	£9.7	£9.6	£9.7
Out of Centre	Foodstore, land at Daleside Road	14/01140/POUT	910	£12,500	£11.4	£11.3	£11.2	£11.3
Out of Centre	Foodstore on former N C V Garage Hucknall Road Nottingham	14/01791/PFUL3	1,066	£12,500	£13.3	£13.2	£13.1	£13.2
Total Nottingham City			4,144		£51.6	£51.0	£50.8	£51.0
No commitments								
Total Broxtowe Borough								
Out of Centre	Sainsbury's Foodstore, Land South Of Colwick Loop Road, Carlton	2013/0500	4,645	£12,500	£58.1	£57.4	£57.2	£57.4
Out of Centre	Sainsbury's Local, 1 Nottingham Road, Ravenshead	2013/0563	216	£12,500	£2.7	£2.7	£2.7	£2.7
Out of Centre	Co-operative Store, Site off Copice Road, Arnold	2014/0534	244	£8,400	£2.1	£2.0	£2.0	£2.0
Out of Centre	Lidl, White Hart public house site, Mansfield Road	2013/1518	1,035	£4,500	£4.7	£4.6	£4.6	£4.6
Out of Centre	Mixed use development including retail units, Teal Close, Carlton	2013/0546	700	£5,000	£3.5	£3.5	£3.4	£3.5
Out of Centre	M&S Food, Victoria Retail Park		680	£9,800	£6.7	£6.6	£6.6	£6.6
Total Gedling Borough			6,840		£77.6	£76.8	£76.5	£76.8
In Centre	A1-A3 Floorspace, Rear of 1 Central Avenue, West Bridgford	14/00884/FUL	39	£5,000	£0.2	£0.2	£0.2	£0.2
Out of Centre	Tesco Superstore, Chapel Lane, Bingham	10/01853/FUL	1,981	£10,750	£21.3	£21.1	£21.0	£21.1
Out of Centre	RAF Newton Urban Extension, Shelflord	10/02105/OUT	280	£5,000	£1.4	£1.4	£1.4	£1.4
Out of Centre	Waitrose, Melton Road, Edwalton	14/00001/FUL	1,919	£11,450	£22.0	£21.7	£21.6	£21.7
Out of Centre	Mixed use development, Radcliffe Road, West Bridgford	13/01936/FUL	44	£5,000	£0.2	£0.2	£0.2	£0.2
Out of Centre	Mixed use development, Loughborough Road, West Bridgford	10/00757/EXT	94	£5,000	£0.5	£0.5	£0.5	£0.5
Out of Centre	Sainsbury's Superstore, Wilford Lane, West Bridgford	12/00564/FUL	3,345	£12,500	£41.8	£41.4	£41.2	£41.4
Total Rushcliffe Borough			7,703		£87.4	£86.4	£86.1	£86.4

Notes: Floorspace information is sourced from the Partner Councils and planning applications.

Sales densities for named operators are based on data published in Mintel's Retail Rankings (2014 edition). An average sales density is applied to other stores, which reflects the type of goods intended for sale.

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TABLE 11a: NOTTINGHAM CITY COUNCIL AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN NOTTINGHAM CITY (£ m):	£519.2	£544.7	£572.5	£600.4
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN NOTTINGHAM CITY (£ m):	£519.2	£512.5	£512.0	£514.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£32.2	£60.5	£86.3
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£51.6	£51.0	£50.8	£51.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	-£51.6	-£18.9	£9.7	£35.3
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**-1,560**	**800**	**2,912**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	-2,228	1,143	4,159
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**-3,474**	**1,782**	**6,485**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	-4,963	2,546	9,264

TABLE 11b: NOTTINGHAM CITY CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN CITY CENTRE (£ m):	£70.8	£74.3	£78.2	£81.9
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN CITY CENTRE (£ m):	£70.8	£69.9	£69.8	£70.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£4.4	£8.4	£11.8
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£4.4	£8.4	£11.8
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**367**	**695**	**969**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	524	993	1,384
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**817**	**1,549**	**2,159**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	1,167	2,213	3,084

TABLE 11c: BULWELL TOWN CENTRE- CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BULWELL TC (£ m):	£29.7	£31.2	£32.9	£34.4
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BULWELL TC (£ m):	£29.7	£29.4	£29.3	£29.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.9	£3.5	£5.0
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£1.9	£3.5	£5.0
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**155**	**292**	**413**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	222	417	590
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**346**	**650**	**919**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	494	929	1,313

TABLE 11d: CLIFTON DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN CLIFTON DC (£ m):	£79.5	£83.4	£87.8	£92.1
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN CLIFTON DC (£ m):	£79.5	£78.4	£78.4	£78.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£5.0	£9.4	£13.5
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£5.0	£9.4	£13.5
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**413**	**778**	**1,110**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	591	1,111	1,586
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**921**	**1,732**	**2,473**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	1,315	2,475	3,533

TABLE 11e: HYSON GREEN DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN HYSON GREEN DC (£ m):	£63.9	£66.9	£70.2	£73.6
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN HYSON GREEN DC (£ m):	£63.9	£63.0	£63.0	£63.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.9	£7.2	£10.4
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£3.9	£7.2	£10.4
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**319**	**599**	**856**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	456	856	1,223
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**710**	**1,334**	**1,906**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	1,015	1,906	2,723

TABLE 11f: SHERWOOD DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN SHERWOOD DC (£ m):	£9.7	£10.2	£10.7	£11.2
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN SHERWOOD DC (£ m):	£9.7	£9.6	£9.6	£9.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.6	£1.1	£1.6
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£0.6	£1.1	£1.6
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**49**	**91**	**132**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	69	130	188
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**108**	**203**	**293**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	155	290	419

TABLE 11g: LOCAL CENTRES AND OTHER CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£ m):	£77.8	£81.5	£85.6	£89.8
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£ m):	£77.8	£76.8	£76.7	£77.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£4.7	£8.9	£12.8
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£4.7	£8.9	£12.8
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**393**	**739**	**1,054**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	561	1,055	1,506
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**875**	**1,645**	**2,348**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	1,250	2,350	3,354

TABLE 11h: REST OF CITY COUNCIL AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF CITY COUNCIL (£ m):	£187.8	£197.1	£207.1	£217.3
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF CITY COUNCIL (£ m):	£187.8	£185.4	£185.2	£186.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£11.7	£21.9	£31.4
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£51.6	£51.0	£50.8	£51.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	-£51.6	-£39.4	-£28.9	-£19.7
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**-3,256**	**-2,394**	**-1,622**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	-4,651	-3,420	-2,318
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**-7,251**	**-5,332**	**-3,614**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	-10,359	-7,617	-5,162

TABLE 12a: BROXTOWE BOROUGH- CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£ m):	£239.5	£252.4	£266.5	£278.6
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£ m):	£239.5	£236.4	£236.1	£237.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£16.0	£30.3	£41.5
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£16.0	£30.3	£41.5
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**1,326**	**2,513**	**3,421**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	1,895	3,589	4,887
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**2,954**	**5,596**	**7,620**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	4,220	7,994	10,885

TABLE 12b: BEESTON TOWN CENTRE- CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

			2014	2019	2024	2028
STEP 1:		TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BEESTON TC (£ m):	£63.1	£66.5	£70.2	£73.4
STEP 2:		TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BEESTON TC (£ m):	£63.1	£62.3	£62.2	£62.4
STEP 3:		NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£4.2	£8.0	£11.0
STEP 4:		CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:		**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£4.2	£8.0	£11.0
STEP 6:		**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
		Superstore Format ('Top 5' grocers):				
	i	Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii	**Net Floorspace Capacity (sq m):**	**-**	**349**	**660**	**904**
	iii	Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv	Gross Floorspace Capacity (sq m):	0	498	943	1,292
		Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i	Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii	**Net Floorspace Capacity (sq m):**	**-**	**777**	**1,470**	**2,014**
	iii	Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv	Gross Floorspace Capacity (sq m):	-	1,110	2,101	2,877

TABLE 12c: EASTWOOD DISTRICT CENTRE- CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

			2014	2019	2024	2028
STEP 1:		TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN EASTWOOD DC (£ m):	£67.5	£71.2	£75.2	£78.5
STEP 2:		TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN EASTWOOD DC (£ m):	£67.5	£66.7	£66.6	£66.9
STEP 3:		NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£4.5	£8.6	£11.6
STEP 4:		CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:		**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£4.5	£8.6	£11.6
STEP 6:		**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
		Superstore Format ('Top 5' grocers):				
	i	Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii	**Net Floorspace Capacity (sq m):**	**-**	**374**	**709**	**957**
	iii	Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv	Gross Floorspace Capacity (sq m):	0	534	1,013	1,367
		Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i	Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii	**Net Floorspace Capacity (sq m):**	**-**	**833**	**1,580**	**2,132**
	iii	Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv	Gross Floorspace Capacity (sq m):	-	1,190	2,257	3,045

TABLE 12d: KIMBERLEY DISTRICT CENTRE- CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

			2014	2019	2024	2028
STEP 1:		TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN KIMBERLEY DC (£ m):	£46.7	£49.2	£52.0	£54.3
STEP 2:		TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN KIMBERLEY DC (£ m):	£46.7	£46.1	£46.0	£46.2
STEP 3:		NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.1	£5.9	£8.1
STEP 4:		CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:		**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£3.1	£5.9	£8.1
STEP 6:		**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
		Superstore Format ('Top 5' grocers):				
	i	Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii	**Net Floorspace Capacity (sq m):**	**-**	**260**	**492**	**671**
	iii	Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv	Gross Floorspace Capacity (sq m):	0	371	703	958
		Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i	Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii	**Net Floorspace Capacity (sq m):**	**-**	**579**	**1,097**	**1,493**
	iii	Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv	Gross Floorspace Capacity (sq m):	-	827	1,566	2,134

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TABLE 12e: STAPLEFORD DISTRICT CENTRE- CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN STAPLEFORD DC (£ m):	£11.7	£12.3	£13.0	£13.6
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN STAPLEFORD DC (£ m):	£11.7	£11.5	£11.5	£11.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.8	£1.5	£2.0
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£0.8	£1.5	£2.0
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**65**	**123**	**167**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	92	175	239
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**144**	**274**	**372**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	206	391	532

TABLE 12f: LOCAL CENTRES AND OTHER CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£ m):	£3.4	£3.5	£3.7	£3.9
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£ m):	£3.4	£3.3	£3.3	£3.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.2	£0.4	£0.6
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£0.2	£0.4	£0.6
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**18**	**35**	**47**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	26	50	68
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**41**	**78**	**105**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	59	112	151

TABLE 12g: REST OF BROXTOWE BOROUGH - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£ m):	£47.2	£49.7	£52.5	£54.9
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£ m):	£47.2	£46.6	£46.5	£46.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.1	£6.0	£8.2
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£3.1	£6.0	£8.2
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**260**	**493**	**675**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	372	704	964
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**580**	**1,098**	**1,503**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	829	1,568	2,147

TABLE 13a: GEDLING BOROUGH- CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£ m):	£279.4	£293.6	£309.4	£323.5
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£ m):	£279.4	£275.8	£275.5	£276.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£17.8	£33.9	£46.8
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£77.6	£76.8	£76.5	£76.8
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	-	-£59.0	-£42.6	-£30.0
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**-4,879**	**-3,528**	**-2,471**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	-6,970	-5,039	-3,530
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**-10,866**	**-7,857**	**-5,504**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	-15,523	-11,224	-7,862

TABLE 13b: ARNOLD TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN ARNOLD TC (£ m):	£54.6	£57.3	£60.3	£63.1
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN ARNOLD TC (£ m):	£54.6	£53.8	£53.8	£54.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.4	£6.6	£9.1
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£3.4	£6.6	£9.1
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**285**	**543**	**749**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	407	775	1,070
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**635**	**1,209**	**1,669**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	907	1,727	2,384

TABLE 13c: CARLTON SQUARE DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN CARLTON SQUARE DC (£ m):	£33.9	£35.7	£37.6	£39.3
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN CARLTON SQUARE DC (£ m):	£33.9	£33.5	£33.5	£33.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.2	£4.1	£5.7
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£2.2	£4.1	£5.7
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**180**	**343**	**473**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	257	490	675
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**401**	**763**	**1,053**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	573	1,091	1,504

TABLE 13d: LOCAL CENTRES AND OTHER CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£ m):	£26.7	£28.0	£29.5	£30.8
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£ m):	£26.7	£26.3	£26.3	£26.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.7	£3.3	£4.4
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£1.7	£3.3	£4.4
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**141**	**269**	**367**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	201	385	524
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**314**	**600**	**817**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	448	857	1,167

TABLE 13e: REST OF GEDLING BOROUGH - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£ m):	£164.3	£172.6	£181.9	£190.2
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£ m):	£164.3	£162.2	£162.0	£162.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£10.5	£19.9	£27.5
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£77.6	£76.8	£76.5	£76.8
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	-£77.6	-£66.3	-£56.6	-£49.2
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**-5,485**	**-4,682**	**-4,060**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	-7,835	-6,689	-5,800
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**-12,216**	**-10,429**	**-9,043**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	-17,451	-14,899	-12,918

TABLE 14a: RUSHCLIFFE BOROUGH- CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£ m):	£206.3	£217.8	£230.4	£241.4
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£ m):	£206.3	£203.7	£203.5	£204.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£14.2	£26.9	£37.2
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£87.4	£86.4	£86.1	£86.4
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	-£87.4	-£72.2	-£59.2	-£49.2
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**-5,975**	**-4,897**	**-4,061**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	-8,536	-6,996	-5,801
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**-13,308**	**-10,907**	**-9,044**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	-19,011	-15,582	-12,920

TABLE 14b: BINGHAM DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BINGHAM DC (£ m):	£16.3	£17.2	£18.2	£19.1
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BINGHAM DC (£ m):	£16.3	£16.1	£16.1	£16.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.1	£2.2	£3.0
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£1.1	£2.2	£3.0
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**95**	**181**	**246**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	135	258	352
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**211**	**402**	**549**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	301	574	784

TABLE 14c: WEST BRIDGFORD DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN WEST BRIDGFORD DC (£ m):	£16.9	£17.8	£18.8	£19.7
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN WEST BRIDGFORD DC (£ m):	£16.9	£16.7	£16.7	£16.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.1	£2.2	£3.0
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.2	£0.2	£0.2	£0.2
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	-£0.2	£0.9	£2.0	£2.8
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	-	**78**	**163**	**231**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	112	233	331
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	-	**174**	**363**	**515**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	248	518	736

TABLE 14d LOCAL CENTRES AND OTHER CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£ m):	£43.5	£46.0	£48.7	£51.0
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£ m):	£43.5	£43.0	£42.9	£43.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.0	£5.8	£7.9
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	£0.0	£3.0	£5.8	£7.9
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	-	**251**	**479**	**655**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	359	684	936
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	-	**560**	**1,066**	**1,459**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	800	1,523	2,084

TABLE 14e: REST OF RUSHCLIFFE BOROUGH - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£ m):	£129.6	£136.8	£144.6	£151.6
STEP 2:	TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£ m):	£129.6	£127.9	£127.8	£128.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£8.8	£16.8	£23.2
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£87.2	£86.2	£85.9	£86.2
STEP 5:	**NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS (£m):**	-£87.2	-£77.4	-£69.1	-£63.0
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore Format ('Top 5' grocers):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,250	£12,092	£12,079	£12,128
	ii **Net Floorspace Capacity (sq m):**	**-**	**-6,399**	**-5,719**	**-5,193**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	0	-9,142	-8,170	-7,419
	Supermarket/Deep Discounter Format (e.g. Aldi, Lidl, Netto, Co-op, etc.):				
	i Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,429	£5,423	£5,445
	ii **Net Floorspace Capacity (sq m):**	**-**	**-14,253**	**-12,738**	**-11,567**
	iii Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	iv Gross Floorspace Capacity (sq m):	-	-20,361	-18,197	-16,524

APPENDIX 12B: CONVENIENCE CAPACITY – HOUSING GROWTH POPULATION PROJECTIONS

TABLE 1: POPULATION SCENARIO B - BASE YEAR (2014) POPULATION & HOUSING GROWTH BASED POPULATION PROJECTIONS (to 2028)

ZONE:	2014	2019	2024	2028	% GROWTH: 2014 28
Zone 1: Nottingham City North	205,008	209,111	213,878	218,892	7.7%
Zone 2: Nottingham City South	91,174	92,957	95,037	97,291	7.6%
Zone 3: Gedling	118,897	122,856	125,797	127,555	8.1%
Zone 4: Rushcliffe	128,349	134,368	142,504	147,899	9.7%
Zone 5: Broxtowe	116,364	120,313	122,555	125,459	9.0%
Zone 6: Erewash	119,514	122,439	124,352	126,942	7.9%
Zone 7: Amber Valley	98,742	101,177	103,754	105,548	6.9%
Zone 8: Ashfield	114,477	118,143	121,618	123,997	8.3%
Zone 9: Derbyshire North	165,938	169,161	172,455	174,709	5.3%
Zone 10: Retford	43,103	43,966	44,881	45,494	5.5%
Zone 11: Newark	63,946	65,839	67,715	69,033	8.0%
Zone 12: West Newark	35,547	36,620	37,681	38,430	8.1%
Zone 13: Melton	58,199	60,371	62,633	64,206	10.3%
Zone 14: Charnwood	40,414	41,638	42,896	43,789	8.4%
Zone 15: South Derby	101,771	106,312	110,340	113,861	11.9%
Zone 16: Derby	260,459	270,008	278,509	285,120	9.5%
TOTAL CATCHMENT AREA:	1,761,902	1,815,279	1,866,606	1,908,224	8.3%

Source: The base year (2014) population and projections to 2028 have been sourced directly from Experian's latest 'Retail Area Planner' Reports for each study zone using SP's (Experian-based) MMG3 Geographic Information System (GIS). The base year population estimates are based on 2012 ONS (mid-year) population figures. The population projections Zone 1 to 5 are sourced from the Partner Councils and are based on annual population growth associated with planned housing up to 2028. Population projections for the remaining zones (Zones 6-16) are based on ONS Sub-National Population Projections.

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

ZONE:	2014 (incl SFT)	2014	2019	2024	2028	% GROWTH: 2014 28
EXPERIAN - SPECIAL FORMS OF TRADING (%):		11.7%	15.3%	16.0%	15.7%	
REVISED SPECIAL FORMS OF TRADING (%):		9.0%	12.0%	13.0%	12.9%	
Zone 1: Nottingham City North	£2,300	£2,093	£2,389	£2,766	£3,155	50.8%
Zone 2: Nottingham City South	£2,778	£2,527	£2,885	£3,340	£3,810	50.8%
Zone 3: Gedling	£3,261	£2,967	£3,387	£3,920	£4,473	50.8%
Zone 4: Rushcliffe	£3,498	£3,182	£3,633	£4,205	£4,797	50.8%
Zone 5: Broxtowe	£2,986	£2,716	£3,101	£3,589	£4,095	50.8%
Zone 6: Erewash	£3,042	£2,768	£3,159	£3,658	£4,173	50.8%
Zone 7: Amber Valley	£2,749	£2,501	£2,855	£3,305	£3,770	50.8%
Zone 8: Ashfield	£2,603	£2,368	£2,703	£3,129	£3,570	50.8%
Zone 9: Derbyshire North	£2,664	£2,424	£2,767	£3,203	£3,654	50.8%
Zone 10: Retford	£3,176	£2,889	£3,298	£3,818	£4,356	50.8%
Zone 11: Newark	£3,167	£2,881	£3,289	£3,807	£4,343	50.8%
Zone 12: West Newark	£3,487	£3,172	£3,621	£4,192	£4,782	50.8%
Zone 13: Melton	£3,060	£2,783	£3,178	£3,678	£4,196	50.8%
Zone 14: Charnwood	£3,230	£2,938	£3,354	£3,883	£4,430	50.8%
Zone 15: South Derby	£2,939	£2,674	£3,052	£3,533	£4,031	50.8%
Zone 16: Derby	£2,722	£2,476	£2,827	£3,272	£3,733	50.8%

Source: Average spend per capita estimates for 2012 are derived from Experian *'Retail Area Planner' Reports* using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note published by Experian Business Strategies (October 2014).

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 and over the forecast period based on the research and forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 12.1.

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, 2014 - 2028 (£m)

ZONE:	2014 (incl SFT)	2014	2019	2024	2028	GROWTH: 2014-28 %	GROWTH: 2014-28 £m
Zone 1: Nottingham City North	£471.6	£429.0	£499.6	£591.5	£690.6	61.0%	£261.6
Zone 2: Nottingham City South	£253.3	£230.4	£268.2	£317.4	£370.7	60.9%	£140.3
Zone 3: Gedling	£387.7	£352.7	£416.1	£493.2	£570.5	61.7%	£217.8
Zone 4: Rushcliffe	£449.0	£408.4	£488.1	£599.3	£709.5	73.7%	£301.1
Zone 5: Broxtowe	£347.4	£316.0	£373.0	£439.9	£513.7	62.5%	£197.7
Zone 6: Erewash	£363.6	£330.8	£386.8	£454.8	£529.7	60.1%	£198.9
Zone 7: Amber Valley	£271.4	£246.9	£288.8	£342.9	£397.9	61.2%	£151.0
Zone 8: Ashfield	£298.0	£271.0	£319.3	£380.5	£442.6	63.3%	£171.6
Zone 9: Derbyshire North	£442.1	£402.2	£468.0	£552.4	£638.4	58.7%	£236.2
Zone 10: Retford	£136.9	£124.5	£145.0	£171.4	£198.2	59.1%	£73.6
Zone 11: Newark	£202.5	£184.2	£216.5	£257.8	£299.8	62.8%	£115.6
Zone 12: West Newark	£123.9	£112.7	£132.6	£157.9	£183.8	63.0%	£71.0
Zone 13: Melton	£178.1	£162.0	£191.8	£230.4	£269.4	66.3%	£107.4
Zone 14: Charnwood	£130.5	£118.7	£139.7	£166.6	£194.0	63.4%	£75.2
Zone 15: South Derby	£299.1	£272.1	£324.5	£389.9	£458.9	68.7%	£186.9
Zone 16: Derby	£708.9	£644.9	£763.2	£911.3	£1,064.3	65.0%	£419.4
TOTAL CATCHMENT AREA	**£5,064.1**	**£4,606.7**	**£5,421.3**	**£6,457.0**	**£7,532.0**	**63.5%**	**£2,925.3**

Source: Total available expenditure within each zone has been calculated by multiplying the base year population and projections sourced from Experian (Table 1A) and the expenditure per capita levels (Table 2).

Carter Jonas

TABLE 4: ALL COMPARISON GOODS - 2014 MARKET SHAREANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
NOTTINGHAM CITY	CITY CENTRE	56.5%	58.4%	45.1%	48.5%	39.0%	17.6%	12.3%	7.3%	35.8%	17.5%	4.4%	25.2%
	BULWELL TOWN CENTRE	8.1%	0.1%	0.8%	0.1%	3.4%	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	1.1%
	DISTRICT CENTRES	2.3%	5.2%	0.3%	1.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
	LOCAL CENTRES AND OTHER SHOPS	0.6%	1.5%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	OUT OF CENTRE	13.1%	24.1%	3.3%	12.0%	8.5%	3.2%	1.8%	0.6%	1.1%	1.7%	0.2%	5.0%
	TOTAL - NOTTINGHAM CITY	**80.6%**	**89.4%**	**49.5%**	**61.7%**	**51.1%**	**20.9%**	**14.5%**	**7.9%**	**36.9%**	**19.3%**	**4.6%**	**32.1%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.2%	2.5%	0.0%	0.0%	7.8%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	DISTRICT CENTRES	0.6%	0.0%	0.0%	0.1%	11.6%	2.5%	1.6%	0.0%	0.0%	0.0%	0.0%	1.2%
	LOCAL CENTRES AND OTHER SHOPS	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	OUT OF CENTRE	1.1%	1.9%	1.7%	2.4%	17.1%	9.0%	4.9%	0.4%	0.5%	0.3%	0.9%	3.2%
	TOTAL - BROXTOWE BOROUGH	**1.9%**	**4.5%**	**1.8%**	**2.5%**	**36.6%**	**12.7%**	**6.5%**	**0.4%**	**0.5%**	**0.3%**	**0.9%**	**5.2%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	6.7%	0.5%	17.4%	0.3%	0.3%	0.0%	0.1%	0.0%	1.0%	0.0%	0.0%	2.1%
	DISTRICT CENTRES	0.6%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	LOCAL CENTRES AND OTHER SHOPS	0.2%	0.0%	2.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%
	OUT OF CENTRE	4.7%	0.3%	16.0%	1.8%	0.2%	0.7%	0.3%	0.0%	6.1%	0.1%	0.3%	2.2%
	TOTAL - GEDLING BOROUGH	**12.2%**	**0.9%**	**36.9%**	**2.2%**	**0.6%**	**0.7%**	**0.5%**	**0.0%**	**7.8%**	**0.1%**	**0.3%**	**4.6%**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.2%	1.0%	0.0%	0.3%
	WEST BRIDGFORD DISTRICT CENTRE	0.3%	2.4%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.5%
	LOCAL CENTRES AND OTHER SHOPS	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%
	OUT OF CENTRE	0.0%	0.1%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
	TOTAL - RUSHCLIFFE BOROUGH	**0.3%**	**2.5%**	**0.0%**	**8.6%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.2%**	**1.6%**	**0.0%**	**1.0%**
HUCKNAL DISTRICT		0.9%	0.0%	5.6%	0.0%	0.8%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	1.0%
TOTAL GREATER NOTTINGHAM		95.9%	97.3%	93.8%	75.0%	89.0%	34.4%	25.1%	8.4%	45.4%	21.3%	5.9%	**43.9%**
OUTSIDE GREATER NOTTINGHAM		4.1%	2.7%	6.2%	25.0%	11.0%	65.6%	74.9%	91.6%	54.6%	78.7%	94.1%	56.1%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes: Total market share for each centre from all zones (1-16) is based on total expenditure for each centre from all zones in Table 5.

Greater Nottingham - defined based on the Greater Nottingham Partnership area which includes Broxtowe, Gedling, Nottingham City, Rushcliffe Borough Councils and Hucknall District Centre in Ashfield District

TABLE 5: ALL COMPARISON GOODS - 2014 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
	TOTAL AVAILABLE EXPENDITURE:	**£429.0**	**£230.4**	**£352.7**	**£408.4**	**£316.0**	**£330.8**	**£518.0**	**£710.9**	**£112.7**	**£280.7**	**£917.0**	**£4,606.7**
NOTTINGHAM CITY	CITY CENTRE	£242.3	£134.5	£159.0	£198.2	£123.2	£58.2	£63.8	£51.6	£40.4	£49.2	£40.4	£1,160.6
	BULWELL TOWN CENTRE	£34.7	£0.2	£3.0	£0.6	£10.8	£0.3	£2.0	£0.0	£0.0	£0.1	£0.0	£51.6
	DISTRICT CENTRES	£9.9	£12.1	£0.9	£4.3	£0.5	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£28.1
	LOCAL CENTRES AND OTHER SHOPS	£2.6	£3.5	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£6.4
	OUT OF CENTRE	£56.4	£55.6	£11.6	£49.0	£26.9	£10.7	£9.3	£4.2	£1.2	£4.8	£2.2	£231.8
	TOTAL - NOTTINGHAM CITY	**£345.9**	**£205.9**	**£174.5**	**£251.9**	**£161.5**	**£69.2**	**£75.3**	**£56.1**	**£41.6**	**£54.1**	**£42.5**	**£1,478.6**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	£0.9	£5.8	£0.0	£0.2	£24.6	£3.7	£0.0	£0.0	£0.0	£0.0	£0.0	£35.1
	DISTRICT CENTRES	£2.4	£0.0	£0.1	£0.3	£36.7	£8.3	£8.1	£0.0	£0.0	£0.0	£0.0	£56.0
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£0.0	£0.1	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5
	OUT OF CENTRE	£4.9	£4.5	£6.1	£9.7	£54.2	£29.8	£25.4	£2.8	£0.6	£0.9	£8.7	£147.7
	TOTAL - BROXTOWE BOROUGH	**£8.2**	**£10.4**	**£6.2**	**£10.2**	**£115.5**	**£42.1**	**£33.6**	**£2.8**	**£0.6**	**£0.9**	**£8.7**	**£239.3**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	£28.8	£1.2	£61.2	£1.0	£1.0	£0.1	£0.7	£0.1	£1.2	£0.0	£0.0	£95.3
	DISTRICT CENTRES	£2.5	£0.1	£5.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.6
	LOCAL CENTRES AND OTHER SHOPS	£1.0	£0.0	£7.7	£0.7	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£10.1
	OUT OF CENTRE	£20.0	£0.8	£56.3	£7.3	£0.7	£2.3	£1.8	£0.1	£6.9	£0.3	£2.7	£99.2
	TOTAL - GEDLING BOROUGH	**£52.3**	**£2.0**	**£130.3**	**£9.0**	**£1.8**	**£2.4**	**£2.4**	**£0.2**	**£8.8**	**£0.3**	**£2.7**	**£212.3**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	£0.0	£0.0	£0.0	£9.9	£0.0	£0.0	£0.0	£0.1	£0.2	£2.9	£0.0	£13.1
	WEST BRIDGFORD DISTRICT CENTRE	£1.1	£5.5	£0.0	£13.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£20.8
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£4.4	£0.0	£0.1	£0.0	£0.2	£0.0	£0.9	£0.1	£5.8
	OUT OF CENTRE	£0.0	£0.3	£0.0	£6.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£7.7
	TOTAL - RUSHCLIFFE BOROUGH	**£1.1**	**£5.8**	**£0.0**	**£35.1**	**£0.1**	**£0.1**	**£0.0**	**£0.3**	**£0.2**	**£4.5**	**£0.1**	**£47.4**
HUCKNAL DISTRICT		£4.0	£0.0	£19.8	£0.0	£2.5	£0.0	£18.5	£0.0	£0.0	£0.0	£0.0	£44.8
TOTAL GREATER NOTTINGHAM		**£411.5**	**£224.2**	**£330.7**	**£306.3**	**£281.4**	**£113.8**	**£129.9**	**£59.4**	**£51.2**	**£59.8**	**£54.0**	**£2,022.3**
OUTSIDE GREATER NOTTINGHAM		**£17.5**	**£6.2**	**£22.0**	**£102.1**	**£34.7**	**£217.0**	**£388.0**	**£651.5**	**£61.6**	**£220.9**	**£863.0**	**£2,584.4**
TOTAL MARKET SHARE		£429.0	£230.4	£352.7	£408.4	£316.0	£330.8	£518.0	£710.9	£112.7	£280.7	£917.0	£4,606.7

Source: Table 3 and Table 4

TABLE 6: ALL COMPARISON GOODS - 2019 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
	TOTAL AVAILABLE EXPENDITURE:	**£499.6**	**£268.2**	**£416.1**	**£488.1**	**£373.0**	**£386.8**	**£608.2**	**£829.6**	**£132.6**	**£331.5**	**£1,087.7**	**£5,421.3**
NOTTINGHAM CITY	CITY CENTRE	£282.16	£156.6	£187.6	£236.8	£145.4	£68.1	£74.9	£60.2	£47.5	£58.0	£47.9	£1,365.1
	BULWELL TOWN CENTRE	£40.4	£0.2	£3.5	£0.7	£12.8	£0.3	£2.3	£0.0	£0.0	£0.1	£0.0	£60.3
	DISTRICT CENTRES	£11.6	£14.1	£1.1	£5.1	£0.6	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£32.8
	LOCAL CENTRES AND OTHER SHOPS	£3.0	£4.1	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£7.5
	OUT OF CENTRE	£65.6	£64.7	£13.7	£58.5	£31.7	£12.5	£10.9	£4.9	£1.4	£5.7	£2.6	£272.3
	TOTAL - NOTTINGHAM CITY	**£402.8**	**£239.7**	**£205.8**	**£301.1**	**£190.6**	**£81.0**	**£88.4**	**£65.4**	**£48.9**	**£63.8**	**£50.4**	**£1,738.1**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	£1.1	£6.7	£0.0	£0.2	£29.0	£4.3	£0.0	£0.0	£0.0	£0.0	£0.0	£41.3
	DISTRICT CENTRES	£2.8	£0.0	£0.1	£0.4	£43.3	£9.7	£9.5	£0.0	£0.0	£0.0	£0.0	£65.9
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£0.0	£0.1	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.6
	OUT OF CENTRE	£5.7	£5.2	£7.2	£11.6	£63.9	£34.9	£29.9	£3.3	£0.7	£1.1	£10.3	£173.8
	TOTAL - BROXTOWE BOROUGH	**£9.6**	**£12.1**	**£7.3**	**£12.2**	**£136.4**	**£49.2**	**£39.5**	**£3.3**	**£0.7**	**£1.1**	**£10.3**	**£281.6**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	£33.6	£1.4	£72.2	£1.2	£1.2	£0.1	£0.8	£0.1	£1.4	£0.0	£0.0	£112.0
	DISTRICT CENTRES	£2.9	£0.1	£5.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.0
	LOCAL CENTRES AND OTHER SHOPS	£1.2	£0.0	£9.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£11.9
	OUT OF CENTRE	£23.3	£0.9	£66.5	£8.7	£0.9	£2.7	£2.1	£0.2	£8.1	£0.4	£3.2	£116.8
	TOTAL - GEDLING BOROUGH	**£61.0**	**£2.4**	**£153.7**	**£10.8**	**£2.1**	**£2.8**	**£2.8**	**£0.3**	**£10.3**	**£0.4**	**£3.2**	**£249.7**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	£0.0	£0.0	£0.0	£11.8	£0.0	£0.0	£0.0	£0.1	£0.2	£3.5	£0.0	£15.6
	WEST BRIDGFORD DISTRICT CENTRE	£1.3	£6.4	£0.0	£16.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£24.6
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£5.3	£0.0	£0.1	£0.0	£0.2	£0.0	£1.1	£0.1	£6.9
	OUT OF CENTRE	£0.0	£0.4	£0.0	£8.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£9.2
	TOTAL - RUSHCLIFFE BOROUGH	**£1.3**	**£6.8**	**£0.0**	**£42.0**	**£0.1**	**£0.1**	**£0.0**	**£0.4**	**£0.2**	**£5.3**	**£0.1**	**£56.3**
HUCKNAL DISTRICT		£4.6	£0.0	£23.3	£0.0	£2.9	£0.0	£21.8	£0.0	£0.0	£0.0	£0.0	£52.6
TOTAL GREATER NOTTINGHAM		**£479.2**	**£260.9**	**£390.2**	**£366.1**	**£332.1**	**£133.1**	**£152.5**	**£69.3**	**£60.2**	**£70.6**	**£64.0**	**£2,378.4**
OUTSIDE GREATER NOTTINGHAM		**£20.4**	**£7.2**	**£25.9**	**£122.0**	**£40.9**	**£253.7**	**£455.6**	**£760.2**	**£72.4**	**£260.9**	**£1,023.6**	**£3,042.9**
TOTAL MARKET SHARE		£499.6	£268.2	£416.1	£488.1	£373.0	£386.8	£608.2	£829.6	£132.6	£331.5	£1,087.7	£5,421.3

Source: Table 3 and Table 4

TABLE 7: ALL COMPARISON GOODS - 2024 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
	TOTAL AVAILABLE EXPENDITURE:	**£591.5**	**£317.4**	**£493.2**	**£599.3**	**£439.9**	**£454.8**	**£723.4**	**£981.5**	**£157.9**	**£397.0**	**£1,301.2**	**£6,457.0**
NOTTINGHAM CITY	CITY CENTRE	£334.1	£185.3	£222.3	£290.8	£171.5	£80.0	£89.1	£71.2	£56.5	£69.5	£57.3	£1,627.6
	BULWELL TOWN CENTRE	£47.9	£0.3	£4.1	£0.8	£15.0	£0.4	£2.8	£0.0	£0.0	£0.1	£0.0	£71.4
	DISTRICT CENTRES	£13.7	£16.7	£1.3	£6.2	£0.7	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£39.1
	LOCAL CENTRES AND OTHER SHOPS	£3.6	£4.8	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£8.8
	OUT OF CENTRE	£77.7	£76.6	£16.3	£71.9	£37.4	£14.8	£13.0	£5.8	£1.7	£6.8	£3.1	£324.9
	TOTAL - NOTTINGHAM CITY	**£476.9**	**£283.7**	**£244.0**	**£369.7**	**£224.8**	**£95.2**	**£105.2**	**£77.4**	**£58.2**	**£76.4**	**£60.3**	**£2,071.9**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	£1.3	£8.0	£0.0	£0.3	£34.2	£5.0	£0.0	£0.0	£0.0	£0.0	£0.0	£48.7
	DISTRICT CENTRES	£3.3	£0.1	£0.1	£0.5	£51.1	£11.4	£11.4	£0.0	£0.0	£0.0	£0.0	£77.8
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£0.0	£0.1	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7
	OUT OF CENTRE	£6.8	£6.2	£8.5	£14.3	£75.4	£41.0	£35.5	£3.9	£0.9	£1.3	£12.3	£206.0
	TOTAL - BROXTOWE BOROUGH	**£11.3**	**£14.3**	**£8.6**	**£15.0**	**£160.8**	**£57.8**	**£47.0**	**£3.9**	**£0.9**	**£1.3**	**£12.3**	**£333.3**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	£39.7	£1.6	£85.6	£1.5	£1.4	£0.2	£0.9	£0.1	£1.6	£0.0	£0.0	£132.8
	DISTRICT CENTRES	£3.5	£0.1	£7.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.6
	LOCAL CENTRES AND OTHER SHOPS	£1.4	£0.0	£10.7	£1.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£14.1
	OUT OF CENTRE	£27.6	£1.1	£78.8	£10.7	£1.0	£3.2	£2.4	£0.2	£9.7	£0.4	£3.8	£138.8
	TOTAL - GEDLING BOROUGH	**£72.2**	**£2.8**	**£182.2**	**£13.2**	**£2.5**	**£3.3**	**£3.4**	**£0.3**	**£12.3**	**£0.4**	**£3.8**	**£296.4**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	£0.0	£0.0	£0.0	£14.5	£0.0	£0.0	£0.0	£0.1	£0.3	£4.2	£0.0	£19.1
	WEST BRIDGFORD DISTRICT CENTRE	£1.5	£7.5	£0.0	£20.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£29.8
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£6.5	£0.0	£0.1	£0.0	£0.3	£0.0	£1.3	£0.2	£8.4
	OUT OF CENTRE	£0.0	£0.4	£0.0	£10.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£11.3
	TOTAL - RUSHCLIFFE BOROUGH	**£1.5**	**£8.0**	**£0.0**	**£51.5**	**£0.1**	**£0.1**	**£0.0**	**£0.4**	**£0.3**	**£6.4**	**£0.2**	**£68.6**
HUCKNAL DISTRICT		£5.5	£0.0	£27.7	£0.0	£3.4	£0.0	£25.9	£0.0	£0.0	£0.0	£0.0	£62.5
TOTAL GREATER NOTTINGHAM		**£567.4**	**£308.8**	**£462.5**	**£449.5**	**£391.6**	**£156.5**	**£181.4**	**£82.0**	**£71.7**	**£84.6**	**£76.6**	**£2,832.6**
OUTSIDE GREATER NOTTINGHAM		**£24.1**	**£8.5**	**£30.7**	**£149.8**	**£48.3**	**£298.3**	**£542.0**	**£899.5**	**£86.3**	**£312.4**	**£1,224.6**	**£3,624.4**
TOTAL MARKET SHARE		£591.5	£317.4	£493.2	£599.3	£439.9	£454.8	£723.4	£981.5	£157.9	£397.0	£1,301.2	£6,457.0

Source: Table 3 and Table 4

TABLE 8: ALL COMPARISON GOODS - 2028 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
	TOTAL AVAILABLE EXPENDITURE:	**£690.6**	**£370.7**	**£570.5**	**£709.5**	**£513.7**	**£529.7**	**£840.5**	**£1,136.3**	**£183.8**	**£463.4**	**£1,523.3**	**£7,532.0**
NOTTINGHAM CITY	CITY CENTRE	£390.1	£216.4	£257.2	£344.3	£200.2	£93.2	£103.5	£82.5	£65.8	£81.1	£67.1	£1,901.3
	BULWELL TOWN CENTRE	£55.9	£0.3	£4.8	£1.0	£17.6	£0.5	£3.2	£0.0	£0.0	£0.1	£0.0	£83.4
	DISTRICT CENTRES	£16.0	£19.5	£1.5	£7.4	£0.8	£0.0	£0.1	£0.5	£0.0	£0.0	£0.0	£45.7
	LOCAL CENTRES AND OTHER SHOPS	£4.1	£5.6	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£10.3
	OUT OF CENTRE	£90.7	£89.5	£18.8	£85.1	£43.7	£17.2	£15.0	£6.7	£2.0	£8.0	£3.6	£380.2
	TOTAL - NOTTINGHAM CITY	**£556.8**	**£331.3**	**£282.2**	**£437.7**	**£262.5**	**£110.9**	**£122.2**	**£89.6**	**£67.8**	**£89.2**	**£70.6**	**£2,420.9**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	£1.5	£9.3	£0.0	£0.3	£39.9	£5.9	£0.0	£0.0	£0.0	£0.0	£0.0	£56.9
	DISTRICT CENTRES	£3.8	£0.1	£0.1	£0.6	£59.7	£13.2	£13.2	£0.0	£0.0	£0.0	£0.0	£90.8
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£0.0	£0.1	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.8
	OUT OF CENTRE	£7.9	£7.2	£9.9	£16.9	£88.0	£47.8	£41.3	£4.5	£1.0	£1.5	£14.4	£240.4
	TOTAL - BROXTOWE BOROUGH	**£13.2**	**£16.7**	**£10.0**	**£17.8**	**£187.8**	**£67.3**	**£54.6**	**£4.5**	**£1.0**	**£1.6**	**£14.4**	**£388.9**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	£46.4	£1.9	£99.1	£1.8	£1.7	£0.2	£1.1	£0.1	£1.9	£0.0	£0.0	£154.1
	DISTRICT CENTRES	£4.1	£0.1	£8.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.3
	LOCAL CENTRES AND OTHER SHOPS	£1.6	£0.0	£12.4	£1.2	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£16.4
	OUT OF CENTRE	£32.2	£1.2	£91.1	£12.7	£1.2	£3.7	£2.8	£0.2	£11.3	£0.5	£4.4	£161.4
	TOTAL - GEDLING BOROUGH	**£84.3**	**£3.3**	**£210.7**	**£15.7**	**£2.9**	**£3.9**	**£3.9**	**£0.4**	**£14.3**	**£0.5**	**£4.4**	**£344.2**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	£0.0	£0.0	£0.0	£17.2	£0.0	£0.0	£0.0	£0.2	£0.3	£4.9	£0.0	£22.5
	WEST BRIDGFORD DISTRICT CENTRE	£1.8	£8.8	£0.0	£24.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£35.2
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£7.7	£0.0	£0.2	£0.0	£0.3	£0.0	£1.5	£0.2	£9.9
	OUT OF CENTRE	£0.0	£0.5	£0.0	£12.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£13.4
	TOTAL - RUSHCLIFFE BOROUGH	**£1.8**	**£9.4**	**£0.0**	**£61.0**	**£0.1**	**£0.2**	**£0.0**	**£0.5**	**£0.3**	**£7.4**	**£0.2**	**£80.9**
HUCKNAL DISTRICT		£6.4	£0.0	£32.0	£0.0	£4.0	£0.0	£30.1	£0.0	£0.0	£0.0	£0.0	£72.5
TOTAL GREATER NOTTINGHAM		**£662.5**	**£360.7**	**£535.0**	**£532.2**	**£457.3**	**£182.2**	**£210.8**	**£95.0**	**£83.4**	**£98.7**	**£89.7**	**£3,307.5**
OUTSIDE GREATER NOTTINGHAM		**£28.2**	**£10.0**	**£35.5**	**£177.3**	**£56.4**	**£347.4**	**£629.7**	**£1,041.4**	**£100.4**	**£364.7**	**£1,433.6**	**£4,224.5**
TOTAL MARKET SHARE		£690.6	£370.7	£570.5	£709.5	£513.7	£529.7	£840.5	£1,136.3	£183.8	£463.4	£1,523.3	£7,532.0

Source: Table 3 and Table 4

TABLE 9: TRADE DRAW FROM OUTSIDE THE CATCHMENT AREA AND TOTAL TURNOVER

		Estimated 'Inflow' from Catchment Area (outside Zones 1 16)	2014	2019	2024	2028
NOTTINGHAM CITY	CITY CENTRE	10%	£1,289.6	£1,516.8	£1,808.4	£2,112.6
	BULWELL TOWN CENTRE	2%	£52.7	£61.6	£72.9	£85.1
	DISTRICT CENTRES	0%	£28.1	£32.8	£39.1	£45.7
	LOCAL CENTRES AND OTHER SHOPS	0%	£6.4	£7.5	£8.8	£10.3
	OUT OF CENTRE	5%	£244.0	£286.7	£342.0	£400.2
	TOTAL - NOTTINGHAM CITY		£1,620.8	£1,905.3	£2,271.3	£2,653.9
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	2%	£35.8	£42.2	£49.7	£58.1
	DISTRICT CENTRES	0%	£56.0	£65.9	£77.8	£90.8
	LOCAL CENTRES AND OTHER SHOPS	0%	£0.5	£0.6	£0.7	£0.8
	OUT OF CENTRE	3%	£152.2	£179.2	£212.4	£247.8
	TOTAL - BROXTOWE BOROUGH		£244.6	£287.9	£340.7	£397.5
GEDLING BOROUGH	ARNOLD TOWN CENTRE	2%	£97.3	£114.3	£135.5	£157.3
	DISTRICT CENTRES	0%	£7.6	£9.0	£10.6	£12.3
	LOCAL CENTRES AND OTHER SHOPS	0%	£10.1	£11.9	£14.1	£16.4
	OUT OF CENTRE	3%	£102.3	£120.4	£143.1	£166.4
	TOTAL - GEDLING BOROUGH		£217.3	£255.6	£303.4	£352.4
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0%	£13.1	£15.6	£19.1	£22.5
	WEST BRIDGFORD DISTRICT CENTRE	0%	£20.8	£24.6	£29.8	£35.2
	LOCAL CENTRES AND OTHER SHOPS	0%	£5.8	£6.9	£8.4	£9.9
	OUT OF CENTRE	3%	£8.0	£9.5	£11.6	£13.8
	TOTAL - RUSHCLIFFE BOROUGH		£47.6	£56.6	£69.0	£81.4
HUCKNAL DISTRICT		0%	£44.8	£52.6	£62.5	£72.5
TOTAL GREATER NOTTINGHAM			£2,175.0	£2,558.0	£3,046.8	£3,557.6

TABLE 10: NEW RETAIL COMMITMENTS - ESTIMATED COMPARISON GOODS SALES AREAS & BENCHMARK TURNOVERS.

		LPA Planning Ref	Estimated Sales Area (m^2 net)	Average Sales (£ per m^2)	2014	2019	2024	2028
In Centre	Victoria Centre extension, Nottingham City	11/01859/PFUL3	27,742	£3,500	£97.1	£109.4	£121.5	£132.6
Out of Centre	The Portal Site, Queens Drive, Nottingham	14/02061/PFUL3	126	£2,200	£0.3	£0.3	£0.3	£0.4
Out of Centre	Foodstore, land at Daleside Road	14/01140/POUT	230	£4,500	£1.0	£1.2	£1.3	£1.4
Out of Centre	Foodstore, Former Gas Works Site, Radford Road	12/02756/PFUL3	200	£4,500	£0.9	£1.0	£1.1	£1.2
Out of Centre	Retail units, Former Gas Works Site, Radford Road	12/02756/PFUL3	678	£3,500	£2.4	£2.7	£3.0	£3.2
Out of Centre	Sainsbury's Castle Bridge extension	10/02248/PFUL3	839	£4,500	£3.8	£4.3	£4.7	£5.2
Out of Centre	Retail Units, land at Daleside Road	14/01140/POUT	1,950	£3,500	£6.8	£7.7	£8.5	£9.3
Out of Centre	Foodstore on former N C V Garage Hucknall Road Nottingham	14/01791/PFUL3	188	£3,500	£0.7	£0.7	£0.8	£0.9
Total Nottingham City			31,953		£112.9	£127.3	£141.3	£154.2
Out of Centre	Decathlon, Unit 2 Giltbrook Retail Park	12/00713/FUL	2,474	£4,000	£9.9	£11.2	£12.4	£13.5
Out of Centre	Units 5 and 10, Giltbrook Retail Park	14/00615/FUL	1,748	£4,010	£7.0	£7.9	£8.8	£9.6
Out of Centre	Ikea extension, Giltbrook Retail Park	12/00681/FUL	2,875	£1,650	£4.7	£5.3	£5.9	£6.5
Total Broxtowe Borough			7,097		£21.6	£24.4	£27.1	£29.6
Out of Centre	Sainsbury's Foodstore, Land South Of Colwick Loop Road, Carlton	2013/0500	3,020	£4,500	£13.6	£15.3	£17.0	£18.6
Out of Centre	Sainsbury's Local, 1 Nottingham Road, Ravenshead	2013/0563	38	£4,500	£0.2	£0.2	£0.2	£0.2
Out of Centre	Co-operative Store, Site off Copice Road, Arnold	2014/0534	13	£3,500	£0.0	£0.1	£0.1	£0.1
Out of Centre	Lidl, White Hart public house site, Mansfield Road	2013/1518	259	£3,500	£0.9	£1.0	£1.1	£1.2
Out of Centre	Mixed use development including retail units, Teal Close, Carlton	2013/0546	1,050	£3,500	£3.7	£4.1	£4.6	£5.0
Out of Centre	M&S Food, Victoria Retail Park		36	£4,500	£0.2	£0.2	£0.2	£0.2
Total Gedling Borough			4,379		£18.5	£20.9	£23.2	£25.3
In Centre	A1-A3 Floorspace, Rear of 1 Central Avenue, West Bridgford	14/00884/FUL	92	£3,500	£0.3	£0.4	£0.4	£0.4
Out of Centre	Tesco Superstore, Chapel Lane, Bingham	10/01853/FUL	291	£6,500	£1.9	£2.1	£2.4	£2.6
Out of Centre	Sainsbury's Superstore, Wilford Lane, West Bridgford	12/00564/FUL	1,301	£4,500	£5.9	£6.6	£7.3	£8.0
Out of Centre	Waitrose, Melton Road, Edwalton	14/00001/FUL	823	£6,500	£5.3	£6.0	£6.7	£7.3
Out of Centre	Foodstore, Melton Road, Edwalton	08/00664/OUT	280	£6,500	£1.8	£2.1	£2.3	£2.5
Out of Centre	RAF Newton Urban Extension, Shelflord	10/02105/OUT	420	£3,500	£1.5	£1.7	£1.8	£2.0
Out of Centre	Mixed use development, Radcliffe Road, West Bridgford	13/01936/FUL	175	£3,500	£0.6	£0.7	£0.8	£0.8
Out of Centre	Mixed use development, Loughborough Road, West Bridgford	10/00757/EXT	377	£3,500	£1.3	£1.5	£1.7	£1.8
Total Rushcliffe Borough			3,759		£18.6	£21.0	£23.3	£25.4

Notes:

Sales floorspace derived from various sources including from the Greater Nottingham Councils. Where net sales area has been assumed this is based on 70% of the stated gross floorspace.

Sales densities are derived from the applicant's supporting documents or informed by company sales densities identified by Mintel's Retail Rankings (2014 edition) and our own professional judgement.
Productivity growth of store turnover is based on annual growth forecasts identified by Experian Business Strategies ranging from 2.0% to 2.8% over the study period.

TABLE 11a: NOTTINGHAM CITY COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE CITY COUNCIL AREA (£m):	£1,620.8	£1,905.3	£2,271.3	£2,653.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN CITY COUNCIL AREA (£m) [(1)]:	£1,620.8	£1,826.4	£2,028.4	£2,212.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£78.9	£242.9	£441.0
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£127.3	£141.3	£154.2
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£48.4	£101.6	£286.8
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-7,802**	**14,756**	**38,200**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-11,146	21,080	54,571

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 9).

STEP 2: An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace based on the most recent annual growth rates published by Experian Business Strategies in their Retail Planner Briefing Note.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 9. It is assumed for the purpose of this assessment that all commitments will be opened by 2019 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known 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 floorspace.

TABLE 11b: NOTTINGHAM CITY CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE CITY CENTRE (£m):	£1,289.6	£1,516.8	£1,808.4	£2,112.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN CITY CENTRE (£m) (1):	£1,289.6	£1,453.2	£1,613.9	£1,760.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£63.6	£194.5	£351.9
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m):		£109.4	£121.5	£132.6
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£45.9	£73.0	£219.3
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-7,400**	**10,609**	**29,204**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-10,571	15,155	41,719

TABLE 11c: BULWELL TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE BULWELL TC (£m):	£52.7	£61.6	£72.9	£85.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BULWELL TC (£m):	£52.7	£59.3	£65.9	£71.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.2	£7.0	£13.2
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£2.2	£7.0	£13.2
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**361**	**1,016**	**1,754**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	516	1,451	2,505

TABLE 11d: DISTRICT CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE DISTRICT CENTRES (£m):	£28.1	£32.8	£39.1	£45.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN DISTRICT CENTRES (£m) (1):	£28.1	£31.6	£35.1	£38.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.2	£4.0	£7.4
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£1.2	£4.0	£7.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**194**	**576**	**986**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	277	822	1,409

TABLE 11e: LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£6.4	£7.5	£8.8	£10.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£6.4	£7.2	£8.0	£8.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.2	£0.8	£1.6
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.2	£0.8	£1.6
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**39**	**119**	**209**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	56	169	298

TABLE 11f: REST OF CITY COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF CITY COUNCIL (£m):	£244.0	£286.7	£342.0	£400.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF CITY COUNCIL (£m):	£244.0	£275.0	£305.4	£333.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£11.7	£36.6	£67.0
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£17.9	£19.8	£21.6
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£6.2	£16.8	£45.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-998**	**2,437**	**6,047**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-1,425	3,481	8,639

TABLE 12a: BROXTOWE BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH(£m):	£244.6	£287.9	£340.7	£397.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£244.6	£275.6	£306.1	£333.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£12.3	£34.6	£63.6
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£24.4	£27.1	£29.6
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£12.1	£7.5	£34.0
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-1,959**	**1,089**	**4,532**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-2,798	1,555	6,474

TABLE 12b: BEESTON TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE BEESTON TC (£m):	£35.8	£42.2	£49.7	£58.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BEESTON TC (£m):	£35.8	£40.4	£44.9	£48.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.8	£4.9	£9.1
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£1.8	£4.9	£9.1
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**285**	**710**	**1,218**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	407	1,014	1,740

TABLE 12c: DISTRICT CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE DISTRICT CENTRES (£m):	£56.0	£65.9	£77.8	£90.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN DISTRICT CENTRES (£m):	£56.0	£63.1	£70.1	£76.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.8	£7.8	£14.3
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£2.8	£7.8	£14.3
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**455**	**1,126**	**1,910**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	650	1,609	2,729

TABLE 12d: LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£0.5	£0.6	£0.7	£0.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£0.5	£0.6	£0.6	£0.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.1	£0.1
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.0	£0.1	£0.1
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**4**	**10**	**17**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	5	14	24

TABLE 12e: REST OF BROXTOWE BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£152.2	£179.2	£212.4	£247.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£152.2	£171.6	£190.5	£207.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£7.6	£21.9	£40.0
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£24.4	£27.1	£29.6
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£16.8	-£5.2	£10.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-2,703**	**-758**	**1,387**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-3,861	-1,082	1,982

TABLE 13a: GEDLING BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£217.3	£255.6	£303.4	£352.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£217.3	£244.9	£271.9	£296.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£10.7	£31.5	£55.7
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£20.9	£23.2	£25.3
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£10.2	£8.2	£30.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-1,644**	**1,197**	**4,044**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-2,349	1,710	5,777

TABLE 13b: ARNOLD TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN ARNOLD TC (£m):	£97.3	£114.3	£135.5	£157.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN ARNOLD TC (£m):	£97.3	£109.6	£121.8	£132.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£4.7	£13.7	£24.4
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£4.7	£13.7	£24.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**754**	**1,997**	**3,255**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	1,077	2,853	4,650

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TABLE 13c: CARLTON DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN CARLTON SQUARE DC (£m):	£7.6	£9.0	£10.6	£12.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN CARLTON SQUARE DC (£m):	£7.6	£8.6	£9.6	£10.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.4	£1.1	£1.9
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.4	£1.1	£1.9
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**59**	**156**	**254**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	84	222	363

TABLE 13d: LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£10.1	£11.9	£14.1	£16.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£10.1	£11.4	£12.6	£13.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.5	£1.5	£2.6
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.5	£1.5	£2.6
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**85**	**219**	**350**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	121	313	499

TABLE 13e: REST OF GEDLING BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£102.3	£120.4	£143.1	£166.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£102.3	£115.3	£128.0	£139.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£5.1	£15.1	£26.7
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£20.9	£23.2	£25.3
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£15.8	-£8.1	£1.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-2,542**	**-1,175**	**186**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-3,631	-1,678	265

TABLE 14a: RUSHCLIFFE BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£47.6	£56.6	£69.0	£81.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£47.6	£53.7	£59.6	£53.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.0	£9.4	£27.7
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£21.0	£23.3	£25.4
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£18.1	-£14.0	£2.2
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£6,198
	(ii) Net Floorspace Capacity (sq m):	**-**	**-2,912**	**-2,030**	**362**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-4,161	-2,900	517

TABLE 14b: BINGHAM DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BINGHAM DC (£m):	£13.1	£15.6	£19.1	£22.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BINGHAM DC (£m):	£13.1	£14.8	£16.4	£14.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.8	£2.7	£7.7
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.8	£2.7	£7.7
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£6,198
	(ii) Net Floorspace Capacity (sq m):	**-**	**137**	**385**	**1,245**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	195	550	1,779

TABLE 14c: WEST BRIDGFORD DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN WEST BRIDGFORD DC (£m):	£20.8	£24.6	£29.8	£35.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN WEST BRIDGFORD DC (£m):	£20.8	£23.4	£26.0	£23.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.2	£3.9	£11.8
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.4	£0.4	£0.4
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.8	£3.5	£11.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£6,198
	(ii) Net Floorspace Capacity (sq m):	**-**	**136**	**504**	**1,832**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	195	720	2,617

TABLE 14d: LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£5.8	£6.9	£8.4	£9.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£5.8	£6.5	£7.2	£6.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.4	£1.2	£3.4
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.4	£1.2	£3.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£6,198
	(ii) Net Floorspace Capacity (sq m):	**-**	**60**	**169**	**548**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	86	242	784

TABLE 14e: REST OF RUSHCLIFFE BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£8.0	£9.5	£11.6	£13.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£8.0	£9.0	£10.0	£9.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.5	£1.7	£4.8
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£20.6	£22.9	£25.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£20.1	-£21.3	-£20.2
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£6,198
	(ii) Net Floorspace Capacity (sq m):	**-**	**-3,245**	**-3,088**	**-3,263**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-4,636	-4,412	-4,662

APPENDIX 13A: COMPARISON CAPACITY – EXPERIAN POPULATION PROJECTIONS

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2014) POPULATION & PROJECTIONS (to 2028) — **% GROWTH:**

ZONE:	2014	2019	2024	2028	2014 28
Zone 1: Nottingham City North	206,469	211,613	216,419	222,359	7.7%
Zone 2: Nottingham City South	91,824	94,071	96,168	98,834	7.6%
Zone 3: Gedling	117,466	120,931	124,478	127,030	8.1%
Zone 4: Rushcliffe	127,573	132,111	136,496	139,961	9.7%
Zone 5: Broxtowe	117,680	121,653	125,435	128,263	9.0%
Zone 6: Erewash	118,294	121,665	125,128	127,590	7.9%
Zone 7: Amber Valley	98,742	101,177	103,754	105,548	6.9%
Zone 8: Ashfield	114,477	118,143	121,618	123,997	8.3%
Zone 9: Derbyshire North	165,938	169,161	172,455	174,709	5.3%
Zone 10: Retford	43,103	43,966	44,881	45,494	5.5%
Zone 11: Newark	63,946	65,839	67,715	69,033	8.0%
Zone 12: West Newark	35,547	36,620	37,681	38,430	8.1%
Zone 13: Melton	58,199	60,371	62,633	64,206	10.3%
Zone 14: Charnwood	40,414	41,638	42,896	43,789	8.4%
Zone 15: South Derby	101,771	106,312	110,340	113,861	11.9%
Zone 16: Derby	260,459	270,008	278,509	285,120	9.5%
TOTAL CATCHMENT AREA:	1,761,902	1,815,279	1,866,606	1,908,224	8.3%

Source: The base year (2014) population and projections to 2028 have been sourced directly from Experian's latest *'Retail Area Planner'* Reports for each study zone using CJ's (Experian-based) MMG3 Geographic Information System (GIS). The base year population estimates are based on 2012 ONS (mid-year) population figures. The population projections for each Study Zone draw on Experian's revised 'demographic component model'. This takes into account 2012 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for loc 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; and death rate.

TABLE 2: REVISED EXPENDITURE PER CAPITA FORECASTS (excluding SFT) — **% GROWTH:**

ZONE:	2014 (incl SFT)	2014	2019	2024	2028	2014 28
EXPERIAN - SPECIAL FORMS OF TRADING (%):		11.7%	15.3%	16.0%	15.7%	
REVISED SPECIAL FORMS OF TRADING (%):		9.0%	12.0%	13.0%	12.9%	
Zone 1: Nottingham City North	£2,300	£2,093	£2,389	£2,766	£3,155	50.8%
Zone 2: Nottingham City South	£2,778	£2,527	£2,885	£3,340	£3,810	50.8%
Zone 3: Gedling	£3,261	£2,967	£3,387	£3,920	£4,473	50.8%
Zone 4: Rushcliffe	£3,498	£3,182	£3,633	£4,205	£4,797	50.8%
Zone 5: Broxtowe	£2,986	£2,716	£3,101	£3,589	£4,095	50.8%
Zone 6: Erewash	£3,042	£2,768	£3,159	£3,658	£4,173	50.8%
Zone 7: Amber Valley	£2,749	£2,501	£2,855	£3,305	£3,770	50.8%
Zone 8: Ashfield	£2,603	£2,368	£2,703	£3,129	£3,570	50.8%
Zone 9: Derbyshire North	£2,664	£2,424	£2,767	£3,203	£3,654	50.8%
Zone 10: Retford	£3,176	£2,889	£3,298	£3,818	£4,356	50.8%
Zone 11: Newark	£3,167	£2,881	£3,289	£3,807	£4,343	50.8%
Zone 12: West Newark	£3,487	£3,172	£3,621	£4,192	£4,782	50.8%
Zone 13: Melton	£3,060	£2,783	£3,178	£3,678	£4,196	50.8%
Zone 14: Charnwood	£3,230	£2,938	£3,354	£3,883	£4,430	50.8%
Zone 15: South Derby	£2,939	£2,674	£3,052	£3,533	£4,031	50.8%
Zone 16: Derby	£2,722	£2,476	£2,827	£3,272	£3,733	50.8%

Source: Average spend per capita estimates for 2012 are derived from Experian *'Retail Area Planner' Reports* using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note published by Experian Business Strategies (October 2014).

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 and over the forecast period based on the research and forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 12.1.

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, 2014 - 2028 (£m) — **GROWTH: 2014-28**

ZONE:	2014 (incl SFT)	2014	2019	2024	2028	%	£m
Zone 1: Nottingham City North	£475.0	£432.1	£505.5	£598.5	£701.5	62.4%	£269.5
Zone 2: Nottingham City South	£255.1	£232.0	£271.4	£321.2	£376.5	62.3%	£144.5
Zone 3: Gedling	£383.1	£348.5	£409.6	£488.0	£568.1	63.0%	£219.7
Zone 4: Rushcliffe	£446.2	£405.9	£479.9	£574.0	£671.4	65.4%	£265.5
Zone 5: Broxtowe	£351.4	£319.6	£377.2	£450.2	£525.2	64.3%	£205.6
Zone 6: Erewash	£359.9	£327.4	£384.4	£457.7	£532.4	62.6%	£205.0
Zone 7: Amber Valley	£271.4	£246.9	£288.8	£342.9	£397.9	61.2%	£151.0
Zone 8: Ashfield	£298.0	£271.0	£319.3	£380.5	£442.6	63.3%	£171.6
Zone 9: Derbyshire North	£442.1	£402.2	£468.0	£552.4	£638.4	58.7%	£236.2
Zone 10: Retford	£136.9	£124.5	£145.0	£171.4	£198.2	59.1%	£73.6
Zone 11: Newark	£202.5	£184.2	£216.5	£257.8	£299.8	62.8%	£115.6
Zone 12: West Newark	£123.9	£112.7	£132.6	£157.9	£183.8	63.0%	£71.0
Zone 13: Melton	£178.1	£162.0	£191.8	£230.4	£269.4	66.3%	£107.4
Zone 14: Charnwood	£130.5	£118.7	£139.7	£166.6	£194.0	63.4%	£75.2
Zone 15: South Derby	£299.1	£272.1	£324.5	£389.9	£458.9	68.7%	£186.9
Zone 16: Derby	£708.9	£644.9	£763.2	£911.3	£1,064.3	65.0%	£419.4
TOTAL CATCHMENT AREA	**£5,062.1**	**£4,604.8**	**£5,417.5**	**£6,450.6**	**£7,522.6**	**63.4%**	**£2,917.7**

Source: Total available expenditure within each zone has been calculated by multiplying the base year population and projections sourced from Experian (Table 1A) and the expenditure per capita levels (Table 2).

TABLE 4: ALL COMPARISON GOODS - 2014 MARKET SHAREANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
NOTTINGHAM CITY	CITY CENTRE	56.5%	58.4%	45.1%	48.5%	39.0%	17.6%	12.3%	7.3%	35.8%	17.5%	4.4%	25.2%
	BULWELL TOWN CENTRE	8.1%	0.1%	0.8%	0.1%	3.4%	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	1.1%
	DISTRICT CENTRES	2.3%	5.2%	0.3%	1.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
	LOCAL CENTRES AND OTHER SHOPS	0.6%	1.5%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	OUT OF CENTRE	13.1%	24.1%	3.3%	12.0%	8.5%	3.2%	1.8%	0.6%	1.1%	1.7%	0.2%	5.0%
	TOTAL - NOTTINGHAM CITY	**80.6%**	**89.4%**	**49.5%**	**61.7%**	**51.1%**	**20.9%**	**14.5%**	**7.9%**	**36.9%**	**19.3%**	**4.6%**	**32.1%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.2%	2.5%	0.0%	0.0%	7.8%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	DISTRICT CENTRES	0.6%	0.0%	0.0%	0.1%	11.6%	2.5%	1.6%	0.0%	0.0%	0.0%	0.0%	1.2%
	LOCAL CENTRES AND OTHER SHOPS	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	OUT OF CENTRE	1.1%	1.9%	1.7%	2.4%	17.1%	9.0%	4.9%	0.4%	0.5%	0.3%	0.9%	3.2%
	TOTAL - BROXTOWE BOROUGH	**1.9%**	**4.5%**	**1.8%**	**2.5%**	**36.6%**	**12.7%**	**6.5%**	**0.4%**	**0.5%**	**0.3%**	**0.9%**	**5.2%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	6.7%	0.5%	17.4%	0.3%	0.3%	0.0%	0.1%	0.0%	1.0%	0.0%	0.0%	2.1%
	DISTRICT CENTRES	0.6%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	LOCAL CENTRES AND OTHER SHOPS	0.2%	0.0%	2.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%
	OUT OF CENTRE	4.7%	0.3%	16.0%	1.8%	0.2%	0.7%	0.3%	0.0%	6.1%	0.1%	0.3%	2.1%
	TOTAL - GEDLING BOROUGH	**12.2%**	**0.9%**	**36.9%**	**2.2%**	**0.6%**	**0.7%**	**0.5%**	**0.0%**	**7.8%**	**0.1%**	**0.3%**	**4.6%**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.2%	1.0%	0.0%	0.3%
	WEST BRIDGFORD DISTRICT CENTRE	0.3%	2.4%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.4%
	LOCAL CENTRES AND OTHER SHOPS	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%
	OUT OF CENTRE	0.0%	0.1%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
	TOTAL - RUSHCLIFFE BOROUGH	**0.3%**	**2.5%**	**0.0%**	**8.6%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.2%**	**1.6%**	**0.0%**	**1.0%**
HUCKNAL DISTRICT		0.9%	0.0%	5.6%	0.0%	0.8%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	1.0%
TOTAL GREATER NOTTINGHAM		**95.9%**	**97.3%**	**93.8%**	**75.0%**	**89.0%**	**34.4%**	**25.1%**	**8.4%**	**45.4%**	**21.3%**	**5.9%**	**43.9%**
OUTSIDE GREATER NOTTINGHAM		4.1%	2.7%	6.2%	25.0%	11.0%	65.6%	74.9%	91.6%	54.6%	78.7%	94.1%	56.1%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes: Total market share for each centre from all zones (1-16) is based on total expenditure for each centre from all zones in Table 5.
Greater Nottingham - defined based on the Greater Nottingham Partnership area which includes Broxtowe, Gedling, Nottingham City, Rushcliffe Borough Councils and Hucknall District Centre in Ashfield District

TABLE 5: ALL COMPARISON GOODS - 2014 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
	TOTAL AVAILABLE EXPENDITURE:	**£432.1**	**£232.0**	**£348.5**	**£405.9**	**£319.6**	**£327.4**	**£518.0**	**£710.9**	**£112.7**	**£280.7**	**£917.0**	**£4,604.8**
NOTTINGHAM CITY	CITY CENTRE	£244.0	£135.5	£157.1	£197.0	£124.6	£57.6	£63.8	£51.6	£40.4	£49.2	£40.4	£1,161.0
	BULWELL TOWN CENTRE	£35.0	£0.2	£2.9	£0.6	£10.9	£0.3	£2.0	£0.0	£0.0	£0.1	£0.0	£51.9
	DISTRICT CENTRES	£10.0	£12.2	£0.9	£4.2	£0.5	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£28.2
	LOCAL CENTRES AND OTHER SHOPS	£2.6	£3.5	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£6.4
	OUT OF CENTRE	£56.8	£56.0	£11.5	£48.7	£27.2	£10.6	£9.3	£4.2	£1.2	£4.8	£2.2	£232.4
	TOTAL - NOTTINGHAM CITY	**£348.4**	**£207.4**	**£172.4**	**£250.4**	**£163.3**	**£68.5**	**£75.3**	**£56.1**	**£41.6**	**£54.1**	**£42.5**	**£1,480.0**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	£0.9	£5.8	£0.0	£0.2	£24.9	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£35.4
	DISTRICT CENTRES	£2.4	£0.0	£0.1	£0.3	£37.1	£8.2	£8.1	£0.0	£0.0	£0.0	£0.0	£56.3
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£0.0	£0.1	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5
	OUT OF CENTRE	£4.9	£4.5	£6.0	£9.7	£54.8	£29.5	£25.4	£2.8	£0.6	£0.9	£8.7	£147.9
	TOTAL - BROXTOWE BOROUGH	**£8.3**	**£10.5**	**£6.1**	**£10.2**	**£116.8**	**£41.6**	**£33.6**	**£2.8**	**£0.6**	**£0.9**	**£8.7**	**£240.2**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	£29.0	£1.2	£60.5	£1.0	£1.1	£0.1	£0.7	£0.1	£1.2	£0.0	£0.0	£94.8
	DISTRICT CENTRES	£2.5	£0.1	£5.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.6
	LOCAL CENTRES AND OTHER SHOPS	£1.0	£0.0	£7.6	£0.7	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£10.0
	OUT OF CENTRE	£20.1	£0.8	£55.7	£7.2	£0.7	£2.3	£1.8	£0.1	£6.9	£0.3	£2.7	£98.6
	TOTAL - GEDLING BOROUGH	**£52.7**	**£2.1**	**£128.7**	**£9.0**	**£1.8**	**£2.4**	**£2.4**	**£0.2**	**£8.8**	**£0.3**	**£2.7**	**£211.0**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	£0.0	£0.0	£0.0	£9.8	£0.0	£0.0	£0.0	£0.1	£0.2	£2.9	£0.0	£13.1
	WEST BRIDGFORD DISTRICT CENTRE	£1.1	£5.5	£0.0	£13.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£20.7
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£4.4	£0.0	£0.1	£0.0	£0.2	£0.0	£0.9	£0.1	£5.8
	OUT OF CENTRE	£0.0	£0.3	£0.0	£6.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£7.7
	TOTAL - RUSHCLIFFE BOROUGH	**£1.1**	**£5.9**	**£0.0**	**£34.9**	**£0.1**	**£0.1**	**£0.0**	**£0.3**	**£0.2**	**£4.5**	**£0.1**	**£47.2**
HUCKNAL DISTRICT		£4.0	£0.0	£19.6	£0.0	£2.5	£0.0	£18.5	£0.0	£0.0	£0.0	£0.0	£44.6
TOTAL GREATER NOTTINGHAM		**£414.5**	**£225.8**	**£326.8**	**£304.5**	**£284.5**	**£112.6**	**£129.9**	**£59.4**	**£51.2**	**£59.8**	**£54.0**	**£2,023.0**
OUTSIDE GREATER NOTTINGHAM		**£17.6**	**£6.2**	**£21.7**	**£101.5**	**£35.1**	**£214.7**	**£388.0**	**£651.5**	**£61.6**	**£220.9**	**£863.0**	**£2,581.8**
TOTAL MARKET SHARE		£432.1	£232.0	£348.5	£405.9	£319.6	£327.4	£518.0	£710.9	£112.7	£280.7	£917.0	£4,604.8

Source: Table 3 and Table 4

TABLE 6: ALL COMPARISON GOODS - 2019 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
	TOTAL AVAILABLE EXPENDITURE:	£505.5	£271.4	£409.6	£479.9	£377.2	£384.4	£608.2	£829.6	£132.6	£331.5	£1,087.7	£5,417.5
NOTTINGHAM CITY	CITY CENTRE	£285.54	£158.4	£184.6	£232.9	£147.0	£67.6	£74.9	£60.2	£47.5	£58.0	£47.9	£1,364.6
	BULWELL TOWN CENTRE	£40.9	£0.2	£3.4	£0.7	£12.9	£0.3	£2.3	£0.0	£0.0	£0.1	£0.0	£60.9
	DISTRICT CENTRES	£11.7	£14.2	£1.1	£5.0	£0.6	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£33.1
	LOCAL CENTRES AND OTHER SHOPS	£3.0	£4.1	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£7.5
	OUT OF CENTRE	£66.4	£65.5	£13.5	£57.5	£32.1	£12.5	£10.9	£4.9	£1.4	£5.7	£2.6	£273.0
	TOTAL - NOTTINGHAM CITY	**£407.6**	**£242.6**	**£202.6**	**£296.1**	**£192.8**	**£80.5**	**£88.4**	**£65.4**	**£48.9**	**£63.8**	**£50.4**	**£1,739.1**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	£1.1	£6.8	£0.0	£0.2	£29.3	£4.2	£0.0	£0.0	£0.0	£0.0	£0.0	£41.7
	DISTRICT CENTRES	£2.8	£0.1	£0.1	£0.4	£43.8	£9.6	£9.5	£0.0	£0.0	£0.0	£0.0	£66.4
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£0.0	£0.1	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.6
	OUT OF CENTRE	£5.8	£5.3	£7.1	£11.4	£64.6	£34.7	£29.9	£3.3	£0.7	£1.1	£10.3	£174.1
	TOTAL - BROXTOWE BOROUGH	**£9.7**	**£12.2**	**£7.2**	**£12.0**	**£137.9**	**£48.9**	**£39.5**	**£3.3**	**£0.7**	**£1.1**	**£10.3**	**£282.8**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	£34.0	£1.4	£71.1	£1.2	£1.2	£0.1	£0.8	£0.1	£1.4	£0.0	£0.0	£111.3
	DISTRICT CENTRES	£3.0	£0.1	£5.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.9
	LOCAL CENTRES AND OTHER SHOPS	£1.2	£0.0	£8.9	£0.8	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£11.7
	OUT OF CENTRE	£23.6	£0.9	£65.4	£8.6	£0.9	£2.7	£2.1	£0.2	£8.1	£0.4	£3.2	£115.9
	TOTAL - GEDLING BOROUGH	**£61.7**	**£2.4**	**£151.3**	**£10.6**	**£2.1**	**£2.8**	**£2.8**	**£0.3**	**£10.3**	**£0.4**	**£3.2**	**£247.8**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	£0.0	£0.0	£0.0	£11.6	£0.0	£0.0	£0.0	£0.1	£0.2	£3.5	£0.0	£15.4
	WEST BRIDGFORD DISTRICT CENTRE	£1.3	£6.4	£0.0	£16.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£24.4
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£5.2	£0.0	£0.1	£0.0	£0.2	£0.0	£1.1	£0.1	£6.8
	OUT OF CENTRE	£0.0	£0.4	£0.0	£8.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£9.1
	TOTAL - RUSHCLIFFE BOROUGH	**£1.3**	**£6.9**	**£0.0**	**£41.3**	**£0.1**	**£0.1**	**£0.0**	**£0.4**	**£0.2**	**£5.3**	**£0.1**	**£55.7**
HUCKNAL DISTRICT		£4.7	£0.0	£23.0	£0.0	£2.9	£0.0	£21.8	£0.0	£0.0	£0.0	£0.0	£52.4
TOTAL GREATER NOTTINGHAM		**£484.9**	**£264.1**	**£384.0**	**£360.0**	**£335.8**	**£132.3**	**£152.5**	**£69.3**	**£60.2**	**£70.6**	**£64.0**	**£2,377.8**
OUTSIDE GREATER NOTTINGHAM		**£20.6**	**£7.3**	**£25.5**	**£119.9**	**£41.4**	**£252.1**	**£455.6**	**£760.2**	**£72.4**	**£260.9**	**£1,023.6**	**£3,039.7**
TOTAL MARKET SHARE		£505.5	£271.4	£409.6	£479.9	£377.2	£384.4	£608.2	£829.6	£132.6	£331.5	£1,087.7	£5,417.5

Source: Table 3 and Table 4

TABLE 7: ALL COMPARISON GOODS - 2024 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
	TOTAL AVAILABLE EXPENDITURE:	£598.5	£321.2	£488.0	£574.0	£450.2	£457.7	£723.4	£981.5	£157.9	£397.0	£1,301.2	£6,450.6
NOTTINGHAM CITY	CITY CENTRE	£338.1	£187.5	£220.0	£278.5	£175.5	£80.5	£89.1	£71.2	£56.5	£69.5	£57.3	£1,623.7
	BULWELL TOWN CENTRE	£48.4	£0.3	£4.1	£0.8	£15.4	£0.4	£2.8	£0.0	£0.0	£0.1	£0.0	£72.3
	DISTRICT CENTRES	£13.8	£16.9	£1.3	£6.0	£0.7	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£39.2
	LOCAL CENTRES AND OTHER SHOPS	£3.6	£4.9	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£8.9
	OUT OF CENTRE	£78.6	£77.5	£16.1	£68.8	£38.3	£14.8	£13.0	£5.8	£1.7	£6.8	£3.1	£324.5
	TOTAL - NOTTINGHAM CITY	**£482.6**	**£287.1**	**£241.4**	**£354.1**	**£230.1**	**£95.8**	**£105.2**	**£77.4**	**£58.2**	**£76.4**	**£60.3**	**£2,068.6**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	£1.3	£8.1	£0.0	£0.3	£35.0	£5.1	£0.0	£0.0	£0.0	£0.0	£0.0	£49.7
	DISTRICT CENTRES	£3.3	£0.1	£0.1	£0.5	£52.3	£11.4	£11.4	£0.0	£0.0	£0.0	£0.0	£79.1
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£0.0	£0.1	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7
	OUT OF CENTRE	£6.8	£6.3	£8.4	£13.6	£77.1	£41.3	£35.5	£3.9	£0.9	£1.3	£12.3	£207.5
	TOTAL - BROXTOWE BOROUGH	**£11.4**	**£14.5**	**£8.5**	**£14.4**	**£164.6**	**£58.2**	**£47.0**	**£3.9**	**£0.9**	**£1.3**	**£12.3**	**£337.0**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	£40.2	£1.7	£84.7	£1.4	£1.5	£0.2	£0.9	£0.1	£1.6	£0.0	£0.0	£132.4
	DISTRICT CENTRES	£3.5	£0.1	£7.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.6
	LOCAL CENTRES AND OTHER SHOPS	£1.4	£0.0	£10.6	£1.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£14.0
	OUT OF CENTRE	£27.9	£1.1	£78.0	£10.2	£1.0	£3.2	£2.4	£0.2	£9.7	£0.4	£3.8	£137.9
	TOTAL - GEDLING BOROUGH	**£73.0**	**£2.8**	**£180.3**	**£12.7**	**£2.5**	**£3.4**	**£3.4**	**£0.3**	**£12.3**	**£0.4**	**£3.8**	**£294.9**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	£0.0	£0.0	£0.0	£13.9	£0.0	£0.0	£0.0	£0.1	£0.3	£4.2	£0.0	£18.5
	WEST BRIDGFORD DISTRICT CENTRE	£1.6	£7.6	£0.0	£19.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£29.1
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£6.2	£0.0	£0.1	£0.0	£0.3	£0.0	£1.3	£0.2	£8.1
	OUT OF CENTRE	£0.0	£0.4	£0.0	£9.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£10.9
	TOTAL - RUSHCLIFFE BOROUGH	**£1.6**	**£8.1**	**£0.0**	**£49.4**	**£0.1**	**£0.1**	**£0.0**	**£0.4**	**£0.3**	**£6.4**	**£0.2**	**£66.6**
HUCKNAL DISTRICT		£5.5	£0.0	£27.4	£0.0	£3.5	£0.0	£25.9	£0.0	£0.0	£0.0	£0.0	£62.3
TOTAL GREATER NOTTINGHAM		**£574.1**	**£312.5**	**£457.6**	**£430.5**	**£400.8**	**£157.5**	**£181.4**	**£82.0**	**£71.7**	**£84.6**	**£76.6**	**£2,829.4**
OUTSIDE GREATER NOTTINGHAM		**£24.4**	**£8.6**	**£30.4**	**£143.5**	**£49.4**	**£300.2**	**£542.0**	**£899.5**	**£86.3**	**£312.4**	**£1,224.6**	**£3,621.1**
TOTAL MARKET SHARE		£598.5	£321.2	£488.0	£574.0	£450.2	£457.7	£723.4	£981.5	£157.9	£397.0	£1,301.2	£6,450.6

Source: Table 3 and Table 4

TABLE 8: ALL COMPARISON GOODS - 2028 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
	TOTAL AVAILABLE EXPENDITURE:	£701.5	£376.5	£568.1	£671.4	£525.2	£532.4	£840.5	£1,136.3	£183.8	£463.4	£1,523.3	£7,522.6
NOTTINGHAM CITY	CITY CENTRE	£396.2	£219.8	£256.1	£325.8	£204.7	£93.7	£103.5	£82.5	£65.8	£81.1	£67.1	£1,896.3
	BULWELL TOWN CENTRE	£56.8	£0.3	£4.8	£0.9	£18.0	£0.5	£3.2	£0.0	£0.0	£0.1	£0.0	£84.6
	DISTRICT CENTRES	£16.2	£19.8	£1.5	£7.0	£0.8	£0.0	£0.1	£0.5	£0.0	£0.0	£0.0	£45.9
	LOCAL CENTRES AND OTHER SHOPS	£4.2	£5.7	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£10.5
	OUT OF CENTRE	£92.2	£90.9	£18.7	£80.5	£44.6	£17.3	£15.0	£6.7	£2.0	£8.0	£3.6	£379.5
	TOTAL - NOTTINGHAM CITY	**£565.6**	**£336.6**	**£281.1**	**£414.2**	**£268.4**	**£111.4**	**£122.2**	**£89.6**	**£67.8**	**£89.2**	**£70.6**	**£2,416.8**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	£1.5	£9.5	£0.0	£0.3	£40.8	£5.9	£0.0	£0.0	£0.0	£0.0	£0.0	£58.0
	DISTRICT CENTRES	£3.9	£0.1	£0.1	£0.6	£61.0	£13.3	£13.2	£0.0	£0.0	£0.0	£0.0	£92.2
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£0.0	£0.1	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.8
	OUT OF CENTRE	£8.0	£7.3	£9.8	£16.0	£90.0	£48.0	£41.3	£4.5	£1.0	£1.5	£14.4	£241.9
	TOTAL - BROXTOWE BOROUGH	**£13.4**	**£17.0**	**£9.9**	**£16.8**	**£192.0**	**£67.7**	**£54.6**	**£4.5**	**£1.0**	**£1.6**	**£14.4**	**£392.9**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	£47.1	£1.9	£98.6	£1.7	£1.7	£0.2	£1.1	£0.1	£1.9	£0.0	£0.0	£154.4
	DISTRICT CENTRES	£4.1	£0.1	£8.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.4
	LOCAL CENTRES AND OTHER SHOPS	£1.6	£0.0	£12.4	£1.1	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£16.3
	OUT OF CENTRE	£32.7	£1.3	£90.8	£12.0	£1.2	£3.7	£2.8	£0.2	£11.3	£0.5	£4.4	£160.9
	TOTAL - GEDLING BOROUGH	**£85.6**	**£3.3**	**£209.9**	**£14.8**	**£2.9**	**£3.9**	**£3.9**	**£0.4**	**£14.3**	**£0.5**	**£4.4**	**£344.0**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	£0.0	£0.0	£0.0	£16.2	£0.0	£0.0	£0.0	£0.2	£0.3	£4.9	£0.0	£21.6
	WEST BRIDGFORD DISTRICT CENTRE	£1.8	£8.9	£0.0	£22.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£34.1
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£7.3	£0.0	£0.2	£0.0	£0.3	£0.0	£1.5	£0.2	£9.5
	OUT OF CENTRE	£0.0	£0.5	£0.0	£11.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£12.7
	TOTAL - RUSHCLIFFE BOROUGH	**£1.8**	**£9.5**	**£0.0**	**£57.7**	**£0.1**	**£0.2**	**£0.0**	**£0.5**	**£0.3**	**£7.4**	**£0.2**	**£77.9**
HUCKNAL DISTRICT		£6.5	£0.0	£31.9	£0.0	£4.1	£0.0	£30.1	£0.0	£0.0	£0.0	£0.0	£72.6
TOTAL GREATER NOTTINGHAM		**£673.0**	**£366.4**	**£532.8**	**£503.6**	**£467.6**	**£183.2**	**£210.8**	**£95.0**	**£83.4**	**£98.7**	**£89.7**	**£3,304.1**
OUTSIDE GREATER NOTTINGHAM		**£28.6**	**£10.1**	**£35.4**	**£167.8**	**£57.6**	**£349.2**	**£629.7**	**£1,041.4**	**£100.4**	**£364.7**	**£1,433.6**	**£4,218.5**
TOTAL MARKET SHARE		£701.5	£376.5	£568.1	£671.4	£525.2	£532.4	£840.5	£1,136.3	£183.8	£463.4	£1,523.3	£7,522.6

Source: Table 3 and Table 4

TABLE 9: TRADE DRAW FROM OUTSIDE THE CATCHMENT AREA AND TOTAL TURNOVER

		Estimated 'Inflow' from Catchment Area (outside Zones 1 16)	2014	2019	2024	2028
NOTTINGHAM CITY	CITY CENTRE	10%	£1,290.0	£1,516.2	£1,804.1	£2,107.0
	BULWELL TOWN CENTRE	2%	£53.0	£62.2	£73.8	£86.3
	DISTRICT CENTRES	0%	£28.2	£33.1	£39.2	£45.9
	LOCAL CENTRES AND OTHER SHOPS	0%	£6.4	£7.5	£8.9	£10.5
	OUT OF CENTRE	5%	£244.6	£287.3	£341.6	£399.5
	TOTAL - NOTTINGHAM CITY		£1,622.3	£1,906.3	£2,267.6	£2,649.2
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	2%	£36.1	£42.5	£50.7	£59.2
	DISTRICT CENTRES	0%	£56.3	£66.4	£79.1	£92.2
	LOCAL CENTRES AND OTHER SHOPS	0%	£0.5	£0.6	£0.7	£0.8
	OUT OF CENTRE	3%	£152.5	£179.5	£213.9	£249.4
	TOTAL - BROXTOWE BOROUGH		£245.5	£289.0	£344.5	£401.6
GEDLING BOROUGH	ARNOLD TOWN CENTRE	2%	£96.8	£113.6	£135.1	£157.6
	DISTRICT CENTRES	0%	£7.6	£8.9	£10.6	£12.4
	LOCAL CENTRES AND OTHER SHOPS	0%	£10.0	£11.7	£14.0	£16.3
	OUT OF CENTRE	3%	£101.7	£119.5	£142.2	£165.9
	TOTAL - GEDLING BOROUGH		£216.0	£253.7	£301.8	£352.1
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0%	£13.1	£15.4	£18.5	£21.6
	WEST BRIDGFORD DISTRICT CENTRE	0%	£20.7	£24.4	£29.1	£34.1
	LOCAL CENTRES AND OTHER SHOPS	0%	£5.8	£6.8	£8.1	£9.5
	OUT OF CENTRE	3%	£7.9	£9.4	£11.2	£13.1
	TOTAL - RUSHCLIFFE BOROUGH		£47.5	£56.0	£66.9	£78.2
HUCKNAL DISTRICT		0%	£44.6	£52.4	£62.3	£72.6
TOTAL GREATER NOTTINGHAM			£2,175.8	£2,557.4	£3,043.1	£3,553.7

TABLE 10: NEW RETAIL COMMITMENTS - ESTIMATED COMPARISON GOODS SALES AREAS & BENCHMARK TURNOVERS.

		LPA Planning Ref	Estimated Sales Area (m^2 net)	Average Sales (£ per m^2)	2014	2019	2024	2028
In Centre	Victoria Centre extension, Nottingham City	11/01859/PFUL3	27,742	£3,500	£97.1	£109.4	£121.5	£132.6
Out of Centre	The Portal Site, Queens Drive, Nottingham	14/02061/PFUL3	126	£2,200	£0.3	£0.3	£0.3	£0.4
Out of Centre	Foodstore, land at Daleside Road	14/01140/POUT	230	£4,500	£1.0	£1.2	£1.3	£1.4
Out of Centre	Foodstore, Former Gas Works Site, Radford Road	12/02756/PFUL3	200	£4,500	£0.9	£1.0	£1.1	£1.2
Out of Centre	Retail units, Former Gas Works Site, Radford Road	12/02756/PFUL3	678	£3,500	£2.4	£2.7	£3.0	£3.2
Out of Centre	Sainsbury's Castle Bridge extension	10/02248/PFUL3	839	£4,500	£3.8	£4.3	£4.7	£5.2
Out of Centre	Retail Units, land at Daleside Road	14/01140/POUT	1,950	£3,500	£6.8	£7.7	£8.5	£9.3
Out of Centre	Foodstore on former N C V Garage Hucknall Road Nottingham	14/01791/PFUL3	188	£3,500	£0.7	£0.7	£0.8	£0.9
Total Nottingham City			31,953		£112.9	£127.3	£141.3	£154.2
Out of Centre	Decathlon, Unit 2 Giltbrook Retail Park	12/00713/FUL	2,474	£4,000	£9.9	£11.2	£12.4	£13.5
Out of Centre	Units 5 and 10, Giltbrook Retail Park	14/00615/FUL	1,748	£4,010	£7.0	£7.9	£8.8	£9.6
Out of Centre	Ikea extension, Giltbrook Retail Park	12/00681/FUL	2,875	£1,650	£4.7	£5.3	£5.9	£6.5
Total Broxtowe Borough			7,097		£21.6	£24.4	£27.1	£29.6
Out of Centre	Sainsbury's Foodstore, Land South Of Colwick Loop Road, Carlton	2013/0500	3,020	£4,500	£13.6	£15.3	£17.0	£18.6
Out of Centre	Sainsbury's Local, 1 Nottingham Road, Ravenshead	2013/0563	38	£4,500	£0.2	£0.2	£0.2	£0.2
Out of Centre	Co-operative Store, Site off Copice Road, Arnold	2014/0534	13	£3,500	£0.0	£0.1	£0.1	£0.1
Out of Centre	Lidl, White Hart public house site, Mansfield Road	2013/1518	259	£3,500	£0.9	£1.0	£1.1	£1.2
Out of Centre	Mixed use development including retail units, Teal Close, Carlton	2013/0546	1,050	£3,500	£3.7	£4.1	£4.6	£5.0
Out of Centre	M&S Food, Victoria Retail Park		36	£4,500	£0.2	£0.2	£0.2	£0.2
Total Gedling Borough			4,379		£18.5	£20.9	£23.2	£25.3
In Centre	A1-A3 Floorspace, Rear of 1 Central Avenue, West Bridgford	14/00884/FUL	92	£3,500	£0.3	£0.4	£0.4	£0.4
Out of Centre	Tesco Superstore, Chapel Lane, Bingham	10/01853/FUL	291	£6,500	£1.9	£2.1	£2.4	£2.6
Out of Centre	Sainsbury's Superstore, Wilford Lane, West Bridgford	12/00564/FUL	1,301	£4,500	£5.9	£6.6	£7.3	£8.0
Out of Centre	Waitrose, Melton Road, Edwalton	14/00001/FUL	823	£6,500	£5.3	£6.0	£6.7	£7.3
Out of Centre	Foodstore, Melton Road, Edwalton	08/00664/OUT	280	£6,500	£1.8	£2.1	£2.3	£2.5
Out of Centre	RAF Newton Urban Extension, Shelford	10/02105/OUT	420	£3,500	£1.5	£1.7	£1.8	£2.0
Out of Centre	Mixed use development, Radcliffe Road, West Bridgford	13/01936/FUL	175	£3,500	£0.6	£0.7	£0.8	£0.8
Out of Centre	Mixed use development, Loughborough Road, West Bridgford	10/00757/EXT	377	£3,500	£1.3	£1.5	£1.7	£1.8
Total Rushcliffe Borough			3,759		£18.6	£21.0	£23.3	£25.4

Notes:

Sales floorspace derived from various sources including from the Greater Nottingham Councils. Where net sales area has been assumed this is based on 70% of the stated gross floorspace.

Sales densities are derived from the applicant's supporting documents or informed by company sales densities identified by Mintel's Retail Rankings (2014 edition) and our own professional judgement.
Productivity growth of store turnover is based on annual growth forecasts identified by Experian Business Strategies ranging from 2.0% to 2.8% over the study period.

TABLE 11a: NOTTINGHAM CITY COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE CITY COUNCIL AREA (£m):	£1,622.3	£1,906.3	£2,267.6	£2,649.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN CITY COUNCIL AREA (£m) (1):	£1,622.3	£1,828.1	£2,030.3	£2,214.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£78.2	£237.4	£434.3
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£127.3	£141.3	£154.2
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£49.0	£96.0	£280.1
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-7,913**	**13,949**	**37,298**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-11,304	19,928	53,283

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 9).
STEP 2: An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace based on the most recent annual growth rates published by Experian Business Strategies in their Retail Planner Briefing Note.
STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.
STEP 4: The turnover of all known commitments has been derived from Table 9. It is assumed for the purpose of this assessment that all commitments will be opened by 2019 and will have reached 'mature' trading conditions.
STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known 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 floorspace.

TABLE 11b: NOTTINGHAM CITY CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE CITY CENTRE (£m):	£1,290.0	£1,516.2	£1,804.1	£2,107.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN CITY CENTRE (£m) (1):	£1,290.0	£1,453.7	£1,614.4	£1,761.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£62.6	£189.7	£345.8
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m):		£109.4	£121.5	£132.6
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£46.9	£68.2	£213.2
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-7,560**	**9,906**	**28,392**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-10,800	14,151	40,560

TABLE 11c: BULWELL TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE BULWELL TC (£m):	£53.0	£62.2	£73.8	£86.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BULWELL TC (£m) :	£53.0	£59.7	£66.3	£72.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.4	£7.4	£13.9
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£2.4	£7.4	£13.9
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**393**	**1,081**	**1,858**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	561	1,544	2,654

TABLE 11d: DISTRICT CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE DISTRICT CENTRES (£m):	£28.2	£33.1	£39.2	£45.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN DISTRICT CENTRES (£m) [1]:	£28.2	£31.8	£35.3	£38.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.3	£3.9	£7.4
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£1.3	£3.9	£7.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	-	**205**	**567**	**987**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	293	810	1,410

TABLE 11e: LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£6.4	£7.5	£8.9	£10.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m) :	£6.4	£7.3	£8.1	£8.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.3	£0.9	£1.7
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.3	£0.9	£1.7
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	-	**45**	**126**	**222**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	64	179	317

TABLE 11f: REST OF CITY COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF CITY COUNCIL (£m):	£244.6	£287.3	£341.6	£399.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF CITY COUNCIL (£m) :	£244.6	£275.6	£306.1	£334.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£11.7	£35.5	£65.5
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£17.9	£19.8	£21.6
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£6.2	£15.6	£43.8
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	-	**-996**	**2,270**	**5,839**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-1,423	3,243	8,342

TABLE 12a: BROXTOWE BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH(£m):	£245.5	£289.0	£344.5	£401.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£245.5	£276.6	£307.2	£335.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£12.4	£37.3	£66.5
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£24.4	£27.1	£29.6
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£12.0	£10.2	£36.9
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-1,932**	**1,477**	**4,915**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-2,760	2,110	7,021

TABLE 12b: BEESTON TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE BEESTON TC (£m):	£36.1	£42.5	£50.7	£59.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BEESTON TC (£m):	£36.1	£40.7	£45.2	£49.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.8	£5.5	£9.8
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£1.8	£5.5	£9.8
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**295**	**795**	**1,311**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	422	1,136	1,872

TABLE 12c: DISTRICT CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE DISTRICT CENTRES (£m):	£56.3	£66.4	£79.1	£92.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN DISTRICT CENTRES (£m):	£56.3	£63.5	£70.5	£76.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.9	£8.6	£15.3
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£2.9	£8.6	£15.3
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**465**	**1,251**	**2,038**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	664	1,787	2,912

TABLE 12d: LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£0.5	£0.6	£0.7	£0.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£0.5	£0.6	£0.6	£0.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.1	£0.1
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.0	£0.1	£0.1
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**4**	**11**	**18**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	6	16	26

TABLE 12e: REST OF BROXTOWE BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£152.5	£179.5	£213.9	£249.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£152.5	£171.8	£190.8	£208.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£7.7	£23.1	£41.2
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£24.4	£27.1	£29.6
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£16.7	-£4.0	£11.6
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-2,696**	**-580**	**1,548**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-3,851	-828	2,212

TABLE 13a: GEDLING BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£216.0	£253.7	£301.8	£352.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£216.0	£243.4	£270.3	£294.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£10.3	£31.5	£57.2
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£20.9	£23.2	£25.3
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£10.6	£8.3	£31.9
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-1,715**	**1,205**	**4,242**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-2,450	1,721	6,060

TABLE 13b: ARNOLD TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN ARNOLD TC (£m):	£96.8	£113.6	£135.1	£157.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN ARNOLD TC (£m):	£96.8	£109.0	£121.1	£132.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£4.5	£14.0	£25.5
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£4.5	£14.0	£25.5
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**732**	**2,029**	**3,392**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	1,045	2,898	4,846

TABLE 13c: CARLTON DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN CARLTON SQUARE DC (£m):	£7.6	£8.9	£10.6	£12.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN CARLTON SQUARE DC (£m):	£7.6	£8.6	£9.5	£10.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.4	£1.1	£2.0
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.4	£1.1	£2.0
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**57**	**159**	**266**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	82	227	380

TABLE 13d: LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£10.0	£11.7	£14.0	£16.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£10.0	£11.3	£12.5	£13.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.5	£1.5	£2.7
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.5	£1.5	£2.7
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**78**	**215**	**354**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	111	308	505

TABLE 13e: REST OF GEDLING BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£101.7	£119.5	£142.2	£165.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£101.7	£114.6	£127.2	£138.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£4.9	£15.0	£27.1
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£20.9	£23.2	£25.3
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£16.0	-£8.2	£1.7
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-2,582**	**-1,198**	**230**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-3,689	-1,711	329

TABLE 14a: RUSHCLIFFE BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£47.5	£56.0	£66.9	£78.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£47.5	£53.5	£59.4	£53.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.5	£7.5	£24.8
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£21.0	£23.3	£25.4
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£18.5	-£15.8	-£0.7
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£6,198
	(ii) Net Floorspace Capacity (sq m):	**-**	**-2,981**	**-2,301**	**-110**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-4,259	-3,287	-158

TABLE 14b: BINGHAM DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BINGHAM DC (£m):	£13.1	£15.4	£18.5	£21.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BINGHAM DC (£m):	£13.1	£14.7	£16.3	£14.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.7	£2.1	£6.9
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.7	£2.1	£6.9
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£6,198
	(ii) Net Floorspace Capacity (sq m):	**-**	**115**	**307**	**1,107**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	165	439	1,582

TABLE 14c: WEST BRIDGFORD DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN WEST BRIDGFORD DC (£m):	£20.7	£24.4	£29.1	£34.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN WEST BRIDGFORD DC (£m):	£20.7	£23.3	£25.9	£23.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.1	£3.2	£10.7
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.4	£0.4	£0.4
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.7	£2.8	£10.3
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£6,198
	(ii) Net Floorspace Capacity (sq m):	**-**	**113**	**402**	**1,657**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	161	574	2,368

TABLE 14d: LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£5.8	£6.8	£8.1	£9.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£5.8	£6.5	£7.2	£6.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.3	£0.9	£3.0
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.3	£0.9	£3.0
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£6,198
	(ii) Net Floorspace Capacity (sq m):	**-**	**51**	**135**	**487**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	72	192	696

TABLE 14e: REST OF RUSHCLIFFE BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£7.9	£9.4	£11.2	£13.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£7.9	£8.9	£9.9	£8.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.4	£1.3	£4.2
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£20.6	£22.9	£25.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£20.2	-£21.6	-£20.8
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£6,198
	(ii) Net Floorspace Capacity (sq m):	**-**	**-3,260**	**-3,144**	**-3,362**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-4,658	-4,492	-4,803

APPENDIX 13B: COMPARISON CAPACITY – EXPERIAN POPULATION PROJECTIONS

TABLE 1: POPULATION SCENARIO B - BASE YEAR (2014) POPULATION & HOUSING GROWTH BASED POPULATION PROJECTIONS (to 2028)

ZONE:	2014	2019	2024	2028	% GROWTH: 2014 28
Zone 1: Nottingham City North	205,008	209,111	213,878	218,892	7.7%
Zone 2: Nottingham City South	91,174	92,957	95,037	97,291	7.6%
Zone 3: Gedling	118,897	122,856	125,797	127,555	8.1%
Zone 4: Rushcliffe	128,349	134,368	142,504	147,899	9.7%
Zone 5: Broxtowe	116,364	120,313	122,555	125,459	9.0%
Zone 6: Erewash	119,514	122,439	124,352	126,942	7.9%
Zone 7: Amber Valley	98,742	101,177	103,754	105,548	6.9%
Zone 8: Ashfield	114,477	118,143	121,618	123,997	8.3%
Zone 9: Derbyshire North	165,938	169,161	172,455	174,709	5.3%
Zone 10: Retford	43,103	43,966	44,881	45,494	5.5%
Zone 11: Newark	63,946	65,839	67,715	69,033	8.0%
Zone 12: West Newark	35,547	36,620	37,681	38,430	8.1%
Zone 13: Melton	58,199	60,371	62,633	64,206	10.3%
Zone 14: Charnwood	40,414	41,638	42,896	43,789	8.4%
Zone 15: South Derby	101,771	106,312	110,340	113,861	11.9%
Zone 16: Derby	260,459	270,008	278,509	285,120	9.5%
TOTAL CATCHMENT AREA:	1,761,902	1,815,279	1,866,606	1,908,224	8.3%

Source: The base year (2014) population and projections to 2028 have been sourced directly from Experian's latest 'Retail Area Planner' Reports for each study zone using SP's (Experian-based) MMG3 Geographic Information System (GIS). The base year population estimates are based on 2012 ONS (mid-year) population figures. The population projections Zone 1 to 5 are sourced from the Partner Councils and are based on annual population growth associated with planned housing up to 2028. Population projections for the remaining zones (Zones 6-16) are based on ONS Sub-National Population Projections.

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

ZONE:	2014 (incl SFT)	2014	2019	2024	2028	% GROWTH: 2014 28
EXPERIAN - SPECIAL FORMS OF TRADING (%):		11.7%	15.3%	16.0%	15.7%	
REVISED SPECIAL FORMS OF TRADING (%):		9.0%	12.0%	13.0%	12.9%	
Zone 1: Nottingham City North	£2,300	£2,093	£2,389	£2,766	£3,155	50.8%
Zone 2: Nottingham City South	£2,778	£2,527	£2,885	£3,340	£3,810	50.8%
Zone 3: Gedling	£3,261	£2,967	£3,387	£3,920	£4,473	50.8%
Zone 4: Rushcliffe	£3,498	£3,182	£3,633	£4,205	£4,797	50.8%
Zone 5: Broxtowe	£2,986	£2,716	£3,101	£3,589	£4,095	50.8%
Zone 6: Erewash	£3,042	£2,768	£3,159	£3,658	£4,173	50.8%
Zone 7: Amber Valley	£2,749	£2,501	£2,855	£3,305	£3,770	50.8%
Zone 8: Ashfield	£2,603	£2,368	£2,703	£3,129	£3,570	50.8%
Zone 9: Derbyshire North	£2,664	£2,424	£2,767	£3,203	£3,654	50.8%
Zone 10: Retford	£3,176	£2,889	£3,298	£3,818	£4,356	50.8%
Zone 11: Newark	£3,167	£2,881	£3,289	£3,807	£4,343	50.8%
Zone 12: West Newark	£3,487	£3,172	£3,621	£4,192	£4,782	50.8%
Zone 13: Melton	£3,060	£2,783	£3,178	£3,678	£4,196	50.8%
Zone 14: Charnwood	£3,230	£2,938	£3,354	£3,883	£4,430	50.8%
Zone 15: South Derby	£2,939	£2,674	£3,052	£3,533	£4,031	50.8%
Zone 16: Derby	£2,722	£2,476	£2,827	£3,272	£3,733	50.8%

Source: Average spend per capita estimates for 2012 are derived from Experian *'Retail Area Planner' Reports* using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note published by Experian Business Strategies (October 2014).

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 and over the forecast period based on the research and forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 12.1.

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, 2014 - 2028 (£m)

ZONE:	2014 (incl SFT)	2014	2019	2024	2028	GROWTH: 2014-28 %	GROWTH: 2014-28 £m
Zone 1: Nottingham City North	£471.6	£429.0	£499.6	£591.5	£690.6	61.0%	£261.6
Zone 2: Nottingham City South	£253.3	£230.4	£268.2	£317.4	£370.7	60.9%	£140.3
Zone 3: Gedling	£387.7	£352.7	£416.1	£493.2	£570.5	61.7%	£217.8
Zone 4: Rushcliffe	£449.0	£408.4	£488.1	£599.3	£709.5	73.7%	£301.1
Zone 5: Broxtowe	£347.4	£316.0	£373.0	£439.9	£513.7	62.5%	£197.7
Zone 6: Erewash	£363.6	£330.8	£386.8	£454.8	£529.7	60.1%	£198.9
Zone 7: Amber Valley	£271.4	£246.9	£288.8	£342.9	£397.9	61.2%	£151.0
Zone 8: Ashfield	£298.0	£271.0	£319.3	£380.5	£442.6	63.3%	£171.6
Zone 9: Derbyshire North	£442.1	£402.2	£468.0	£552.4	£638.4	58.7%	£236.2
Zone 10: Retford	£136.9	£124.5	£145.0	£171.4	£198.2	59.1%	£73.6
Zone 11: Newark	£202.5	£184.2	£216.5	£257.8	£299.8	62.8%	£115.6
Zone 12: West Newark	£123.9	£112.7	£132.6	£157.9	£183.8	63.0%	£71.0
Zone 13: Melton	£178.1	£162.0	£191.8	£230.4	£269.4	66.3%	£107.4
Zone 14: Charnwood	£130.5	£118.7	£139.7	£166.6	£194.0	63.4%	£75.2
Zone 15: South Derby	£299.1	£272.1	£324.5	£389.9	£458.9	68.7%	£186.9
Zone 16: Derby	£708.9	£644.9	£763.2	£911.3	£1,064.3	65.0%	£419.4
TOTAL CATCHMENT AREA	**£5,064.1**	**£4,606.7**	**£5,421.3**	**£6,457.0**	**£7,532.0**	**63.5%**	**£2,925.3**

Source: Total available expenditure within each zone has been calculated by multiplying the base year population and projections sourced from Experian (Table 1A) and the expenditure per capita levels (Table 2).

TABLE 4: ALL COMPARISON GOODS - 2014 MARKET SHAREANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
NOTTINGHAM CITY	CITY CENTRE	56.5%	58.4%	45.1%	48.5%	39.0%	17.6%	12.3%	7.3%	35.8%	17.5%	4.4%	25.2%
	BULWELL TOWN CENTRE	8.1%	0.1%	0.8%	0.1%	3.4%	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	1.1%
	DISTRICT CENTRES	2.3%	5.2%	0.3%	1.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
	LOCAL CENTRES AND OTHER SHOPS	0.6%	1.5%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	OUT OF CENTRE	13.1%	24.1%	3.3%	12.0%	8.5%	3.2%	1.8%	0.6%	1.1%	1.7%	0.2%	5.0%
	TOTAL - NOTTINGHAM CITY	**80.6%**	**89.4%**	**49.5%**	**61.7%**	**51.1%**	**20.9%**	**14.5%**	**7.9%**	**36.9%**	**19.3%**	**4.6%**	**32.1%**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	0.2%	2.5%	0.0%	0.0%	7.8%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	DISTRICT CENTRES	0.6%	0.0%	0.0%	0.1%	11.6%	2.5%	1.6%	0.0%	0.0%	0.0%	0.0%	1.2%
	LOCAL CENTRES AND OTHER SHOPS	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	OUT OF CENTRE	1.1%	1.9%	1.7%	2.4%	17.1%	9.0%	4.9%	0.4%	0.5%	0.3%	0.9%	3.2%
	TOTAL - BROXTOWE BOROUGH	**1.9%**	**4.5%**	**1.8%**	**2.5%**	**36.6%**	**12.7%**	**6.5%**	**0.4%**	**0.5%**	**0.3%**	**0.9%**	**5.2%**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	6.7%	0.5%	17.4%	0.3%	0.3%	0.0%	0.1%	0.0%	1.0%	0.0%	0.0%	2.1%
	DISTRICT CENTRES	0.6%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
	LOCAL CENTRES AND OTHER SHOPS	0.2%	0.0%	2.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%
	OUT OF CENTRE	4.7%	0.3%	16.0%	1.8%	0.2%	0.7%	0.3%	0.0%	6.1%	0.1%	0.3%	2.2%
	TOTAL - GEDLING BOROUGH	**12.2%**	**0.9%**	**36.9%**	**2.2%**	**0.6%**	**0.7%**	**0.5%**	**0.0%**	**7.8%**	**0.1%**	**0.3%**	**4.6%**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.2%	1.0%	0.0%	0.3%
	WEST BRIDGFORD DISTRICT CENTRE	0.3%	2.4%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.5%
	LOCAL CENTRES AND OTHER SHOPS	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%
	OUT OF CENTRE	0.0%	0.1%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
	TOTAL - RUSHCLIFFE BOROUGH	**0.3%**	**2.5%**	**0.0%**	**8.6%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.2%**	**1.6%**	**0.0%**	**1.0%**
HUCKNAL DISTRICT		0.9%	0.0%	5.6%	0.0%	0.8%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	1.0%
TOTAL GREATER NOTTINGHAM		95.9%	97.3%	93.8%	75.0%	89.0%	34.4%	25.1%	8.4%	45.4%	21.3%	5.9%	**43.9%**
OUTSIDE GREATER NOTTINGHAM		4.1%	2.7%	6.2%	25.0%	11.0%	65.6%	74.9%	91.6%	54.6%	78.7%	94.1%	56.1%
TOTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes: Total market share for each centre from all zones (1-16) is based on total expenditure for each centre from all zones in Table 5.

Greater Nottingham - defined based on the Greater Nottingham Partnership area which includes Broxtowe, Gedling, Nottingham City, Rushcliffe Borough Councils and Hucknall District Centre in Ashfield District

TABLE 5: ALL COMPARISON GOODS - 2014 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
	TOTAL AVAILABLE EXPENDITURE:	**£429.0**	**£230.4**	**£352.7**	**£408.4**	**£316.0**	**£330.8**	**£518.0**	**£710.9**	**£112.7**	**£280.7**	**£917.0**	**£4,606.7**
NOTTINGHAM CITY	CITY CENTRE	£242.3	£134.5	£159.0	£198.2	£123.2	£58.2	£63.8	£51.6	£40.4	£49.2	£40.4	£1,160.6
	BULWELL TOWN CENTRE	£34.7	£0.2	£3.0	£0.6	£10.8	£0.3	£2.0	£0.0	£0.0	£0.1	£0.0	£51.6
	DISTRICT CENTRES	£9.9	£12.1	£0.9	£4.3	£0.5	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£28.1
	LOCAL CENTRES AND OTHER SHOPS	£2.6	£3.5	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£6.4
	OUT OF CENTRE	£56.4	£55.6	£11.6	£49.0	£26.9	£10.7	£9.3	£4.2	£1.2	£4.8	£2.2	£231.8
	TOTAL - NOTTINGHAM CITY	**£345.9**	**£205.9**	**£174.5**	**£251.9**	**£161.5**	**£69.2**	**£75.3**	**£56.1**	**£41.6**	**£54.1**	**£42.5**	**£1,478.6**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	£0.9	£5.8	£0.0	£0.2	£24.6	£3.7	£0.0	£0.0	£0.0	£0.0	£0.0	£35.1
	DISTRICT CENTRES	£2.4	£0.0	£0.1	£0.3	£36.7	£8.3	£8.1	£0.0	£0.0	£0.0	£0.0	£56.0
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£0.0	£0.1	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5
	OUT OF CENTRE	£4.9	£4.5	£6.1	£9.7	£54.2	£29.8	£25.4	£2.8	£0.6	£0.9	£8.7	£147.7
	TOTAL - BROXTOWE BOROUGH	**£8.2**	**£10.4**	**£6.2**	**£10.2**	**£115.5**	**£42.1**	**£33.6**	**£2.8**	**£0.6**	**£0.9**	**£8.7**	**£239.3**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	£28.8	£1.2	£61.2	£1.0	£1.0	£0.1	£0.7	£0.1	£1.2	£0.0	£0.0	£95.3
	DISTRICT CENTRES	£2.5	£0.1	£5.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.6
	LOCAL CENTRES AND OTHER SHOPS	£1.0	£0.0	£7.7	£0.7	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£10.1
	OUT OF CENTRE	£20.0	£0.8	£56.3	£7.3	£0.7	£2.3	£1.8	£0.1	£6.9	£0.3	£2.7	£99.2
	TOTAL - GEDLING BOROUGH	**£52.3**	**£2.0**	**£130.3**	**£9.0**	**£1.8**	**£2.4**	**£2.4**	**£0.2**	**£8.8**	**£0.3**	**£2.7**	**£212.3**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	£0.0	£0.0	£0.0	£9.9	£0.0	£0.0	£0.0	£0.1	£0.2	£2.9	£0.0	£13.1
	WEST BRIDGFORD DISTRICT CENTRE	£1.1	£5.5	£0.0	£13.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£20.8
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£4.4	£0.0	£0.1	£0.0	£0.2	£0.0	£0.9	£0.1	£5.8
	OUT OF CENTRE	£0.0	£0.3	£0.0	£6.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£7.7
	TOTAL - RUSHCLIFFE BOROUGH	**£1.1**	**£5.8**	**£0.0**	**£35.1**	**£0.1**	**£0.1**	**£0.0**	**£0.3**	**£0.2**	**£4.5**	**£0.1**	**£47.4**
HUCKNAL DISTRICT		£4.0	£0.0	£19.8	£0.0	£2.5	£0.0	£18.5	£0.0	£0.0	£0.0	£0.0	£44.8
TOTAL GREATER NOTTINGHAM		**£411.5**	**£224.2**	**£330.7**	**£306.3**	**£281.4**	**£113.8**	**£129.9**	**£59.4**	**£51.2**	**£59.8**	**£54.0**	**£2,022.3**
OUTSIDE GREATER NOTTINGHAM		**£17.5**	**£6.2**	**£22.0**	**£102.1**	**£34.7**	**£217.0**	**£388.0**	**£651.5**	**£61.6**	**£220.9**	**£863.0**	**£2,584.4**
TOTAL MARKET SHARE		£429.0	£230.4	£352.7	£408.4	£316.0	£330.8	£518.0	£710.9	£112.7	£280.7	£917.0	£4,606.7

Source: Table 3 and Table 4

TABLE 6: ALL COMPARISON GOODS - 2019 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
	TOTAL AVAILABLE EXPENDITURE:	£499.6	£268.2	£416.1	£488.1	£373.0	£386.8	£608.2	£829.6	£132.6	£331.5	£1,087.7	£5,421.3
NOTTINGHAM CITY	CITY CENTRE	£282.16	£156.6	£187.6	£236.8	£145.4	£68.1	£74.9	£60.2	£47.5	£58.0	£47.9	£1,365.1
	BULWELL TOWN CENTRE	£40.4	£0.2	£3.5	£0.7	£12.8	£0.3	£2.3	£0.0	£0.0	£0.1	£0.0	£60.3
	DISTRICT CENTRES	£11.6	£14.1	£1.1	£5.1	£0.6	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£32.8
	LOCAL CENTRES AND OTHER SHOPS	£3.0	£4.1	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£7.5
	OUT OF CENTRE	£65.6	£64.7	£13.7	£58.5	£31.7	£12.5	£10.9	£4.9	£1.4	£5.7	£2.6	£272.3
	TOTAL - NOTTINGHAM CITY	**£402.8**	**£239.7**	**£205.8**	**£301.1**	**£190.6**	**£81.0**	**£88.4**	**£65.4**	**£48.9**	**£63.8**	**£50.4**	**£1,738.1**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	£1.1	£6.7	£0.0	£0.2	£29.0	£4.3	£0.0	£0.0	£0.0	£0.0	£0.0	£41.3
	DISTRICT CENTRES	£2.8	£0.0	£0.1	£0.4	£43.3	£9.7	£9.5	£0.0	£0.0	£0.0	£0.0	£65.9
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£0.0	£0.1	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.6
	OUT OF CENTRE	£5.7	£5.2	£7.2	£11.6	£63.9	£34.9	£29.9	£3.3	£0.7	£1.1	£10.3	£173.8
	TOTAL - BROXTOWE BOROUGH	**£9.6**	**£12.1**	**£7.3**	**£12.2**	**£136.4**	**£49.2**	**£39.5**	**£3.3**	**£0.7**	**£1.1**	**£10.3**	**£281.6**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	£33.6	£1.4	£72.2	£1.2	£1.2	£0.1	£0.8	£0.1	£1.4	£0.0	£0.0	£112.0
	DISTRICT CENTRES	£2.9	£0.1	£5.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.0
	LOCAL CENTRES AND OTHER SHOPS	£1.2	£0.0	£9.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£11.9
	OUT OF CENTRE	£23.3	£0.9	£66.5	£8.7	£0.9	£2.7	£2.1	£0.2	£8.1	£0.4	£3.2	£116.8
	TOTAL - GEDLING BOROUGH	**£61.0**	**£2.4**	**£153.7**	**£10.8**	**£2.1**	**£2.8**	**£2.8**	**£0.3**	**£10.3**	**£0.4**	**£3.2**	**£249.7**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	£0.0	£0.0	£0.0	£11.8	£0.0	£0.0	£0.0	£0.1	£0.2	£3.5	£0.0	£15.6
	WEST BRIDGFORD DISTRICT CENTRE	£1.3	£6.4	£0.0	£16.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£24.6
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£5.3	£0.0	£0.1	£0.0	£0.2	£0.0	£1.1	£0.1	£6.9
	OUT OF CENTRE	£0.0	£0.4	£0.0	£8.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£9.2
	TOTAL - RUSHCLIFFE BOROUGH	**£1.3**	**£6.8**	**£0.0**	**£42.0**	**£0.1**	**£0.1**	**£0.0**	**£0.4**	**£0.2**	**£5.3**	**£0.1**	**£56.3**
HUCKNAL DISTRICT		£4.6	£0.0	£23.3	£0.0	£2.9	£0.0	£21.8	£0.0	£0.0	£0.0	£0.0	£52.6
TOTAL GREATER NOTTINGHAM		**£479.2**	**£260.9**	**£390.2**	**£366.1**	**£332.1**	**£133.1**	**£152.5**	**£69.3**	**£60.2**	**£70.6**	**£64.0**	**£2,378.4**
OUTSIDE GREATER NOTTINGHAM		**£20.4**	**£7.2**	**£25.9**	**£122.0**	**£40.9**	**£253.7**	**£455.6**	**£760.2**	**£72.4**	**£260.9**	**£1,023.6**	**£3,042.9**
TOTAL MARKET SHARE		£499.6	£268.2	£416.1	£488.1	£373.0	£386.8	£608.2	£829.6	£132.6	£331.5	£1,087.7	£5,421.3

Source: Table 3 and Table 4

TABLE 7: ALL COMPARISON GOODS - 2024 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
	TOTAL AVAILABLE EXPENDITURE:	£591.5	£317.4	£493.2	£599.3	£439.9	£454.8	£723.4	£981.5	£157.9	£397.0	£1,301.2	£6,457.0
NOTTINGHAM CITY	CITY CENTRE	£334.1	£185.3	£222.3	£290.8	£171.5	£80.0	£89.1	£71.2	£56.5	£69.5	£57.3	£1,627.6
	BULWELL TOWN CENTRE	£47.9	£0.3	£4.1	£0.8	£15.0	£0.4	£2.8	£0.0	£0.0	£0.1	£0.0	£71.4
	DISTRICT CENTRES	£13.7	£16.7	£1.3	£6.2	£0.7	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£39.1
	LOCAL CENTRES AND OTHER SHOPS	£3.6	£4.8	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£8.8
	OUT OF CENTRE	£77.7	£76.6	£16.3	£71.9	£37.4	£14.8	£13.0	£5.8	£1.7	£6.8	£3.1	£324.9
	TOTAL - NOTTINGHAM CITY	**£476.9**	**£283.7**	**£244.0**	**£369.7**	**£224.8**	**£95.2**	**£105.2**	**£77.4**	**£58.2**	**£76.4**	**£60.3**	**£2,071.9**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	£1.3	£8.0	£0.0	£0.3	£34.2	£5.0	£0.0	£0.0	£0.0	£0.0	£0.0	£48.7
	DISTRICT CENTRES	£3.3	£0.1	£0.1	£0.5	£51.1	£11.4	£11.4	£0.0	£0.0	£0.0	£0.0	£77.8
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£0.0	£0.1	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7
	OUT OF CENTRE	£6.8	£6.2	£8.5	£14.3	£75.4	£41.0	£35.5	£3.9	£0.9	£1.3	£12.3	£206.0
	TOTAL - BROXTOWE BOROUGH	**£11.3**	**£14.3**	**£8.6**	**£15.0**	**£160.8**	**£57.8**	**£47.0**	**£3.9**	**£0.9**	**£1.3**	**£12.3**	**£333.3**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	£39.7	£1.6	£85.6	£1.5	£1.4	£0.2	£0.9	£0.1	£1.6	£0.0	£0.0	£132.8
	DISTRICT CENTRES	£3.5	£0.1	£7.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.6
	LOCAL CENTRES AND OTHER SHOPS	£1.4	£0.0	£10.7	£1.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£14.1
	OUT OF CENTRE	£27.6	£1.1	£78.8	£10.7	£1.0	£3.2	£2.4	£0.2	£9.7	£0.4	£3.8	£138.8
	TOTAL - GEDLING BOROUGH	**£72.2**	**£2.8**	**£182.2**	**£13.2**	**£2.5**	**£3.3**	**£3.4**	**£0.3**	**£12.3**	**£0.4**	**£3.8**	**£296.4**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	£0.0	£0.0	£0.0	£14.5	£0.0	£0.0	£0.0	£0.1	£0.3	£4.2	£0.0	£19.1
	WEST BRIDGFORD DISTRICT CENTRE	£1.5	£7.5	£0.0	£20.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£29.8
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£6.5	£0.0	£0.1	£0.0	£0.3	£0.0	£1.3	£0.2	£8.4
	OUT OF CENTRE	£0.0	£0.4	£0.0	£10.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£11.3
	TOTAL - RUSHCLIFFE BOROUGH	**£1.5**	**£8.0**	**£0.0**	**£51.5**	**£0.1**	**£0.1**	**£0.0**	**£0.4**	**£0.3**	**£6.4**	**£0.2**	**£68.6**
HUCKNAL DISTRICT		£5.5	£0.0	£27.7	£0.0	£3.4	£0.0	£25.9	£0.0	£0.0	£0.0	£0.0	£62.5
TOTAL GREATER NOTTINGHAM		**£567.4**	**£308.8**	**£462.5**	**£449.5**	**£391.6**	**£156.5**	**£181.4**	**£82.0**	**£71.7**	**£84.6**	**£76.6**	**£2,832.6**
OUTSIDE GREATER NOTTINGHAM		**£24.1**	**£8.5**	**£30.7**	**£149.8**	**£48.3**	**£298.3**	**£542.0**	**£899.5**	**£86.3**	**£312.4**	**£1,224.6**	**£3,624.4**
TOTAL MARKET SHARE		£591.5	£317.4	£493.2	£599.3	£439.9	£454.8	£723.4	£981.5	£157.9	£397.0	£1,301.2	£6,457.0

Source: Table 3 and Table 4

TABLE 8: ALL COMPARISON GOODS - 2028 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	Zones:	1	2	3	4	5	6	7 8	9 11	12	13 14	15 16	Total
	TOTAL AVAILABLE EXPENDITURE:	**£690.6**	**£370.7**	**£570.5**	**£709.5**	**£513.7**	**£529.7**	**£840.5**	**£1,136.3**	**£183.8**	**£463.4**	**£1,523.3**	**£7,532.0**
NOTTINGHAM CITY	CITY CENTRE	£390.1	£216.4	£257.2	£344.3	£200.2	£93.2	£103.5	£82.5	£65.8	£81.1	£67.1	£1,901.3
	BULWELL TOWN CENTRE	£55.9	£0.3	£4.8	£1.0	£17.6	£0.5	£3.2	£0.0	£0.0	£0.1	£0.0	£83.4
	DISTRICT CENTRES	£16.0	£19.5	£1.5	£7.4	£0.8	£0.0	£0.1	£0.5	£0.0	£0.0	£0.0	£45.7
	LOCAL CENTRES AND OTHER SHOPS	£4.1	£5.6	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£10.3
	OUT OF CENTRE	£90.7	£89.5	£18.8	£85.1	£43.7	£17.2	£15.0	£6.7	£2.0	£8.0	£3.6	£380.2
	TOTAL - NOTTINGHAM CITY	**£556.8**	**£331.3**	**£282.2**	**£437.7**	**£262.5**	**£110.9**	**£122.2**	**£89.6**	**£67.8**	**£89.2**	**£70.6**	**£2,420.9**
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	£1.5	£9.3	£0.0	£0.3	£39.9	£5.9	£0.0	£0.0	£0.0	£0.0	£0.0	£56.9
	DISTRICT CENTRES	£3.8	£0.1	£0.1	£0.6	£59.7	£13.2	£13.2	£0.0	£0.0	£0.0	£0.0	£90.8
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£0.0	£0.1	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.8
	OUT OF CENTRE	£7.9	£7.2	£9.9	£16.9	£88.0	£47.8	£41.3	£4.5	£1.0	£1.5	£14.4	£240.4
	TOTAL - BROXTOWE BOROUGH	**£13.2**	**£16.7**	**£10.0**	**£17.8**	**£187.8**	**£67.3**	**£54.6**	**£4.5**	**£1.0**	**£1.6**	**£14.4**	**£388.9**
GEDLING BOROUGH	ARNOLD TOWN CENTRE	£46.4	£1.9	£99.1	£1.8	£1.7	£0.2	£1.1	£0.1	£1.9	£0.0	£0.0	£154.1
	DISTRICT CENTRES	£4.1	£0.1	£8.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.3
	LOCAL CENTRES AND OTHER SHOPS	£1.6	£0.0	£12.4	£1.2	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£16.4
	OUT OF CENTRE	£32.2	£1.2	£91.1	£12.7	£1.2	£3.7	£2.8	£0.2	£11.3	£0.5	£4.4	£161.4
	TOTAL - GEDLING BOROUGH	**£84.3**	**£3.3**	**£210.7**	**£15.7**	**£2.9**	**£3.9**	**£3.9**	**£0.4**	**£14.3**	**£0.5**	**£4.4**	**£344.2**
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	£0.0	£0.0	£0.0	£17.2	£0.0	£0.0	£0.0	£0.2	£0.3	£4.9	£0.0	£22.5
	WEST BRIDGFORD DISTRICT CENTRE	£1.8	£8.8	£0.0	£24.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£35.2
	LOCAL CENTRES AND OTHER SHOPS	£0.0	£0.1	£0.0	£7.7	£0.0	£0.2	£0.0	£0.3	£0.0	£1.5	£0.2	£9.9
	OUT OF CENTRE	£0.0	£0.5	£0.0	£12.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£13.4
	TOTAL - RUSHCLIFFE BOROUGH	**£1.8**	**£9.4**	**£0.0**	**£61.0**	**£0.1**	**£0.2**	**£0.0**	**£0.5**	**£0.3**	**£7.4**	**£0.2**	**£80.9**
HUCKNAL DISTRICT		£6.4	£0.0	£32.0	£0.0	£4.0	£0.0	£30.1	£0.0	£0.0	£0.0	£0.0	£72.5
TOTAL GREATER NOTTINGHAM		**£662.5**	**£360.7**	**£535.0**	**£532.2**	**£457.3**	**£182.2**	**£210.8**	**£95.0**	**£83.4**	**£98.7**	**£89.7**	**£3,307.5**
OUTSIDE GREATER NOTTINGHAM		**£28.2**	**£10.0**	**£35.5**	**£177.3**	**£56.4**	**£347.4**	**£629.7**	**£1,041.4**	**£100.4**	**£364.7**	**£1,433.6**	**£4,224.5**
TOTAL MARKET SHARE		£690.6	£370.7	£570.5	£709.5	£513.7	£529.7	£840.5	£1,136.3	£183.8	£463.4	£1,523.3	£7,532.0

Source: Table 3 and Table 4

TABLE 9: TRADE DRAW FROM OUTSIDE THE CATCHMENT AREA AND TOTAL TURNOVER

		Estimated 'Inflow' from Catchment Area (outside Zones 1 16)	2014	2019	2024	2028
NOTTINGHAM CITY	CITY CENTRE	10%	£1,289.6	£1,516.8	£1,808.4	£2,112.6
	BULWELL TOWN CENTRE	2%	£52.7	£61.6	£72.9	£85.1
	DISTRICT CENTRES	0%	£28.1	£32.8	£39.1	£45.7
	LOCAL CENTRES AND OTHER SHOPS	0%	£6.4	£7.5	£8.8	£10.3
	OUT OF CENTRE	5%	£244.0	£286.7	£342.0	£400.2
	TOTAL - NOTTINGHAM CITY		£1,620.8	£1,905.3	£2,271.3	£2,653.9
BROXTOWE BOROUGH	BEESTON TOWN CENTRE	2%	£35.8	£42.2	£49.7	£58.1
	DISTRICT CENTRES	0%	£56.0	£65.9	£77.8	£90.8
	LOCAL CENTRES AND OTHER SHOPS	0%	£0.5	£0.6	£0.7	£0.8
	OUT OF CENTRE	3%	£152.2	£179.2	£212.4	£247.8
	TOTAL - BROXTOWE BOROUGH		£244.6	£287.9	£340.7	£397.5
GEDLING BOROUGH	ARNOLD TOWN CENTRE	2%	£97.3	£114.3	£135.5	£157.3
	DISTRICT CENTRES	0%	£7.6	£9.0	£10.6	£12.3
	LOCAL CENTRES AND OTHER SHOPS	0%	£10.1	£11.9	£14.1	£16.4
	OUT OF CENTRE	3%	£102.3	£120.4	£143.1	£166.4
	TOTAL - GEDLING BOROUGH		£217.3	£255.6	£303.4	£352.4
RUSHCLIFFE BOROUGH	BINGHAM DISTRICT CENTRE	0%	£13.1	£15.6	£19.1	£22.5
	WEST BRIDGFORD DISTRICT CENTRE	0%	£20.8	£24.6	£29.8	£35.2
	LOCAL CENTRES AND OTHER SHOPS	0%	£5.8	£6.9	£8.4	£9.9
	OUT OF CENTRE	3%	£8.0	£9.5	£11.6	£13.8
	TOTAL - RUSHCLIFFE BOROUGH		£47.6	£56.6	£69.0	£81.4
HUCKNAL DISTRICT		0%	£44.8	£52.6	£62.5	£72.5
TOTAL GREATER NOTTINGHAM			£2,175.0	£2,558.0	£3,046.8	£3,557.6

Carter Jonas

TABLE 10: NEW RETAIL COMMITMENTS - ESTIMATED COMPARISON GOODS SALES AREAS & BENCHMARK TURNOVERS.

		LPA Planning Ref	Estimated Sales Area (m^2 net)	Average Sales (£ per m^2)	2014	2019	2024	2028
In Centre	Victoria Centre extension, Nottingham City	11/01859/PFUL3	27,742	£3,500	£97.1	£109.4	£121.5	£132.6
Out of Centre	The Portal Site, Queens Drive, Nottingham	14/02061/PFUL3	126	£2,200	£0.3	£0.3	£0.3	£0.4
Out of Centre	Foodstore, land at Daleside Road	14/01140/POUT	230	£4,500	£1.0	£1.2	£1.3	£1.4
Out of Centre	Foodstore, Former Gas Works Site, Radford Road	12/02756/PFUL3	200	£4,500	£0.9	£1.0	£1.1	£1.2
Out of Centre	Retail units, Former Gas Works Site, Radford Road	12/02756/PFUL3	678	£3,500	£2.4	£2.7	£3.0	£3.2
Out of Centre	Sainsbury's Castle Bridge extension	10/02248/PFUL3	839	£4,500	£3.8	£4.3	£4.7	£5.2
Out of Centre	Retail Units, land at Daleside Road	14/01140/POUT	1,950	£3,500	£6.8	£7.7	£8.5	£9.3
Out of Centre	Foodstore on former N C V Garage Hucknall Road Nottingham	14/01791/PFUL3	188	£3,500	£0.7	£0.7	£0.8	£0.9
Total Nottingham City			31,953		£112.9	£127.3	£141.3	£154.2
Out of Centre	Decathlon, Unit 2 Giltbrook Retail Park	12/00713/FUL	2,474	£4,000	£9.9	£11.2	£12.4	£13.5
Out of Centre	Units 5 and 10, Giltbrook Retail Park	14/00615/FUL	1,748	£4,010	£7.0	£7.9	£8.8	£9.6
Out of Centre	Ikea extension, Giltbrook Retail Park	12/00681/FUL	2,875	£1,650	£4.7	£5.3	£5.9	£6.5
Total Broxtowe Borough			7,097		£21.6	£24.4	£27.1	£29.6
Out of Centre	Sainsbury's Foodstore, Land South Of Colwick Loop Road, Carlton	2013/0500	3,020	£4,500	£13.6	£15.3	£17.0	£18.6
Out of Centre	Sainsbury's Local, 1 Nottingham Road, Ravenshead	2013/0563	38	£4,500	£0.2	£0.2	£0.2	£0.2
Out of Centre	Co-operative Store, Site off Copice Road, Arnold	2014/0534	13	£3,500	£0.0	£0.1	£0.1	£0.1
Out of Centre	Lidl, White Hart public house site, Mansfield Road	2013/1518	259	£3,500	£0.9	£1.0	£1.1	£1.2
Out of Centre	Mixed use development including retail units, Teal Close, Carlton	2013/0546	1,050	£3,500	£3.7	£4.1	£4.6	£5.0
Out of Centre	M&S Food, Victoria Retail Park		36	£4,500	£0.2	£0.2	£0.2	£0.2
Total Gedling Borough			4,379		£18.5	£20.9	£23.2	£25.3
In Centre	A1-A3 Floorspace, Rear of 1 Central Avenue, West Bridgford	14/00884/FUL	92	£3,500	£0.3	£0.4	£0.4	£0.4
Out of Centre	Tesco Superstore, Chapel Lane, Bingham	10/01853/FUL	291	£6,500	£1.9	£2.1	£2.4	£2.6
Out of Centre	Sainsbury's Superstore, Wilford Lane, West Bridgford	12/00564/FUL	1,301	£4,500	£5.9	£6.6	£7.3	£8.0
Out of Centre	Waitrose, Melton Road, Edwalton	14/00001/FUL	823	£6,500	£5.3	£6.0	£6.7	£7.3
Out of Centre	Foodstore, Melton Road, Edwalton	08/00664/OUT	280	£6,500	£1.8	£2.1	£2.3	£2.5
Out of Centre	RAF Newton Urban Extension, Shelfford	10/02105/OUT	420	£3,500	£1.5	£1.7	£1.8	£2.0
Out of Centre	Mixed use development, Radcliffe Road, West Bridgford	13/01936/FUL	175	£3,500	£0.6	£0.7	£0.8	£0.8
Out of Centre	Mixed use development, Loughborough Road, West Bridgford	10/00757/EXT	377	£3,500	£1.3	£1.5	£1.7	£1.8
Total Rushcliffe Borough			3,759		£18.6	£21.0	£23.3	£25.4

Notes:

Sales floorspace derived from various sources including from the Greater Nottingham Councils. Where net sales area has been assumed this is based on 70% of the stated gross floorspace.

Sales densities are derived from the applicant's supporting documents or informed by company sales densities identified by Mintel's Retail Rankings (2014 edition) and our own professional judgement.
Productivity growth of store turnover is based on annual growth forecasts identified by Experian Business Strategies ranging from 2.0% to 2.8% over the study period.

TABLE 11a: NOTTINGHAM CITY COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE CITY COUNCIL AREA (£m):	£1,620.8	£1,905.3	£2,271.3	£2,653.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN CITY COUNCIL AREA (£m) (1):	£1,620.8	£1,826.4	£2,028.4	£2,212.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£78.9	£242.9	£441.0
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£127.3	£141.3	£154.2
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£48.4	£101.6	£286.8
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-7,802**	**14,756**	**38,200**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-11,146	21,080	54,571

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 9).

STEP 2: An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace based on the most recent annual growth rates published by Experian Business Strategies in their Retail Planner Briefing Note.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 9. It is assumed for the purpose of this assessment that all commitments will be opened by 2019 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known 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 floorspace.

TABLE 11b: NOTTINGHAM CITY CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE CITY CENTRE (£m):	£1,289.6	£1,516.8	£1,808.4	£2,112.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN CITY CENTRE (£m) (1):	£1,289.6	£1,453.2	£1,613.9	£1,760.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£63.6	£194.5	£351.9
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m):		£109.4	£121.5	£132.6
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£45.9	£73.0	£219.3
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-7,400**	**10,609**	**29,204**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-10,571	15,155	41,719

TABLE 11c: BULWELL TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE BULWELL TC (£m):	£52.7	£61.6	£72.9	£85.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BULWELL TC (£m):	£52.7	£59.3	£65.9	£71.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.2	£7.0	£13.2
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£2.2	£7.0	£13.2
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**361**	**1,016**	**1,754**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	516	1,451	2,505

TABLE 11d: DISTRICT CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE DISTRICT CENTRES (£m):	£28.1	£32.8	£39.1	£45.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN DISTRICT CENTRES (£m) [1]:	£28.1	£31.6	£35.1	£38.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.2	£4.0	£7.4
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£1.2	£4.0	£7.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**194**	**576**	**986**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	277	822	1,409

TABLE 11e: LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£6.4	£7.5	£8.8	£10.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£6.4	£7.2	£8.0	£8.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.2	£0.8	£1.6
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.2	£0.8	£1.6
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**39**	**119**	**209**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	56	169	298

TABLE 11f: REST OF CITY COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF CITY COUNCIL (£m):	£244.0	£286.7	£342.0	£400.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF CITY COUNCIL (£m):	£244.0	£275.0	£305.4	£333.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£11.7	£36.6	£67.0
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£17.9	£19.8	£21.6
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£6.2	£16.8	£45.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-998**	**2,437**	**6,047**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-1,425	3,481	8,639

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TABLE 12a: BROXTOWE BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH(£m):	£244.6	£287.9	£340.7	£397.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£244.6	£275.6	£306.1	£333.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£12.3	£34.6	£63.6
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£24.4	£27.1	£29.6
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£12.1	£7.5	£34.0
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-1,959**	**1,089**	**4,532**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-2,798	1,555	6,474

TABLE 12b: BEESTON TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE BEESTON TC (£m):	£35.8	£42.2	£49.7	£58.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BEESTON TC (£m):	£35.8	£40.4	£44.9	£48.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.8	£4.9	£9.1
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£1.8	£4.9	£9.1
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**285**	**710**	**1,218**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	407	1,014	1,740

TABLE 12c: DISTRICT CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN THE DISTRICT CENTRES (£m):	£56.0	£65.9	£77.8	£90.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN DISTRICT CENTRES (£m):	£56.0	£63.1	£70.1	£76.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.8	£7.8	£14.3
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£2.8	£7.8	£14.3
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**455**	**1,126**	**1,910**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	650	1,609	2,729

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TABLE 12d: LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£0.5	£0.6	£0.7	£0.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£0.5	£0.6	£0.6	£0.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.1	£0.1
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.0	£0.1	£0.1
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**4**	**10**	**17**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	5	14	24

TABLE 12e: REST OF BROXTOWE BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£152.2	£179.2	£212.4	£247.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£152.2	£171.6	£190.5	£207.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£7.6	£21.9	£40.0
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£24.4	£27.1	£29.6
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£16.8	-£5.2	£10.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-2,703**	**-758**	**1,387**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-3,861	-1,082	1,982

TABLE 13a: GEDLING BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£217.3	£255.6	£303.4	£352.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£217.3	£244.9	£271.9	£296.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£10.7	£31.5	£55.7
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£20.9	£23.2	£25.3
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£10.2	£8.2	£30.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-1,644**	**1,197**	**4,044**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-2,349	1,710	5,777

TABLE 13b: ARNOLD TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN ARNOLD TC (£m):	£97.3	£114.3	£135.5	£157.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN ARNOLD TC (£m):	£97.3	£109.6	£121.8	£132.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£4.7	£13.7	£24.4
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£4.7	£13.7	£24.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**754**	**1,997**	**3,255**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	1,077	2,853	4,650

TABLE 13c: CARLTON DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN CARLTON SQUARE DC (£m):	£7.6	£9.0	£10.6	£12.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN CARLTON SQUARE DC (£m):	£7.6	£8.6	£9.6	£10.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.4	£1.1	£1.9
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.4	£1.1	£1.9
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**59**	**156**	**254**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	84	222	363

TABLE 13d: LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£10.1	£11.9	£14.1	£16.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£10.1	£11.4	£12.6	£13.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.5	£1.5	£2.6
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.5	£1.5	£2.6
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**85**	**219**	**350**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	121	313	499

TABLE 13e: REST OF GEDLING BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£102.3	£120.4	£143.1	£166.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£102.3	£115.3	£128.0	£139.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£5.1	£15.1	£26.7
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£20.9	£23.2	£25.3
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£15.8	-£8.1	£1.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£7,509
	(ii) Net Floorspace Capacity (sq m):	**-**	**-2,542**	**-1,175**	**186**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-3,631	-1,678	265

TABLE 14a: RUSHCLIFFE BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£47.6	£56.6	£69.0	£81.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£m):	£47.6	£53.7	£59.6	£53.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.0	£9.4	£27.7
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£21.0	£23.3	£25.4
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£18.1	-£14.0	£2.2
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£6,198
	(ii) Net Floorspace Capacity (sq m):	**-**	**-2,912**	**-2,030**	**362**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-4,161	-2,900	517

TABLE 14b: BINGHAM DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BINGHAM DC (£m):	£13.1	£15.6	£19.1	£22.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BINGHAM DC (£m):	£13.1	£14.8	£16.4	£14.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.8	£2.7	£7.7
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.8	£2.7	£7.7
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£6,198
	(ii) Net Floorspace Capacity (sq m):	**-**	**137**	**385**	**1,245**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	195	550	1,779

TABLE 14c: WEST BRIDGFORD DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN WEST BRIDGFORD DC (£m):	£20.8	£24.6	£29.8	£35.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN WEST BRIDGFORD DC (£m):	£20.8	£23.4	£26.0	£23.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.2	£3.9	£11.8
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.4	£0.4	£0.4
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.8	£3.5	£11.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£6,198
	(ii) Net Floorspace Capacity (sq m):	**-**	**136**	**504**	**1,832**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	195	720	2,617

TABLE 14d: LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£5.8	£6.9	£8.4	£9.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£5.8	£6.5	£7.2	£6.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.4	£1.2	£3.4
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		£0.4	£1.2	£3.4
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£6,198
	(ii) Net Floorspace Capacity (sq m):	**-**	**60**	**169**	**548**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	86	242	784

TABLE 14e: REST OF RUSHCLIFFE BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2014	2019	2024	2028
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£8.0	£9.5	£11.6	£13.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF BOROUGH (£m):	£8.0	£9.0	£10.0	£9.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.5	£1.7	£4.8
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£20.6	£22.9	£25.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		-£20.1	-£21.3	-£20.2
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,198	£6,883	£6,198
	(ii) Net Floorspace Capacity (sq m):	**-**	**-3,245**	**-3,088**	**-3,263**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-4,636	-4,412	-4,662

APPENDIX 14: LOCAL FLOORSPACE THRESHOLD FOR IMPACT ASSESSMENTS

METHODOLOGY FOR IDENTIFYING AN APPROPRIATE LOCAL FLOORSPSPACE THRESHOLD FOR IMPACT ASSESSMENTS

1.1 This appendix sets out the key considerations applied in recommending local floorspace thresholds in assessing the impact of new retail development in each of the Greater Nottingham Councils.

1.2 We have reviewed whether there is a policy requirement for the four local planning authorities to set a local floorspace threshold rather than use the default threshold of 2,500m^2 identified by the *National Planning Policy Framework* (paragraph 26) which applicants are required to carry out an impact assessment for new retail, leisure and office development outside of town centres, which are not in accordance with an up-to-date Local Plan.

1.3 The *Planning Practice Guidance* published in March 2014 provides advice in setting a locally appropriate threshold and states that it will be important to consider the:

- 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.

1.4 Although the quantitative and qualitative research evidence shows that network of centres that comprise the retail hierarchy for Greater Nottingham perform different, largely complementary roles and functions in, it is apparent that all centres in the hierarchy are both potentially vulnerable to increasing competition from out-of-centre retailing and the growth of internet shopping. The review of retail commitments show an imbalance planned committed floorspace at out of centre locations in each of the four Council areas.

1.5 In terms of the scale of new commitments relative to the Borough's main town centres, the planning pipeline evidence shows that they range from smaller retail units of circa 100m^2 net, up to substantially larger stores and schemes of over 1,500m^2 net (including, for example, the planned new foodstores in Gedling and Rushcliffe Boroughs, and new comparison goods floorspace at retail parks including Giltbrook Retail Park in Broxtowe Borough).

1.6 Our assessment of retail trends has also highlighted the fact that modern retailers selling a range of comparison goods (including fashion, homestore and 'bulky' goods retailers) have requirements for larger format shop units with a minimum floorspace of between 500m^2 and 1,000m^2 gross. This scale of floorspace provides operators with the necessary minimum '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. In general terms larger format non-food stores of over 500m^2 gross are also unlikely to trade as a purely local facility[1].

1.7 The assessment of current trends in the food/grocery sector has also highlighted the dynamic growth in smaller convenience stores operated by the major grocers (i.e. Sainsbury's Local, Tesco Express, Little Waitrose, etc.). Although sizes vary from location-to-location, the main grocers are generally seeking new convenience stores with an average gross floorspace of circa 500m^2. In circumstances where these smaller stores are proposed on the edge or outside of smaller district, local and village centres, they could have a significant adverse impact on their trading performance, and overall vitality and viability. This will particularly be the case where the existing centres are dependent on convenience ('top-up') shopping to help anchor to their retail offer and generate footfall and linked trips/expenditure to the benefit of other shops, services and facilities.

1.8 We therefore conclude in this case that it is reasonable for applicants proposing developments in Broxtowe, Gedling and Rushcliffe Boroughs for new comparison and convenience goods retailing of 500m^2 gross and above to demonstrate that they will not have a significant adverse impact on the Boroughs' town, district and local centres, either on their own or cumulatively with other commitments in the area, in accordance with the NPPF.

1.9 In our judgement this is a reasonable impact threshold as it will provide the local planning authority with sufficient flexibility to assess the merits and implications of edge and out-of-centre foodstore applications that could potentially have significant implications for the viability and delivery of new or extended floorspace in these existing centres. We also advise that this threshold should be applied, where relevant, to change of use applications and applications seeking variations of conditions.

1.10 We also consider that a 500m^2 impact threshold is reasonable in this case based on our experience of advising other local planning authorities, and also drawing on the minimum impact thresholds identified in recently adopted local plans (including, for example, Richmondshire District Council, Rother District Council, Rotherham Metropolitan Council, Stafford Borough Council, Warrington Borough Council and Norwich City Council).

1.11 We also recommend that the 500m^2 gross threshold is applied to retail proposals in Nottingham City Council. For the City Centre, we recommend a local threshold of

1 According to the Sunday Trading laws a 'large shop' is defined as being over 280m^2 gross. This provides a broad indication at the national level as to what constitutes a 'large shop' capable of generating a reasonable amount of trade (and, therefore, the potential to result in an impact on shopping patterns).

1,000m^2 gross for proposals that are edge and out of centre to the City Centre. The threshold reflects the size and role of Nottingham City Centre as a regional centre and the scale and demand for out of centre retail floorspace; as evident from a review planned retail floorspace.

1.12 Notwithstanding the use of a lower locally set impact threshold, it is important that the scope of any Retail Impact Assessment (RIA) in support of planning applications is discussed and agreed between the applicants and the Council at an early stage in the pre-application process. The level of detail included within a RIA should be proportionate to the scale and type of retail floorspace proposed, and should be agreed between the Council and applicant on a case-by-case basis.

1.13 We also consider that there is justification in this case for a local impact threshold of 500m^2 gross for convenience goods floorspace proposals on the edge of or outside of the town, district and local centres. We also consider the application of a higher threshold for Nottingham City Centre (1,000m^2 gross) is appropriate and will ensure that key development is directed to City Centre as a priority. In our judgement this is a reasonable threshold as it will enable the Greater Nottingham local planning authorities to assess the merits and implications of edge and out-of-centre foodstore applications that could potentially have significant implications for the viability and delivery of new or extended floorspace in these existing centres.

1.14 Finally it is important that the scope of any Retail Impact Assessment (RIA) in support of planning application is discussed and agreed between the applicant and the Council at an early stage in the pre-application process. The level of detail included within a RIA should be proportionate with the scale and type of retail floorspace proposed, and should be agreed between each of the Greater Nottingham Councils and the applicant on a case-by-case basis.

APPENDIX 15: NOTTINGHAM CITY CENTRE - PRIMARY SHOPPING AREA REVIEW

REVIEW OF NOTTINGHAM CITY CENTRE PRIMARY SHOPPING AREA

1.1 Using the Council's town centre audit, analysis was carried out on the clusters of vacancy that had been identified in the town centre area. Where these were located on primary and secondary streets, analysis was carried out to consider the following:

- The potential reasons behind the increased vacancy rates in some areas;
- The nature of the frontage as a whole; and
- The possibility of changing the designation of some frontages in order to ensure they are covered by the right local plan policies.

1.2 The Council's Preferred Option Policies Map Revisions (September 2013) show the proposed Primary Shopping Area (PSA) and the Primary Shopping Frontage. The streets that fall within the PSA but are not designated as Primary Frontage have been identified for the purposes of this study as 'Secondary Frontage'.

Table 1.1 **Nottingham City Centre: Vacancy in the PSA**

Street	Vacant units	Designation	Comment
Broad Marsh	29	Primary	It is understood that a number of units are being held back for refurbishment or redevelopment
Victoria Centre	23	Primary	It is understood that a number of units are being held back for refurbishment or redevelopment
Long Row	8	Primary	Vacant units are spread along the street - this is a key area of primary frontage. There is no clear cause for this vacancy.
Milton Street	4	Primary	There should be a high footfall here as the street has an entrance into John Lewis and Waitrose. However, the street is located to the periphery of the centre.
Trinity Square	4	Primary	Located off the main street. Access is pedestrianised and via narrow entrances. Issues of legibility away from the main streets and shopping centres.
Wheeler Gate	4	Primary	Attractive thoroughfare with many national multiples. Footfall is lower here, pedestrians need to be drawn through these streets. Possibly should be secondary frontage.
Carrington	6	Primary	The eastern side is Broadmarsh, presenting a blank façade onto the street. The western side of the street is attractive, historic buildings but occupied by offices or low quality independent occupiers.
Bridlesmith Gate	5	Primary/ Secondary	Small pedestrianised alleyway. The street is attractive but may not draw significant footfall from the larger shopping streets.
Upper Parliament	9	Primary/ Secondary	There are two clusters of vacant units - one just to the east of the junctions with Sherwood Street (primary) and another towards the roundabout (secondary).
Broad Street	4	Secondary	Attractive frontage but faces onto the cinema - not a very active frontage. Low footfall.
Hounds Gate	4	Secondary	Commercial offices.

Mansfield Road	9	Secondary	Vacant units are evenly spread. This is a wide road to the northern end of the town centre and may struggle to bring pedestrians up further north of the Victoria Centre.
Glasshouse Street	7	Secondary	This street links through to Victoria Centre along Western side and offices along eastern side. This presents a fairly non-active frontage along both sides.
Maid Marian Way	7	Secondary	This is a busy road with few crossing points and two large hotels which generally make frontages less active and keep footfall low.
West End Arcade	5	Secondary	Lower quality arcade
Huntingdon Street	6	Not PSA	
Lower Parliament	7	Not PSA	
Derby Road	15	Not PSA	Vacant units are clustered at the junction with Alfreton Road down to Derby Street.