Rutland Retail Capacity Assessment (2016 Update)

Volume Three — Household Survey Results | April 2016

Prepared by NEMS Market Research









	Total	l	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone	7
Q01 In which shop or to	wn / loca	ıl cen	tre do y	ou do	most of	f your	househ	old's	main fo	ood sl	nopping	?				
Aldi, Bull Head Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Wigston, Leicester Aldi, Flaxland, Bretton, Peterborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, Leicester Road, Oadby	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	7	0.0%	0	0.0%	0
Aldi, Melton Road, Syston	0.7%	6	0.0%	0	0.0%	0	0.0%	0	3.9%	4	2.2%	2	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby	4.1%	33	6.6%	9	0.9%	1	3.3%	4	0.0%	0	0.0%	0	13.8%	19	0.0%	0
Aldi, Springfield Street, Market Harborough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.4%	2	0.0%	0
Aldi, St George's Way, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Aldi, Whittlesey Road, Peterborough	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Abbey Lane / Exploration Drive,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Leicester Asda, Barkby Thorpe Lane, Leicester (Thurmaston Shopping Centre)	0.9%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	3	4.3%	4	0.0%	0	0.0%	0
Asda, Narborough Road, Leicester (Fosse Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Asda, Phoenix Parkway, Corby	3.6%	29	2.2%	3	1.8%	2	1.7%	2	0.0%	0	0.0%	0	15.9%	22	0.0%	0
Asda, Union Street, Grantham	0.5%	4	0.0%	0	0.0%	0	1.7%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Braunstone Road, Oakham	0.6%	5	1.5%	2	0.9%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Co-Operative, Burley Road, Oakham	6.0%	48	12.4%	17	4.5%	5	14.9%	18	2.0%	2	1.1%	1	3.6%	5	0.0%	0
Co-Operative, Coventry Road, Market Harborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Co-Operative, Main Street, Houghton on the Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Co-Operative, North Street East, Uppingham	1.2%	10	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.1%	1	5.8%	8	0.0%	0
Lidl, Gainsborough Road, Corby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Lidl, Kettering Road, Market Harborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0
Lidl, Markham Retail Park, Ryhall Road, Stamford	4.9%	39	6.6%	9	9.1%	10	3.3%	4	0.0%	0	0.0%	0	0.0%	0	15.8%	16
Lidl, Scalford Road, Melton Mowbray	1.1%	9	1.5%	2	0.0%	0	4.1%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, BP, Lands End Way, Oakham	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Stamford	0.4%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
M&S Simply Food, The Parade, Oadby, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
M&S, Brotherhood Retail Park, Peterborough	0.2%	2	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lower Street, Kettering	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Oakley Road, Corby	1.0%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	7	0.0%	0
Morrisons, Uffington Road, Stamford	10.1%	81	3.7%	5	21.8%	24	3.3%	4	0.0%	0	0.0%	0	2.9%	4	43.6%	44
Morrisons, Vale of Belvoir Shopping Centre, Sherrard Street, Melton Mowbray	3.7%	30	0.7%	1	0.9%	1	2.5%	3	23.5%	24	0.0%	0	0.7%	1	0.0%	0
Morrisons, Wharf Road, Grantham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bell Street, Wigston, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's, Glen Road, Oadby, Leicester	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	14	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Leicester (Fosse Park)	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Markham Retail Park, Stamford	3.4%	27	1.5%	2	2.7%	3	1.7%	2	0.0%	0	1.1%	1	0.7%	1	17.8%	18

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone 7	
Sainsbury's, Melton Road,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.7%	1	0.0%	0
Leicester Sainsbury's, Nottingham	3.5%	28	0.0%	0	1.8%	2	3.3%	4	21.6%	22	0.0%	0	0.0%	0	0.0%	0
Road, Melton Mowbray Sainsbury's, Rockingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Road, Kettering Sainsbury's, St Mary's Place, Springfield Street, Market	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	4.3%	6	0.0%	0
Harborough Tesco Extra, Kettering Business Park, Carina	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Kettering Tesco Extra, Maidenwell Avenue, Hamilton,	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	11	0.0%	0	0.0%	0
Leicester Tesco Extra, Oakley Road, Corby	1.1%	9	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	5.1%	7	0.0%	0
Tesco Extra, Serpentine Green Shopping Centre,	0.5%	4	0.7%	1	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hampton, Peterborough Tesco Superstore, Narborough Road West, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Superstore, South Street, Oakham	21.4%	172	50.4%	69	23.6%	26	30.6%	37	11.8%	12	7.5%	7	14.5%	20	1.0%	1
Tesco Superstore, Thorpe Road, Melton Mowbray	2.9%	23	0.0%	0	0.9%	1	2.5%	3	18.6%	19	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Ethel Road, Evington, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Metro, The Square, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Express, Nottingham Road, Melton Mowbray	0.4%	3	0.0%	0	0.0%	0	0.8%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Harborough Road, Oadby, Leicester	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	11	0.0%	0	0.0%	0
Waitrose, Springfield Street, Market Harborough	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	3.6%	5	0.0%	0
Waitrose, West Street, Stamford	5.5%	44	1.5%	2	10.9%	12	3.3%	4	2.9%	3	0.0%	0	6.5%	9	13.9%	14
Local shops, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oakham	0.4%	3	0.7%	1	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stamford	0.4%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Local shops, Uppingham	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Aldi, South Parade, Grantham	0.9%	7	0.7%	1	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Melton Mowbray	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Metro, High Street, Stamford	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other foodstores, Leicester	0.6%	5	0.0%	0	0.9%	1	0.0%	0	1.0%	1	2.2%	2	0.7%	1	0.0%	0
Other foodstore outside survey area	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	1.4%	2	1.0%	1
Internet / home delivery	5.6%	45	5.8%	8	9.1%	10	8.3%	10	2.9%	3	2.2%	2	8.7%	12	0.0%	0
(Varies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.9%	7	0.7%	1	0.9%	1	1.7%	2	1.0%	1	0.0%	0	0.7%	1	1.0%	1
Base:		802		137		110		121		102		93		138		101

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	Tota	1	Zone 1	l	Zone 2		Zone 3	3	Zone	4	Zone 5		Zone	6	Zone 7	
Q01AWhich internet / ho		ery re	tailer do	you	most ofte	n u	se for yo	ur m	ain food	l shop	pping?					
Asda	26.7%	12	50.0%	4	40.0%	4	10.0%	1	0.0%	0	0.0%	0	25.0%	3	0.0%	0
Co-op	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	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	6.7%	3	0.0%	0	0.0%	0	10.0%	1	33.3%	1	0.0%	0	8.3%	1	0.0%	0
Ocado	15.6%	7	0.0%	0	0.0%	0	0.0%	0	33.3%	1	50.0%	1	41.7%	5	0.0%	0
Sainsbury's	11.1%	5	12.5%	1	10.0%	1	20.0%	2	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Tesco	28.9%	13	12.5%	1	50.0%	5	50.0%	5	33.3%	1	0.0%	0	8.3%	1	0.0%	0
Waitrose	11.1%	5	25.0%	2	0.0%	0	10.0%	1	0.0%	0	50.0%	1	8.3%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		45		8		10		10		3		2		12		0
Q02 How do you norma Those who do main fo																
Car / van (as driver)	83.6%	627	68.8%	88	88.9%	88	81.7%	89	93.9%	92	84.6%	77	82.4%	103	90.0%	90
Car / van (as passenger)	8.0%	60	7.8%	10	6.1%	6	11.0%	12	2.0%	2	12.1%	11	9.6%	12	7.0%	7
Motorcycle	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	2.3%	17	1.6%	2	4.0%	4	1.8%	2	2.0%	2	2.2%	2	3.2%	4	1.0%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.5%	4	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.8%	1	1.0%	1
Walk	4.0%	30	18.0%	23	1.0%	1	0.0%	0	1.0%	1	1.1%	1	3.2%	4	0.0%	0
Bicycle	0.4%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Disability vehicle (scooter, wheelchair etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	7	1.6%	2	0.0%	0	3.7%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't travel / goods delivered)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		750		128		99		109		98		91		125		100

Rutland Household Survey for GVA

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7

Apart from the (STO shop?	RE / CEI	NTRE	MENTI	ONED	AT Q01	l), is t	here an	y othe	er store	or cei	ntre that	t you	use reg	ularly	to do a	main
Those who do main food	l shopping	g at Q	01													
ldi, Bull Head Street, Wigston, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
ldi, Leicester Road, Oadby	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0
ldi, Melton Road, Syston	1.3%	10	0.0%	0	0.0%	0	0.0%	0	6.9%	7	3.2%	3	0.0%	0	0.0%	0
di, Rockingham Road, Corby	5.0%	40	6.6%	9	4.6%	5	4.2%	5	0.0%	0	0.0%	0	14.6%	20	1.0%	1
ldi, Springfield Street, Market Harborough	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6	0.0%	0	0.0%	0
sda, Abbey Lane / Exploration Drive, Leicester	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
sda, Barkby Thorpe Lane, Leicester (Thurmaston Shopping Centre)	1.1%	9	0.0%	0	0.0%	0	0.0%	0	3.0%	3	6.5%	6	0.0%	0	0.0%	0
sda, Narborough Road, Leicester (Fosse Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
sda, Phoenix Parkway, Corby	5.4%	43	8.1%	11	2.8%	3	2.5%	3	0.0%	0	0.0%	0	16.8%	23	3.0%	3
sda, Únion Street, Grantham	0.3%	2	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
o-Operative, Braunstone Road, Oakham	1.4%	11	3.7%	5	2.8%	3	0.0%	0	2.0%	2	0.0%	0	0.7%	1	0.0%	0
o-Operative, Burley Road, Oakham	8.1%	64			12.8%	14		25	3.0%	3	2.2%	2	1.5%	2	0.0%	0
o-Operative, Coventry Road, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
o-Operative, Downing Drive, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
D-Operative, North Street East, Uppingham	2.0%	16	0.0%	0	2.8%	3	0.0%	0	0.0%	0	2.2%	2	8.0%	11	0.0%	0
o-Operative, Scalford Road, Melton Mowbray	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
o-Operative, Station Road, Thurnby dl, Gainsborough Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Corby dl, Kettering Road, Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Harborough dl, Markham Retail Park,	3.8%	30	5.1%	7	7.3%	8	2.5%	3	0.0%	0	0.0%	0	0.0%	0	12.0%	12
Ryhall Road, Stamford dl, Scalford Road, Melton	2.0%	16	1.5%	2	0.9%	1	2.5%	3	8.9%	9	1.1%	1	0.0%	0	0.0%	0
Mowbray &S Simply Food, BP,	0.8%	6	2.2%	3	0.0%	0	0.8%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0
Lands End Way, Oakham &S Simply Food, High	1.3%	10	0.7%	1	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.0%	5
Street, Stamford &S Simply Food, The	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Parade, Oadby, Leicester &S, Brotherhood Retail Park, Peterborough	0.5%	4	0.0%	0	1.8%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
orrisons, Lower Street, Kettering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
orrisons, Oakley Road, Corby	0.8%	6	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.9%	4	0.0%	0
orrisons, Uffington Road, Stamford	7.0%	56	2.9%	4	13.8%	15	3.4%	4	1.0%	1	0.0%	0	1.5%	2	30.0%	30
orrisons, Vale of Belvoir Shopping Centre, Sherrard Street, Melton Mowbray	3.5%	28	0.7%	1	0.0%	0	5.0%	6	20.8%	21	0.0%	0	0.0%	0	0.0%	0
orrisons, Wharf Road, Grantham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ne Stop, High Street West, Uppingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
insbury's, Flaxland, Bretton Centre, Peterborough	0.4%	3	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
insbury's, Glen Road, Oadby, Leicester	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6	0.0%	0	0.0%	0
iinsbury's, London Road, Grantham	0.4%	3	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1

							or O	V /								November
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	i	Zone	6	Zone	7
Sainsbury's, Markham Retail	3.6%	29	2.9%	4	2.8%	3	0.8%	1	1.0%	1	0.0%	0	1.5%	2	18.0%	18
Park, Stamford Sainsbury's, Melton Road,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Leicester Sainsbury's, Nottingham	2.5%	20	2.2%	3	0.0%	0	1.7%	2	13.9%	14	1.1%	1	0.0%	0	0.0%	0
Road, Melton Mowbray Sainsbury's, St Mary's Place, Springfield Street, Market	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	8	2.9%	4	0.0%	0
Harborough Tesco Extra, Maidenwell Avenue, Hamilton, Leicester	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	9	0.0%	0	0.0%	0
Tesco Extra, Oakley Road, Corby	1.0%	8	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.4%	6	0.0%	0
Tesco Extra, Park Road, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Serpentine Green Shopping Centre, Hampton, Peterborough	0.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Narborough Road West, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0
Tesco Superstore, South Street, Oakham	14.8%	118	26.5%	36	14.7%	16	26.1%	31	9.9%	10	6.5%	6	13.1%	18	1.0%	1
Tesco Superstore, Thorpe Road, Melton Mowbray	1.5%	12	0.0%	0	0.9%	1	2.5%	3	6.9%	7	1.1%	1	0.0%	0	0.0%	0
Tesco Metro, Melton Road, Syston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0
Tesco Metro, The Square, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, Nottingham Road, Melton Mowbray	0.6%	5	0.0%	0	0.0%	0	0.8%	1	3.0%	3	1.1%	1	0.0%	0	0.0%	0
Tesco Express, Rockingham Road, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waitrose, Harborough Road, Oadby, Leicester	1.1%	9	0.0%	0	0.9%	1	0.0%	0	0.0%	0	8.6%	8	0.0%	0	0.0%	0
Waitrose, Mayor's Walk, Peterborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.0%	1
Waitrose, Springfield Street, Market Harborough	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6	6.6%	9	0.0%	0
Waitrose, West Street, Stamford	7.0%	56	5.1%	7	14.7%	16	5.0%	6	1.0%	1	0.0%	0	5.1%	7	19.0%	19
Local shops, Edith Weston	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Empingham	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	Ö	0.0%	0	0.0%	0	0.0%	Ö
Local shops, Leicester / Oadby / Wigston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Local shops, Market Overton	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Melton Mowbray	0.5%	4	0.7%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Oakham	1.1%	9	3.7%	5	1.8%	2	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0
Local shops, Ryhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Stamford	0.5%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.0%	2
Local shops, Uppingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0
Aldi, South Parade, Grantham	0.8%	6	1.5%	2	0.0%	0	2.5%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Melton Mowbray	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Stamford	0.4%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1
Local shops, Billesdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Local shops, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other foodstores, Leicester	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.2%	2	1.5%	2	0.0%	0
Other foodstore outside survey area	0.6%	5	0.0%	0	0.9%	1	0.8%	1	0.0%	0	1.1%	1	0.7%	1	1.0%	1
Internet / home delivery	4.9%	39	6.6%	9	4.6%	5	8.4%	10	4.0%	4	1.1%	1	6.6%	9	1.0%	1
(Varies)	1.4%	11	2.2%	3	0.9%	1	1.7%	2	4.0%	4	0.0%	0	0.7%	1	0.0%	0
(Don't know)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Base:		795		136		109		119		101		93		137		100

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Rutland Household Survey for GVA

	Total		Zone 1	1	Zone 2	2	Zone 3	3	Zone 4	l	Zone 5		Zone 6		Zone 7	
Q03AWhich internet / h Those who shop onli		ery re	tailer do	you	use regu	ılarly	for your	mai	n food sl	порр	ing?					
Asda	5.1%	2	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Co-op	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	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	5.1%	2	0.0%	0	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	5.1%	2	11.1%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	15.4%	6	22.2%	2	20.0%	1	10.0%	1	25.0%	1	0.0%	0	11.1%	1	0.0%	0
Tesco	5.1%	2	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Waitrose	5.1%	2	0.0%	0	0.0%	0	10.0%	1	25.0%	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
(Don't know / varies)	5.1%	2	22.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No response	53.8%	21	33.3%	3	40.0%	2	70.0%	7	25.0%	1	100.0%	1	77.8%	7	0.0%	0
Base:		39		9		5		10		4		1		9		1

Peterborough Aldi, Melton Road, Syston 0.1% 1 0.0% Aldi, Rockingham Road, 1.2% 10 0.0% Corby 10 0.0% Aldi, Springfield Street, 0.4% 3 0.7% Market Harborough 0.7% 6 0.7% Asda, Phoenix Parkway, 0.7% 6 0.7% Corby Co-Operative, Bradgate 0.6% 5 0.0% Lane, Asfordby Co-Operative, Braunstone 4.4% 35 20.4% 2 Road, Oakham Co-Operative, Burley Road, 8.1% 65 10.2% 1 Co-Operative, Downing 0.1% 1 0.0% 1 Drive, Leicester Co-Operative, Main Street, 1.0% 8 0.0% Houghton on the Hill Co-Operative, North Street 6.9% 55 0.0% East, Uppingham Co-Operative, Occupation 0.1% 1 0.0% Road, Corby Co-Operative, Scalford 0.1% 1 0.0%	0 0 0 1 1 1 0 28 4 0 0 0	Zone 2 all scale 0.0% 0.0% 0.9% 0.0% 0.0% 0.0% 0.0% 1.8% 9.1% 0.0% 0.0% 3.6% 0.0%		Zone 3 -up' fooc 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0		Zone 4 pping? 0.0% 1.0% 0.0% 0.0% 4.9% 2.9% 4.9% 0.0%	0 1 0 0 0 5 3 5	20ne 5 0.0% 0.0% 0.0% 1.1% 0.0% 0.0% 0.0% 1.1%	0 0 0 1 0 0 0 2	0.0% 0.0% 6.5% 0.7% 2.9% 0.0% 1.4%	0 0 9 1 4 0 0	1.0% 0.0% 0.0% 0.0% 1.0% 0.0% 0.0%	1 0 0 0 1 0 0 3
Aldi, Flaxland, Bretton, Peterborough Aldi, Melton Road, Syston Aldi, Rockingham Road, Corby Aldi, Springfield Street, Market Harborough Asda, Phoenix Parkway, Corby Co-Operative, Bradgate Lane, Asfordby Co-Operative, Braunstone Road, Oakham Co-Operative, Burley Road, Oakham Co-Operative, Downing Drive, Leicester Co-Operative, Main Street, Houghton on the Hill Co-Operative, Occupation Road, Corby Co-Operative, Occupation Road, Corby Co-Operative, Main Street East, Uppingham Co-Operative, Occupation Road, Corby Co-Operative, Scalford Road, Melton Mowbray	0 0 0 1 1 1 0 28 4 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 1.8% 9.1% 0.0% 0.0% 3.6%	0 0 1 0 0 0 2 10 0	0.0% 0.0% 0.0% 0.0% 0.0% 1.7% 24.0% 0.0%	0 0 0 0 0 0 0 2 29 0	0.0% 1.0% 0.0% 0.0% 0.0% 4.9% 2.9%	1 0 0 0 5 3 5	0.0% 0.0% 1.1% 0.0% 0.0% 0.0% 2.2%	0 0 1 0 0 0 2	0.0% 6.5% 0.7% 2.9% 0.0% 1.4%	0 9 1 4 0 0	0.0% 0.0% 0.0% 1.0% 0.0% 0.0% 3.0%	0 0 0 1 0 0 3
Peterborough Aldi, Melton Road, Syston 0.1% 1 0.0% Aldi, Rockingham Road, 1.2% 10 0.0% Corby Aldi, Springfield Street, 0.4% 3 0.7% Adit, Springfield Street, 0.4% 3 0.7% Market Harborough Asda, Phoenix Parkway, 0.7% 6 0.7% Corby Co-Operative, Bradgate 0.6% 5 0.0% Co-Operative, Braunstone 4.4% 35 20.4% 2 Road, Oakham Co-Operative, Burley Road, 8.1% 65 10.2% 1 Co-Operative, Downing 0.1% 1 0.0% 1 Drive, Leicester Co-Operative, Main Street, 1.0% 8 0.0% Houghton on the Hill Co-Operative, North Street 6.9% 55 0.0% East, Uppingham Co-Operative, Occupation 0.1% 1 0.0% Co-Operative, Scalford 0.1% 1 0.0% Co-Operative, Scalford 0.1% 1 0.0% <th>0 0 1 1 1 0 88 4 0 0 0</th> <th>0.0% 0.9% 0.0% 0.0% 0.0% 1.8% 9.1% 0.0% 0.0%</th> <th>0 1 0 0 0 2 10 0</th> <th>0.0% 0.0% 0.0% 0.0% 0.0% 1.7% 24.0% 0.0%</th> <th>0 0 0 0 0 2 29</th> <th>1.0% 0.0% 0.0% 0.0% 4.9% 2.9% 4.9%</th> <th>1 0 0 0 5 3 5</th> <th>0.0% 0.0% 1.1% 0.0% 0.0% 0.0% 2.2%</th> <th>0 0 1 0 0 0 2</th> <th>0.0% 6.5% 0.7% 2.9% 0.0% 1.4%</th> <th>0 9 1 4 0 0</th> <th>0.0% 0.0% 0.0% 1.0% 0.0% 0.0% 3.0%</th> <th>0 0 0 1 0 0 3</th>	0 0 1 1 1 0 88 4 0 0 0	0.0% 0.9% 0.0% 0.0% 0.0% 1.8% 9.1% 0.0% 0.0%	0 1 0 0 0 2 10 0	0.0% 0.0% 0.0% 0.0% 0.0% 1.7% 24.0% 0.0%	0 0 0 0 0 2 29	1.0% 0.0% 0.0% 0.0% 4.9% 2.9% 4.9%	1 0 0 0 5 3 5	0.0% 0.0% 1.1% 0.0% 0.0% 0.0% 2.2%	0 0 1 0 0 0 2	0.0% 6.5% 0.7% 2.9% 0.0% 1.4%	0 9 1 4 0 0	0.0% 0.0% 0.0% 1.0% 0.0% 0.0% 3.0%	0 0 0 1 0 0 3
Aldi, Melton Road, Syston Aldi, Rockingham Road, Corby Aldi, Springfield Street, Market Harborough Asda, Phoenix Parkway, Corby Co-Operative, Bradgate Lane, Asfordby Co-Operative, Braunstone Road, Oakham Co-Operative, Burley Road, Oakham Co-Operative, Downing Drive, Leicester Co-Operative, Main Street, Houghton on the Hill Co-Operative, North Street East, Uppingham Co-Operative, Occupation Road, Corby Co-Operative, Occupation Road, Corby Co-Operative, Occupation Road, Corby Co-Operative, Scalford Road, Melton Mowbray	0 1 1 1 0 28 4 0 0 0	0.9% 0.0% 0.0% 0.0% 1.8% 9.1% 0.0% 0.0% 3.6%	1 0 0 0 2 10 0	0.0% 0.0% 0.0% 0.0% 1.7% 24.0% 0.0%	0 0 0 0 2 29 0	0.0% 0.0% 0.0% 4.9% 2.9%	0 0 0 5 3 5	0.0% 1.1% 0.0% 0.0% 0.0% 2.2%	0 1 0 0 0	6.5% 0.7% 2.9% 0.0% 0.0% 1.4%	9 1 4 0 0	0.0% 0.0% 1.0% 0.0% 0.0% 3.0%	0 0 1 0 0 3
Corby Aldi, Springfield Street, Market Harborough Asda, Phoenix Parkway, O.7% 6 0.7% Corby Co-Operative, Bradgate 0.6% 5 0.0% Lane, Asfordby Co-Operative, Braunstone 4.4% 35 20.4% 2 Road, Oakham Co-Operative, Burley Road, 8.1% 65 10.2% 1 Oakham Co-Operative, Downing 0.1% 1 0.0% Drive, Leicester Co-Operative, Main Street, 1.0% 8 0.0% Houghton on the Hill Co-Operative, North Street 6.9% 55 0.0% East, Uppingham Co-Operative, Occupation 0.1% 1 0.0% Road, Corby Co-Operative, Scalford Road, Melton Mowbray	1 0 28 4 0 0 0	0.0% 0.0% 0.0% 1.8% 9.1% 0.0% 0.0% 3.6%	0 0 2 10 0	0.0% 0.0% 0.0% 1.7% 24.0% 0.0%	0 0 2 29 0	0.0% 0.0% 4.9% 2.9%	0 5 3 5	1.1% 0.0% 0.0% 0.0% 2.2%	0 0 0 2	0.7% 2.9% 0.0% 0.0% 1.4%	1 4 0 0	0.0% 1.0% 0.0% 0.0% 3.0%	1 0 0 3
Asda, Phoenix Parkway, Corby Co-Operative, Bradgate Lane, Asfordby Co-Operative, Braunstone Road, Oakham Co-Operative, Burley Road, Oakham Co-Operative, Downing Drive, Leicester Co-Operative, Main Street, Houghton on the Hill Co-Operative, North Street East, Uppingham Co-Operative, Occupation Road, Corby Co-Operative, Scalford Road, Melton Mowbray	0 28 4 0 0 0	0.0% 1.8% 9.1% 0.0% 0.0% 3.6%	0 2 10 0	0.0% 1.7% 24.0% 0.0%	0 2 29 0	4.9% 2.9% 4.9%	5 3 5	0.0% 0.0% 2.2%	0 0 2	0.0% 0.0% 1.4%	0 0 2	0.0% 0.0% 3.0%	0 0 3
Co-Operative, Bradgate Lane, Asfordby Co-Operative, Braunstone Road, Oakham Co-Operative, Burley Road, Oakham Co-Operative, Downing Drive, Leicester Co-Operative, Main Street, Houghton on the Hill Co-Operative, North Street East, Uppingham Co-Operative, Occupation Road, Corby Co-Operative, Scalford Road, Melton Mowbray	28 4 0 0 0 0	1.8% 9.1% 0.0% 0.0% 3.6%	2 10 0	1.7% 24.0% 0.0%	2 29 0	2.9% 4.9%	3	0.0%	0	0.0% 1.4%	0	0.0%	0
Co-Operative, Braunstone Road, Oakham Co-Operative, Burley Road, Oakham Co-Operative, Downing Drive, Leicester Co-Operative, Main Street, Houghton on the Hill Co-Operative, North Street East, Uppingham Co-Operative, Occupation Road, Corby Co-Operative, Scalford Road, Melton Mowbray	4 0 0 0 0	9.1% 0.0% 0.0% 3.6%	10 0 0	24.0% 0.0%	29	4.9%	5	2.2%	2	1.4%	2	3.0%	3
Co-Operative, Burley Road, 8.1% 65 10.2% 1 Oakham Co-Operative, Downing 0.1% 1 0.0% Drive, Leicester Co-Operative, Main Street, 1.0% 8 0.0% Houghton on the Hill Co-Operative, North Street 6.9% 55 0.0% East, Uppingham Co-Operative, Occupation 0.1% 1 0.0% Road, Corby Co-Operative, Scalford 0.1% 1 0.0% Road, Melton Mowbray	0 0 0 0	0.0% 0.0% 3.6%	0	0.0%	0								
Co-Operative, Downing Drive, Leicester Co-Operative, Main Street, Houghton on the Hill Co-Operative, North Street East, Uppingham Co-Operative, Occupation Road, Corby Co-Operative, Scalford Road, Melton Mowbray	0 0 0	0.0% 3.6%	0			0.0%	0	1.1%	1	0.00:	0	0.00/	
Co-Operative, Main Street, Houghton on the Hill Co-Operative, North Street 6.9% 55 0.0% East, Uppingham Co-Operative, Occupation Road, Corby Co-Operative, Scalford 0.1% 1 0.0% Road, Melton Mowbray	0	3.6%		0.0%	0					0.0%	0	0.0%	0
Co-Operative, North Street East, Uppingham Co-Operative, Occupation Road, Corby Co-Operative, Scalford Road, Melton Mowbray	0		4		U	0.0%	0	8.6%	8	0.0%	0	0.0%	0
Road, Corby Co-Operative, Scalford Road, Melton Mowbray 0.1% 1 0.0%		0.0%		0.0%	0	0.0%	0	5.4%	5	32.6%	45	1.0%	1
Co-Operative, Scalford 0.1% 1 0.0% Road, Melton Mowbray	0		0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
		0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Station Road, 0.5% 4 0.0% Thurnby	0	0.9%	1	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
,	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	9
•	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
r , , , , , , , , , , , , , , , , , , ,	4	1.8%	2	1.7%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lands End Way, Oakham M&S Simply Food, BP, 0.1% 1 0.7% Melton Road, Branston,	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
nr. Syston	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Street, Stamford	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Parade, Oadby, Leicester	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Thorpe Lane,	Ü	0.070	Ü	0.070		1.070	1	0.070	Ů	0.070	Ü	0.070	· ·
Thurmaston, Leicester Morrisons, Uffington Road, 2.0% 16 0.0% Stamford	0	7.3%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	7
Morrisons, Vale of Belvoir 1.0% 8 0.0% Shopping Centre, Sherrard	0	0.0%	0	0.0%	0	7.8%	8	0.0%	0	0.0%	0	0.0%	0
1, 6	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray One Stop, High Street West, 0.9% 7 0.0% Uppingham	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	7	0.0%	0
11 &	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
5 6	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
· ·	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	9
	0	0.0%	0	0.8%	1	8.8%	9	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St Mary's Place, 0.4% 3 0.0% Springfield Street, Market	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Harborough Tesco Extra, Kettering 0.1% 1 0.0% Business Park, Carina Road, Kettering	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<u> </u>	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

						-	ioi G	V 1 L								November 2013
	Tota	ıl	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone s	5	Zone	6	Zone 7	,
Tesco Extra, Serpentine	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Shopping Centre, Hampton, Peterborough	12.10/	105	20.00/	41	20.00/	22	24.00/	20	2.00/	4	0.00/	0	5 10/	7	2.00/	2
Tesco Superstore, South Street, Oakham	13.1%	105	29.9%	41		22	24.0%	29	3.9%	4	0.0%	0	5.1%	7	2.0%	2
Tesco Superstore, Thorpe Road, Melton Mowbray	0.5%	4	0.0%	0	0.0%	0	0.8%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Melton Road, Syston	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Square, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, Nottingham Road, Melton Mowbray	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rockingham Road, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waitrose, Harborough Road, Oadby, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Waitrose, Springfield Street, Market Harborough Waitrose, West Street,	0.1%	1 21	0.0%	0	0.0% 5.5%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	11
Stamford	2.6% 0.4%		0.0%	0	0.0%	6	0.8% 2.5%	3	0.0%	1 0	0.0%	0	0.7%	0	0.0%	0
Local shops, Cottesmore	0.4%	3 5	0.0% 0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0
Local shops, Edith Weston Local shops, Empingham	0.6%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Empingham Local shops, Greetham	0.4%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Greenian Local shops, Ketton	1.7%	14	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	10
Local shops, Leicester /		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
	0.1%	1	0.070	U	0.0%	U	0.070	U	0.0%	U	1.170	1	0.0%	U	0.0%	U
Oadby / Wigston Local shops, Market Overton	0.7%	6	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Market Overton Local shops, Melton	1.7%	14	0.0%	0	0.0%	1	0.0%	0	12.7%	13	0.0%	0	0.7%	0	0.0%	0
Mowbray	1.7%	14	0.0%	U	0.9%	1	0.0%	U	12.7%	13	0.0%	U	0.0%	U	0.0%	U
Local shops, Oakham	3.2%	26	10.9%	15	0.0%	0	5.8%	7	1.0%	1	3.2%	3	0.0%	0	0.0%	0
Local shops, Peterborough	0.1%	1	0.0%	0	0.0%	0	0.0%	Ó	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Ryhall	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Local shops, Stamford	0.9%	7	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Local shops, Uppingham	2.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	10.9%	15	0.0%	0
Tesco Metro, High Street, Stamford	0.5%	4	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Local shops, Barrowden	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Billesdon	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	19	0.0%	0	0.0%	0
Local shops, Corby	0.4%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Local shops, Great Easton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Local shops, Gretton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Local shops,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Houghton-on-the-Hill	0.50/		0.007		0.00/	_	0.00/		2.00/		0.004		0.00/		0.007	
Local shops, Somerby	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Local shops, Tilton on the Hill	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	9	0.0%	0	0.0%	0
Local shops, Whissendine	0.7%	6	0.0%	0	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other foodstores, Leicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.2%	2	0.0%	0	0.0%	0
Other foodstore outside	0.5%	4	0.0%	0	0.9%	1	0.0%	0	2.0%	2	1.1%	1	0.0%	0	0.0%	0
survey area	0.20/	2	0.00/	0	0.00/	1	0.00/	0	1.00/	1	0.00/	0	0.00/	0	0.00/	0
Internet / home delivery	0.2%	2	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Varies)	3.7%	30	3.7% 1.5%	5	7.3%	8	2.5% 0.8%	3	5.9% 0.0%	6	1.1%	1	3.6% 0.0%	5	2.0% 0.0%	2
(Don't know)	0.4%	3 174		2 24	0.0%	0 23		1 24		0 21	0.0%		18.8%	0 26		0 30
(Don't do this type of shopping)	21.7%		17.5%		20.9%		19.8%		20.0%		28.0%	26	10.8%		29.7%	
Base:		802		137		110		121		102		93		138		101

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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Q04AWhich internet / hor	ne deliv	ery re	tailer do	you	most of	ten u	se for ye	our 'to	p-up' fo	ood sl	nopping	?				
Those who shop online	at Q04															
Asda	50.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	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	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
(Don't know / varies)	50.0%	1	0.0%	0	0.0%	0	0.0%		100.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:	20.070	2	0.070	0	0.070	1	0.070	0	100.070	1	0.070	0	0.070	0	0.070	0
																U
Q05 Where do you usual	lly do m	ost of	your ho	ouseh	old's sh	oppir	ng for cl	othes	, footwo	ear an	d other	fashi	on good	ds?		
Asda, Barkby Thorpe Lane, Leicester (Thurmaston Shopping Centre)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0
Asda, Phoenix Parkway, Corby	0.7%	6	2.9%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Union Street, Grantham	0.6%	5	0.7%	1	0.9%	1	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby town centre	6.5%	52	10.2%	14	7.3%	8	3.3%	4	1.0%	1	0.0%	0	13.8%	19	5.9%	6
Grantham town centre	1.5%	12	2.2%	3	0.0%	0	4.1%	5	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Kettering town centre	0.4%	3	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Leicester city centre	20.3%	163	28.5%	39	7.3%	8	12.4%	15	29.4%	30	41.9%	39	21.7%	30	2.0%	2
Market Harborough town centre	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	10	4.3%	6	0.0%	0
Melton Mowbray town centre	3.6%	29	0.7%	1	4.5%	5	3.3%	4	15.7%	16	2.2%	2	0.7%	1	0.0%	0
Nottingham city centre	1.9%	15	0.0%	0	0.0%	0	4.1%	5	7.8%	8	0.0%	0	0.7%	1	1.0%	1
Oakham town centre	5.6%	45	8.0%	11	4.5%	5	7.4%	9	2.0%	2	6.5%	6	8.7%	12	0.0%	0
Peterborough city centre	16.7%	134	15.3%	21	30.0%	33	16.5%	20	2.0%	2	2.2%	2	10.9%	15	40.6%	41
Serpentine Green, Peterborough	0.4%	3	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stamford town centre	6.0%	48	4.4%	6	10.9%	12	3.3%	4	1.0%	1	0.0%	0	1.4%	2	22.8%	23
Uppingham town centre	0.7%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Brotherhood Retail Park, Peterborough	0.5%	4	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Fosse Park, Leicester	2.6%	21	0.0%	0	0.9%	1	1.7%	2	5.9%	6	9.7%	9	2.2%	3	0.0%	0
Oasis Retail Park, Corby	0.2%	2	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Corby (also known as Peel Retail Park / Peel Centre)	0.7%	6	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Riverside Retail Park, 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
Springfields Retail Park, Market Harborough	0.2%	2	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	1.0%	8	1.5%	2	0.0%	0	0.0%	0	3.9%	4	2.2%	2	0.0%	0	0.0%	0
Boundary Mill Stores, Grantham	0.5%	4	0.7%	1	0.9%	1	0.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.4%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
London	0.6%	5	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	1.4%	2	1.0%	1
Oadby (town centre & foodstores)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0
Thurmaston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other location outside survey area	1.4%	11	0.0%	Ö	0.9%	1	1.7%	2	2.0%	2	0.0%	0	0.7%	1	5.0%	5
Internet / home delivery (Don't know / varies)	18.1% 6.0%	145 48	13.9% 6.6%	19 9	22.7% 1.8%	25 2	28.1% 7.4%	34 9	17.6% 4.9%	18 5	16.1% 5.4%	15 5	17.4% 8.0%	24 11	9.9% 6.9%	10 7
Base:	2.073	802	2.070	137	075	110	,0	121	, 75	102	/0	93	2.073	138	2.270	101

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Q06 Where else do you o	do your	house	ehold's	shopp	oing for	cloth	es, foot	wear a	and othe	er fasl	hion god	ods?				
Asda, Barkby Thorpe Lane, Leicester (Thurmaston Shopping Centre)	0.2%	2	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Phoenix Parkway, Corby	0.5%	4	2.2%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Union Street, Grantham	0.2%	2	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Oakley Road, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Corby town centre	4.0%	32	5.1%	7	3.6%	4	2.5%	3	1.0%	1	1.1%	1	10.1%	14	2.0%	2
Grantham town centre	1.9%	15	3.7%	5	0.9%	1	3.3%	4	2.9%	3	0.0%	0	0.0%	0	2.0%	2
Kettering town centre	0.5%	4	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Leicester city centre	16.6%	133	16.8%	23	10.0%	11	14.9%	18	25.5%	26	25.8%	24	19.6%	27	4.0%	4
Market Harborough town centre	3.9%	31	0.7%	1	0.0%	0	0.0%	0	0.0%	0	25.8%	24	4.3%	6	0.0%	0
Melton Mowbray town centre	2.5%	20	0.7%	1	0.9%	1	2.5%	3	12.7%	13	1.1%	1	0.7%	1	0.0%	0
Nottingham city centre	2.7%	22	0.7%	1	1.8%	2	5.0%	6	10.8%	11	0.0%	0	0.0%	0	2.0%	2
Oakham town centre	7.0%	56	9.5%	13	10.9%	12	9.1%	11	7.8%	8	5.4%	5	2.2%	3	4.0%	4
Peterborough city centre	17.5%	140	19.7%	27	24.5%	27	22.3%	27	2.9%	3	1.1%	1	18.8%	26	28.7%	29
Serpentine Green, Peterborough	0.4%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Stamford town centre	7.0%	56	5.1%	7	13.6%	15	5.0%	6	0.0%	0	1.1%	1	5.1%	7	19.8%	20
Uppingham town centre	0.9%	7	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Brotherhood Retail Park, Peterborough	0.7%	6	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Fosse Park, Leicester	2.6%	21	1.5%	2	0.9%	1	2.5%	3	5.9%	6	4.3%	4	3.6%	5	0.0%	0
London Road Retail Park, Grantham	0.2%	2	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Retail Park, Corby	0.4%	3	1.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Corby (also known as Peel Retail Park / Peel Centre)	0.5%	4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Riverside Retail Park, 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
Springfields Retail Park, Market Harborough	0.5%	4	0.7%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Stamford Retail Park, Stamford	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Thurmaston Shopping Centre, Leicester	1.4%	11	0.0%	0	0.0%	0	0.0%	0	4.9%	5	5.4%	5	0.7%	1	0.0%	0
Boundary Mill Stores, Grantham	0.7%	6	0.7%	1	0.9%	1	1.7%	2	1.0%	1	1.1%	1	0.0%	0	0.0%	0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Cambridge	0.2%	2	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	1.2%	10	0.0%	0	0.9%	1	0.0%	0	2.9%	3	2.2%	2	2.2%	3	1.0%	1
Oadby (town centre & foodstores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Thurmaston Town Centre	0.2%	2	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other location outside survey area	2.5%	20	2.9%	4	0.0%	0	2.5%	3	2.9%	3	5.4%	5	1.4%	2	3.0%	3
Internet / home delivery (Don't know / varies)	14.5% 7.7%	116 62	13.1% 8.8%	18 12	19.1% 1.8%	21 2	17.4% 9.1%	21 11	9.8% 5.9%	10 6	10.8% 7.5%	10 7	13.8% 10.1%	19 14	16.8% 9.9%	17 10
Base:		802		137		110		121		102		93		138		101

	Total	l	Zone	1	Zone	2	Zone 3	,	Zone 4	1	Zone	5	Zone	6	Zone	7
Q07 Where do you do mo	ost of yo	ur ho	ouseholo	d's sh	opping	for fu	ırniture, f	loor	coverinç	gs an	d house	hold	textiles	?		
Tesco Extra, Serpentine Green Shopping Centre,	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton, Peterborough B&Q, Leicester Road,	0.2%	2	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray B&Q, Maskew Avenue,	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough Homebase, Springfield Street, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Homebase, Stamford Retail Park, Stamford	0.2%	2	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby town centre	0.9%	7	0.7%	1	0.9%	1	1.7%	2	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Grantham town centre	3.0%	24	5.8%	8	1.8%	2	8.3%	10	1.0%	1	0.0%	0	0.7%	1	2.0%	2
Kettering town centre	0.4%	3	0.7%	1	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester city centre	10.6%	85	10.2%	14	3.6%	4	9.1%	11	14.7%	15	26.9%	25	10.9%	15	1.0%	1
Loughborough town centre	0.2%	2	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Market Harborough town centre	1.6%	13	0.0%	0	0.0%	0	0.0%	0	2.9%	3	6.5%	6	2.9%	4	0.0%	0
Melton Mowbray town centre	2.4%	19	0.0%	0	0.0%	0	2.5%	3	11.8%	12	4.3%	4	0.0%	0	0.0%	0
Nottingham city centre	1.1%	9	0.7%	1	0.0%	0	0.8%	1	3.9%	4	2.2%	2	0.7%	1	0.0%	0
Oakham town centre	8.4%	67	22.6%	31	8.2%	9	10.7%	13	4.9%	5	2.2%	2	5.1%	7	0.0%	0
Peterborough city centre	14.1%	113	11.7%	16	26.4%	29	10.7%	13	3.9%	4	1.1%	1	12.3%	17	32.7%	33
Serpentine Green, Peterborough	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford town centre	4.5%	36	1.5%	2	7.3%	8	3.3%	4	0.0%	0	0.0%	0	2.9%	4	17.8%	18
Uppingham town centre	2.9%	23	2.2%	3	0.9%	1	0.0%	0	1.0%	1	3.2%	3	10.9%	15	0.0%	0
Augustin Retail Park, Grantham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boongate Retail Park, Peterborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Boulevard Retail Park, Peterborough	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brotherhood Retail Park, Peterborough	0.6%	5	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.7%	1	2.0%	2
Discovery Retail Park, Grantham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	1.9%	15	4.4%	6	0.9%	1	0.8%	1	2.9%	3	4.3%	4	0.0%	0	0.0%	0
Giltbrook Retail & Shopping Park, Nottingham (incl. Ikea)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Markham Retail Park, Stamford	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Retail Park, Corby	0.5%	4	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	1.4%	2	0.0%	0
Phoenix Retail Park, Corby (also known as Peel Retail	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park / Peel Centre) Riverside Retail Park,	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham Springfields Retail Park, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Stamford Retail Park, Stamford	1.0%	8	2.2%	3	1.8%	2	0.8%	1	1.0%	1	0.0%	0	0.7%	1	0.0%	0
Thurmaston Shopping Centre, Leicester	1.0%	8	0.7%	1	0.0%	0	0.8%	1	4.9%	5	1.1%	1	0.0%	0	0.0%	0
Victoria Retail Park, Nottingham	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill Stores, Grantham	0.9%	7	2.2%	3	0.0%	0	1.7%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glaston Village Centre Oadby (town centre &	0.2% 0.1%	2 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.8% 0.0%	1 0	0.0% 0.0%	0	0.0% 1.1%	0 1	0.7% 0.0%	1 0	0.0% 0.0%	0
foodstores) Oakham (stores outside town	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
centre)	0.20/	2	0.00/	0	0.00/	0	0.00/	0	1.00/	1	1 10/	1	0.00/	0	0.00/	0
Thurmaston Town Centre Other location outside survey area	0.2% 1.4%	2 11	0.0% 0.7%	0	0.0% 0.9%	0 1	0.0% 1.7%	0	1.0% 0.0%	1	1.1% 3.2%	1	0.0% 2.2%	0	0.0% 1.0%	0 1
Internet / home delivery	10.2%	82	10.2%	14	9.1%	10	16.5%	20	13.7%	14	3.2%	3	11.6%	16	5.0%	5
(Don't know / varies)	10.2%	80	5.8%	8	14.5%	16	7.4%	9	4.9%	5	5.4%	5	13.0%	18	18.8%	19
(Don't do this type of	19.5%		12.4%	17			14.9%		21.6%	22			19.6%		18.8%	19
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by Zone

Rutland Household Survey for GVA

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			f	or GVA				Nover	nber 2015
	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	
shopping)									
Base:	802	137	110	121	102	93	138	101	

	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	5	Zone	6	Zone	7
Q08 Where do you do me	ost of yo	our ho	usehol	d's sh	opping	for DI	Y and d	ecora	iting go	ods?						
Asda, Phoenix Parkway,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Corby Asda, Union Street, Grantham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, South Street, Oakham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Bull Head Street, Wigston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
B&Q, Devonshire Road, Leicester	1.6%	13	1.5%	2	0.0%	0	0.0%	0	1.0%	1	9.7%	9	0.7%	1	0.0%	0
B&Q, Grantham Retail Park, Grantham	1.2%	10	1.5%	2	0.0%	0	5.8%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Leicester Road, Melton Mowbray	12.3%	99	9.5%	13	0.9%	1	19.0%	23	55.9%	57	4.3%	4	0.7%	1	0.0%	0
B&Q, Maskew Avenue, Peterborough	2.0%	16	1.5%	2	3.6%	4	3.3%	4	0.0%	0	0.0%	0	2.2%	3	3.0%	3
B&Q, Meadow Road, Kettering	0.9%	7	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Homebase, Dysart Road / Dysart Retail Park, Grantham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Putney Road / Welford Road, Leicester	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.7%	1	0.0%	0
Homebase, Springfield Street, Market Harborough	3.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	19	8.0%	11	0.0%	0
Homebase, Stamford Retail Park, Stamford	13.1%	105	9.5%	13	27.3%	30	11.6%	14	0.0%	0	0.0%	0	3.6%	5	42.6%	43
Corby town centre	3.2%	26	1.5%	2	0.9%	1	2.5%	3	0.0%	0	0.0%	0	14.5%	20	0.0%	0
Grantham town centre	0.9%	7	0.7%	1	0.9%	1	3.3%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Kettering town centre Leicester city centre	1.0% 2.7%	8 22	0.0% 2.9%	0 4	0.0% 2.7%	0	0.0% 0.8%	0	0.0% 1.0%	0	0.0% 9.7%	0 9	5.8% 2.9%	8 4	0.0% 0.0%	0
Loughborough town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Market Harborough town centre	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6	4.3%	6	0.0%	0
Melton Mowbray town centre	5.0%	40	2.2%	3	3.6%	4	5.8%	7	22.5%	23	1.1%	1	1.4%	2	0.0%	0
Nottingham city centre	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Oakham town centre	10.0%	80	31.4%	43	9.1%	10	14.9%	18	2.9%	3	2.2%	2	2.9%	4	0.0%	0
Peterborough city centre	2.2%	18	2.9%	4	2.7%	3	3.3%	4	0.0%	0	0.0%	0	0.7%	1	5.9%	6
Stamford town centre	8.2%	66	6.6%	9	18.2%	20	3.3%	4	0.0%	0	0.0%	0	3.6%	5	27.7%	28
Syston town centre	0.2% 2.1%	2 17	0.0% 0.0%	0	0.0% 1.8%	0 2	0.0% 0.0%	0	0.0% 0.0%	0	2.2% 0.0%	2	0.0% 10.9%	0 15	0.0% 0.0%	0
Uppingham town centre	0.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	13	0.0%	0
Belgrave Retail Park, Kettering Brotherhood Retail Park,	0.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Peterborough Kettering Retail Park,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Kettering London Road Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham Markham Retail Park,	0.4%	3	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Stamford Oasis Retail Park, Corby	0.4%	2	0.7%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
St George's Retail Park, Leicester	0.2%	1	0.0%	0	0.9%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	0	0.0%	0
Stamford Retail Park, Stamford	1.6%	13	1.5%	2	3.6%	4	3.3%	4	0.0%	0	0.0%	0	1.4%	2	1.0%	1
Billesdon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Oadby (town centre & foodstores)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Oakham (stores outside town centre)	0.2%	2	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other location outside survey area	0.7%	6	0.7%	1	0.9%	1	0.8%	1	1.0%	1	1.1%	1	0.7%	1	0.0%	0
Internet / home delivery	2.1%	17	4.4%	6	3.6%	4	1.7%	2	2.0%	2	1.1%	1	0.7%	1	1.0%	1
(Don't know / varies)	5.0%	40	5.1%	7	2.7%	3	4.1%	5	2.0%	2	6.5%	6	8.0%	11	5.9%	6
(Don't do this type of shopping)	14.1%	113	13.1%		13.6%	15	14.1%	17	6.9%	7	20.4%	19	18.1%		11.9%	12
Base:		802		137		110		121		102		93		138		101

	Tota	n]	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	
	200	-	20110	-	20110	_	20110		20110	-	2010		20110	Ü	20110		
Q09 Where do you do m	ost of ye	our ho	ousehol	d's sh	opping	for d	omestic	appli	ances s	uch a	s washi	ng ma	achines	, fridg	es cool	kers and kett	les?
Asda, Phoenix Parkway, Corby	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Uffington Road, Stamford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	
Tesco Superstore, South Street, Oakham	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	
B&Q, Bull Head Street, Wigston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	
B&Q, Maskew Avenue, Peterborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Homebase, Stamford Retail Park, Stamford	0.4%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Corby town centre	2.1%	17	2.2%	3	0.9%	1	0.8%	1	0.0%	0	0.0%	0	8.0%	11	1.0%	1	
Grantham town centre	0.7%	6	0.0%	0	0.0%	0	0.8%	1	2.0%	2	0.0%	0	1.4%	2	1.0%	1	
Kettering town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	
Leicester city centre	6.2%	50	1.5%	2	2.7%	3	4.1%	5	11.8%	12	22.6%	21	5.1%	7	0.0%	0	
Loughborough town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Market Harborough town centre	3.0%	24	1.5%	2	0.0%	0	0.0%	0	0.0%	0	14.0%	13	6.5%	9	0.0%	0	
Melton Mowbray town centre	5.6%	45	0.0%	0	1.8%	2	5.8%	7	31.4%	32	4.3%	4	0.0%	0	0.0%	0	
Nottingham city centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	
Oakham town centre	18.6%	149	42.3%	58	20.9%	23	25.6%	31	7.8%	8	7.5%	7	14.5%	20	2.0%	2	
Peterborough city centre	7.6%	61	3.7%	5	9.1%	10	5.8%	7	2.0%	2	1.1%	1	10.1%	14	21.8%	22	
Stamford town centre	6.2%	50	1.5%	2	19.1%	21	3.3%	4	0.0%	0	0.0%	0	0.0%	0	22.8%	23	
Wigston town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	
Boulevard Retail Park, Peterborough	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Brotherhood Retail Park, Peterborough	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dysart Retail Park, Grantham	0.5%	4	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fosse Park, Leicester	1.7%	14	0.0%	0	0.0%	0	0.0%	0	2.0%	2	10.8%	10	1.4%	2	0.0%	0	
Kettering Retail Park,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	
Kettering	0.270	_	0.070	Ü	0.070	Ü	0.070	Ü	0.070		0.070	Ü	11170	_	0.070	Ü	
Markham Retail Park, Stamford	0.5%	4	0.7%	1	1.8%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Northfield Retail Park, Kettering	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oasis Retail Park, Corby	1.0%	8	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.0%	0	
Phoenix Retail Park, Corby (also known as Peel Retail	1.0%	8	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	7	0.0%	0	
Park / Peel Centre) St George's Retail Park,	0.6%	5	0.7%	1	0.0%	0	0.0%	0	1.0%	1	2.2%	2	0.7%	1	0.0%	0	
Leicester Stamford Retail Park,	5.6%	45	5.8%	8	8.2%	9	5.0%	6	1.0%	1	0.0%	0	1.4%	2	18.8%	19	
Stamford Thurmaston Shopping Control Leisester	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre, Leicester Victoria Retail Park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	
Costco, Westmoreland Avenue, Thurmaston	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oadby (town centre & foodstores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	
Other location outside survey area	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Internet / home delivery	25.7%	206	32.1%	44	20.9%	23	32.2%	39	28.4%	29	20.4%	19	26.1%	36	15.8%	16	
(Don't know / varies)	4.1%	33	3.7%	5	3.6%	4	5.0%	6	2.9%	3	2.2%	2	6.5%	9	4.0%	4	
(Don't do this type of shopping)	5.7%	46	1.5%	2	4.5%	5	5.8%	7	5.9%	6	8.6%	8	5.1%	7	10.9%	11	
Base:		802		137		110		121		102		93		138		101	

Carbonian Parkway, Carboni		Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Asda, Phoenix Parkway,	Q10 Where do you do m	ost of yo	our ho	ousehol	d's sh	opping	for T	V, audio	, pho	tograph	ic, mo	bile ph	ones,	and co	npute	er equip	ment?
Morrisons, Uffington Road, Stamford Stamford Stamford Stamford Stamford O.1% I 0.0% I	-								-			_			-		
Sainsbury's, Grove Farm Triangle, Leicester (Fosse Park) Park) Tesco Extra, Oakley Road, Corby Tesco Superstore, South Street, Oakham Corby town centre 0.5% 4 0.0% 0 0.0%	Morrisons, Uffington Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Oakley Road, Corby Corby Corby Corby Corby Tesco Superstore, South O.2% Z O.0% O O.0% O O.0% O O.8% D O.0% O O.0%	Sainsbury's, Grove Farm Triangle, Leicester (Fosse	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Superstore, South Street, Oakham Corby town centre 3.0% 24 4.4% 6 3.6% 4 1.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 1.0% 0 0.0% 0	Tesco Extra, Oakley Road,	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby town centre 3.0% 24 4.4% 6 3.6% 4 1.7% 2 0.0% 0 0.0% 0 8.7% 12 0.0% 0 Grantham town centre 0.5% 4 0.0% 0 0.0% 0 0.0% 0 0.8% 1 2.0% 2 0.0% 0 0.7% 1 0.0% 0 Kettering town centre 0.2% 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 Leicester city centre 9.0% 72 4.4% 6 3.6% 4 6.6% 8 14.7% 15 28.0% 26 9.4% 13 0.0% 0 Loughborough town centre 0.2% 2 0.0% 0 0.0% 0 0.8% 1 1.0% 1 0.0% 0 0.0%	Tesco Superstore, South	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Grantham town centre		3.0%	24	4.4%	6	3.6%	4	1.7%	2	0.0%	0	0.0%	0	8.7%	12	0.0%	0
Kettering town centre 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 2 0.0% 0 Leicester city centre 9.0% 72 4.4% 6 3.6% 4 6.6% 8 14.7% 15 28.0% 26 9.4% 13 0.0% 0 Loughborough town centre 0.2% 2 0.0% 0 0.0% 0 0.8% 1 1.0% 1 0.0% 0 0.0% 0 Market Harborough town 2.2% 18 0.0% 0 0.0% 0 0.0% 0 15.1% 14 2.9% 4 0.0% 0 Melton Mowbray town 4.2% 34 0.0% 0 1.8% 2 2.5% 3 26.5% 27 2.2% 2 0.0% 0 0.0% 0 2.0% 2 0.0% 0 0.0% 0 2.0% 2 0.0% 0 0.0%	•																
Leicester city centre 9.0% 72 4.4% 6 3.6% 4 6.6% 8 14.7% 15 28.0% 26 9.4% 13 0.0% 0 1.00% 0 1.00% 0 0.0% 0																	
Loughborough town centre 0.2% 2 0.0% 0 0.0% 0 0.8% 1 1.0% 1 0.0% 0 0.0%	•																
Market Harborough town centre 2.2% 18 0.0% 0 0.0% 0 0.0% 0 15.1% 14 2.9% 4 0.0% 0 Melton Mowbray town centre 4.2% 34 0.0% 0 1.8% 2 2.5% 3 26.5% 27 2.2% 2 0.0% 0 0.0% 0 Nottingham city centre 0.2% 2 0.0% 0 0.0% 0 2.0% 2 0.0% 0 0.0%	•																
centre Melton Mowbray town centre 4.2% 34 0.0% 0 1.8% 2 2.5% 3 26.5% 27 2.2% 2 0.0% 0 0.0% 0 Nottingham city centre 0.2% 2 0.0% 0 0.0% 0 0.0% 0 2.0% 2 0.0% 0 0.0% 0 Oakham town centre 15.6% 125 32.1% 44 15.5% 17 24.8% 30 5.9% 6 11.8% 11 11.6% 16 1.0% 1 Peterborough city centre 9.1% 73 8.0% 11 8.2% 9 10.7% 13 2.0% 2 1.1% 1 8.7% 12 24.8% 25 Stamford town centre 8.4% 67 4.4% 6 17.3% 19 4.1% 5 0.0% 0 0.0% 0 3.6% 5 31.7% 32 Uppingham town centre																	
centre Nottingham city centre 0.2% 2 0.0% 0 0.0% 0 2.0% 2 0.0% 0 0.0% 0 2.0% 2 0.0% 0	centre																
Oakham town centre 15.6% 125 32.1% 44 15.5% 17 24.8% 30 5.9% 6 11.8% 11 11.6% 16 1.0% 1 Peterborough city centre 9.1% 73 8.0% 11 8.2% 9 10.7% 13 2.0% 2 1.1% 1 8.7% 12 24.8% 25 Stamford town centre 8.4% 67 4.4% 6 17.3% 19 4.1% 5 0.0% 0 0.0% 0 3.6% 5 31.7% 32 Uppingham town centre 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	centre																
Peterborough city centre 9.1% 73 8.0% 11 8.2% 9 10.7% 13 2.0% 2 1.1% 1 8.7% 12 24.8% 25 Stamford town centre 8.4% 67 4.4% 6 17.3% 19 4.1% 5 0.0% 0 0.0% 0 3.6% 5 31.7% 32 Uppingham town centre 0.1% 1 0.0% 0 0.0%	2 3																
Stamford town centre 8.4% 67 4.4% 6 17.3% 19 4.1% 5 0.0% 0 0.0% 0 3.6% 5 31.7% 32 Uppingham town centre 0.1% 1 0.0% 0																	
Uppingham town centre 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0	<i>C</i> ,																
Wigston town centre 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 2 0.0% 0 0.0% 0 Boulevard Retail Park, 0.1% 1 0.0% 0 0.9% 1 0.0% 0																	
Boulevard Retail Park, 0.1% 1 0.0% 0 0.9% 1 0.0% 0	11 0																
Dysart Retail Park, 0.2% 2 0.0% 0 0.0% 0 1.7% 2 0.0% 0 0.0% 0 0.0% 0 Grantham Fosse Park, Leicester 2.2% 18 0.0% 0 0.0% 0 1.7% 2 4.9% 5 11.8% 11 0.0% 0 0.0% 0	Boulevard Retail Park,																
Fosse Park, Leicester 2.2% 18 0.0% 0 0.0% 0 1.7% 2 4.9% 5 11.8% 11 0.0% 0 0.0% 0	Dysart Retail Park,	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
		2.2%	18	0.0%	0	0.0%	0	1.7%	2	4.9%	5	11.8%	11	0.0%	0	0.0%	0
Kettering Retail Park, 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 2 0.0% 0 Kettering	Kettering Retail Park,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Markham Retail Park, 0.4% 3 0.7% 1 1.8% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Stamford	Markham Retail Park,	0.4%	3	0.7%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Retail Park, Corby 1.0% 8 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.1% 7 0.0% 0		1.0%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	7	0.0%	0
Phoenix Retail Park, Corby 1.0% 8 0.0% 0 0.0% 0 0.8% 1 0.0% 0 0.0% 0 5.1% 7 0.0% 0 (also known as Peel Retail Park / Peel Centre)	Phoenix Retail Park, Corby (also known as Peel Retail	1.0%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	5.1%	7	0.0%	0
St George's Retail Park, 0.5% 4 0.7% 1 0.0% 0 0.0% 0 1.0% 1 2.2% 2 0.0% 0 0.0% 0 Leicester	St George's Retail Park,	0.5%	4	0.7%	1	0.0%	0	0.0%	0	1.0%	1	2.2%	2	0.0%	0	0.0%	0
Stamford Retail Park, 6.5% 52 5.8% 8 10.0% 11 8.3% 10 1.0% 1 0.0% 0 1.4% 2 19.8% 20 Stamford	Stamford Retail Park,	6.5%	52	5.8%	8	10.0%	11	8.3%	10	1.0%	1	0.0%	0	1.4%	2	19.8%	20
Boundary Mill Stores, 0.1% 1 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 Grantham	Boundary Mill Stores,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland 0.1% 1 0.0% 0 0.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Avenue, Thurmaston	Costco, Westmoreland	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 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 Road, Melton Mowbray	Sainsbury's, 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
Cambridge 0.1% 1 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0		0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Oakham (stores outside town 0.1% 1 0.0% 0 0.0% 0 0.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 centre)	Oakham (stores outside town																
Other location outside survey 0.4% 3 0.0% 0 0.0% 0 0.0% 0 2.9% 3 0.0% 0 0.0% 0 0.0% 0 area	Other location outside survey	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery 22.3% 179 34.3% 47 26.4% 29 24.0% 29 22.5% 23 11.8% 11 20.3% 28 11.9% 12		22.3%	179	34.3%	47	26.4%	29	24.0%	29	22.5%	23	11.8%	11	20.3%	28	11.9%	12
(Don't know / varies) 3.0% 24 2.2% 3 2.7% 3 1.7% 2 1.0% 1 2.2% 2 6.5% 9 4.0% 4	-																
(Don't do this type of 7.6% 61 1.5% 2 7.3% 8 8.3% 10 9.8% 10 9.7% 9 10.9% 15 6.9% 7 shopping)	(Don't do this type of																
Base: 802 137 110 121 102 93 138 101	Base:		802		137		110		121		102		93		138		101

	Total	l	Zone	1	Zone	2	Zone :	3	Zone	4	Zone	5	Zone	6	Zone	7
Q11 Where do you do m	ost of yo	our ho	ousehole	d's sh	opping	for pe	ersonal	are ç	goods, s	uch a	ıs soaps	s, bea	uty pro	ducts,	medica	al goods?
Asda, Barkby Thorpe Lane, Leicester (Thurmaston	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.2%	2	0.0%	0	0.0%	0
Shopping Centre) Asda, Phoenix Parkway, Corby	1.9%	15	3.7%	5	0.0%	0	2.5%	3	0.0%	0	0.0%	0	5.1%	7	0.0%	0
Asda, Union Street, Grantham	0.4%	3	0.0%	0	0.0%	0	1.7%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uffington Road, Stamford	1.9%	15	0.0%	0	4.5%	5	1.7%	2	0.0%	0	0.0%	0	0.7%	1	6.9%	7
Morrisons, Vale of Belvoir Shopping Centre, Sherrard Street, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Leicester (Fosse Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's, Markham Retail Park, Stamford	0.9%	7	0.7%	1	2.7%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Sainsbury's, Melton Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Extra, Oakley Road, Corby	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Tesco Superstore, Narborough Road West, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0
Tesco Superstore, South Street, Oakham	4.1%	33	10.9%	15	5.5%	6	6.6%	8	2.0%	2	1.1%	1	0.7%	1	0.0%	0
Tesco Superstore, Thorpe Road, Melton Mowbray	0.5%	4	0.0%	0	0.9%	1	0.0%	0	2.0%	2	1.1%	1	0.0%	0	0.0%	0
Corby town centre	3.0%	24	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	14.5%	20	2.0%	2
Grantham town centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering town centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester city centre Loughborough town centre	1.7% 0.1%	14 1	0.0% 0.0%	0	0.9% 0.0%	1	2.5% 0.0%	3	0.0% 1.0%	0	7.5% 0.0%	7	2.2% 0.0%	3	0.0% 0.0%	0
Market Harborough town	3.6%	29	0.0%	0	0.0%	0	0.8%	1	0.0%	0	19.4%	18	7.2%	10	0.0%	0
centre Melton Mowbray town centre	7.5%	60	0.0%	0	1.8%	2	3.3%	4	52.0%	53	1.1%	1	0.0%	0	0.0%	0
Oakham town centre	32.0%	257	73.7%	101	39.1%	43	58.7%	71	14.7%	15	10.8%	10	10.9%	15	2.0%	2
Peterborough city centre	1.7%	14	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	3	6.9%	7
Stamford town centre Syston town centre	12.8% 0.6%	103	1.5% 0.0%	2	22.7% 0.0%	25 0	1.7% 0.0%	2	0.0% 4.9%	0 5	1.1% 0.0%	1	3.6% 0.0%	5	67.3% 0.0%	68 0
Uppingham town centre	5.6%	45	0.0%	0	2.7%	3	0.0%	0	0.0%	0	2.2%	2	29.0%	40	0.0%	0
Fosse Park, Leicester	0.9%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	3	2.2%	2	1.4%	2	0.0%	0
Markham Retail Park, Stamford	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Retail Park, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Phoenix Retail Park, Corby (also known as Peel Retail Park / Peel Centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Stamford Retail Park, Stamford	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	4	1.1%	1	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby	0.6%	5	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Costco, Westmoreland Avenue, Thurmaston	0.2%	2	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Melton Mowbray	0.4%	3	0.7%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Billesdon	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	8	0.0%	0	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Empingham Village Centre	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton-on-the-Hill	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	9	0.0%	0	0.0%	0
Village Centre Ketton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Oadby (town centre &	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	16	0.0%	ő	0.0%	0
foodstores)																
Other location outside survey	0.9%	7	0.0%	0	0.0%	0	0.8%	1	1.0%	1	2.2%	2	1.4%	2	1.0%	1

by Zone

Page 17

Rutland Household Survey for GVA

	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone :	5	Zone	6	Zone	7
area																
Internet / home delivery	4.6%	37	3.7%	5	3.6%	4	9.1%	11	3.9%	4	3.2%	3	6.5%	9	1.0%	1
(Don't know / varies)	3.5%	28	2.2%	3	2.7%	3	4.1%	5	2.9%	3	3.2%	3	5.1%	7	4.0%	4
(Don't do this type of shopping)	2.5%	20	1.5%	2	4.5%	5	1.7%	2	1.0%	1	0.0%	0	2.9%	4	5.9%	6
Base:		802		137		110		121		102		93		138		101

pet

November 2015

Rutland Household Survey for GVA

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7

	Tota	l	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Q12 Where do you do m			ousehole	d's sh	opping	for re	creation	nal an	d luxury	goo	ds inclu	ding l	books, g	james	s, sports	s, pets and _l
Asda, Barkby Thorpe Lane, Leicester (Thurmaston	0.4%	y :	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.2%	2	0.0%	0	0.0%	0
Shopping Centre) Asda, Phoenix Parkway,	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby Morrisons, Uffington Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1
Stamford Tesco Superstore, South	0.5%	4	0.7%	1	0.9%	1	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Street, Oakham Tesco Superstore, Thorpe Road, Melton Mowbray	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby town centre	2.2%	18	0.7%	1	6.4%	7	1.7%	2	0.0%	0	0.0%	0	5.8%	8	0.0%	0
Grantham town centre	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Kettering town centre	0.4%	3	0.7%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester city centre	7.0%	56	9.5%	13	4.5%	5	4.1%	5	7.8%	8	16.1%	15	7.2%	10	0.0%	0
Loughborough town centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough town centre	2.4%	19	0.0%	0	0.9%	1	0.0%	0	0.0%	0	11.8%	11	5.1%	7	0.0%	0
Melton Mowbray town centre	5.6%	45	2.2%	3	0.9%	1	0.8%	1	35.3%	36	4.3%	4	0.0%	0	0.0%	0
Nottingham city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Oakham town centre	9.0%	72	18.2%	25	8.2%	9	17.4%	21	6.9%	7	4.3%	4	4.3%	6	0.0%	0
Peterborough city centre	4.7%	38 53	3.7% 0.7%	5 1	5.5% 11.8%	6 13	5.0% 5.0%	6 6	2.0% 0.0%	2	0.0% 0.0%	0	3.6% 0.7%	5 1	13.9% 31.7%	14 32
Stamford town centre	6.6%	2	0.7%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.7%	0	0.0%	0
Syston town centre Uppingham town centre	0.2% 1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	14	0.0%	0
Boongate Retail Park,	0.1%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough Brotherhood Retail Park,	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough Northfield Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Kettering Oasis Retail Park, Corby	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Retail Park, Stamford	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rutland County Golf Club, Great North Road, Great Casterton, Stamford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Rutland Cycles, Whitwell Leisure Park, Bull Brigg Lane, Whitwell	0.4%	3	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Cambridge	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.4%	3	0.0%	0	0.9%	1	0.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Oadby (town centre & foodstores)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Owston Village Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rutland Water Local Centre	0.2%	2	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilton on the Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other location outside survey area	0.5%	4	0.0%	0	0.9%	1	0.8%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	29.9%	240			30.0%	33	39.7%	48	19.6%	20	31.2%	29	27.5%	38	21.8%	22
(Don't know / varies)	6.1%	49	5.1%	7	9.1%	10	4.1%	5	7.8%	8	2.2%	2	6.5%	9	7.9%	8
(Don't do this type of shopping)	18.6%		19.0%	26	10.9%	12	16.5%	20	12.7%	13	20.4%	19	26.1%	36	22.8%	23
Base:		802		137		110		121		102		93		138		101

November 2015

									•							11011	
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	
Q13 Which of the follow	ing towr	n cent	res do y	ou vi	sit mos	t ofter	1? [PR]										
Oakham	61.6%	494	97.1%	133	76.4%	84	94.2%	114	64.7%	66	40.9%	38	14.5%	20	38.6%	39	
Uppingham	19.1%	153	1.5%	2		15	0.8%	1	2.0%	2	23.7%	22	74.6%	103	7.9%	8	
(Don't visit either of these centres)	19.3%	155	1.5%	2	10.0%	11	5.0%	6	33.3%	34	35.5%	33	10.9%	15	53.5%	54	
Base:		802		137		110		121		102		93		138		101	
Mean score [Times 1, Once every 2 wee																	
Q13AHow often do you v Those who visit a centr		NTRE	MENTIC	ONED	AT Q13	3)?											
Daily	14.1%	91	15.6%	21	12.1%	12	18.3%	21	7.4%	5	1.7%	1	23.6%	29	4.3%	2	
5 - 6 times a week	4.3%	28	10.4%	14	3.0%	3	2.6%	3	1.5%	1	0.0%	0	4.9%	6	2.1%	1	
4 times a week	3.9%	25	7.4%	10	3.0%	3	6.1%	7	1.5%	1	0.0%	0	3.3%	4	0.0%	0	
3 times a week	10.5%	68	14.1%	19	8.1%	8	13.0%	15	7.4%	5	6.7%	4	13.0%	16	2.1%	1	
Twice a week Once a week	15.6% 21.0%	101 136	17.8% 23.7%	24 32		21 21	17.4% 29.6%	20	10.3% 19.1%	7 13	11.7% 16.7%	7 10	16.3% 19.5%	20 24	4.3% 4.3%	2 2	
Once every 2 weeks	8.8%	57	3.0%	4		11	6.1%	7	13.2%	9	20.0%	12	6.5%	8	12.8%	6	
Once a month	10.2%	66	3.7%	5		12	4.3%		13.2%	9	25.0%	15	8.1%		21.3%	10	
Once every 2 months	3.6%	23	1.5%	2	4.0%	4	0.9%	1	10.3%	7	8.3%	5	0.0%	0	8.5%	4	
Once every 3 months	1.4%	9	2.2%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	6.4%	3	
Less often	5.4%	35	0.0%	0	3.0%	3	0.0%	0	16.2%	11	5.0%	3	2.4%	3	31.9%	15	
(Don't know / varies)	1.2%	8	0.7%	1	1.0%	1	1.7%	2	0.0%	0	0.0%	0	2.4%	3	2.1%	1	
Mean:		2.32		3.02		2.13		2.79		1.39		0.91		3.09		0.77	
Base:		647		135		99		115		68		60		123		47	
Q13BWhat is usually the Those who visit a centr	-	urpos	e of you	ır trip	to (CEN	ITRE	MENTIC	NED	AT Q13)?							
Food shopping	37.6%	243		62		35		43	26.5%	18	40.0%	24			19.1%	9	
Non-food shopping	21.6%	140	16.3%	22		17	20.9%	24		17	31.7%	19		23	38.3%	18	
Daytime eating / drinking Evening eating / drinking	5.4% 2.3%	35 15	2.2% 0.7%	3 1	5.1% 2.0%	5 2	4.3% 1.7%	5 2	8.8% 2.9%	6 2	5.0% 3.3%	3 2	7.3% 3.3%	9 4	8.5% 4.3%	4 2	
Financial services	7.1%	46	11.9%	16	6.1%	6	10.4%	12	1.5%	1	3.3%	2	6.5%	8	2.1%	1	
Work (IN the centre	6.6%	43	7.4%	10	6.1%	6		14	5.9%	4	1.7%	1	4.9%	6	4.3%	2	
mentioned at Q13)																	
Work (Commuting TO / FROM centre mentioned	1.4%	9	0.0%	0	3.0%	3	1.7%	2	2.9%	2	1.7%	1	0.8%	1	0.0%	0	
at Q13) 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	
Click & collect online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
shopping order																	
Charity work / volunteering	0.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	
For a day out	0.6%	4	0.0%	0	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.8%	1	2.1%	1	
Get petrol	0.3%	2	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
School run / school activities Use hairdressers	2.6% 0.5%	17	0.7% 0.0%	1 0	5.1%	5	0.9% 0.0%	1	4.4% 2.9%	3	0.0% 0.0%	0	4.1% 0.0%	5	4.3% 0.0%	2 0	
Visit church	0.3%	3 2	0.0%	0	1.0% 0.0%	1 0	0.0%	0	0.0%	2	1.7%	1	0.0%	1	0.0%	0	
Visit doctors / hospital /	1.7%	11	0.7%	1	3.0%	3	1.7%	2	0.0%	0	3.3%	2	1.6%	2	2.1%	1	
dentist / opticians																	
Visit friends / family	2.5%	16	0.0%	0	1.0%	1	3.5%	4	4.4%	3	3.3%	2	3.3%	4	4.3%	2	
Visit gym / leisure centre	0.6%	4	0.0%	0	2.0%	2	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	
Visit library Visit market	0.5% 0.9%	3 6	1.5% 0.7%	2	0.0% 3.0%	0	0.0% 0.9%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.8% 0.8%	1 1	0.0% 0.0%	0	
Visit Post Office	0.9%	2	0.7%	0	1.0%	1	0.9%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	
Visit rost Office Visit the vets	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	
Walk around / browse	2.9%	19	5.9%	8	2.0%	2	1.7%	2	5.9%	4	0.0%	0	2.4%	3	0.0%	0	
(Don't know / varies)	3.7%	24	5.2%	7	4.0%	4	0.9%	1	7.4%	5	1.7%	1	0.8%	1	10.6%	5	
_																	

99

135

68

115

60

123

47

Base:

647

	Tota	1	Zone	1	Zone 2		Zone 3		Zone 4	4	Zone 5	5	Zone 6	i	Zone 7	,
Q13CWhen you visit (CE		ENTIC	ONED AT	ΓQ13), what el	se d	o you do	, e.g	. what se	ervice	es do you	u use	and wh	at ac	tivities d	o you do? [M
Food shopping	21.0%	136	16.3%	22	22.2%	22	22.6%	26	17.6%	12	40.0%	24	18.7%	23	14.9%	7
Non-food shopping	34.8%	225	36.3%	49	31.3%	31	37.4%	43	23.5%	16	53.3%	32	36.6%	45	19.1%	9
Café	19.5%	126	27.4%	37	16.2%	16	18.3%	21	16.2%	11	21.7%	13	17.9%	22	12.8%	6
Betting office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dry cleaners	1.1%	7	2.2%	3	1.0%	1	0.9%	1	1.5%	1	0.0%	0	0.8%	1	0.0%	0
Estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services	15.5%	100	29.6%	40	15.2%	15	18.3%	21	7.4%	5	11.7%	7	9.8%	12	0.0%	0
Hairdressers / beauty salon	6.3%	41	5.2%	7	5.1%	5	7.0%	8	1.5%	1	8.3%	5	11.4%	14	2.1%	1
Health centre / dentist	12.8%	83	21.5%	29	8.1%	8	11.3%	13	5.9%	4	0.0%	0	21.1%	26	6.4%	3
Library	4.3%	28	8.9%	12	3.0%	3	3.5%	4	1.5%	1	1.7%	1	5.7%	7	0.0%	0
Opticians	5.1%	33	11.9%	16	1.0%	1	6.1%	7	1.5%	1	1.7%	1	5.7%	7	0.0%	0
Payday loan shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Petrol station	3.2%	21	3.0%	4	4.0%	4	2.6%	3	5.9%	4	1.7%	1	3.3%	4	2.1%	1
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurant	11.0%	71	14.1%	19	10.1%	10	4.3%	5	7.4%	5	20.0%	12	13.0%	16	8.5%	4
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
Post Office	3.2%	21	3.0%	4	4.0%	4	1.7%	2	1.5%	1	1.7%	1	7.3%	9	0.0%	0
Pubs	2.6%	17	5.9%	8	1.0%	1	0.0%	0	1.5%	1	1.7%	1	4.9%	6	0.0%	0
Market	2.9%	19	5.2%	7	3.0%	3	2.6%	3	0.0%	0	0.0%	0	4.9%	6	0.0%	0
Leisure activity	1.9%	12	0.7%	1	3.0%	3	2.6%	3	2.9%	2	1.7%	1	0.8%	1	2.1%	1
(Nothing else)	23.3%	151	14.8%	20	18.2%	18	26.1%	30	38.2%	26	10.0%	6	24.4%	30	44.7%	21
Base:		647		135		99		115		68		60		123		47

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Q13DWhat do you like ab Those who visit a centre	-	NTRE	MENTI	ONED	AT Q13)? [M	R]									
Everything	6.3%	41	10.4%	14	2.0%	2	4.3%	5	0.0%	0	1.7%	1	12.2%	15	8.5%	4
Accessible by rail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment	20.9%	135	8.1%	11	12.1%	12	20.9%	24	39.7%	27	33.3%	20	27.6%	34	14.9%	7
Clean / litter free	0.8%	5	2.2%	3	1.0%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Close to home	25.2%	163	29.6%	40	29.3%	29	29.6%	34	8.8%	6	20.0%	12	33.3%	41	2.1%	1
Close to school / college / university	0.9%	6	1.5%	2	0.0%	0	1.7%	2	1.5%	1	1.7%	1	0.0%	0	0.0%	0
Close to work / en route to work	1.4%	9	1.5%	2	3.0%	3	2.6%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Compact / easy to get around	9.6%	62	8.1%	11	15.2%	15	7.8%	9	13.2%	9	10.0%	6	4.9%	6	12.8%	6
Easily accessible by foot / cycle	0.5%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Easy to park	7.0%	45	0.7%	1	8.1%	8	1.7%	2	8.8%	6	15.0%	9	9.8%	12	14.9%	7
Free / cheap parking Good bus service / accessible public transport	1.1% 0.6%	7 4	0.0% 0.7%	0 1	1.0% 1.0%	1	1.7% 0.0%	2 0	1.5% 0.0%	1	1.7% 0.0%	1	1.6% 1.6%	2 2	0.0% 0.0%	0
Good disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Good facilities (e.g. seating, toilets)	0.5%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	2.1%	1
Good foodstores	0.6%	4	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.1%	1
Good for a day out	1.7%	11	0.7%	1	0.0%	0	0.9%	1	2.9%	2	3.3%	2	0.8%	1	8.5%	4
Good layout / shops close together	1.5%	10	0.0%	0	1.0%	1	0.9%	1	0.0%	0	6.7%	4	3.3%	4	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, arts centres etc.)	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	2.8%	18	5.2%	7	1.0%	1	3.5%	4	1.5%	1	5.0%	3	1.6%	2	0.0%	0
Good places to eat	1.2%	8	0.7%	1	3.0%	3	0.9%	1	2.9%	2	0.0%	0	0.0%	0	2.1%	1
Good pubs / bars	0.6%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.7%	1	0.8%	1	0.0%	0
Good quality of shops Good range of chain / well known stores	4.6% 2.9%	30 19	1.5% 2.2%	2	1.0% 2.0%	1 2	9.6% 2.6%	11	4.4% 0.0%	3	6.7% 6.7%	4	6.5% 4.9%	8 6	2.1% 2.1%	1 1
Good range of non-food shops	4.6%	30	0.7%	1	2.0%	2	7.0%	8	5.9%	4	10.0%	6	5.7%	7	4.3%	2
Good range of services (e.g. bank, library, hairdresser etc.)	0.9%	6	0.7%	1	0.0%	0	1.7%	2	1.5%	1	1.7%	1	0.8%	1	0.0%	0
Good range of specialist / independent stores	11.0%	71	7.4%	10	15.2%	15	3.5%	4	22.1%	15	21.7%	13	9.8%	12	4.3%	2
Good road access	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.6%	2	0.0%	0
Historic environment	4.8%	31	1.5%	2	5.1%	5	3.5%	4	8.8%	6	8.3%	5	6.5%	8	2.1%	1
Library	0.6%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Long opening hours / evening activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low or discount prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0 9	0.0%	0	0.0%	0 7	0.0%	0	0.0%	0
Not too busy or crowded Pedestrianised areas	7.1%	46	5.9%	8	4.0%	4	7.8%	0	7.4% 0.0%	5	11.7%	0	7.3% 0.0%	9	8.5% 0.0%	4 0
Riverside environment	0.2% 0.3%	1 2	0.7% 0.7%	1 1	0.0% 1.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0
Safe / secure	3.6%	23	8.9%	12	0.0%	0	1.7%	2	0.0%	0	1.7%	1	5.7%	7	2.1%	1
Shops selling local or Fairtrade produce	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.3%	2	0.0%	ó	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
Easy to get to	0.8%	5	0.0%	0	0.0%	0	0.9%	1	2.9%	2	0.0%	0	0.8%	1	2.1%	1
Nice atmosphere / pleasant place	4.8%	31	3.0%	4	1.0%	1	4.3%	5	10.3%	7	1.7%	1	2.4%	3	21.3%	10
Friendly people	6.3%	41	9.6%	13	8.1%	8	4.3%	5	4.4%	3	3.3%	2	5.7%	7	6.4%	3
Familiarity	0.8%	5	1.5%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Nothing / very little	9.1%	59	16.3%	22	10.1%	10	13.9%	16	2.9%	2	1.7%	1	3.3%	4	8.5%	4
(Don't know)	2.2%	14	3.0%	4	3.0%	3	3.5%	4	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Base:		647		135		99		115		68		60		123		47

	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	5	Zone	6	Zone '	7
Q13EWhat do you dislike Those who visit a centr	•	CENT	RE MEN	ITION	ED AT C	213)?	[MR]									
	~															
Everything	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre very windy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cost of parking	5.7%	37	3.7%	5	8.1%	8	8.7%	10	4.4%	3	1.7%	1	7.3%	9	2.1%	1
Difficult to cross streets	0.8%	5	0.7%	1	1.0%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Empty shops	1.7%	11	3.0%	4	0.0%	0	3.5%	4	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Few traffic free areas	1.7%	11	3.7%	5	2.0%	2	0.9%	1	0.0%	0	1.7%	1	1.6%	2	0.0%	0
Lack of leisure, sports or cultural facilities	1.7%	11	3.7%	5	1.0%	1	2.6%	3	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Lack of parking	10.4%	67	4.4%	6	15.2%	15		12		8	10.0%	6	15.4%	19	2.1%	1
Litter / dirty / dogs	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Awkward car parks (layout)	0.5%	3	0.0%	0	1.0%	1	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
No department store	1.1%	7	3.7%	5	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough choice of shops	12.5%	81	23.0%	31	12.1%	12	16.5%	19	5.9%	4	5.0%	3	8.1%	10	4.3%	2
Not enough clothes shops	7.4%	48	19.3%	26	3.0%	3	11.3%	13	4.4%	3	3.3%	2	0.8%	1	0.0%	0
Not enough supermarket / food shops	5.9%	38	11.1%	15	6.1%	6	7.0%	8	0.0%	0	3.3%	2	5.7%	7	0.0%	0
oor bus service to centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor environment	1.4%	9	0.0%	0	2.0%	2	1.7%	2	1.5%	1	0.0%	0	3.3%	4	0.0%	0
Poor facilities (e.g. seating, toilets)	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	2.5%	16	6.7%	9	1.0%	1	1.7%	2	2.9%	2	0.0%	0	0.8%	1	2.1%	1
Poor signposting in centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
rices too high	6.3%	41	13.3%	18	3.0%	3	9.6%	11	2.9%	2	1.7%	1	4.9%	6	0.0%	0
Short opening hours / no facilities in the evening	0.6%	4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Short opening hours / no facilities on Sundays	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Γοο few pubs, eating places etc.	0.5%	3	0.7%	1	0.0%	0	0.9%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Foo few service businesses (e.g. banks / building societies)	0.5%	3	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Γοο many charity shops	7.6%	49	17.0%	23	5.1%	5	13.9%	16	4.4%	3	1.7%	1	0.8%	1	0.0%	0
oo many cheap shops	1.1%	7	2.2%	3	0.0%	0	2.6%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0
raffic congestion	3.4%	22	3.7%	5	7.1%	7	3.5%	4	1.5%	1	1.7%	1	2.4%	3	2.1%	1
Jnsafe / poor security / dangerous	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
/andals / hooligans	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
Growing too large	0.9%	6	0.7%	1	0.0%	0	1.7%	2	4.4%	3	0.0%	0	0.0%	0	0.0%	0
oor disabled access	0.5%	3	0.7%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
'he level crossing getting stuck	0.6%	4	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.1%	1
Too many estate agents	0.8%	5	2.2%	3	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	45.3%	293	25.2%	34	36.4%	36	27.8%	32	58.8%	40	75.0%	45	55.3%	68	80.9%	38
Don't know)	2.0%	13	3.7%	5	3.0%	3	0.9%	1	4.4%	3	0.0%	0	0.0%	0	2.1%	1
Base:		647		135		99		115		68		60		123		47

	Tota	ıl	Zone	1	Zone 2	1	Zone	3	Zone	4	Zone :	5	Zone	6	Zone	7
Q13F How do you think (C		MEN.	TIONED	AT Q	13) town	cen	tre coul	d be i	mprove	d? [M	R]					
Better choice of shops Better facilities for	18.4% 1.4%	119 9	34.8% 3.0%	47 4	12.1% 3.0%	12	27.0% 0.9%	31	7.4% 0.0%	5	6.7% 0.0%	4	13.8% 0.8%	17 1	6.4% 0.0%	3
pedestrians (including pedestrian crossings)			2.2,7						0.0,0		,					
Better facilities for youth	2.0%	13	4.4%	6	0.0%	0	3.5%	4	2.9%	2	0.0%	0	0.8%	1	0.0%	0
Better maintenance / cleanliness	0.5%	3	0.7%	1	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Better quality shops	3.6%	23	5.2%	7	3.0%	3	6.1%	7	0.0%	0	6.7%	4	0.0%	0	4.3%	2
Improve appearance / environment	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.3%	4	0.0%	0
Improve bus services / access	1.2%	8	0.0%	0	2.0%	2	0.9%	1	1.5%	1	1.7%	1	2.4%	3	0.0%	0
Improve rail services / access	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve security, including CCTV	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.6%	2	0.0%	0
Improve signposting in centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Less charity shops	6.6%	43	13.3%	18	4.0%	4	10.4%	12	7.4%	5	3.3%	2	1.6%	2	0.0%	0
Less cheap shops	0.8%	5	0.7%	1	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	1.4%	9	2.2%	3	0.0%	0	2.6%	3	1.5%	1	0.0%	0	1.6%	2	0.0%	0
Longer midweek opening hours / more evening activities	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours on Sunday	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks / building societies	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 car parking More large shops /	14.8% 10.7%	96 69	11.1% 25.2%	15 34	18.2% 5.1%	18 5	12.2% 12.2%	14 14	16.2% 8.8%	11 6	23.3% 5.0%	14 3	17.1% 2.4%	21 3	6.4% 8.5%	3 4
department stores More leisure, sports or cultural facilities	2.9%	19	8.1%	11	2.0%	2	4.3%	5	0.0%	0	1.7%	1	0.0%	0	0.0%	0
More pubs, restaurants, cafes	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
More supermarkets / food shops	10.0%	65	14.8%	20	15.2%	15	10.4%	12	7.4%	5	3.3%	2	8.1%	10	2.1%	1
More traffic free areas / pedestrianisation	2.9%	19	8.9%	12	1.0%	1	1.7%	2	1.5%	1	3.3%	2	0.8%	1	0.0%	0
More / better seating, toilets	0.3%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper / free car parking Presence of an new discount	5.9%	38 11	3.7%	5 2	7.1%	7	12.2%	14 2	4.4% 2.9%	3 2	3.3%	2	4.1%	5	4.3% 2.1%	2 1
food store	1.7%		1.5%		3.0%	3	1.7%				1.7%	1	0.0%			
Better prices	2.0%	13	3.7%	5	0.0%	0	6.1%	7	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Presence of a Waitrose store More independent shops	1.1% 2.0%	7 13	1.5% 2.2%	2 3	2.0% 3.0%	2	0.0% 3.5%	0 4	1.5% 2.9%	1 2	0.0% 0.0%	0	1.6% 0.0%	2	0.0% 2.1%	0 1
Improve traffic congenstion	0.5%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.1%	1
No need to improve	29.4%	190	13.3%	18	25.3%	25	20.0%	23	29.4%	20	50.0%	30	39.0%	48	55.3%	26
(Don't know)	7.3%	47	3.0%	4	8.1%	8	3.5%	4	14.7%	10	5.0%	3	10.6%	13	10.6%	5
Base:		647		135		99		115		68		60		123		47
Q13G How do you nor Those who visit a centr		avel to	(CENT	REM	ENTIONE	ED A	T Q13) '	?								
Car / van (as driver)	72.8%	471	35.6%	48	89.9%	89	85.2%	98	97.1%	66	85.0%	51	61.0%	75	93.6%	44
Car / van (as passenger)	4.8%	31	3.0%	4	4.0%	4	7.0%	8	1.5%	1	6.7%	4	7.3%	9	2.1%	1
Motorcycle	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	3.1%	20	1.5%	2	3.0%	3	2.6%	3	1.5%	1	8.3%	5	3.3%	4	4.3%	2
Train Taxi	0.0% 0.8%	0 5	0.0% 1.5%	0 2	0.0% 1.0%	0	0.0% 1.7%	0 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Walk	14.8%	96	47.4%	64	1.0%	1	1.7%	2	0.0%	0	0.0%	0	23.6%	29	0.0%	0
Bicycle	1.2%	8	3.7%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.8%	5	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	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
(Don't know / varies)	1.5%	10	5.2%	7	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Don't travel / goods delivered)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		647		135		99		115		68		60		123		47

November 2015

	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	5	Zone	6	Zone	7
Q14 Which of the follo	wing local	cent	res do y	ou vi:	sit most	ofter	? [PR]									
Cottesmore	8.5%	68	10.2%	14	8.2%	9	32.2%	39	3.9%	4	1.1%	1	0.0%	0	1.0%	1
Edith Weston	4.0%	32	1.5%	2	18.2%	20	0.0%	0	2.0%	2	2.2%	2	1.4%	2	4.0%	4
Empingham	5.1%	41	2.9%	4	16.4%	18	5.0%	6	2.0%	2	0.0%	0	2.9%	4	6.9%	7
Greetham	3.5%	28	2.2%	3	3.6%	4	10.7%	13	2.9%	3	2.2%	2	1.4%	2	1.0%	1
Ketton	6.7%	54	1.5%	2	14.5%	16	0.8%	1	1.0%	1	0.0%	0	4.3%	6	27.7%	28
Market Overton	3.7%	30	2.9%	4	3.6%	4	9.9%	12	9.8%	10	0.0%	0	0.0%	0	0.0%	0
Ryhall	5.5%	44	0.7%	1	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	40.6%	41
(Don't visit any of these centres)	63.0%	505	78.1%	107	34.5%	38	40.5%	49	78.4%	80	94.6%	88	89.9%	124	18.8%	19
Base:		802		137		110		121		102		93		138		101

Mean score [Times a week]: Daily = 7, 5 - 6 times a week = 5.5, 4 times a week = 4, 3 times a week = 3, Twice a week = 2, Once a week = 1, Once every 2 weeks = 0.5, Once a month = 0.25, Once every 2 months = 0.125, Once every 3 months = 0.083, Less often = 0.01

Q14AHow often do you visit (LOCAL CENTRE MENTIONED AT Q14)?

Daily	Q14AHow often do you v Those who visit a cent	•	CAL C	ENTRE	MENT	IONED	AT Q	14)?									
5 - 6 times a week		~															
4 times a week 14% 5 3.3% 1 1.4% 1 2.8% 2 0.0% 0 0.0% 0 7.0% 0 0.0% 0 7.0% 0 0.0% 0 7.1% 1 4 1 3 1 6.9% 5 2.8% 2 0.0% 0 0.0% 0 7.1% 1 2 4.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.5% 0 0 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	Daily				1												
Stimes week	5 - 6 times a week				1						1		-		0		
Twice aweek	4 times a week	1.7%	5	3.3%	1	1.4%				0.0%	0	0.0%	0				
Direct aweek 18.29	3 times a week	4.4%		3.3%	1	6.9%				0.0%		0.0%	0				
Denome a mounth 11.8% 35 10.0% 3 6.9% 5 5.6% 4 18.2% 4 0.0% 0 0.0% 0 1.9% 3 2.9% 3	Twice a week	7.7%	23	6.7%	2	11.1%	8	9.7%	7	0.0%	0	0.0%	0	14.3%		4.9%	4
Denome amouth	Once a week	18.2%			6							0.0%	-				
Denic every 2 months	Once every 2 weeks	6.4%	19	10.0%	3	6.9%	5	5.6%	4	18.2%	4	0.0%	0	0.0%	0	3.7%	3
Care	Once a month	11.8%	35	10.0%	3				8			0.0%	0				
Less of fering	Once every 2 months			10.0%													
Chort know / varies 1.7% 5 3.3% 1 1.4% 1 0.0% 0 4.5% 1 0.0% 0 7.1% 0 1 1.2% 1.3 Base: 297 30 72 72 72 72 72 72 72 7	Once every 3 months																
Mean: 2.80	Less often			26.7%	8	4.2%					4	0.0%	0				
Page	(Don't know / varies)	1.7%	5	3.3%	1	1.4%	1	0.0%	0	4.5%	1	0.0%	0	7.1%	1	1.2%	1
Page	Mean:		2.80		1.11		2.37		3.60		0.58		0.10		0.83		4.13
Non-food shopping	Base:		297		30		72		72		22		5		14		82
Non-food shopping	Q14RWhat is usually the	MAIN n	irnos	e of voi	ır trin	to (LOC	:AI CI	FNTRF	MENT	IONED	AT O	14\?					
Non-food shopping	Q 1 15 What is accounty the	/ р.	a. poo	o o. you	u.p	.0 (200	,, . <u> </u>			.0.122	, –	, .					
Cafe 1.0% 3 3.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 1 1.2% 1	Food shopping	13.1%	39	3.3%	1	15.3%	11	5.6%	4	13.6%	3	0.0%	0	0.0%	0	24.4%	20
Restaurant	Non-food shopping	14.5%	43	0.0%	0	11.1%	8	20.8%	15	4.5%	1	20.0%	1	0.0%	0	22.0%	18
Financial services	Café	1.0%	3	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	1.2%	1
Estate agents	Restaurant	4.4%	13	3.3%	1	2.8%	2	2.8%		4.5%	1	20.0%	1	14.3%	2	4.9%	4
Dry cleaners	Financial services	1.7%	5	3.3%	1	1.4%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Betting office	Estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Payday loan shops	Dry cleaners	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hairdressers / beauty salon 1.0% 3 0.0% 0 4.2% 3 0.0% 0 0.0	Betting office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Opticians 0.0% 0	Payday loan 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
Petrol station 0.3% 1 0.0% 0 1.4% 1 0.0% 0 0	Hairdressers / beauty salon	1.0%	3	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport 0.0% 0 0.0	Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health centre / dentist	Petrol station	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library 0.3% 1 0.0% 0	Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other 0.0% 0	Health centre / dentist	7.4%	22	13.3%	4	13.9%	10	2.8%	2	18.2%	4	0.0%	0	7.1%	1	1.2%	1
Dog walking	Library	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Entertainment 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 1.2% 1 For a day out 0.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 0.0% 0	Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a day out O.3% 1 O.0% O O.0%	Dog walking	1.0%	3	0.0%	0	1.4%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	1.2%	1
I live there	Entertainment	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Just travelling through 0.7% 2 3.3% 1 0.0% 0 0.0% 0 4.5% 1 0.0% 0 2.4% 2 Pub 4.4% 13 6.7% 2 1.4% 1 5.6% 4 13.6% 3 20.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	For a day out	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Leisure / sports activity 7.7% 23 10.0% 3 9.7% 7 9.7% 7 4.5% 1 0.0% 0 21.4% 3 2.4% 2 Pub 4.4% 13 6.7% 2 1.4% 1 5.6% 4 13.6% 3 20.0% 1 0.0% 0 2.4% 2 To get takeaways 1.7% 5 3.3% 1 0.0% 0 5.6% 4 0.0% 0	I live there	4.7%	14	0.0%	0	0.0%	0	12.5%	9	0.0%	0	0.0%	0	0.0%	0	6.1%	5
Pub 4.4% 13 6.7% 2 1.4% 1 5.6% 4 13.6% 3 20.0% 1 0.0% 0 2.4% 2 To get takeaways 1.7% 5 3.3% 1 0.0% 0 5.6% 4 0.0% 0 0.0% <	Just travelling through	0.7%	2	3.3%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
To get takeaways	Leisure / sports activity	7.7%	23	10.0%	3	9.7%	7	9.7%	7	4.5%	1	0.0%	0	21.4%	3	2.4%	2
Visit Rutland Water 0.7% 2 0.0% 0 0.0% 0 0.0% 0 4.5% 1 0.0% 0 0.0% 0 1.2% 1 Visit car boot sales 0.7% 2 0.0% 0 0.0% 0 0.4.5% 1 0.0% 0 7.1% 1 0.0% 0 Visit post Office 13.1% 31 33.3% 10 9.7% 7 5.6% 4 9.1% 2 20.0% 1 21.4% 3 4.9% 4 Visit Post Office 13.1% 39 6.7% 2 23.6% 17 9.7% 7 4.5% 1 0.0% 0 7.1% 1 13.4% 11 Visit School 0.7% 2 0.0% 0 0.0% 0 1.4% 1 0.0% 0 0.0% 0 1.2% 1 Visit Women's Institute 0.3% 1 3.3% 1 0.0% 0 0.0%	Pub	4.4%	13	6.7%	2	1.4%	1	5.6%	4	13.6%	3	20.0%	1	0.0%	0	2.4%	2
Visit car boot sales 0.7% 2 0.0% 0 0.0% 0 0.0% 0 4.5% 1 0.0% 0 7.1% 1 0.0% 0 Visit friends / family 10.4% 31 33.3% 10 9.7% 7 5.6% 4 9.1% 2 20.0% 1 21.4% 3 4.9% 4 Visit Post Office 13.1% 39 6.7% 2 23.6% 17 9.7% 7 4.5% 1 0.0% 0 7.1% 1 13.4% 11 Visit school 0.7% 2 0.0% 0 0.0% 0 1.4% 1 0.0% 0 0.0% 0 1.2% 1 Visit Women's Institute 0.3% 1 3.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	To get takeaways	1.7%	5	3.3%	1	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit friends / family 10.4% 31 33.3% 10 9.7% 7 5.6% 4 9.1% 2 20.0% 1 21.4% 3 4.9% 4 Visit Post Office 13.1% 39 6.7% 2 23.6% 17 9.7% 7 4.5% 1 0.0% 0 7.1% 1 13.4% 11 Visit school 0.7% 2 0.0% 0 0.0% 0 1.4% 1 0.0% 0 0.0% 0 0.0% 0 1.24 1 Visit Women's Institute 0.3% 1 3.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	Visit Rutland Water	0.7%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	1.2%	1
Visit Post Office 13.1% 39 6.7% 2 23.6% 17 9.7% 7 4.5% 1 0.0% 0 7.1% 1 13.4% 11 Visit school 0.7% 2 0.0% 0 0.0% </td <td>Visit car boot sales</td> <td>0.7%</td> <td>2</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>4.5%</td> <td>1</td> <td>0.0%</td> <td>0</td> <td>7.1%</td> <td>1</td> <td>0.0%</td> <td>0</td>	Visit car boot sales	0.7%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	7.1%	1	0.0%	0
Visit school 0.7% 2 0.0% 0 0.0% 0 1.4% 1 0.0% 0 0.0% 0 1.2% 1 Visit Women's Institute 0.3% 1 3.3% 1 0.0% 0 0.0% </td <td>Visit friends / family</td> <td>10.4%</td> <td>31</td> <td>33.3%</td> <td>10</td> <td>9.7%</td> <td>7</td> <td>5.6%</td> <td>4</td> <td>9.1%</td> <td>2</td> <td>20.0%</td> <td>1</td> <td>21.4%</td> <td>3</td> <td>4.9%</td> <td>4</td>	Visit friends / family	10.4%	31	33.3%	10	9.7%	7	5.6%	4	9.1%	2	20.0%	1	21.4%	3	4.9%	4
Visit Women's Institute 0.3% 1 3.3% 1 0.0% 0 0.0%	Visit Post Office	13.1%	39	6.7%	2	23.6%	17	9.7%	7	4.5%	1	0.0%	0	7.1%	1	13.4%	11
Volunteering 0.3% 1 0.0% 0 1.4% 1 0.0% 0 </td <td>Visit school</td> <td>0.7%</td> <td>2</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>1.4%</td> <td>1</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>1.2%</td> <td>1</td>	Visit school	0.7%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Walk around / browse 1.0% 3 0.0% 0 0.0% 0 0.0% 0 4.5% 1 0.0% 0 14.3% 2 0.0% 0 Work 2.0% 6 6.7% 2 0.0% 0 2.8% 2 4.5% 1 0.0% 0 0.0% 0 1.2% 1 (No other reason) 6.1% 18 0.0% 0 2.8% 2 12.5% 9 0.0% 0 0.0% 0 0.0% 0 8.5% 7	Visit Women's Institute	0.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk around / browse 1.0% 3 0.0% 0 0.0% 0 0.0% 0 4.5% 1 0.0% 0 14.3% 2 0.0% 0 Work 2.0% 6 6.7% 2 0.0% 0 2.8% 2 4.5% 1 0.0% 0 0.0% 0 1.2% 1 (No other reason) 6.1% 18 0.0% 0 2.8% 2 12.5% 9 0.0% 0 0.0% 0 0.0% 0 8.5% 7			1		0		1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0
Work 2.0% 6 6.7% 2 0.0% 0 2.8% 2 4.5% 1 0.0% 0 0.0% 0 1.2% 1 (No other reason) 6.1% 18 0.0% 0 2.8% 2 12.5% 9 0.0% 0 0.0% 0 0.0% 0 8.5% 7	e e	1.0%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	14.3%	2	0.0%	0
(No other reason) 6.1% 18 0.0% 0 2.8% 2 12.5% 9 0.0% 0 0.0% 0 0.0% 0 8.5% 7																	
Base: 297 30 72 72 22 5 14 82																	
	Base:		297		30		72		72		22		5		14		82

Library

Post Office

Leisure activity

Recycling centre

(Nothing else)

Other

Pubs

Base:

0.3%

0.0%

10.1%

8.1%

3.0%

0.3%

51.2%

0.0%

0.0%

0.0%

6.7%

3.3%

3.3%

83.3%

0

30

24

152

297

0.0%

0.0%

4.2%

2.8%

0.0%

0

0

0 12.5%

2

1

25 55.6%

30

Rutland Household Survey for GVA

November 2015

	Total	l	Zone 1		Zone 2	2	Zone 3	3	Zone 4	ı	Zone 5		Zone 6		Zone	7
Q14CWhen you visit (LO do? [MR] Those who visit a cent		ITRE	MENTION	IED	AT Q14)	, wha	at else do	o you	ı do, e.g.	wha	t service	s do	you use	and	what ac	tivities do you
Food shopping	16.8%	50	3.3%	1	16.7%	12	20.8%	15	18.2%	4	0.0%	0	7.1%	1	20.7%	17
Non-food shopping	14.5%	43	0.0%	0	12.5%	9	19.4%	14	4.5%	1	0.0%	0	0.0%	0	23.2%	19
Café	2.7%	8	3.3%	1	0.0%	0	5.6%	4	4.5%	1	20.0%	1	0.0%	0	1.2%	1
Restaurant	5.4%	16	0.0%	0	5.6%	4	8.3%	6	0.0%	0	40.0%	2	7.1%	1	3.7%	3
Financial services	1.7%	5	0.0%	0	5.6%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dry cleaners	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Payday loan 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
Hairdressers / beauty salon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petrol station	1.7%	5	0.0%	0	1.4%	1	4.2%	3	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health centre / dentist	1.7%	5	0.0%	0	1.4%	1	1.4%	1	4.5%	1	0.0%	0	0.0%	0	2.4%	2

0.0%

0.0%

6.9%

9.7%

2.8%

0.0%

0

9

3

0

40 47.2%

72

0.0%

0.0%

4.5%

18.2%

4.5%

0.0%

0

0

5 7

2

0

34 54.5%

72

0.0%

0.0%

0.0%

0.0%

0 0.0%

0

1

4 0.0%

0

12 60.0%

22

0.0%

0.0%

7.1%

7.1%

0.0%

0.0%

0

0

0

0

0

0

3 71.4%

5

1.2%

0.0%

17.1%

8.5%

3.7%

0.0%

0

14

3

0

28

82

0

1

0

10 34.1%

14

						_		·								1 to verifice
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4	1	Zone 5		Zone 6		Zone	7
Q14DWhat do you like ab	out (LO	CAL (CENTRE	MEN	TIONED	AT C	(14)? [M	IR]								
Those who visit a centre	e at Q14															
Everything	7.1%	21	3.3%	1	1.4%	1	6.9%	5	4.5%	1	0.0%	0	7.1%	1	14.6%	12
Accessible by rail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment	28.6%	85	16.7%	5	29.2%	21	26.4%	19	31.8%	7	100.0%	5	57.1%	8	24.4%	20
Clean / litter free	0.7%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	18.5%	55	0.0%	0	23.6%	17	18.1%	13	22.7%	5	20.0%	1	0.0%	0	23.2%	19
Close to school / college / university	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Close to work / en route to work	0.7%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Compact / easy to get around	1.7%	5	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Easily accessible by foot / cycle	0.7%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Easy to park	2.7%	8	3.3%	1	4.2%	3	1.4%	1	4.5%	1	20.0%	1	7.1%	1	0.0%	0
Free / cheap parking	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Good bus service / accessible public transport	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities (e.g. seating, toilets)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	1.2%	1
Good foodstores	0.7%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Good for a day out	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	1.3%	4	0.0%	0	2.8%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, arts centres etc.)	4.4%	13	3.3%	1	5.6%	4	6.9%	5	4.5%	1	0.0%	0	7.1%	1	1.2%	1
Good market	0.7%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Good places to eat	3.0%	9	6.7%	2	1.4%	1	2.8%	2	13.6%	3	0.0%	0	0.0%	0	1.2%	1
Good pubs / bars	5.1%	15	6.7%	2	4.2%	3	5.6%	4	9.1%	2	20.0%	1	0.0%	0	3.7%	3
Good quality of shops	4.0%	12	6.7%	2	6.9%	5	4.2%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Good range of chain / well known stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	0.7%	2	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services (e.g. bank, library, hairdresser etc.)	1.7%	5	0.0%	0	2.8%	2	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of specialist / independent stores	1.0%	3	0.0%	0	2.8%	2	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Good road access	1.0%	3	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Historic environment	3.7%	11	3.3%	1	2.8%	2	6.9%	5	0.0%	0	0.0%	0	7.1%	1	2.4%	2
Library	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Long opening hours / evening activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low or discount prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy or crowded Pedestrianised areas	7.4%	22	3.3%	1	5.6%	4	11.1%	8	4.5%	1	0.0%	0	0.0%	0	9.8%	8
Riverside environment	0.3% 0.3%	1 1	0.0% 0.0%	0	0.0% 1.4%	0	0.0% 0.0%	0	4.5% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Safe / secure	5.1%	15	0.0%	0	2.8%	2	11.1%	8	0.0%	0	0.0%	0	14.3%	2	3.7%	3
Shops selling local or Fairtrade produce	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
Easy to get to	0.7%	2	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice atmosphere / pleasant place	5.7%	17		3	2.8%	2	6.9%	5	4.5%	1	0.0%	0	0.0%	0	7.3%	6
Friendly people	6.4%	19	0.0%	0	5.6%	4	5.6%	4	0.0%	0	0.0%	0	0.0%	0	13.4%	11
Familiarity	1.7%	5	3.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Nothing / very little	11.1%	33	30.0%	9	13.9%	10	5.6%	4	22.7%	5	0.0%	0	14.3%	2	3.7%	3
(Don't know)	6.7%	20	16.7%	5	5.6%	4	6.9%	5	4.5%	1	0.0%	0	0.0%	0	6.1%	5
Base:		297		30		72		72		22		5		14		82

	Total	l	Zone	1	Zone 2		Zone 3	3	Zone	4	Zone 5		Zone 6		Zone '	7
Q14EWhat do you dislike Those who visit a centr		LOCA	L CENT	RE M	ENTIONE	D A	T Q14)?	[MR]								
Everything	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre very windy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cost of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to cross streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty shops	0.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Few traffic free areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of leisure, sports or cultural facilities	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lack of parking	2.0%	6	3.3%	1	1.4%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Litter / dirty / dogs	0.7%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Awkward car parks (layout)	0.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No department store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough choice of shops	0.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough clothes 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
Not enough supermarket / food shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
oor bus service to centre	3.4%	10	0.0%	0	2.8%	2	9.7%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1
oor environment	1.7%	5	3.3%	1	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1
coor facilities (e.g. seating, toilets)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality 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
Poor signposting in centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	0.7%	2	0.0%	0	1.4%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Short opening hours / no facilities in the evening	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Short opening hours / no facilities on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
oo few pubs, eating places etc.	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Too few service businesses (e.g. banks / building societies)	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity 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
Too many cheap 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
Traffic congestion	4.7%	14	3.3%	1	1.4%	1	9.7%	7	0.0%	0	0.0%	0	0.0%	0	6.1%	5
Jnsafe / poor security / dangerous	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
/andals / hooligans	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
Growing too large	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cars speeding	1.3%	4	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Vothing	81.5%	242	76.7%	23	90.3%	65	61.1%	44	95.5%		100.0%	5	100.0%	14	85.4%	70
Don't know)	2.7%	8	6.7%	2	2.8%	2	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		297		30		72		72		22		5		14		82

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Rutland Household Survey for GVA

	Tota	l	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone 5	5	Zone	6	Zone	7
Q14F How do you think (L Those who visit a centre		ENTI	RE MEN	TION	ED AT Q	14) to	own cen	tre co	ould be i	mpro	ved? [Mi	R]				
Better choice of shops	2.7%	8	6.7%	2	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	6.1%	5
Better facilities for	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0
pedestrians (including	0.070		0.070		0.070	Ü	0.070	Ü	0.070		0.070	Ü	0.070	Ü	0.070	Ü
pedestrian crossings)																
Better facilities for youth	1.0%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Better maintenance /	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
cleanliness																
Setter quality shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
nprove appearance /	3.0%	9	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	14.3%	2	7.3%	6
environment								_								_
mprove bus services / access	4.4%	13	0.0%	0	5.6%	4	9.7%	7	0.0%	0	0.0%	0	0.0%	0	2.4%	2
nprove rail services / access	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
nprove security, including	1.3%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	3
CCTV	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
nprove signposting in	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
centre ess charity 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
ess cheap 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
ess empty 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
onger midweek opening	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
hours / more evening	0.570		0.070	U	0.070	U	0.070	Ü	0.070	Ü	0.070	U	0.070	U	1.270	•
activities																
onger opening hours on	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunday																
Iore banks / building	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
societies																
fore car parking	3.0%	9	3.3%	1	1.4%	1	2.8%	2	0.0%	0	20.0%	1	0.0%	0	4.9%	4
Iore large 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
department stores																
fore leisure, sports or	0.7%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
cultural facilities																
Iore pubs, restaurants, cafes	0.7%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	1.2%	1
Iore supermarkets / food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
shops																
Iore traffic free areas /	1.7%	5	3.3%	1	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
pedestrianisation																
fore / better seating, toilets	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
o need to improve	57.2%	170	40.0%	12	73.6%	53	44.4%	32	63.6%	14	40.0%	2	64.3%	9	58.5%	48
ther	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
etter prices	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
nprove traffic congestion	4.7%	14	6.7%	2	5.6%	4	2.8%	2	4.5%	1	0.0%	0	0.0%	0	6.1%	5
top cars travelling too fast	1.3%	4	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Oon't know)	19.2%	57	40.0%	12	9.7%	7	26.4%	19	27.3%	6	40.0%	2	21.4%	3	9.8%	8
ase:		297		30		72		72		22		5		14		82
214G How do you nor		avel to	o (LOCA	L CE	NTRE M	ENTI	ONED A	T Q14	1)?							
Those who visit a centre	. ui Q14															
ar / van (as driver)	61.6%	183	83.3%	25	69.4%	50	56.9%	41	95.5%	21	100.0%	5	78.6%	11	36.6%	30
ar / van (as passenger)	4.4%	13	10.0%	3	5.6%	4	1.4%	1	4.5%	1	0.0%	0	14.3%	2	2.4%	2
Iotorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
us	0.7%	2	3.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
axi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
/alk	29.3%	87	0.0%	0	19.4%	14	38.9%	28	0.0%	0	0.0%	0	0.0%	0	54.9%	45
icycle	1.3%	4	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	1	1.2%	1
isability vehicle (scooter, wheelchair etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ther	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oon't know / varies)	2.7%	8	3.3%	1	2.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	4
Oon't travel / goods	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)																
ase:		297		30		72		72		22		5		14		82
				50		12		12				5		17		52

							or G	V 1 L								Nove
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Q15 Do you take part in	any of tl	he fol	lowing l	eisure	or cult	ural a	ctivities	:? [MF	R/PR]							
Cafés	65.1%	522	63.5%	87	61.8%	68	71.1%	86	65.7%	67	69.9%	65	64.5%	89	59.4%	60
Restaurants	74.8%	600	74.5%	102	74.5%	82	69.4%	84	74.5%	76	79.6%	74	75.4%	104	77.2%	78
Pubs / Clubs	63.1%	506	61.3%	84	59.1%	65	63.6%	77	60.8%	62	77.4%	72	60.9%	84	61.4%	62
Cinema	46.8%	375	43.8%	60	47.3%	52	49.6%	60	50.0%	51	48.4%	45	45.7%	63	43.6%	44
Theatres / museums / arts centres / art galleries / live music	48.8%	391	40.9%	56	47.3%	52	46.3%	56	52.9%	54	59.1%	55	50.7%	70	47.5%	48
Children's soft play venues	11.2%	90	10.2%	14	8.2%	9	14.1%	17	9.8%	10	11.8%	11	12.3%	17	11.9%	12
Entertainment venues (10-pin bowling, ice skating, bingo, etc.)	14.7%	118	11.7%	16	14.5%	16	17.4%	21	15.7%	16	9.7%	9	13.8%	19	20.8%	21
Health and fitness clubs (gyms, leisure centres,	31.4%	252	27.7%	38	40.0%	44	33.1%	40	25.5%	26	23.7%	22	39.1%	54	27.7%	28
swimming pools, etc.)																
(None of these)	7.9%	63	8.8%	12	10.9%	12	5.0%	6	6.9%	7	6.5%	6	7.2%	10	9.9%	10
Base:		802		137		110		121		102		93		138		101
Q16 What town centre de Those who go to cafés d	-	sit mo	ost ofter	for c	afés?											
Corby	0.8%	4	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Empingham	0.4%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Kettering	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ketton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Leicester - CITY CENTRE	3.4%	18	1.1%	1	1.5%	1	2.3%	2	6.0%	4	13.8%	9	1.1%	1	0.0%	0
Leicester - other location	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
NOT in city centre																
Manton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Market Harborough	4.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	16	7.9%	7	0.0%	0
Market Overton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	9.2%	48	2.3%	2	2.9%	2	10.5%	9	46.3%	31	6.2%	4	0.0%	0	0.0%	0
Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.1%	1	0.0%	0
Oadby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Oakham - TOWN CENTRE	34.1%	178	79.3%	69	30.9%	21	55.8%	48	20.9%	14	18.5%	12	14.6%	13	1.7%	1
Oakham - other location NOT in town centre	2.7%	14	1.1%	1	2.9%	2	7.0%	6	3.0%	2	3.1%	2	0.0%	0	1.7%	1
Peterborough - CITY CENTRE	1.3%	7	1.1%	1	1.5%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	5.0%	3
South Luffenham	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford	18.4%	96	5.7%	5	32.4%		14.0%	12	0.0%	0	1.5%	1	5.6%	5	85.0%	51
Syston	0.2%	1	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham - TOWN CENTRE	9.6%	50	1.1%	1	4.4%	3	0.0%	0	1.5%	1	4.6%	3	47.2%	42	0.0%	0
Uppingham - other location NOT in town centre	1.1%	6	0.0%	0	2.9%	2		0	0.0%	0	3.1%	2	2.2%	2	0.0%	0
Wing	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashwell	0.6%	3	0.0%	0	1.5%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belmesthorpe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Billesdon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Cold Overton	1.0%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	2	3.1%	2	1.1%	1	0.0%	0
Frisby on the Wreake	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Normanton	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tugby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Other location outside survey	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.1%	2	0.0%	0	0.0%	0
area	0.007	40	0.004	-	7.40	_	E 00/	_	10.404	_	7.70	-	10.50	10	2.20/	2
(Don't know / varies) Base:	8.2%	43 522	8.0%	7 87	7.4%	5 68	5.8%	5 86	10.4%	7 67	7.7%	65	13.5%	12 89	3.3%	2 60
Dasc.		322		0/		08		80		07		03		09		00

	Tota	1	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone 5		Zone	6	Zone	7
Q17 What town centre do	you vi	sit mo	st ofter	for r	estaurar	nts?										
Those who go to restaur	rants at Q	215														
Barrowden	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby	2.0%	12	1.0%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	8.7%	9	0.0%	0
Cottesmore	0.5%	3	1.0%	1	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edith Weston	0.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empingham	0.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exton	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glaston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Grantham	0.8%	5	1.0%	1	1.2%	1	2.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Greetham	1.5%	9	1.0%	1	1.2%	1	7.1%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kettering	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ketton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Leicester - CITY CENTRE		27		3		1	2.4%	2		8	10.8%	8		5	0.0%	0
Leicester - CITY CENTRE Leicester - other location	4.5% 1.0%	6	2.9% 0.0%	0	1.2% 0.0%	0	1.2%	1	10.5% 1.3%	8	4.1%	3	4.8% 1.0%	1	0.0%	0
NOT in city centre																
Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lyddington	2.0%	12	1.0%	1	1.2%	1	1.2%	1	0.0%	0	1.4%	1	7.7%	8	0.0%	0
Manton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Market Harborough	3.5%	21	0.0%	0	0.0%	0	0.0%	0	1.3%	1	20.3%	15	3.8%	4	1.3%	1
Melton Mowbray	5.3%	32	0.0%	0	0.0%	0	1.2%	1	35.5%	27	2.7%	2	0.0%	0	2.6%	2
North Luffenham	0.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.7%	4	0.0%	0	0.0%	0	1.2%	1	2.6%	2	0.0%	0	0.0%	0	1.3%	1
Dadby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Oakham - TOWN CENTRE	22.2%	133	65.7%	67	24.4%	20	29.8%	25	15.8%	12	5.4%	4	3.8%	4	1.3%	1
Oakham - other location	4.5%	27	8.8%	9	4.9%	4	7.1%	6	2.6%	2	2.7%	2	2.9%	3	1.3%	1
NOT in town centre																
Peterborough - CITY CENTRE	0.8%	5	1.0%	1	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Peterborough - other location	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
NOT in city centre	0.570	2	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	2.070	_
Ryhall	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
South Luffenham	0.3%	2	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford	15.8%	95	2.0%	2		20	15.5%	13	1.3%		1.4%		7.7%	8	64.1%	50
										1		1				
Jppingham - TOWN CENTRE	5.7%	34	1.0%	1	2.4%	2	1.2%	1	1.3%	1	2.7%	2	26.0%	27	0.0%	0
Uppingham - other location	1.2%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	1	4.8%	5	0.0%	0
NOT in town centre																
Whissendine	0.3%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wing	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belmesthorpe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Billesdon	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	6	0.0%	0	0.0%	0
Braunston	0.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Central London	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.9%	2	0.0%	0
Clipsham	0.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Houghton-on-the-Hill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Normanton	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stretton	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Гugby	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	7	0.0%	0	0.0%	0
Twyford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Vymondham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Other location outside survey area	2.2%	13	0.0%	0	1.2%	1	3.6%	3	5.3%	4	6.8%	5	0.0%	0	0.0%	0
Don't know / varies)	16.8%	101	13.7%	14	14.6%	12	19.0%	16	14.5%	11	14.9%	11	25.0%	26	14.1%	11
Base:		600		102		82		84		76		74		104		78

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Q18 What town centre d			ost often	for p	ubs / cl	ubs?										
Belton-in-Rutland	0.4%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Cottesmore	1.6%	8	0.0%	0	1.5%	1	9.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edith Weston	0.8%	4	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Empingham	1.4%	7	0.0%	0	10.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	0.8%	4	0.0%	0	1.5%	1	2.6%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Great Casterton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Greetham	2.4%	12	1.2%	1	3.1%	2	9.1%	7	1.6%	1	1.4%	1	0.0%	0	0.0%	0
Kettering	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Ketton	2.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	10
Langham	1.0%	5	0.0%	0	0.0%	0	6.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester - CITY CENTRE	0.8%	4	0.0%	0	0.0%	0	1.3%	1	3.2%	2	0.0%	0	1.2%	1	0.0%	0
Leicester - other location NOT in city centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	1.2%	1	0.0%	0
Lyddington	2.6%	13	0.0%	0	1.5%	1	1.3%	1	0.0%	0	4.2%	3	9.5%	8	0.0%	0
Manton	1.2%	6	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Market Harborough	1.8%	9	0.0%	0	0.0%	0	0.0%	0	1.6%	1	6.9%	5	2.4%	2	1.6%	1
Market Overton	1.6%	8	0.0%	0	0.0%	0	7.8%	6	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	3.4%	17	0.0%	0	0.0%	0	1.3%	1	25.8%	16	0.0%	0	0.0%	0	0.0%	0
North Luffenham	0.8%	4	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Oakham - TOWN CENTRE	21.9%	111	85.7%	72	16.9%	11	19.5%	15	11.3%	7	2.8%	2	3.6%	3	1.6%	1
Oakham - other location	2.8%	14	2.4%	2	3.1%	2	3.9%	3	3.2%	2	1.4%	1	4.8%	4	0.0%	0
NOT in town centre Peterborough - CITY	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CENTRE Peterborough - other location	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
NOT in city centre Ryhall	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	9
South Luffenham	1.0%	5	0.0%	0	6.2%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford	9.5%	48	2.4%	2	18.5%	12	6.5%	5	0.0%	0	0.0%	0	1.2%	1	45.2%	28
Syston	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham - TOWN CENTRE	4.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	26.2%	22	0.0%	0
Uppingham - other location NOT in town centre	1.2%	6	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0
Whissendine	2.0%	10	0.0%	0	0.0%	0	10.4%	8	1.6%	1	0.0%	0	1.2%	1	0.0%	0
Wing	0.4%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belmesthorpe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Billesdon	4.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	20	0.0%	0	0.0%	0
Braunston	0.4%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Clipsham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Frisby on the Wreake	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Great Easton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Gretton	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Hallaton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.4%	2	0.0%	0
Houghton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Houghton-on-the-Hill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Hungarton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Ketton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Rutland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Seaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Somerby	1.2%	6	0.0%	0	0.0%	0	0.0%	0	8.1%	5	1.4%	1	0.0%	0	0.0%	0
Tilton on the Hill	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	8	0.0%	0	0.0%	0
Tugby	2.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	13	0.0%	0	0.0%	0
Twyford	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	2	1.4%	1	0.0%	0	0.0%	0
Whitwell	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wymondham	1.0%	5	0.0%	0	0.0%	0	1.3%	1	6.5%	4	0.0%	0	0.0%	0	0.0%	0
Other location outside survey area	1.6%	8	0.0%	0	0.0%	0	1.3%	1	4.8%	3	1.4%	1	1.2%	1	3.2%	2
(Don't know / varies)	13.8%	70 506	6.0%	5 84	16.9%	11	14.3%	11 77	21.0%	13	8.3%		21.4%	18	9.7%	6
Base:		506		84		65		77		62		72		84		62

November 1	0015	

	Tota	1	Zone	1	Zone 2		Zone 3	3	Zone 4	ı	Zone	5	Zone	6	Zone	7
Q19 Where do you go m Those who visit the cin			isit the o	cinem	a?											
Broadway, Broad Street, Nottingham	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Aylestone Road / Freemens Common, Leicester	4.5%	17	0.0%	0	3.8%	2	0.0%	0	0.0%	0	26.7%	12	4.8%	3	0.0%	0
Odeon, Cattlemarket, Loughborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Odeon, Wellingborough Road, Kettering	6.1%	23	5.0%	3	1.9%	1	0.0%	0	0.0%	0	6.7%	3	25.4%	16	0.0%	0
Peterborough Arts Centre, John Calir Theatre, Peterborough	0.8%	3	1.7%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Phoenix, Midland Street, Leicester	2.9%	11	0.0%	0	3.8%	2	0.0%	0	0.0%	0	20.0%	9	0.0%	0	0.0%	0
Regal, King Street, Melton Mowbray	18.9%	71	23.3%	14	7.7%	4	35.0%	21	54.9%	28	4.4%	2	3.2%	2	0.0%	0
Savoy, Derby Road, Nottingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Savoy, George Street, Corby	6.1%	23	6.7%	4	7.7%	4	1.7%	1	0.0%	0	0.0%	0	22.2%	14	0.0%	0
Showcase Cinema de Lux, Highcross, Leicester	16.3%	61	21.7%	13	5.8%	3	16.7%	10	29.4%	15	22.2%	10	15.9%	10	0.0%	0
Showcase, Boongate, Peterborough	20.5%	77	26.7%	16	34.6%	18	30.0%	18	2.0%	1	0.0%	0	1.6%	1	52.3%	23
Showcase, Redfield Way, Nottingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Stamford Arts Centre, St Mary's Street, Stamford	12.8%	48	6.7%	4	25.0%	13	6.7%	4	0.0%	0	0.0%	0	12.7%	8	43.2%	19
The Core, Corby Cube, George Street, Corby	1.3%	5	1.7%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	4.8%	3	0.0%	0
Vue, Meridian Leisure Park, Leicester	3.5%	13	1.7%	1	1.9%	1	1.7%	1	5.9%	3	13.3%	6	1.6%	1	0.0%	0
Other	1.6%	6	0.0%	0	3.8%	2	1.7%	1	3.9%	2	2.2%	1	0.0%	0	0.0%	0
(Don't know / varies)	3.5%	13	3.3%	2	3.8%	2	3.3%	2	0.0%	0	2.2%	1	7.9%	5	2.3%	1
Base:		375		60		52		60		51		45		63		44

	Total	l	Zone	1	Zone 2	2	Zone	3	Zone 4	4	Zone	5	Zone	6	Zone	7
Q20 Where do you go mo							ve musi	c / art	gallerie	s?						
Broadway Theatre, Broadway, Peterborough	0.8%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Curve, Rutland Street / Cultural Qtr, Leicester	20.5%	80	30.4%	17	13.5%	7	17.9%	10	16.7%	9	43.6%	24	15.7%	11	4.2%	2
De Montfort Hall, Granville Road, Leicester	3.6%	14	5.4%	3	0.0%	0	5.4%	3	1.9%	1	5.5%	3	5.7%	4	0.0%	0
Harborough Theatre, Church Square, Market Harborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Melton Theatre, Asfordby Road, Melton Mowbray	2.0%	8	3.6%	2	0.0%	0	1.8%	1	9.3%	5	0.0%	0	0.0%	0	0.0%	0
Nottingham Arts Theatre, George Street, Nottingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham Playhouse, Derby Road, Nottingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
O2 Academy, University Road, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Stamford Arts Centre, St Mary's Street, Stamford	7.7%	30	7.1%	4	13.5%	7	7.1%	4	0.0%	0	1.8%	1	2.9%	2	25.0%	12
Stamford Corn Exchange, Broad Street, Stamford	1.5%	6	3.6%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.2%	2
The Core, Corby Cube, George Street, Corby	1.5%	6	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0
The Cresset, Bretton, Peterborough	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Little Theatre, Dover Street, Leicester Theatre Royal & Royal	1.5% 2.3%	6 9	0.0%	0	0.0%	0	0.0%	0	0.0%	6	0.0%	6	0.0%	0	0.0% 2.1%	0
Concert Hall, Theatre Square, Nottingham	2.370		0.070	U	3.670	2	0.070	U	11.170	Ü	0.070	U	0.070	U	2.170	1
New Walk Museum & Art Gallery, New Walk, Leicester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Peterborough Museum, Priestgate, Peterborough	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rutland County Museum, Catmos Street, Oakham	7.2%	28	16.1%	9	5.8%	3	16.1%	9	1.9%	1	0.0%	0	7.1%	5	2.1%	1
Central London / West End	21.7%	85	12.5%	7	25.0%	13	21.4%	12	24.1%	13	9.1%	5	25.7%	18	35.4%	17
Corby (other venues)	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
eicester (other venues)	4.6%	18	0.0%	0	7.7%	4	5.4%	3	1.9%	1	10.9%	6	5.7%	4	0.0%	0
larket Harborough (other venues)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Melton Mowbray (other venues)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Nottingham (other venues)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
akham (other venues)	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
eterborough (other venues)	1.0%	4	1.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
tamford (other venues)	1.8%	7	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	10.4%	5
ppingham	3.6%	14	1.8%	1	1.9%	1	3.6%	2	1.9%	1	1.8%	1	11.4%	8	0.0%	0
Other	3.1%	12	8.9%	5	0.0%	0	1.8%	1	3.7%	2	0.0%	0	2.9%	2	4.2%	2
Don't know / varies)	11.3%	44	1.8%	1	19.2%	10	16.1%	9	14.8%	8	10.9%	6	11.4%	8	4.2%	2
Base:		391		56		52		56		54		55		70		48

						-										110101111111111111111111111111111111111
	Total	l	Zone	1	Zone 2		Zone 3		Zone 4	ļ	Zone 5		Zone (5	Zone 7	1
Q21 Where do you go m Those who visit childre				ren s	oft play v	enu	es?									
Corby	4.4%	4	14.3%	2	11.1%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Grantham	4.4%	4	0.0%	0	0.0%	0	17.6%	3	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Kettering	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0
Leicester - CITY CENTRE	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	2	0.0%	0	0.0%	0
Leicester - other location NOT in city centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Loughborough	1.1%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Market Harborough	11.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.5%	5	29.4%	5	0.0%	0
Melton Mowbray	7.8%	7	7.1%	1	11.1%	1	5.9%	1	40.0%	4	0.0%	0	0.0%	0	0.0%	0
Oakham - TOWN CENTRE	28.9%	26	71.4%	10	44.4%	4	29.4%	5	30.0%	3	9.1%	1	5.9%	1	16.7%	2
Oakham - other location NOT in town centre	11.1%	10	7.1%	1	0.0%	0	17.6%	3	10.0%	1	0.0%	0	23.5%	4	8.3%	1
Peterborough - other location NOT in city centre	4.4%	4	0.0%	0	11.1%	1	11.8%	2	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Stamford	10.0%	9	0.0%		11.1%	1	5.9%	1	0.0%	0	0.0%	0	5.9%		50.0%	6
Egleton	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Other location outside survey area	3.3%	3	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	2
(Don't know / varies)	6.7%	6	0.0%	0	11.1%	1	5.9%	1	0.0%	0	9.1%	1	17.6%	3	0.0%	0
Base:		90		14		9		17		10		11		17		12
Q22 Which entertainmer Those who use entertai		•	,	mos	t often?											
AMF Bowling, Bretton, Peterborough	14.4%	17	12.5%	2	0.0%	0	9.5%	2	0.0%	0	0.0%	0	10.5%	2	52.4%	11
Hollywood Bowl, Meridian Leisure Park, Leicester	8.5%	10	0.0%	0	6.3%	1	0.0%	0	25.0%	4	44.4%	4	5.3%	1	0.0%	0
MFA Bowl, New Road, Peterborough	11.9%	14	12.5%	2	37.5%	6	19.0%	4	0.0%	0	0.0%	0	0.0%	0	9.5%	2
New York Thunderbowl, Rockingham Road, Kettering	10.2%	12	12.5%	2	0.0%	0	9.5%	2	0.0%	0	0.0%	0	42.1%	8	0.0%	0
Tenpin, Redfield Way, Nottingham	2.5%	3	0.0%	0	0.0%	0	4.8%	1	12.5%	2	0.0%	0	0.0%	0	0.0%	0
Castle Bingo, George Street, Corby	0.8%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Westfield Road, Peterborough	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Other	15.3%	18	6.3%	1	43.8%	7	9.5%	2	0.0%	0	22.2%	2	15.8%	3	14.3%	3
Grantham Bowl, Dysart Road, Grantham	12.7%	15	12.5%	2	0.0%	0	23.8%	5	50.0%	8	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	22.9%	27	43.8%	7	12.5%	2	19.0%	4	12.5%	2	33.3%	3	26.3%	5	19.0%	4
Base:		118		16		16		21		16		9		19		21

						•	or G	V / A								November 2
	Total		Zone	Zone 1 Zone		2	Zone 3		Zone 4		Zone 5		Zone 6		Zone '	
Q23 Where do you go most often to visit health & fitness clubs? Those who go to health & fitness clubs at Q15																
-			-													
Catmose Sports & Leisure Centre, Huntsmans Drive, Oakham	7.9%	20	15.8%	6	13.6%	6	12.5%	5	7.7%	2	0.0%	0	1.9%	1	0.0%	0
Corby	5.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	13	3.6%	1
Leicester - CITY CENTRE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Leicester - other location NOT in city centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	1	9.1%	2	0.0%	0	0.0%	0
Market Harborough	4.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	7	7.4%	4	0.0%	0
Melton Mowbray	5.2%	13	0.0%	0	4.5%	2	2.5%	1	38.5%	10	0.0%	0	0.0%	0	0.0%	0
Oakham - TOWN CENTRE	7.5%	19	10.5%	4	6.8%	3	15.0%	6	11.5%	3	9.1%	2	1.9%	1	0.0%	0
Oakham - other location NOT in town centre	13.1%	33	36.8%	14	4.5%	2	17.5%	7	11.5%	3	9.1%	2	3.7%	2	10.7%	3
Peterborough - CITY CENTRE	0.8%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Peterborough - other location NOT in city centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Rutland Water	1.2%	3	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Stamford	10.3%	26	2.6%	1	13.6%	6	10.0%	4	0.0%	0	0.0%	0	0.0%	0	53.6%	15
Syston	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Uppingham - TOWN CENTRE	5.6%	14	2.6%	1	6.8%	3	2.5%	1	0.0%	0	0.0%	0	16.7%	9	0.0%	0
Uppingham - other location NOT in town centre	10.7%	27	0.0%	0	11.4%	5	0.0%	0	0.0%	0	18.2%	4	31.5%	17	3.6%	1
Barnsdale Hall Hotel & Country Club, Barnsdale	12.3%	31	15.8%	6	20.5%	9	25.0%	10	3.8%	1	0.0%	0	3.7%	2	10.7%	3
Greetham Valley Hotel, Golf and Conference Centre,	0.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wood Lane, Greetham Barrowden	0.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billesden	0.4%	1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Braunston	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edith Weston	0.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empingham	0.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exton	0.8%	2	0.0%	0	2.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ketton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Manton	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Ryhall	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
St Mary, Church Lane, Edith Weston	0.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilton on the Hill	0.4%	1	0.0%	0	0.0%	0	0.00	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Tugby Other location outside survey	0.4% 1.6%	1 4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 2.5%	0	0.0% 7.7%	0 2	4.5% 0.0%	1	0.0% 0.0%	0	0.0% 3.6%	0 1
area (Don't know / varies)	5.2%	13	10.5%	4	4.5%	2	2.5%	1	7.7%	2	4.5%	1	5.6%	3	0.0%	0
Base:		252		38		44		40		26		22		54		28
GEN Gender of responde	ent:															
Male Female	34.2% 65.8%		32.1% 67.9%	44 93	35.5% 64.5%	39 71	26.4% 73.6%	32 89	42.2% 57.8%		31.2% 68.8%	29 64	34.1% 65.9%	47 91	39.6% 60.4%	40 61
Base:		802		137		110		121		102		93		138		101
AGE Could I ask how old	l you are	plea	se?													
18 to 24	1.1%	9	0.0%	0	0.9%	1	1.7%	2	2.0%	2	1.1%	1	2.2%	3	0.0%	0
25 to 34	2.7%	22	1.5%	2	4.5%	5	6.6%	8	2.9%	3	2.2%	2	0.7%	1	1.0%	1
35 to 44	7.5%	60	13.1%	18	2.7%	3	12.4%	15	3.9%	4	0.0%	0	8.7%	12	7.9%	8
45 to 54	25.2%		37.2%	51		28		40	18.6%	19	12.9%	12	23.9%	33		19
55 to 64	18.0%		13.9%	19	16.4%	18		16	26.5%	27	23.7%	22	15.2%	21		21
65 +	42.4%	340		44	43.6%	48		39	42.2%	43	58.1%	54	44.2%	61	50.5%	51
(Refused)	3.1%	25	2.2%	3	6.4%	7	0.8%	1	3.9%	4	2.2%	2	5.1%	7	1.0%	1
Base:		802		137		110		121		102		93		138		101

Rutland Household Survey for GVA

						_	or G	V 1 L								Novembe
	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
ADU How many adults, in	ncluding	your	self, live	e in yo	our hous	sehol	d (16 ye	ars ar	nd abov	e)?						
0	10 10/	1 15	22.40/	22	19.20/	20	10.70/	12	10.60/	20	20.40/	10	10.60/	27	12.00/	1.4
One	18.1%	145	23.4%		18.2%	20		13		20	20.4%	19	19.6%	27	13.9%	14
Two Three	59.4% 12.3%	476 99	54.7% 12.4%	75 17	62.7% 12.7%	69 14	63.6% 9.1%	77 11	58.8% 13.7%	60 14	57.0% 12.9%	53 12	54.3% 14.5%	75 20	66.3% 10.9%	67 11
Four	5.9%	47	4.4%	6	3.6%	4	12.4%	15	5.9%	6	6.5%	6	3.6%	5	5.0%	5
Five	1.0%	8	1.5%	2	0.0%	0	0.8%	1	1.0%	1	1.1%	1	0.0%	0	3.0%	3
Six or more	0.4%	3	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Refused)	3.0%	24	3.7%	5	2.7%	3	1.7%	2	1.0%	1	2.2%	2	8.0%	11	0.0%	0
Base:		802		137		110		121		102		93		138		101
										102		,,,		150		101
CHI How many children	live in y	our h	ouseho	ld, ag	ed 15 ye	ars a	nd und	er?								
None	78.2%	627	67.2%	92	80.9%	89	72.7%	88	84.3%	86	92.5%	86	74.6%	103	82.2%	83
One	9.1%	73	13.1%	18	7.3%	8	13.2%	16	4.9%	5	4.3%	4	11.6%	16	5.9%	6
Two	7.0%	56	10.2%	14	8.2%	9	8.3%	10	6.9%	7	1.1%	1	4.3%	6	8.9%	9
Three	2.2%	18	2.9%	4	1.8%	2	4.1%	5	1.0%	1	0.0%	0	2.2%	3	3.0%	3
Four	0.6%	5	2.9%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	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)	2.9%	23	3.7%	5	1.8%	2	1.7%	2	2.0%	2	2.2%	2	7.2%	10	0.0%	0
Base:		802		137		110		121		102		93		138		101
CAR How many cars doe	s your h	ouse	hold ow	n or h	ave the	use	of?									
None	6.2%	50	13.1%	18	5.5%	6	5.0%	6	0.0%	0	4.3%	4	9.4%	13	3.0%	3
One	36.7%	294	40.9%	56	34.5%	38	30.6%	37	43.1%	44	34.4%	32	32.6%	45	41.6%	42
Two	37.5%	301		49	38.2%	42		53	32.4%	33	39.8%	37		49	37.6%	38
Three or more	16.5%	132	7.3%	10	20.0%	22	17.4%	21	22.5%	23	18.3%	17	15.2%	21	17.8%	18
(Refused)	3.1%	25	2.9%	4	1.8%	2	3.3%	4	2.0%	2	3.2%	3	7.2%	10	0.0%	0
Base:		802		137		110		121		102		93		138		101
EMP Which of the follow	ing best	desc	ribes th	e chie	f wage	earne	r of you	ır hou	sehold's	s curr	ent emp	loym	ent situa	ation?	? [PR]	
Working full time	41.6%	334	49.6%	68	43.6%	48	58.7%	71	35.3%	36	20.4%	19	40.6%	56	35.6%	36
Working part time	6.9%	55	4.4%	6	6.4%	7	8.3%	10	11.8%	12	10.8%	10	3.6%	5	5.0%	5
Unemployed	0.7%	6	3.7%	5	0.0%	ó	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Retired	46.8%	375	37.2%	51	46.4%	51		36	50.0%	51	65.6%	61	47.8%	66	58.4%	59
A housewife / househusband	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sick / disabled	0.6%	5	2.2%	3	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.2%	26	2.9%	4	1.8%	2	3.3%	4	2.9%	3	2.2%	2	7.2%	10	1.0%	1
Base:		802		137		110		121		102		93		138		101
QUOTA Zone:																
Zone 1	17.1%		100.0%	137	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	13.7%	110	0.0%		100.0%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	15.1%	121	0.0%	0	0.0%		100.0%	121	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	12.7%	102	0.0%	0	0.0%	0	0.0%		100.0%	102	0.0%	0	0.0%	0	0.0%	0
Zone 5 Zone 6	11.6%	93 138	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%		100.0%	93	0.0%	129	0.0%	0
Zone 7	17.2% 12.6%	101	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	100.0% 0.0%	138	0.0% 100.0%	0 101
	12.0%		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%		100.0%	
Base:		802		137		110		121		102		93		138		101
PC Postcode sector:																
LE14 2	12.7%	102	0.0%	0	0.0%	0	0.0%	0	100.0%	102	0.0%	0	0.0%	0	0.0%	0
LE15 6	17.1%	137	100.0%	137	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE15 7	15.1%	121	0.0%	0	0.0%		100.0%	121	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE15 8	13.7%	110	0.0%		100.0%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE15 9	11.8%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	68.8%	95	0.0%	0
LE16 8	2.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	23	0.0%	0
LE7 9	11.6%	93	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%	93	0.0%	0	0.0%	0
NN17 3	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	20	0.0%	0
PE9 3	5.7%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.5%	46
PE9 4	6.9%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.5%	55
Base:		802		137		110		121		102		93		138		101

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	Total		Zone	1	Zone 2	,	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone	7
Q01 In which shop or too	vn / loca	l cen	tre do y	ou do	most of	your	househ	old's	main fo	od sl	hopping	?				
Aldi, Bull Head Street,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Wigston, Leicester Aldi, Flaxland, Bretton, Peterborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Aldi, Leicester Road, Oadby	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	8	0.0%	0	0.0%	0
Aldi, Melton Road, Syston	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.4%	3	2.2%	1	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby	5.7%	45	5.7%	10	0.6%	1	4.3%	6	0.0%	0	0.0%	0	16.9%	28	0.0%	0
Aldi, Springfield Street, Market Harborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.2%	2	0.0%	0
Aldi, St George's Way, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Aldi, Whittlesey Road, Peterborough	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Abbey Lane / Exploration Drive, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Asda, Barkby Thorpe Lane, Leicester (Thurmaston Shopping Centre)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	2	4.7%	2	0.0%	0	0.0%	0
Asda, Narborough Road, Leicester (Fosse Park)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Asda, Phoenix Parkway, Corby	5.7%	46	3.7%	7	1.4%	1	3.6%	5	0.0%	0	0.0%	0	19.3%	32	0.0%	0
Asda, Union Street, Grantham	0.8%	6	0.0%	0	0.0%	0	3.4%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Braunstone Road, Oakham	0.7%	5	2.0%	4	0.6%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Co-Operative, Burley Road, Oakham	6.3%	51	11.7%	21	3.7%	4	12.1%	17	5.1%	4	1.3%	1	2.5%	4	0.0%	0
Co-Operative, Coventry Road, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Co-Operative, Main Street, Houghton on the Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Co-Operative, North Street East, Uppingham	1.0%	8	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	0	4.2%	7	0.0%	0
Lidl, Gainsborough Road, Corby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Lidl, Kettering Road, Market Harborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.5%	1	0.0%	0
Lidl, Markham Retail Park, Ryhall Road, Stamford	4.7%	38	7.0%	13	7.4%	8	2.0%	3	0.0%	0	0.0%	0	0.0%	0	17.8%	15
Lidl, Scalford Road, Melton Mowbray	1.8%	14	3.7%	7	0.0%	0	3.6%	5	3.1%	2	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, BP, Lands End Way, Oakham	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Stamford	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
M&S Simply Food, The Parade, Oadby, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
M&S, Brotherhood Retail Park, Peterborough	0.2%	1	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lower Street, Kettering	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Oakley Road, Corby	1.2%	10	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	8	0.0%	0
Morrisons, Uffington Road, Stamford	8.6%	69	3.0%	5	21.3%	22	2.8%	4	0.0%	0	0.0%	0	1.9%	3	41.7%	34
Morrisons, Vale of Belvoir Shopping Centre, Sherrard Street, Melton Mowbray	2.7%	22	0.5%	1	1.0%	1	3.8%	5	18.1%	14	0.0%	0	0.6%	1	0.0%	0
Morrisons, Wharf Road, Grantham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bell Street, Wigston, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Sainsbury's, Glen Road, Oadby, Leicester	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	7	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Leicester (Fosse Park)	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Markham Retail Park, Stamford	2.7%	22	0.9%	2	2.1%	2	0.9%	1	0.0%	0	0.9%	0	0.8%	1	18.2%	15

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	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	5	Zone	6	Zone	7	
Sainsbury's, Melton Road, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.6%	1	0.0%	0	
Sainsbury's, Nottingham Road, Melton Mowbray	2.7%	22	0.0%	0	1.7%	2	2.2%	3	22.2%	17	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Rockingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	
Road, Kettering Sainsbury's, St Mary's Place, Springfield Street, Market	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	5.8%	10	0.0%	0	
Harborough Tesco Extra, Kettering Business Park, Carina	0.5%	4	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Kettering Tesco Extra, Maidenwell Avenue, Hamilton,	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	6	0.0%	0	0.0%	0	
Leicester Tesco Extra, Oakley Road, Corby	1.1%	9	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	3.8%	6	0.0%	0	
Tesco Extra, Serpentine Green Shopping Centre, Hampton, Peterborough	1.0%	8	1.6%	3	3.9%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	
Tesco Superstore, Narborough Road West, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	
Tesco Superstore, South Street, Oakham	23.4%	188	48.4%	88	24.6%	25	29.9%	42	14.6%	11	5.7%	3	10.4%	18	2.3%	2	
Tesco Superstore, Thorpe Road, Melton Mowbray	1.7%	13	0.0%	0	1.0%	1	1.9%	3	12.7%	10	0.0%	0	0.0%	0	0.0%	0	
Tesco Metro, Ethel Road, Evington, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	
Tesco Metro, The Square, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	
Tesco Express, Nottingham Road, Melton Mowbray	0.5%	4	0.0%	0	0.0%	0	0.4%	1	4.7%	4	0.0%	0	0.0%	0	0.0%	0	
Waitrose, Harborough Road, Oadby, Leicester	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	5	0.0%	0	0.0%	0	
Waitrose, Springfield Street, Market Harborough	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	4.4%	7	0.0%	0	
Waitrose, West Street, Stamford	4.9%	40	1.3%	2	8.0%	8	1.9%	3	2.7%	2	0.0%	0	7.6%	13	14.3%	12	
Local shops, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Oakham	0.3%	2	0.5%	1	0.6%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Stamford	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	
Local shops, Uppingham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	
Aldi, South Parade, Grantham	1.6%	13		1	0.0%	0	8.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, High Street, Melton Mowbray	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	
Tesco Metro, High Street, Stamford	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other foodstores, Leicester	0.4%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.5%	1	0.6%	1	0.0%	0	
Other foodstore outside survey area	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	0	1.4%	2	0.7%	1	
Internet / home delivery	8.1%	65	6.5%	12	12.8%	13	11.4%	16	5.4%	4	6.6%	3	9.9%	17	0.0%	0	
(Varies)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't do this type of shopping)	0.6%	5	0.6%	1	0.6%	1	1.0%	1	0.6%	0	0.0%	0	0.6%	1	0.7%	1	
Weighted base: Sample:		802 802		181 137		102 110		140 121		76 102		53 93		168 138		82 101	

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Weighted:						1	for G	VA								November 201:
	Tota	ıl	Zone	1	Zone 2		Zone 3	3	Zone 4	1	Zone 5		Zone	6	Zone 7	
Q01AWhich internet / ho		ery re	tailer do	you	most ofte	en u	se for yo	ur m	ain food	sho	oping?					
Asda	24.3%	16		6	30.4%	4	4.5%	1	0.0%	0	0.0%	0	29.3%	5	0.0%	0
Co-op	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	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	3.4%	2	0.0%	0	0.0%	0	6.0%	1	11.1%	0	0.0%	0	4.7%	1	0.0%	0
Ocado	15.4%	10	0.0%	0	0.0%	0	0.0%	0	13.3%	1	79.9%	3	40.0%	7	0.0%	0
Sainsbury's	18.8%	12	24.0%	3	15.2%	2		5	0.0%	0	0.0%	0	15.8%	3	0.0%	0
Tesco	31.8%	21	7.1%	1	54.4%	7		9	75.6%	3	0.0%	0	4.7%	1	0.0%	0
Waitrose	6.4%	4	15.6%	2	0.0%	0	4.5%	1	0.0%	0	20.1%	1	5.6%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		65		12		13		16		4		3		17		0
Sample:		45		8		10		10		3		2		12		0
Q02 How do you norma Those who do main fo	•	•					,									
Car / van (as driver)	83.9%	614	69.4%	117	91.4%	81	81.1%	99	94.8%	68	87.3%	43	87.2%	131	91.8%	75
Car / van (as passenger)	7.2%	53	7.9%	13	5.2%	5	10.6%	13	1.7%	1	10.3%	5	7.0%	11	6.1%	5
Motorcycle	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	1.5%	11	1.0%	2	2.6%	2	1.0%	1	1.3%	1	1.7%	1	2.4%	4	0.7%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.5%	1	0.7%	1
Walk	4.4%	32	15.9%	27	0.8%	1	0.0%	0	1.1%	1	0.8%	0	2.3%	3	0.0%	0
Bicycle	1.0%	7	3.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Disability vehicle (scooter, wheelchair etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	11	1.3%	2	0.0%	0	6.4%	8	1.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't travel / goods delivered)	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:		732		168		89		123		72		49		151		81
Sample:		750		128		99		109		98		91		125		100
*																

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November 2015

Rutland Household Survey for GVA

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7

Addi, Bull Head Street, 0.1% 0 0.0% 0																
	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Aldi, Leicester Road, Oadby	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	6	0.0%	0	0.0%	0
Aldi, Melton Road, Syston	1.0%	8	0.0%	0	0.0%	0	0.0%	0	8.4%	6	3.6%	2	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby	7.2%	57	7.9%	14	7.0%	7	2.6%	4	0.0%	0	0.0%	0	18.0%	30	2.3%	2
Aldi, Springfield Street, Market Harborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0
Asda, Abbey Lane / Exploration Drive, Leicester	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Asda, Barkby Thorpe Lane, Leicester (Thurmaston Shopping Centre)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	2	6.3%	3	0.0%	0	0.0%	0
Asda, Narborough Road, Leicester (Fosse Park)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Asda, Phoenix Parkway, Corby	6.7%	53	9.2%	17	5.3%	5	4.1%	6	0.0%	0	0.0%	0	14.0%	23	2.6%	2
Asda, Union Street, Grantham	0.3%	2	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Braunstone Road, Oakham	1.1%	9	2.6%	5	2.1%	2	0.0%	0	1.2%	1	0.0%	0	0.7%	1	0.0%	0
Co-Operative, Burley Road, Oakham	7.7%	62	10.4%	19	10.3%	10	20.3%	28	2.4%	2	2.1%	1	0.9%	2	0.0%	0
Co-Operative, Coventry Road, Market Harborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Co-Operative, Downing Drive, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Co-Operative, North Street East, Uppingham	2.3%	18	0.0%	0	1.8%	2	0.0%	0	0.0%	0	2.2%	1	9.2%	15	0.0%	0
Co-Operative, Scalford Road, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Station Road, Thurnby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
idl, Gainsborough Road, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
idl, Kettering Road, Market Harborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
idl, Markham Retail Park, Ryhall Road, Stamford	4.5%	36	6.8%	12	6.6%	7	2.7%	4	0.0%	0	0.0%	0	0.0%	0	15.9%	13
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Lidl, Scalford Road, Melton

Lands End Way, Oakham M&S Simply Food, High

Parade, Oadby, Leicester

M&S. Brotherhood Retail

Morrisons, Uffington Road,

Morrisons, Vale of Belvoir

One Stop, High Street West,

Shopping Centre, Sherrard Street, Melton Mowbray Morrisons, Wharf Road,

Park, Peterborough Morrisons, Lower Street,

Street, Stamford M&S Simply Food, The

Mowbray M&S Simply Food, BP,

Kettering Morrisons, Oakley Road,

Stamford

Grantham

Uppingham Sainsbury's, Flaxland,

Bretton Centre, Peterborough Sainsbury's, Glen Road,

Oadby, Leicester Sainsbury's, London Road,

Grantham

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Page 5 November 2015

Rutland Household Survey for GVA

	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5		Zone	6	Zone	7	
Sainchury's Markham Datail	3.4%	27	2.3%	4	3.2%	3	0.4%	1	1.0%	1	0.0%	0	0.9%	2	20.7%	17	
Sainsbury's, Markham Retail Park, Stamford	0.2%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	2.6%	1	0.9%	0	0.0%	0	
Sainsbury's, Melton Road, Leicester																	
Sainsbury's, Nottingham Road, Melton Mowbray	2.0%	16	2.0%	4	0.0%	0	0.9%	1	14.0%	11	0.8%	0	0.0%	0	0.0%	0	
Sainsbury's, St Mary's Place, Springfield Street, Market Harborough	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	5	2.3%	4	0.0%	0	
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	
Tesco Extra, Oakley Road,	2.0%	16	1.6%	3	0.0%	0	0.4%	1	0.0%	0	0.0%	0	7.4%	12	0.0%	0	
Corby Tesco Extra, Park Road, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Serpentine Green Shopping Centre,	0.6%	5	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	
Hampton, Peterborough Tesco Superstore, Narborough Road West, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.5%	1	0.0%	0	
Tesco Superstore, South Street, Oakham	17.0%	135	31.4%	57	12.0%	12	24.7%	34	11.1%	8	4.9%	3	12.4%	21	0.7%	1	
Tesco Superstore, Thorpe Road, Melton Mowbray	1.0%	8	0.0%	0	1.0%	1	1.7%	2	5.5%	4	1.3%	1	0.0%	0	0.0%	0	
Tesco Metro, Melton Road, Syston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	0	0.0%	0	0.0%	0	
Tesco Metro, The Square, Market Harborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	
Tesco Express, Nottingham Road, Melton Mowbray	0.4%	3	0.0%	0	0.0%	0	0.4%	1	2.7%	2	0.8%	0	0.0%	0	0.0%	0	
Tesco Express, Rockingham Road, Market Harborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	
Waitrose, Harborough Road, Oadby, Leicester	0.6%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	7.3%	4	0.0%	0	0.0%	0	
Waitrose, Mayor's Walk, Peterborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.8%	1	
Waitrose, Springfield Street, Market Harborough	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	7.5%	13	0.0%	0	
Waitrose, West Street, Stamford	6.4%	51	4.3%		11.6%	12	4.2%	6	1.0%	1	0.0%	0	6.1%	10	18.5%	15	
Local shops, Edith Weston Local shops, Empingham	0.1% 0.1%	1 1	0.0% 0.0%	0	0.7% 1.0%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Local shops, Leicester / Oadby / Wigston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	
Local shops, Market Overton	0.3%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	
Local shops, Melton Mowbray	0.3%	3	0.5%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	
Local shops, Oakham	1.0%	8	2.7%	5 0	1.2% 0.0%	1	0.0% 0.0%	0	0.6% 0.0%	0	0.0% 0.0%	0	0.8%	1	0.0% 0.7%	0	
Local shops, Ryhall Local shops, Stamford	0.1% 0.3%	1 2	0.0% 0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0% 0.5%	1	1.4%	1 1	
Local shops, Uppingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.5%	1	0.0%	0	
Aldi, South Parade, Grantham	0.8%	6	1.0%	2	0.0%	0	2.7%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, High Street, Melton Mowbray	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Metro, High Street, Stamford	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	
Local shops, Billesdon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	
Local shops, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	
Other foodstores, Leicester Other foodstore outside survey area	0.6% 1.1%	5 9	0.0% 0.0%	0	0.0% 3.9%	0 4	0.0% 0.5%	0	0.7% 0.0%	1	1.5% 0.9%	1	2.1% 1.6%	4	0.0% 1.2%	0	
Internet / home delivery	6.2%	49	6.1%	11	6.6%	7	12.3%	17	3.1%	2	5.3%	3	5.0%	8	1.2%	1	
(Varies) (Don't know)	1.1% 0.2%	9 1	2.1% 0.0%	4 0	0.6% 0.0%	1	1.0% 0.0%	1	2.8% 1.7%	2 1	0.0% 0.0%	0	0.6% 0.0%	1 0	0.0% 0.0%	0	
Weighted base:		797		180		102		139		76		53		167		81	

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Rutland Household Survey for GVA

Weighted:						1	for G	VA								November 2015
	Total	l	Zone	1	Zone 2		Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7	
Q03AWhich internet / I		ery re	tailer do	you	use regu	larly	for your	mai	n food sh	юррі	ing?					
Asda	9.9%	5	0.0%	0	0.0%	0	23.9%	4	0.0%	0	0.0%	0	9.3%	1	0.0%	0
Co-op	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	9.6%	5	0.0%	0	70.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	3.2%	2	9.2%	1	0.0%	0	0.0%	0	23.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	16.8%	8	35.0%	4	10.5%	1	11.9%	2	33.6%	1	0.0%	0	11.1%	1	0.0%	0
Tesco	4.0%	2	9.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	100.0%	1
Waitrose	2.6%	1	0.0%	0	0.0%	0	4.2%	1	23.4%	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
(Don't know / varies)	3.7%	2	16.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No response	50.3%	25	29.9%	3	19.3%	1	60.0%	10	19.6%	0	100.0%	3	79.6%	7	0.0%	0
Weighted base:		49		11		7		17		2		3		8		1
Sample:		39		9		5		10		4		1		9		1

November 2015

Rutland Household Survey for GVA

	Total		Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone	6	Zone	7
Q04 Where do you do mo	ost of you	ır ho	ousehold	's sm	all scale	'top	-up' food	sho	pping?							
Aldi, Flaxland, Bretton, Peterborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Aldi, Melton Road, Syston Aldi, Rockingham Road,	0.1% 2.1%	1 17	0.0% 0.0%	0	0.0% 3.9%	0 4	0.0% 0.0%	0	1.0% 0.0%	1 0	0.0% 0.0%	0	0.0% 7.5%	0 13	0.0% 0.0%	0 0
Corby Aldi, Springfield Street, Market Harborough	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	1	0.0%	0
Asda, Phoenix Parkway, Corby	0.8%	7	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.7%	1
Co-Operative, Bradgate Lane, Asfordby	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Braunstone Road, Oakham	6.0%	48	21.4%	39	1.5%	2	2.2%	3	6.2%	5	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Burley Road, Oakham	8.5%	69	11.1%	20	7.7%	8	21.9%	31	4.4%	3	2.1%	1	1.1%	2	4.3%	4
Co-Operative, Downing Drive, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Co-Operative, Main Street, Houghton on the Hill	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%		11.7%	6	0.0%	0	0.0%	0
Co-Operative, North Street East, Uppingham	7.2%	58	0.0%	0	2.7%	3	0.0%	0	0.0%	0	4.6%	2	30.8%	52	0.7%	1
Co-Operative, Occupation Road, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Co-Operative, Scalford Road, Melton Mowbray Co-Operative, Station Road	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Station Road, Thurnby Lidl, Markham Retail Park,	1.0%	8	0.0%	0	3.9% 0.7%	4	0.0%	0	0.0%	0	7.3% 0.0%	4	0.0%	0	0.0%	11
Ryhall Road, Stamford Lidl, Scalford Road, Melton	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Mowbray M&S Simply Food, BP,	0.6%	5	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0
Egerton Park, Leicester Road, Melton Mowbray																
M&S Simply Food, BP, Lands End Way, Oakham	1.1%	9	2.3%	4	1.3%	1	1.9%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0
M&S Simply Food, BP, Melton Road, Branston, nr. Syston	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, High Street, Stamford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
M&S Simply Food, The Parade, Oadby, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
M&S Simply Food, Thurmaston Shopping Centre, Thorpe Lane,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Thurmaston, Leicester Morrisons, Uffington Road,	1.5%	12	0.0%	0	6.6%	7	0.4%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	5
Stamford Morrisons, Vale of Belvoir Shopping Centre, Sherrard	0.5%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0
Street, Melton Mowbray One Stop, Grange Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray One Stop, High Street West,	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7	0.0%	0
Uppingham Sainsbury's, Ashby Road,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Loughborough Sainsbury's, Glen Road, Oadby, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Sainsbury's, Markham Retail Park, Stamford	1.2%	9	0.0%	0	0.7%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	9.8%	8
Sainsbury's, Nottingham Road, Melton Mowbray	1.1%	8	0.0%	0	0.0%	0	0.4%	1	10.3%	8	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St Mary's Place, Springfield Street, Market	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7	0.0%	0
Harborough Tesco Extra, Kettering Business Park, Carina Pood Kettering	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Kettering Tesco Extra, Oakley Road, Corby	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Rutland Household Survey for GVA

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4	4	Zone 5		Zone	6	Zone	7
Геsco Extra, Serpentine	0.5%	4	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Shopping Centre, Hampton, Peterborough Tesco Superstore, South	16 60/	122	24.20/	62	10.10/	20	27.90/	20	2.50/	2	0.00/	0	4.50/	0	2.50/	2
Street, Oakham	16.6%	133	34.2%		19.1%	20		39	3.5%	3	0.0%	0	4.5%	8	3.5%	3
Fesco Superstore, Thorpe Road, Melton Mowbray	0.5%	4	0.0%	0	0.0%	0	0.5%	1	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Γesco Metro, Melton Road, Syston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Square, Market Harborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Tesco Express, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Road, Melton Mowbray Tesco Express, Rockingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Road, Market Harborough Vaitrose, Harborough Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Oadby, Leicester Vaitrose, Springfield Street,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Market Harborough Vaitrose, West Street,	1.9%	15	0.0%	0	4.7%	5	0.5%	1	1.0%	1	0.9%	0	0.6%	1	9.2%	8
Stamford	1.970	13	0.070	U	4.770	3	0.570	1	1.070	1	0.970	U	0.070	1	9.270	0
Local shops, Cottesmore	0.8%	7	0.0%	0	0.0%	0	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ocal shops, Edith Weston	0.5%	4	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Empingham	0.3%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ocal shops, Greetham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ocal shops, Ketton	1.4%	11	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	9
ocal shops, Leicester / Oadby / Wigston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
ocal shops, Market Overton	0.6%	5	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0
ocal shops, Melton Mowbray	1.1%	9	0.0%	0	0.9%	1	0.0%	0	10.7%	8	0.0%	0	0.0%	0	0.0%	0
Local shops, Oakham	3.1%	25	10.0%	18	0.0%	0	3.5%	5	0.6%	0	3.3%	2	0.0%	0	0.0%	0
Local shops, Peterborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local shops, Ryhall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Local shops, Stamford	0.9%	7	0.0%	0	0.6%	1	2.9%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Local shops, Uppingham	2.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	10.1%	17	0.0%	0
Tesco Metro, High Street,	0.6%	5	0.0%	0	0.6%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Stamford																
Local shops, Barrowden	0.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Billesdon	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	8	0.0%	0	0.0%	0
Local shops, Corby	0.6%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0
Local shops, Great Easton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Local shops, Gretton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Local shops, Houghton-on-the-Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Local shops, Somerby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Tilton on the Hill	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5	0.0%	0	0.0%	0
ocal shops, Whissendine	1.0%	8	0.0%	0	0.0%	0	5.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other foodstores, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.1%	1	0.0%	0	0.0%	0
Other foodstore outside survey area	0.6%	5	0.0%	0	0.6%	1	0.0%	0	4.7%	4	0.8%	0	0.0%	0	0.0%	0
nternet / home delivery	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Varies)	4.8%	38	3.6%	7	12.7%	13	3.9%	5	4.2%	3	1.3%	1	4.9%	8	1.4%	1
Don't know)	0.4%	4	1.6%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't do this type of shopping)	18.3%	147	13.7%	25	16.4%	17		24	16.0%	12	28.5%		19.0%	32	26.7%	22
Weighted base:		802		181		102		140		76		53		168		82
Sample:		802		137		110		121		102		93		138		101

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Rutland Household Survey for GVA

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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Q04AWhich internet / hor		ery re	tailer do	you	most of	ten us	se for y	our 'to	p-up' fo	od sl	nopping	?				
Those who shop online	at Q04															
Asda	60.4%	1	0.0%		100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Sainsbury's Tesco	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	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
(Don't know / varies)	39.6%	0	0.0%	0	0.0%	0	0.0%		100.1%	0	0.0%	0	0.0%	0	0.0%	0
·	37.070		0.070		0.070		0.070		100.170	-	0.070		0.070		0.070	
Weighted base:		1		0		1		0		0		0		0		0
Sample:		2		0		1		0		1		0		0		0
Q05 Where do you usua	lly do m	ost of	your ho	ouseh	old's sh	oppir	ng for c	lothes	, footwe	ear an	d other	fashi	on good	ls?		
Asda, Barkby Thorpe Lane, Leicester (Thurmaston Shopping Centre)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	1	0.0%	0	0.0%	0
Asda, Phoenix Parkway, Corby	1.6%	12	4.2%	8	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Asda, Union Street, Grantham	1.3%	10	0.8%	1	0.6%	1	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby town centre	8.3%	66	10.8%	20	9.8%	10	2.5%	3	1.0%	1	0.0%	0	16.3%	27	6.4%	5
Grantham town centre	1.2%	9	1.4%	3	0.0%	0	3.1%	4	3.4%	3	0.0%	0	0.0%	0	0.0%	0
Kettering town centre	0.3%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Leicester city centre	24.0%	192	32.8%	59	9.2%	9	18.1%	25	39.4%	30	39.9%	21	27.1%	46	1.9%	2
Market Harborough town	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	3.5%	6	0.0%	0
centre Melton Mowbray town centre	2.4%	19	0.5%	1	4.4%	5	1.9%	3	12.4%	9	1.7%	1	0.5%	1	0.0%	0
Nottingham city centre	1.2%	10	0.0%	0	0.0%	0	2.2%	3	5.1%	4	0.0%	0	0.5%	1	2.3%	2
Oakham town centre	5.4%	43	9.6%	17	2.9%	3	4.6%	6	2.1%	2	5.6%	3	7.2%	12	0.0%	0
Peterborough city centre	15.2%	122	14.5%	26	24.4%	25	15.1%	21	2.1%	2	2.1%	1	8.4%	14	40.4%	33
Serpentine Green,	0.3%	2	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Peterborough																
Stamford town centre	4.7%	38	3.5%	6	8.0%	8	2.1%	3	1.0%	1	0.0%	0	0.9%	2	21.6%	18
Uppingham town centre	0.7%	6	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0
Brotherhood Retail Park,	0.5%	4	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Peterborough																
Fosse Park, Leicester	1.9%	16	0.0%	0	0.6%	1	1.2%	2	4.2%	3	13.6%	7	1.8%	3	0.0%	0
Oasis Retail Park, Corby	0.2%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Corby (also known as Peel Retail Park / Peel Centre)	1.0%	8	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Riverside Retail Park, Nottingham	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfields Retail Park, Market Harborough	0.2%	1	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	0.7%	6	1.3%	2	0.0%	0	0.0%	0	3.0%	2	2.1%	1	0.0%	0	0.0%	0
Boundary Mill Stores, Grantham	0.3%	2	0.5%	1	0.6%	1	0.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.7%	6	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
London	0.5%	4	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	1.1%	2	0.8%	1
Oadby (town centre &	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.8%	1	0.0%	0
foodstores)																
Thurmaston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other location outside survey	1.3%	10	0.0%	0	1.0%	1	1.9%	3	1.3%	1	0.0%	0	0.5%	1	5.7%	5
area																
Internet / home delivery	17.9%	144	10.4%	19	24.6%	25	25.6%	36	19.0%	14	14.7%	8	20.2%	34	9.5%	8
(Don't know / varies)	6.1%	49	5.3%	10	4.5%	5	10.3%	14	3.4%	3	4.4%	2	6.5%	11	5.0%	4
Weighted base:		802		181		102		140		76		53		168		82
Sample:		802		137		110		121		102		93		138		101

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Rutland Household Survey for GVA

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Q06 Where else do you o	do your	house	ehold's s	shopp	ing for	cloth	es, foot	wear a	and othe	er fasl	hion god	ods?				
Asda, Barkby Thorpe Lane, Leicester (Thurmaston Shopping Centre)	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Phoenix Parkway, Corby	0.7%	6	2.7%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Union Street, Grantham	0.3%	2	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Oakley Road, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Corby town centre	5.6%	45	6.6%	12	6.3%	6	1.5%	2	0.6%	0	1.3%	1	13.4%	22	1.4%	1
Grantham town centre	1.8%	14	3.4%	6	0.6%	1	3.0%	4	2.8%	2	0.0%	0	0.0%	0	1.4%	1
Kettering town centre	0.4%	4	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Leicester city centre	19.0%	152	19.3%	35	10.2%	10	15.0%	21	26.5%	20	29.6%	16	25.6%	43	8.5%	7
Market Harborough town centre	2.5%	20	0.8%	1	0.0%	0	0.0%	0	0.0%	0	21.5%	11	4.2%	7	0.0%	0
Melton Mowbray town centre	2.0%	16	0.5%	1	0.6%	1	2.4%	3	12.8%	10	0.8%	0	0.5%	1	0.0%	0
Nottingham city centre	2.5%	20	1.6%	3	1.3%	1	4.0%	6	11.1%	8	0.0%	0	0.0%	0	2.0%	2
Oakham town centre	5.8%	47	9.5%	17	8.3%	8	6.1%	9	5.7%	4	4.9%	3	1.7%	3	3.2%	3
Peterborough city centre	19.2%	154	21.3%	39	23.5%	24	25.7%	36	6.2%	5	0.8%	0	16.9%	28	26.3%	22
Serpentine Green, Peterborough	0.5%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Stamford town centre	5.8%	46	4.1%	7	13.2%	13	3.0%	4	0.0%	0	0.8%	0	3.8%	6	17.6%	14
Jppingham town centre	0.7%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Brotherhood Retail Park, Peterborough	0.5%	4	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Fosse Park, Leicester	2.8%	23	2.3%	4	3.9%	4	1.8%	2	5.7%	4	4.7%	2	3.0%	5	0.0%	0
London Road Retail Park, Grantham	0.2%	2	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Retail Park, Corby	0.3%	3	1.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Corby (also known as Peel Retail Park / Peel Centre)	0.5%	4	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Riverside Retail Park, 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
Springfields Retail Park, Market Harborough	0.5%	4	0.5%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Stamford Retail Park, Stamford	0.3%	3	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Thurmaston Shopping Centre, Leicester	1.0%	8	0.0%	0	0.0%	0	0.0%	0	5.3%	4	5.1%	3	0.6%	1	0.0%	0
Boundary Mill Stores, Grantham	0.5%	4	0.5%	1	0.6%	1	0.9%	1	1.0%	1	1.3%	1	0.0%	0	0.0%	0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Cambridge	0.6%	5	0.0%	0	3.9%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	1.3%	10	0.0%	0	1.0%	1	0.0%	0	3.1%	2	2.1%	1	2.9%	5	0.8%	1
Oadby (town centre & foodstores)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Thurmaston Town Centre	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other location outside survey area	2.9%	24	2.3%	4	0.0%	0	4.9%	7	3.4%	3	8.9%	5	0.9%	2	4.7%	4
Internet / home delivery (Don't know / varies)	13.6% 7.6%	109 61	11.4% 6.7%	21 12	15.3% 4.5%		19.0% 11.1%	27 16	8.4% 4.5%	6 3	9.7% 6.5%	5 3	12.0% 9.2%	20 15	17.9% 7.5%	15 6
Weighted base:		802		181		102		140		76		53		168		82
Sample:		802		137		110		121		102		93		138		101

Rutland Household Survey for GVA

Weighted: for GVA November 2015

	Tota	l	Zone	1	Zone 2	2	Zone 3	3	Zone 4		Zone :	5	Zone	6	Zone	7
Q07 Where do you do mo	ost of yo	our ho	ouseholo	d's sh	opping f	or fu	rniture, f	loor	covering	s an	d house	hold	textiles?	?		
Tesco Extra, Serpentine Green Shopping Centre,	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton, Peterborough B&Q, Leicester Road,	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray B&Q, Maskew Avenue,	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough Homebase, Springfield Street, Market Harborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Homebase, Stamford Retail Park, Stamford	0.4%	3	0.6%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby town centre	1.7%	14	0.6%	1	0.7%	1	5.8%	8	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Grantham town centre	3.7%	30	8.7%	16	1.1%	1	7.1%	10	1.0%	1	0.0%	0	0.5%	1	1.4%	1
Kettering town centre	0.3%	2	0.6%	10	0.6%	1	0.4%	10	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Leicester city centre	11.1%	89	11.0%	20	6.4%	7	8.2%	11	19.6%	15	28.2%	15	12.1%	20	1.2%	1
Loughborough town centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough town	1.1%	9	0.0%	0	0.0%	0	0.0%	0	2.4%	2	6.6%	3	2.0%	3	0.0%	0
centre																
Melton Mowbray town centre	1.4%	11	0.0%	0	0.0%	0	1.4%	2	9.7%	7	3.8%	2	0.0%	0	0.0%	0
Nottingham city centre	1.0%	8	1.6%	3	0.0%	0	0.5%	1	2.6%	2	2.2%	1	0.8%	1	0.0%	0
Oakham town centre	8.8%	71	20.2%	37	6.5%	7	9.8%	14	8.4%	6	1.5%	1	3.9%	7	0.0%	0
Peterborough city centre Serpentine Green,	13.7% 0.4%	110	8.9% 1.6%	16 3	21.9% 0.0%	22	15.0% 0.0%	21	3.7% 0.0%	3	0.8% 0.0%	0	11.3% 0.0%	19 0	34.4% 0.0%	28 0
Peterborough																
Stamford town centre	4.0%	32	1.3%	2	8.7%	9	2.3%	3	0.0%	0	0.0%	0	2.3%	4	17.1%	14
Uppingham town centre Augustin Retail Park,	3.1% 0.5%	25 4	2.1% 0.0%	4	0.6% 0.0%	1	0.0% 2.9%	0 4	1.0% 0.0%	1	2.9% 0.0%	2	10.9% 0.0%	18 0	0.0% 0.0%	0
Grantham Boongate Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Peterborough		1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boulevard Retail Park, Peterborough	0.1%															
Brotherhood Retail Park, Peterborough	0.7%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	3.2%	3
Discovery Retail Park, Grantham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	1.8%	15	5.5%	10	0.6%	1	0.5%	1	2.0%	2	3.8%	2	0.0%	0	0.0%	0
Giltbrook Retail & Shopping Park, Nottingham (incl. Ikea)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Markham Retail Park, Stamford	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Retail Park, Corby	0.5%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.3%	2	0.0%	0
Phoenix Retail Park, Corby (also known as Peel Retail	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park / Peel Centre)	0.40/	2	1.60/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Riverside Retail Park, Nottingham	0.4%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfields Retail Park, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Stamford Retail Park, Stamford	1.7%	14	5.2%	9	1.1%	1	1.4%	2	0.6%	0	0.0%	0	0.6%	1	0.0%	0
Thurmaston Shopping	0.7%	6	0.8%	1	0.0%	0	0.4%	1	3.7%	3	1.3%	1	0.0%	0	0.0%	0
Centre, Leicester Victoria Retail Park,	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham Boundary Mill Stores,	0.7%	5	1.4%	3	0.0%	0	1.2%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Grantham Costco, Westmoreland	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue, Thurmaston	0.20/	1	0.007		0.004	0	0.40/		0.004	0	0.00/	^	0.50/		0.00/	0
Glaston Village Centre Oadby (town centre &	0.2% 0.1%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.4% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.8%	0	0.5% 0.0%	1	0.0% 0.0%	0
foodstores) Oakham (stores outside town	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
centre) Thurmaston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.0%	0
Other location outside survey area	1.9%	15	0.6%	1	0.6%	1	1.2%	2	0.7%	0	7.3%	4	0.0% 4.4%	7	1.2%	1
Internet / home delivery	12.4%	99	10.8%	20	13.1%	13	19.3%	27	19.1%	15	2.5%	1	11.8%	20	4.3%	4
(Don't know / varies)	10.2%	81	6.6%	12	14.0%	14	6.0%	8	3.9%	3	5.4%	3	14.3%	24	20.7%	17
(Don't do this type of	15.8%	127	8.7%	16	20.5%	21	11.6%	16	15.6%	12	32.1%	17	18.9%	32	16.0%	13

by Zone (Weighted)

Weighted:

Rutland Household Survey for GVA

Page 12 November 2015

-								
	Total Z	Zone 1 Z	one 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
shopping)								
Weighted base:	802	181	102	140	76	53	168	82
Sample:	802	137	110	121	102	93	138	101

Rutland Household Survey for GVA

Total Zone 3 Zone 4 Zone 5 Zone 6 Zone 1 Zone 2 Zone 7 Q08 Where do you do most of your household's shopping for DIY and decorating goods? 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 1.2% Asda, Phoenix Parkway, 0.1% 0 0 1 Corby Asda, Union Street, 0.0% 2.9% 0.0% 0.0% 0 0.5% 4 0.0% 0 4 0.0% 0 0.0% 0 0 Grantham 0.0% Tesco Superstore, South 0 0.0% 0.0% 0 0.1% 1 0.0% 0 0 0.0% 1.0% 1 0.0% 0 0 Street, Oakham B&Q, Bull Head Street, 0.1% 0.0% 0 0.0% 0.0% 0 0.0% 0 2.1% 1 0.0% 0 0.0% 0 Wigston 7 B&Q, Devonshire Road, 1.5% 12. 2.1% 4 0.0% 0 0.0% 0 0.7% 1 12.5% 0.6% 1 0.0% 0 Leicester B&Q, Grantham Retail Park, 0.0% 0.0% 0 1.0% 8 1.1% 2 0.0% 0 3.9% 5 0.7% 0.0% 0 0 1 Grantham B&Q, Leicester Road, 12.8% 103 11.0% 20 1.0% 24.0% 34 59.5% 4.3% 2 0.5% 0.0% 0 45 Melton Mowbray B&O. Maskew Avenue. 2 0 0 3 2.0% 16 1.0% 2.7% 3 2.0% 3 0.0% 0.0% 3.1% 5 4.0% Peterborough B&Q, Meadow Road, 1.0% 8 1.6% 3 0.6% 0.0% 0 0.0% 0 0.0% 0 2.9% 5 0.0% 0 Kettering Homebase, Dysart Road / 0.1% 1 0.0% 0 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Dysart Retail Park, Grantham Homebase, Putney Road / 1.0% 0.0% 0.0% 0.0% 0 0.0% 4 4% 3.2% 0.0% 0 8 0 0 0 2 5 Welford Road, Leicester Homebase, Springfield 2.7% 22 0.0% 0 0.0% 0 0.0% 0 0.0% 0 17.2% 9 7.6% 13 0.0% 0 Street, Market Harborough Homebase, Stamford Retail 12.6% 101 2.1 2.7 12.8% 0.0% 0 0.0% 0 2.8% 30 11.7% 26.7% 18 5 36.6% Park, Stamford Corby town centre 3.8% 31 1.0% 1.0% 1.4% 0.0% 0 0.0% 0 15.4% 26 0.0% 0 1.4% 1.6% 3 0.7% 5.2% 0.6% 0.0% 0 0.0% 0.0% 0 Grantham town centre 11 0 0 0.0% 0.0% 0 0 11.0% Kettering town centre 2.3% 18 0.0% 0 0.0% 0.0% 0 0.0% 0 18 0 Leicester city centre 2.8% 23 3.5% 6 6.8% 7 0.5% 1 0.7% 1 9.2% 5 2.0% 3 0.0% 0 Loughborough town centre 0.1% 0.0% 0 0.0% 0.0% 0 1.0% 0.0% 0 0.0% 0.0% 0 9 0 0 Market Harborough town 0.0% 0 0.0% 0 0.0% 0.0% 0 5.2% 3 3.8% 0.0% 1.1% 6 centre Melton Mowbray town 3.7% 30 3 3.5% 4 3.5% 19.5% 15 0.9% 1.6% 3 0.0% 0 1.8% 0 centre 0.5% 0.8% 0.0% 0 0.0% 0 0.0% 0 5.3% 3 0.0% 0 0.0% 0 Nottingham city centre 4 1 Oakham town centre 10.9% 87 28.7% 52 6.5% 7 15.6% 22 2.7% 2 2.6% 1 2.0% 3 0.0% 0 Peterborough city centre 2.5% 20 3.1% 6 1.7% 3.2% 4 0.0% 0 0.0% 0 0.5% 8.5% 7.8% 9 20.4% 21 1.9% 3 0.0% 0.0% 2.8% 5 30.6% 25 Stamford town centre 62 5.1% 0 0 Syston town centre 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 0.0% 0 Uppingham town centre 2.7% 21 0.0% 0 4.6% 5 0.0% 0 0.0% 0 0.0% 0 10.0% 17 0.0% 0 Belgrave Retail Park, 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 0.0% 0 1 1 Kettering Brotherhood Retail Park, 0.3% 2 0.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0.0% 0 Peterborough Kettering Retail Park, 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 0.0% 0 2 Kettering London Road Retail Park, 0.1% 1 0.0% 0 0.0% 0 0.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Grantham 0.8% 0 Markham Retail Park. 0.4% 3 0.6% 1.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 1 Stamford Oasis Retail Park, Corby 0.2% 2 0.0% 0 1.0% 0.0% 0 0.0% 0 0.0% 0 0.5% 0.0% 0 St George's Retail Park, 0 0.0% 0.1% 0.0% 0 0.0% 0 0.0% 0 0.6% 0 0.0% 0 0 0.0% 0 Leicester Stamford Retail Park, 2.0% 16 3.7% 7 2.6% 3 2.9% 4 0.0% 0 0.0% 0 1.1% 2 0.7% 1 Stamford 0 0.0% 0.0% 0.0% 0.0% 0 Billesdon 0.1% 0.0% 0 0 0.0% 0 1.5% 0 Oadby (town centre & 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.1% 2 0.0% 0 0.0% 0 foodstores) Oakham (stores outside town 0.4% 4 1.6% 3 0.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 centre) Other location outside survey 0.5% 4 0.6% 1 0.7% 1 0.5% 1 0.6% 0 0.8% 0 0.5% 1 0.0% 0 Internet / home delivery 2.0% 3 0.9% 0.9% 0 0.6% 0.8% 16 4.6% 8 3.1% 1 1.8% (Don't know / varies) 9 2 99% 5.8% 46 5 1% 1 7% 3 5% 5 4 7% 4 11 1% 6 17 5 4% 4 (Don't do this type of 12.2% 98 9.6% 17 13.1% 13 13.9% 19 5.9% 4 17.4% 9 14.5% 24 12.2% 10 shopping) 102 76 Weighted base: 802 181 140 53 168 82 Sample: 802 137 110 121 102 93 138 101

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Rutland Household Survey for GVA

Asda, Phoenix Parkway, O.2%		Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	
Corby Morrisons, Uffington Road, 0.1% 0.1% 0.0% 0.0.0%	Q09 Where do you do m	ost of yo	our ho	ouseholo	d's sh	opping	for de	omestic	appli	ances s	uch a	s washi	ng ma	achines	, fridg	es cool	kers aı	nd kettles?
Morrisons, Uffington Road, Stamford Stamford Stamford Stamford 1		0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, South Street, Oakham Stramford Retail Oakham Street, Oakham Stramford Retail Oakham Street, Oakham Stramford Retail Oakham Street, Oakham Stramford Retail Oakham Street, Oakham Street, Oakham Stramford Retail Oakham Street, Oakham Street, Oakham Stramford Retail Oakham Street, Oakham Stramford Retail Oakham Street, Oakham Street, Oakham Stramford Retail Oakham Street, Oakham Street, Oakham Stramford Retail Oakham Street, Oakham Stramford Retail Oakham Street, Oakham Street, Oakham Stramford Retail Oakham Street, Oakham Street	Morrisons, Uffington Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	
B&Q, Bull Head Street, Wigston 0.1% or 1.0% or	Tesco Superstore, South	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	
B&Q, Maskew Avenue, Peterborough 0.1% Peterborough 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0	B&Q, Bull Head Street,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	
Park, Stamford Corby town centre 3.3% 27 2.5% 4 3.9% 4 2.9% 4 0.0% 0 0.0% 0 8.2% 14 0.7% 1 Grantham town centre 0.6% 4 0.0% 0 0.0% <t< td=""><td>B&Q, Maskew Avenue,</td><td>0.1%</td><td>1</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.7%</td><td>1</td><td></td></t<>	B&Q, Maskew Avenue,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	
Grantham town centre	Homebase, Stamford Retail	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	
Kettering town centre 0.2% 2 0.0% 0 0.0%	Corby town centre	3.3%	27	2.5%	4	3.9%	4	2.9%	4	0.0%	0	0.0%	0	8.2%	14	0.7%	1	
Kettering town centre 0.2% 2 0.0% 0 0.0%	•			0.0%	0	0.0%	0	0.4%	1	1.8%	1	0.0%	0	0.9%	2	1.2%	1	
Leicester city centre 7.1% 57 1.3% 2 5.8% 6 7.3% 10 17.0% 13 24.7% 13 7.6% 13 0.0% 0 Loughborough town centre 0.1% 0 0.0%					0													
Loughborough town centre																		
Market Harborough town centre Melton Mowbray town centre Nottingham city centre 10.2% 1 0.0% 0 0.0% 0 0.0% 0 1.9% 1 0.0% 0 0.	•																	
Melton Mowbray town centre 3.9% 31 0.0% 0 2.0% 2 5.4% 8 25.5% 19 4.3% 2 0.0% 0 0.0% 0 Nottingham city centre 0.2% 1 0.0% 0 0.0% 0 1.9% 1 0.0% 0 0.0% 0 Oakham town centre 16.2% 130 35.6% 64 14.9% 15 16.0% 22 7.7% 6 6.5% 3 10.3% 17 1.4% 1 Peterborough city centre 6.4% 52 4.0% 7 6.5% 7 3.9% 5 1.2% 1 0.8% 0 8.0% 13 21.6% 18 Stamford town centre 5.2% 42 1.0% 2 19.7% 20 2.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	Market Harborough town																	
Oakham town centre 16.2% 130 35.6% 64 14.9% 15 16.0% 22 7.7% 6 6.5% 3 10.3% 17 1.4% 1 Peterborough city centre 6.4% 52 4.0% 7 6.5% 7 3.9% 5 1.2% 1 0.8% 0 8.0% 13 21.6% 18 Stamford town centre 5.2% 42 1.0% 2 19.7% 20 2.4% 3 0.0% 0 0.0% 0 0.0% 0 20.2% 17 Wigston town centre 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 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 town	3.9%	31	0.0%	0	2.0%	2	5.4%	8	25.5%	19	4.3%	2	0.0%	0	0.0%	0	
Oakham town centre 16.2% 130 35.6% 64 14.9% 15 16.0% 22 7.7% 6 6.5% 3 10.3% 17 1.4% 1 Peterborough city centre 6.4% 52 4.0% 7 6.5% 7 3.9% 5 1.2% 1 0.8% 0 8.0% 13 21.6% 18 Stamford town centre 5.2% 42 1.0% 2 19.7% 20 2.4% 3 0.0% 0 0.0% 0 0.0% 0 20.2% 17 Wigston town centre 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 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	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	
Peterborough city centre 6.4% 52 4.0% 7 6.5% 7 3.9% 5 1.2% 1 0.8% 0 8.0% 13 21.6% 18 Stamford town centre 5.2% 42 1.0% 2 19.7% 20 2.4% 3 0.0% 0 0.0% 0 0.0% 0 20.2% 17 Wigston town centre 0.1% 1 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 0.0% Boulevard Retail Park, 0.1% 1 0.0% 0 0.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 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 town centre 5.2% 42 1.0% 2 19.7% 20 2.4% 3 0.0% 0 0.0% 0 0.0% 0 20.2% 17 Wigston town centre 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 0.0% 0 Boulevard Retail Park, 0.1% 1 0.0% 0 0.9% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Peterborough Brotherhood Retail Park, 0.4% 3 1.6% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0																		
Wigston town centre 0.1% 1 0.0% 0 0.0%	- •																	
Boulevard Retail Park, 0.1% 1 0.0% 0 0.9% 1 0.0% 0																		
Peterborough Brotherhood Retail Park, 0.4% 3 1.6% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	C																	
Brotherhood Retail Park, 0.4% 3 1.6% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0		0.1%	1	0.0%	O	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Peterborough	Brotherhood Retail Park,	0.4%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dysart Retail Park, 1.0% 8 0.0% 0 0.0% 0 5.6% 8 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Grantham	Dysart Retail Park,	1.0%	8	0.0%	0	0.0%	0	5.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fosse Park, Leicester 1.0% 8 0.0% 0 0.0% 0 0.0% 0 2.1% 2 9.8% 5 0.9% 2 0.0% 0		1.00/	0	0.004	0	0.00/	0	0.004	0	2 104	2	0.80/	5	0.00%	2	0.00%	0	
Kettering Retail Park, 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 2 0.0% 0	Kettering Retail Park,																	
Kettering Markham Retail Park, 0.3% 3 0.5% 1 1.1% 1 0.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Stamford	Markham Retail Park,	0.3%	3	0.5%	1	1.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Northfield Retail Park, 0.1% 1 0.0% 0 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	Northfield Retail Park,	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oasis Retail Park, Corby 1.4% 11 0.6% 1 0.6% 1 0.0% 0 0.0% 0 0.0% 0 5.7% 10 0.0% 0	\mathcal{E}	1 /10%	11	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5 7%	10	0.0%	0	
Phoenix Retail Park, Corby 1.5% 12 0.0% 0 0.6% 1 0.0% 0 0.0% 0 0.0% 0 6.6% 11 0.0% 0 (also known as Peel Retail Park / Peel Centre)	(also known as Peel Retail	1.5%	12	0.0%	U	0.6%	1	0.0%	U	0.0%	U	0.0%	U	0.0%	11	0.0%	U	
St George's Retail Park, 0.5% 4 0.6% 1 0.0% 0 0.0% 0 0.6% 0 2.1% 1 0.8% 1 0.0% 0 Leicester	St George's Retail Park,	0.5%	4	0.6%	1	0.0%	0	0.0%	0	0.6%	0	2.1%	1	0.8%	1	0.0%	0	
Stamford Retail Park, 5.8% 46 6.2% 11 9.6% 10 5.4% 8 1.0% 1 0.0% 0 1.0% 2 18.9% 15 Stamford	Stamford Retail Park,	5.8%	46	6.2%	11	9.6%	10	5.4%	8	1.0%	1	0.0%	0	1.0%	2	18.9%	15	
Thurmaston Shopping 0.1% 1 0.0% 0 0.0% 0 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Centre, Leicester	Thurmaston Shopping	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Victoria Retail Park, 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0 0.0% 0 0.0% 0 Nottingham	Victoria Retail Park,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	
Costco, Westmoreland 0.1% 1 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Avenue, Thurmaston	Costco, Westmoreland	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oadby (town centre & 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0 0.0% 0 0.0% 0 foodstores)	Oadby (town centre &	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	
Other location outside survey 0.5% 4 0.0% 0 0.0% 0 2.9% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 area	Other location outside survey	0.5%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Internet / home delivery 30.8% 247 40.2% 73 24.2% 25 34.7% 49 29.9% 23 27.1% 14 27.3% 46 22.4% 18		30.8%	247	40.2%	73	24.2%	25	34.7%	49	29.9%	23	27.1%	14	27.3%	46	22.4%	18	
(Don't know / varies) 5.1% 41 2.9% 5 4.0% 4 5.3% 7 5.3% 4 2.2% 1 9.9% 17 3.2% 3	•		41				4		7	5.3%	4		1	9.9%	17	3.2%		
(Don't do this type of 4.7% 38 0.9% 2 3.4% 3 6.9% 10 5.5% 4 6.3% 3 4.8% 8 9.2% 8 shopping)	(Don't do this type of																	
Weighted base: 802 181 102 140 76 53 168 82 Sample: 802 137 110 121 102 93 138 101	C																	

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Rutland Household Survey for GVA

	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Q10 Where do you do me	ost of yo	our ho	ousehol	d's sh	opping	for T\	/, audio	, phot	tograph	ic, mo	bile pho	ones,	and co	npute	er equip	ment?
Asda, Phoenix Parkway,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Corby Morrisons, Uffington Road, Stamford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, Grove Farm Triangle, Leicester (Fosse Park)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco Extra, Oakley Road, Corby	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, South Street, Oakham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Corby town centre	4.8%	39	5.5%	10	5.6%	6	3.4%	5	0.0%	0	0.0%	0	10.9%	18	0.0%	0
Grantham town centre	0.3%	3	0.0%	0	0.0%	0	0.4%	1	1.6%	1	0.0%	0	0.5%	1	0.0%	0
Kettering town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Leicester city centre	10.8%	86	5.9%	11	3.3%	3	10.8%	15	21.1%	16	30.2%	16	15.0%	25	0.0%	0
Loughborough town centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough town centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	6	2.6%	4	0.0%	0
Melton Mowbray town centre	2.7%	21	0.0%	0	2.0%	2	1.4%	2	21.2%	16	2.2%	1	0.0%	0	0.0%	0
Nottingham city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Oakham town centre	14.6%	117	27.4%	50	11.5%	12	21.0%	29	7.5%	6	11.0%	6	8.4%	14	0.7%	1
Peterborough city centre	7.8%	63	6.0%	11	6.0%	6	9.8%	14	1.6%	1	0.8%	0	7.1%	12	22.4%	18
Stamford town centre	7.3%	59	4.5%	8	18.0%	18	2.9%	4	0.0%	0	0.0%	0	2.4%	4	29.4%	24
Uppingham town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Wigston town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Boulevard Retail Park, Peterborough	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dysart Retail Park, Grantham	0.2%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	1.4%	11	0.0%	0	0.0%	0	1.0%	1	5.8%	4	10.6%	6	0.0%	0	0.0%	0
Kettering Retail Park, Kettering	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Markham Retail Park, Stamford	0.3%	2	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Retail Park, Corby	1.5%	12	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	11	0.0%	0
Phoenix Retail Park, Corby (also known as Peel Retail Park / Peel Centre)	1.2%	10	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	4.7%	8	0.0%	0
St George's Retail Park, Leicester	0.3%	3	0.6%	1	0.0%	0	0.0%	0	0.6%	0	2.1%	1	0.0%	0	0.0%	0
Stamford Retail Park, Stamford	7.3%	59	6.2%	11	10.7%	11	12.2%	17	1.0%	1	0.0%	0	1.0%	2	20.6%	17
Boundary Mill Stores, Grantham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Oakham (stores outside town centre)	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other location outside survey area	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	26.6%	214	38.6%	70	31.8%	33	26.3%	37	25.4%	19	14.7%	8	19.5%	33	17.7%	15
(Don't know / varies)	3.7%	30	2.9%	5	1.9%	2	0.9%	1	0.6%	0	6.2%	3	8.1%	14	4.4%	4
(Don't do this type of shopping)	5.4%	44	0.9%	2	6.0%	6	5.7%	8	7.0%	5	7.5%	4	8.6%	15	4.8%	4
Weighted base: Sample:		802 802		181 137		102 110		140 121		76 102		53 93		168 138		82 101

Rutland Household Survey for GVA

	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	5	Zone	6	Zone	7
Q11 Where do you do mo	ost of yo	our ho	ousehol	d's sh	opping	for pe	ersonal o	care ç	goods, s	uch a	s soaps	, bea	uty prod	ducts,	medica	ıl goods?
Asda, Barkby Thorpe Lane, Leicester (Thurmaston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.1%	1	0.0%	0	0.0%	0
Shopping Centre) Asda, Phoenix Parkway,	3.6%	29	4.8%	9	0.0%	0	6.5%	9	0.0%	0	0.0%	0	6.5%	11	0.0%	0
Corby Asda, Union Street, Grantham	0.8%	7	0.0%	0	0.0%	0	4.3%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uffington Road, Stamford	1.9%	15	0.0%	0	4.1%	4	1.9%	3	0.0%	0	0.0%	0	0.6%	1	9.3%	8
Morrisons, Vale of Belvoir Shopping Centre, Sherrard Street, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Grove Farm Triangle, Leicester (Fosse Park)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Sainsbury's, Markham Retail Park, Stamford	1.0%	8	0.5%	1	2.9%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Sainsbury's, Melton Road, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco Extra, Oakley Road, Corby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Tesco Superstore, Narborough Road West, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.5%	1	0.0%	0
Tesco Superstore, South Street, Oakham	5.4%	44	13.0%	24	7.0%	7	7.4%	10	1.8%	1	0.8%	0	0.5%	1	0.0%	0
Tesco Superstore, Thorpe Road, Melton Mowbray	0.3%	2	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.8%	0	0.0%	0	0.0%	0
Corby town centre	4.3%	35	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	18.7%	32	1.9%	2
Grantham town centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering town centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester city centre	2.0%	16	0.0%	0	1.0%	1	2.6%	4	0.0%	0	7.5%	4	4.5%	8	0.0%	0
Loughborough town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Market Harborough town centre	3.4%	27	0.0%	0	0.0%	0	2.9%	4	0.0%	0	16.7%	9	8.4%	14	0.0%	0
Melton Mowbray town centre	5.7%	45	0.0%	0	1.9%	2	2.8%	4	51.3%	39	0.9%	0	0.0%	0	0.0%	0
Oakham town centre	34.4%	276	71.6%	130		33	55.9%	78	17.3%	13	10.1%	5	7.9%	13	3.5%	3
Peterborough city centre	1.7%	14	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	2	6.5%	5
Stamford town centre	9.8%	78	1.0%	2	19.8%	20	0.9%	1	0.0%	0	0.8%	0	2.6%	4	61.2%	50
Syston town centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0
Uppingham town centre Fosse Park, Leicester	6.1%	49 4	0.0% 0.0%	0	1.8% 0.0%	2	0.0% 0.0%	0	0.0%	0	2.1% 1.7%	1	27.5%	46 2	0.0% 0.0%	0 0
Markham Retail Park,	0.5% 0.4%	3	1.6%	0	0.0%	0	0.0%	0	2.0% 0.0%	2	0.0%	1 0	1.1% 0.0%	0	0.0%	0
Stamford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0
Oasis Retail Park, Corby Phoenix Retail Park, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6% 0.6%	1	0.0%	0
(also known as Peel Retail Park / Peel Centre)	0.170	1	0.0%	U	0.070	U	0.070	U	0.070	U	0.0%	U	0.0%	1	0.070	U
Stamford Retail Park, Stamford	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Leicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.9%	0	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby	0.7%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Costco, Westmoreland Avenue, Thurmaston	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Melton Mowbray	0.3%	2	0.5%	1	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Billesdon	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0	0.0%	0
Cambridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Empingham Village Centre	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton-on-the-Hill Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0
Ketton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Oadby (town centre &	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	12	0.0%	0	0.0%	0
foodstores)																
Other location outside survey	0.5%	4	0.0%	0	0.0%	0	0.5%	1	0.6%	0	1.7%	1	0.9%	2	0.7%	1

by Zone (Weighted)

Weighted:

Rutland Household Survey for GVA

Page 17 November 2015

	Total	ı	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	5	Zone	6	Zone	7
area																
Internet / home delivery	4.9%	40	3.7%	7	3.9%	4	7.9%	11	3.4%	3	7.3%	4	6.4%	11	0.8%	1
(Don't know / varies)	3.7%	30	1.7%	3	5.0%	5	2.4%	3	5.3%	4	3.6%	2	5.1%	9	4.4%	4
(Don't do this type of	2.9%	23	1.3%	2	9.6%	10	1.0%	1	0.6%	0	0.0%	0	2.3%	4	6.4%	5
shopping)																
Weighted base:		802		181		102		140		76		53		168		82
Sample:		802		137		110		121		102		93		138		101

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Rutland Household Survey for GVA

November 2015

Zone 3 Zone 4 Total Zone 1 Zone 2 Zone 5 Zone 6 Zone 7 Q12 Where do you do most of your household's shopping for recreational and luxury goods including books, games, sports, pets and pet products, bicycles, jewellery? Asda, Barkby Thorpe Lane, 0.2% 2 0.0% 0 0.0% 0.0% 0.7% 2.6% 1 0.0% 0.0% 0 Leicester (Thurmaston Shopping Centre) 0.0% 0.0% 0.0% 0 Asda, Phoenix Parkway, 0.1% 1 0.5% 1 0.0% 0 0.0% 0 0.0% 0 0 0 Corby Morrisons, Uffington Road, 0.2% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.6% 1.2% 1 Stamford 0 Tesco Superstore, South 0.4% 3 0.6% 1 0.6% 1 0.7% 1 0.0% 0 0.8% 0 0.0% 0 0.0% Street, Oakham 0.0% 0.0% 0 Tesco Superstore, Thorpe 0.1% 0.0% 0 1.0% 0.0% 0 0.0% 0 0.0% 0 0 1 1 Road, Melton Mowbray 1.6% Corby town centre 4.0% 32 3 12.8% 13 3.6% 0.0% 0 0.0% 0 6.6% 11 0.0% 0 Grantham town centre 0.2% 2 0.0% 0 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0.6% 0.0% 0 0.3% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% Kettering town centre 2 0.6% 1.1% 0 0 0 1 1 76 Leicester city centre 9.4% 12.4% 22 3.8% 4 3.7% 5 12.9% 10 22.4% 12 13.4% 23 0.0% 0 Loughborough town centre 0.1% 0.0% 0 0.0% 0 0.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Market Harborough town 1.8% 15 0.0% 1.0% 0.0% 0 0.0% 9.1% 5 5.2% 0.0% 0 0 0 centre Melton Mowbray town 3.3% 26 1.4% 3 0.6% 0.4% 1 27.1% 21 3.8% 2 0.0% 0 0.0% 0 centre 0.0% 0 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% Nottingham city centre 1.0% 1 1 71 17.4% Oakham town centre 8.8% 31 5.7% 6 12.7% 18 9.3% 7 3.6% 2 4.1% 7 0.0% 0 Peterborough city centre 4.1% 33 2.3% 4 7.0% 7 3.4% 5 1.6% 1 0.0% 0 3.0% 5 13.1% 11 Stamford town centre 6.0% 48 0.8% 1 12.2% 12 5.4% 8 0.0% 0 0.0% 0 0.5% 1 31.2% 26 Syston town centre 0.0% 0.0% 0.1% 0.0% 0 0.0% 0 1.3% 0.0% 0 0.0% 0 -1 0 1 0 Uppingham town centre 2.0% 16 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 9.6% 16 0.0% 0 Boongate Retail Park, 0.1% 0.0% 0 0.9% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Peterborough Brotherhood Retail Park, 0.1% 1 0.0% 0 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Peterborough Northfield Retail Park, 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 0.0% 0 Kettering 0.0% 0.0% 0 Oasis Retail Park, Corby 0.1% 1 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Stamford Retail Park, 0.1% 0.0% 0 0.9% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Stamford Thurmaston Shopping 0 0.0% 0 0.0% 0 0 0.0% 0.0% 0 0.1% 1 0.0% 1.0% 1 0.8% 0 Centre, Leicester Costco, Westmoreland 0.1% 0.0% 0 1.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Avenue, Thurmaston Rutland County Golf Club, 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 1 0.0% 0 Great North Road, Great Casterton, Stamford Rutland Cycles, Whitwell 0.7% 0.6% 0.0% 0 2.9% 4 0.0% 0 0.0% 0 0.0% 0 0.7% 1 6 Leisure Park, Bull Brigg Lane, Whitwell Tesco Extra, Maidenwell 0.1% 0.0% 0.0% 0.0% 0.0% 1.5% 0.0% 0.0% 0 0 0 0 0 0 1 Avenue, Hamilton, Leicester Cambridge 0.1% 0.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 0.0% 0.0% 0.0% 0.0% London 2 0 0.6% 1 0.4% 1 0.6% 0 0 0 0 Oadby (town centre & 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 0.0% 0 foodstores) Owston Village Centre 0.1% 0.0% 0 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 Rutland Water Local Centre 0.4% 0 2 0 0.0% 0 0.0% 0 0.0% 0 3 0.0% 1.0% 1 1.4% 0.0% Tilton on the Hill Village 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0 0.0% 0 0.0% 0 Centre 0 2 0.0% 0 Other location outside survey 0.5% 4 0.0% 0.6% 1.4% 2 2.1% 0.0% 0 0 0.0% -1 Internet / home delivery 34.6% 278 41.5% 75 32.0% 33 45.8% 64 27.3% 21 33.4% 18 26.8% 45 27.5% 23 (Don't know / varies) 5.8% 46 5.7% 10 7.1% 3.8% 5 5.3% 4 2.2% 7.3% 12 7.1% 6 1 (Don't do this type of 13.9% 25 8.4% 9 18 9.8% 7 17.4% 9 21.6% 15.1% 121 13.0% 36 19.2% 16 shopping) 802 140 Weighted base: 181 102 76 53 168 82 93 Sample: 802 137 110 121 102 138 101

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Rutland Household Survey for GVA

November 2015

weighted:							ioi O	V / A								November	201
	Tota	ıl	Zone	:1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	
Q13 Which of the follow	ving towr	n cent	res do y	you vi	sit mos	t ofter	n? [PR]										
Oakham	64.6%	519	98.0%	177	78.9%	81	95.4%	134	70.6%	54	40.4%	21	11.7%	20	39.5%	32	
Uppingham (Don't visit either of these centres)	20.7% 14.7%	166 118	1.0% 1.0%	2 2	13.5% 7.6%	14 8	0.7% 3.9%	1 5	1.6% 27.9%	1 21	26.2% 33.4%	14 18	76.1% 12.2%	128 20	7.3% 53.2%	6 44	
Weighted base: Sample:		802 802		181 137		102 110		140 121		76 102		53 93		168 138		82 101	
Mean score [Times 1, Once every 2 we	eks = 0.5	5, Onc	e a mor	nth = ().25, On	ce ev											k =
Q13AHow often do you v Those who visit a cent	•	NTRE	MENTIC	ONED	AT Q13	3)?											
Daily	16.2%	111	17.6%	31	9.6%	9	16.8%	23	11.5%	6	2.0%	1	26.6%	39	4.3%	2	
5 - 6 times a week	5.4%	37	10.2%	18	2.7%	3	1.5%	2	1.0%	1	0.0%	0	7.6%	11	5.0%	2	
4 times a week	4.1%	28	7.8%	14	2.2%	2	5.6%	7	1.4%	1	0.0%	0	2.5%	4	0.0%	0	
3 times a week	9.3%	64	13.6%	24	6.1%	6		11	10.1%	6	5.5%	2	9.6%	14	2.5%	1	
Гwice a week	16.4%	112	18.7%	34		20		26	8.4%	5	10.3%	4	14.4%	21	7.5%	3	
Once a week	24.3%	166	21.9%	39	29.5%	28	37.2%	50	18.2%	10	14.1%	5	20.1%	30	11.5%	4	
Once every 2 weeks	8.0%	54	3.2%	6		11	6.0%	8	15.5%	9	22.7%	8	6.4%	10	9.1%	4	
Once a month	7.9%	54	2.8%	5		11	3.7%	5	8.9%	5	21.6%	8	8.8%	13		8	
Once every 2 months	3.0%	21	1.0%	2	3.4%	3	0.5%	1	13.9%	8	14.2%	5	0.0%	0	5.9%	2	
Once every 3 months	1.3%	9	2.6%	5	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	5.8%	2	
Less often	3.2%	22	0.0%	0	2.0%	2	0.0%	0	11.0%	6	4.5%	2	1.7%	2	26.1%	10	
(Don't know / varies)	1.0%	7	0.5%	1	0.6%	1	1.0%	1	0.0%	0	0.0%	0	2.3%	3	1.5%	1	
Mean:		2.54		3.15		1.91		2.55		1.69		0.85		3.29		1.05	
Weighted base:		684		179		94		135		55		35		148		38	
Sample:		647		135		99		115		68		60		123		47	
Q13BWhat is usually the	•	urpos	e of you	ır trip	to (CEN	ITRE	MENTIC	NED	AT Q13)?							
Those who visit a cent	re at Q13																
Food shopping	40.5%	277	46.3%	83	44.5%	42	43.1%	58	19.1%	11	32.4%	11	44.1%	65	18.8%	7	
Non-food shopping	19.6%	134	16.5%	30	13.5%	13	22.7%	31	24.4%	13	42.8%	15	14.5%	21	30.2%	12	
Daytime eating / drinking	4.0%	27	1.6%	3	3.2%	3	2.6%	3	10.5%	6	5.1%	2	5.2%	8	7.2%	3	
Evening eating / drinking	3.3%	23	0.5%	1	2.7%	3	1.0%	1	2.8%	2	2.3%	1	6.6%	10	15.0%	6	
Financial services	6.4%	44	10.6%	19	4.7%	4	6.4%	9	1.0%	1	2.8%	1	6.3%	9	1.8%	1	
Work (IN the centre mentioned at Q13)	7.1%	48	8.5%	15	4.7%	4	9.6%	13	9.1%	5	2.0%	1	5.7%	8	4.3%	2	
Work (Commuting TO / FROM centre mentioned at Q13)	1.4%	9	0.0%	0	2.5%	2	3.0%	4	2.0%	1	1.4%	0	0.8%	1	0.0%	0	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Click & collect online	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö	
showning and an	5.070	9	2.073	9	2.073	,	2.070	9	2.073	9	2.0,0	9	2.073	9	2.070	-	

shopping order Charity work / volunteering

School run / school activities

Visit doctors / hospital /

Visit gym / leisure centre

dentist / opticians

Visit friends / family

For a day out

Visit church

Visit library

Visit market

Visit the vets

Visit Post Office

Weighted base:

Sample:

Walk around / browse

(Don't know / varies)

Use hairdressers

Get petrol

0.2%

0.9%

0.3%

2.8%

0.3%

0.3%

1.2%

2.5%

0.6%

1.4%

0.7%

0.2%

0.1%

2.8%

3.8%

0.0%

0.0%

0.6%

0.6%

0.0%

0.0%

0.6%

0.0%

0.0%

4.7%

0.6%

0.0%

0.0%

4.4%

4.7%

1

6

19

2

2

17

5

19

26

684

647

0

0

1

0

0

0

0

9

1

0

0

8

8

179

135

0.0%

4.2%

1.1%

3.6%

0.6%

0.0%

2.0%

1.1%

1.7%

0.0%

2.3%

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4.4%

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3

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94

99

0.5%

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7.4%

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4.7%

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115

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0.0%

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0 1.2%

0

4

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0

0

0.0%

3

6 2.0%

55

68

1.2%

0.0%

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0.0%

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1.2%

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1

35

60

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0.0%

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0.0%

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2.1%

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1

0.0%

4

3 8.7%

148

123

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1.5%

0.0%

7.5%

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0.0%

1.8%

3.2%

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0

3

38

47

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Rutland Household Survey for GVA

Weighted:				for GVA	\			ľ	Novem
	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	

Q13CWhen you visit (CENTRE MENTIONED AT Q13), what else do you do, e.g. what services do you use and what activities do you do? [MR]
Those who visit a centre at Q13

Food shopping	17.7%	121	14.1%	25	17.9%	17	18.6%	25	16.7%	9	35.6%	12	18.5%	27	13.0%	5
Non-food shopping	32.9%	225	35.9%	64	31.4%	30	35.6%	48	16.1%	9	47.4%	17	35.2%	52	15.9%	6
Café	21.0%	144	28.6%	51	13.1%	12	16.9%	23	15.8%	9	20.4%	7	22.7%	34	20.5%	8
Betting office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dry cleaners	1.0%	7	1.8%	3	1.0%	1	0.4%	1	1.4%	1	0.0%	0	0.6%	1	0.0%	0
Estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services	14.6%	100	24.5%	44	10.8%	10	12.6%	17	10.4%	6	11.7%	4	12.8%	19	0.0%	0
Hairdressers / beauty salon	6.5%	45	5.1%	9	4.7%	4	4.6%	6	1.4%	1	7.7%	3	14.2%	21	1.5%	1
Health centre / dentist	13.4%	91	18.0%	32	5.8%	5	11.3%	15	3.9%	2	0.0%	0	23.2%	34	5.8%	2
Library	4.6%	32	8.7%	16	2.3%	2	1.9%	3	5.7%	3	1.2%	0	5.2%	8	0.0%	0
Opticians	4.5%	31	8.8%	16	1.1%	1	4.8%	6	1.4%	1	1.2%	0	4.3%	6	0.0%	0
Payday loan shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Petrol station	3.6%	25	2.1%	4	3.8%	4	2.6%	3	14.2%	8	1.4%	0	2.5%	4	5.0%	2
Public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurant	11.9%	81	14.2%	25	13.4%	13	2.9%	4	6.0%	3	31.9%	11	15.1%	22	6.2%	2
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
Post Office	3.2%	22	2.0%	4	6.6%	6	2.0%	3	1.0%	1	1.2%	0	5.4%	8	0.0%	0
Pubs	4.6%	32	8.1%	14	4.2%	4	0.0%	0	1.4%	1	2.0%	1	7.8%	12	0.0%	0
Market	3.4%	23	4.6%	8	2.0%	2	3.8%	5	0.0%	0	0.0%	0	5.7%	8	0.0%	0
Leisure activity	2.7%	18	0.6%	1	5.6%	5	6.6%	9	2.3%	1	1.4%	0	0.6%	1	1.5%	1
(Nothing else)	22.0%	151	13.8%	25	16.3%	15	27.8%	37	37.0%	20	7.8%	3	23.1%	34	41.9%	16
Weighted base:		684		179		94		135		55		35		148		38
Sample:		647		135		99		115		68		60		123		47

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Rutland Household Survey for GVA

	Tota	l	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone 5	5	Zone	6	Zone 7	1
Q13DWhat do you like ab Those who visit a centre	•	NTRE	MENTIC	ONED	AT Q13)? [M	R]									
	~															
Everything	7.2%	49	11.3%	20	5.0%	5	2.6%	4	0.0%	0	1.2%	0	12.3%	18	5.9%	2
Accessible by rail Attractive environment	0.0% 16.7%	0 115	0.0% 5.9%	0 11	0.0% 10.7%	0 10	0.0% 15.2%	0 20	0.0% 31.2%	0 17	0.0% 28.6%	0 10	0.0% 25.4%	0 38	0.0% 22.6%	0 9
Clean / litter free	1.1%	8	1.6%	3	4.2%	4	0.0%	0	0.0%	0	2.0%	10	0.0%	0	0.0%	0
Close to home	25.4%	174	22.7%	41	29.1%	28	33.7%	45	11.7%	6	16.3%	6	32.4%	48	1.5%	1
Close to school / college /	0.7%	5	1.1%	2	0.0%	0	1.2%	2	1.0%	1	1.4%	0	0.0%	0	0.0%	0
university Close to work / en route to	1.2%	8	1.4%	2	2.2%	2	2.0%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0
work	0.50		0.407		10.50/		0.40/		4.4.00		0.004			_	10.20	
Compact / easy to get around Easily accessible by foot / cycle	9.5% 0.5%	65	8.4% 1.4%	15 2	18.6% 0.0%	18 0	8.1% 0.0%	11	14.2% 0.0%	8	8.0% 2.0%	3 1	4.6% 0.0%	7 0	10.2% 0.0%	4 0
Easy to park	5.1%	35	0.8%	1	6.1%	6	0.9%	1	6.2%	3	12.8%	5	8.7%	13	14.9%	6
Free / cheap parking	1.3%	9	0.0%	0	1.1%	1	3.6%	5	1.0%	1	2.0%	1	1.2%	2	0.0%	0
Good bus service / accessible public transport	0.5%	4	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Good disabled access	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Good facilities (e.g. seating, toilets)	0.3%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.0%	1	0.0%	0	1.5%	1
Good foodstores	0.6%	4	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	5.0%	2
Good for a day out	1.5%	10	0.6%	1	0.0%	0	0.4%	1	2.9%	2	9.9%	3	0.5%	1	6.9%	3
Good layout / shops close together	1.3%	9	0.0%	0	0.6%	1	0.4%	1	0.0%	0	11.6%	4	2.3%	3	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs,	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
arts centres etc.) Good market	2.9%	20	5.2%	9	0.6%	1	4.8%	7	1.0%	1	3.5%	1	1.2%	2	0.0%	0
Good places to eat	0.8%	5	0.6%	1	2.2%	2	0.5%	1	1.7%	1	0.0%	0	0.0%	0	1.5%	1
Good pubs / bars	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	0	0.6%	1	0.0%	0
Good quality of shops	3.4%	24	2.0%	4	0.7%	1	5.7%	8	3.3%	2	5.5%	2	4.9%	7	1.5%	1
Good range of chain / well	3.4%	23	2.8%	5	2.7%	3	2.4%	3	0.0%	0	5.9%	2	6.6%	10	1.5%	1
known stores Good range of non-food	4.3%	29	0.8%	1	1.8%	2	7.7%	10	8.8%	5	9.9%	3	4.3%	6	2.9%	1
shops Good range of services (e.g.	0.6%	4	0.5%	1	0.0%	0	1.0%	1	0.8%	0	1.2%	0	0.5%	1	0.0%	0
bank, library, hairdresser etc.)																
Good range of specialist / independent stores	9.1%	62	7.1%	13	16.3%	15	4.0%	5	15.5%	9	18.4%	6	7.5%	11	7.5%	3
Good road access	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	2	0.0%	0
Historic environment	4.1%	28	0.9%	2	4.4%	4	4.0%		11.5%	6	8.4%	3	4.7%	7	1.5%	1
Library	0.6%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Long opening hours / evening activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low or discount prices Not too busy or crowded	6.7%	46	7.9%	0 14	2.5%	0 2	5.5%	0 7	15.1%	8	8.3%	0	5.5%	8	7.2%	3
Pedestrianised areas	0.1%	1	0.6%	1	0.0%	0	0.0%	ó	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside environment	0.2%	1	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe / secure	5.6%	38	14.0%	25	0.0%	0	1.2%	2	0.0%	0	1.2%	0	7.2%	11	1.5%	1
Shops selling local or Fairtrade produce	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.5%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to Nice atmosphere / pleasant	0.4% 4.4%	3 30	0.0% 3.2%	0 6	0.0% 0.6%	0 1	0.4% 5.2%	1 7	1.7% 6.2%	1	0.0% 2.0%	0	0.5% 2.4%	1 4	1.5% 23.6%	1 9
place			0.0								2.5			_	-	•
Friendly people	5.3%	36	8.8%	16	6.7%	6	2.7%	4	2.5%	1	2.3%	1	4.3%	6	5.8%	2
Familiarity	1.2%	8	2.1%	4	0.0%	0	3.0%	4 17	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Nothing / very little (Don't know)	9.6% 3.1%	66 21	17.9% 3.1%	32 5	7.6% 2.0%	7 2	12.8% 5.4%	17 7	4.2% 0.0%	2	2.0% 0.0%	1	2.5% 4.5%	4 7	7.5% 0.0%	3
` ´	3.170		3.170		2.070		J. 4 70		0.070		0.070		4.570		0.070	
Weighted base: Sample:		684 647		179 135		94 99		135 115		55 68		35 60		148 123		38 47

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Rutland Household Survey for GVA

November 2015

	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
Q13EWhat do you dislike	e about (CENT	RE MEN	ITION	ED AT G	Q13)?	[MR]									
Those who visit a centr	re at Q13															
Everything	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre very windy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cost of parking	4.7%	32	3.3%	6	5.6%	5	5.1%	7	3.9%	2	1.4%	0	7.3%	11	1.8%	1
Difficult to cross streets	1.0%	7	0.8%	1	0.7%	1	1.9%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Empty shops	1.8%	12	2.5%	4	0.0%	0	3.3%	4	5.7%	3	0.0%	0	0.0%	0	0.0%	0
Few traffic free areas	1.7%	11	2.8%	5	1.7%	2	0.5%	1	0.0%	0	1.2%	0	2.4%	4	0.0%	0
Lack of leisure, sports or cultural facilities	2.6%	18	4.0%	7	0.7%	1	3.5%	5	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Lack of parking	8.7%	59	3.4%	6	14.8%	14	6.3%	8	9.3%	5	8.8%	3	14.9%	22	1.5%	1
Litter / dirty / dogs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Awkward car parks (layout)	0.3%	2	0.0%	0	1.1%	1	0.4%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0
No department store	0.9%	6	2.6%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough choice of shops	17.3%	119	27.3%	49	15.8%	15	22.2%	30	10.8%	6	5.4%	2	10.8%	16	2.9%	1
Not enough clothes shops	10.6%	72	23.7%	42	5.5%	5	12.0%	16	12.2%	7	3.4%	1	0.5%	1	0.0%	0
Not enough supermarket / food shops	7.2%	49	11.8%	21	8.4%	8	9.7%	13	0.0%	0	2.5%	1	4.3%	6	0.0%	0
Poor bus service to centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor environment	1.6%	11	0.0%	0	1.2%	1	1.2%	2	1.4%	1	0.0%	0	5.2%	8	0.0%	0
Poor facilities (e.g. seating, toilets)	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	2.9%	20	8.4%	15	0.7%	1	0.9%	1	2.9%	2	0.0%	0	0.5%	1	1.8%	1
Poor signposting in centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	7.9%	54	11.4%	20	5.8%	6	12.0%	16	2.3%	1	1.4%	0	7.0%	10	0.0%	Ö
Short opening hours / no	0.6%	4	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
facilities in the evening																
Short opening hours / no facilities on Sundays	0.4%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few pubs, eating places	0.7%	5	0.5%	1	0.0%	0	0.4%	1	5.7%	3	0.0%	0	0.0%	0	0.0%	0
Foo few service businesses (e.g. banks / building societies)	0.3%	2	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Too many charity shops	7.9%	54	18.5%	33	3.5%	3	10.3%	14	4.3%	2	1.2%	0	0.5%	1	0.0%	0
Too many cheap shops	1.5%	10	4.3%	8	0.0%	0	1.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	3.3%	22	2.4%	4	6.7%	6	1.9%	3	5.7%	3	1.2%	0	3.3%	5	1.8%	1
Jnsafe / poor security / dangerous	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Vandals / hooligans	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
Growing too large	1.4%	10	0.5%	1	0.0%	0	3.5%	5	7.4%	4	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.3%	2	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The level crossing getting stuck	1.1%	8	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	2.5%	1
Too many estate agents	0.7%	5	1.8%	3	1.0%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	37.9%	259	23.6%	42	29.3%	28	28.8%	39	40.8%	22	77.8%	27	49.3%	73	72.8%	28
Don't know)	2.6%	18	4.0%	7	2.4%	2	0.4%	1	7.5%	4	0.0%	0	0.0%	0	10.0%	4
,	2.070		070				3.170				0.070		0.070		10.070	
Weighted base:		684		179		94		135		55		35		148		38
Sample:		647		135		99		115		68		60		123		47

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Rutland Household Survey for GVA

Weighted: November 2015

Con't know		Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4	4	Zone 5	i	Zone	6	Zone '	7
Return chains afform 22.66 St. 24.96	Q13F How do you think (CENTRE	MEN	TIONED	AT Q	13) tow	n cen	tre cou	ld be i	mproved	d? [M	RI					
Reter facilities for 1.5% 10 2.6% 5 2.4% 2 0.5% 1 0.0% 0 0.0% 0 0.0% 0 1.8% 3 0.0% 0 0.0%						,											
Podestrial crossings)	Better facilities for																2 0
Better quality shops																	
Relating plane Rela	Better facilities for youth	3.2%	22	6.6%	12	0.0%	0	4.1%	5	3.8%	2	0.0%	0	1.8%	3	0.0%	0
Better quality shops Improve appearance/ Improve appearance/ Improve appearance/ Improve and Services / Jaccess Improve security including CCTV Improve Security including CCTV Improve Security shops Improve Se	Better maintenance /	0.3%	2	0.5%	1	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Improve appearance	cleanliness																
Improve bus services access 0.9% 6 0.0% 0 1.7% 2 0.5% 1 0.8% 0 1.2% 0 1.8% 3 0.0% 0	Better quality shops	3.2%	22	3.9%	7	5.6%	5	3.5%	5	0.0%	0	5.7%	2	0.0%	0	7.5%	3
Improve buts services / access 0.9% 6 0.09% 0 1.7% 2 0.7% 1 0.8% 0 1.2% 0 1.8% 3 0.0% 1.00mprove rails services / access 0.0% 0	Improve appearance /	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.1%	3	0.0%	0
Improve arial services access 0.15	environment																
Improve security, including	Improve bus services / access	0.9%	6	0.0%	0	1.7%	2	0.5%	1	0.8%	0	1.2%	0	1.8%	3	0.0%	0
Country Coun	Improve rail services / access	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops		0.7%	5	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	1.1%	2	0.0%	0
Less charpity shops 1,2% 49 13,4% 24 32% 3 12,0% 16 63% 5 3,1% 1 1,1% 2 0,0% Less empty shops 1,1% 8 0,5% 1 0,0% 0 0,0% 0 5,1% 7 0,0% 0 0,0% 0 0,0% 0 1,0% 0 0,0% Less empty shops 1,2% 8 1,5% 3 0,0% 0 1,7% 2 1,4% 1 0,0% 0 1,0% 0 1,0% 0 0,0% Longer midweek opening hours on 0,1% 1 0,0% 1 0,0% 1 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% Longer midweek opening activities Longer opening hours on 0,4% 3 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% Wore banks / building 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% More sharks / building 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% More large shops / 1,0% 82 25,0% 45 5,3% 5 13,0% 18 11,7% 6 5,1% 2 11,7% 2 10,7% department stores More carparking 1,1,1% 90 10,9% 2 0,17,3% 15 13,0% 18 11,7% 6 5,1% 2 11,7% 2 10,7% department stores More lesiures, sports or 0,3% 25 9,0% 16 4,8% 5 2,8% 4 0,0% 0 0,0% 0 0,0% 0 1,0% 0 0,0% More subgermarkets / 6,00 11,1% 76 16,3% 29 16,2% 15 10,2% 14 4,9% 5 3,1% 1 8,7% 13 2,5% More puls, restaurants, cafes 0 8,8% 5 1,6% 3 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 1,8% 3 0,0% More subgermarkets / 2,0% 12 0,8,4% 15 0,7% 1 1,0% 1 1,4% 1 3,1% 1 0,5% 1 3,0% 1 0,0% More subgermarkets / 2,0% 12 0,0% 0 1,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% More better seating, coilets 0,3% 2 0,0% 0 1,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% More better seating coilets 0,3% 2 0,0% 0 1,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% More better seating coilets 0,3% 2 0,0% 0 1,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% More better prices 0 2,0% 14 1,0% 1 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% More better prices 0 2,0% 14 1,0% 1 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% More better prices 0 2,0% 14 1,0% 1 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% More subgermarkets / 6,0% 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 prices 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% More better prices 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% More better prices 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0% 0 0,0		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Less chetpy shops		7.2%	49	13.4%	24	3.2%	3	12.0%	16	6.3%	3	3.1%	1	1.1%	2	0.0%	0
Less empty shops																	0
Longer midweek opening nours on control of the province of the																	0
Longer opening hours on 0.4% 3 0.0% 0 0.28% 3 0.0% 0 0.0%	Longer midweek opening hours / more evening																0
More banks / building	Longer opening hours on	0.4%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking 13.1% 90 10.9% 20 17.3% 16 9.2% 12 18.3% 10 20.0% 7 15.3% 23 4.7% More large shops / 12.0% 82 25.0% 45 5.3% 5 13.0% 18 11.7% 6 5.1% 2 1.7% 2 1.7% 2 10.7% More large shops / 12.0% 82 25.0% 45 5.3% 5 13.0% 18 11.7% 6 5.1% 2 1.7% 2 1.7% 2 10.7% More large shops / 20 3.7% 25 9.0% 16 4.8% 5 2.8% 4 0.0% 0 2.0% 1 0.0% 0 0.0% More large shops / 25 9.0% 16 4.8% 5 2.8% 4 0.0% 0 2.0% 1 0.0% 0 0.0% More supermarkers food 11.1% 76 16.3% 29 16.2% 15 10.2% 14 4.9% 3 3.1% 1 8.7% 13 2.5% More pubs, restaurants, cafes 0.8% 5 1.6% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% More taffic free areas / 2.9% 20 8.4% 15 0.7% 1 1.0% 1 1.4% 1 3.1% 1 0.5% 1 0.0% More taffic free areas / 2.9% 20 8.4% 15 0.7% 1 1.0% 1 1.4% 1 3.1% 1 0.5% 1 0.0% More taffic free areas / 2.9% 20 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% More taffic free areas / 2.9% 2.0% 3 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% More taffic free areas / 2.9% 2.0% 3 1.0% 1 0.0% 0 0.0%	More banks / building	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 large shops / department stores 12.0% 82 25.0% 45 5.3% 5 13.0% 18 11.7% 6 5.1% 2 1.7% 2 10.7% department stores More leisure, sports or cultural facilities 3.7% 25 9.0% 16 4.8% 5 2.8% 4 0.0% 0 2.0% 1 0.0% 0 0.0%		13.1%	90	10.9%	20	17 3%	16	9 2%	12	18 3%	10	20.0%	7	15 3%	23	4 7%	2
More leisure, sports or cultural facilities More pubs, restaurants, cafes 0.8% 5 1.6% 3 0.0% 0	More large shops /																4
More pubs, restaurants, cafes	More leisure, sports or	3.7%	25	9.0%	16	4.8%	5	2.8%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0
More supermarkets / food 11.1% 76 16.3% 29 16.2% 15 10.2% 14 4.9% 3 3.1% 1 8.7% 13 2.5% shops More traffic free areas /		0.8%	5	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
More traffic free areas / 2.9% 20 8.4% 15 0.7% 1 1.0% 1 1.4% 1 3.1% 1 0.5% 1 0.0% pedestrianisation More / better seating, toilets 0.3% 2 0.0% 0 1.0% 1 0.0% 0 0.0	More supermarkets / food						15						1				1
More / better seating, toilets 0.3% 2 0.0% 0 1.0% 0 0.0% 0 1.4% 0 0.0% 0 0.0% 0 1.4% 0 0.0% 0 1.0% 0 1.4% 0 0.0% 0 1.5% 2 0.0% 0 0.0% 0 1.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% <td>More traffic free areas /</td> <td>2.9%</td> <td>20</td> <td>8.4%</td> <td>15</td> <td>0.7%</td> <td>1</td> <td>1.0%</td> <td>1</td> <td>1.4%</td> <td>1</td> <td>3.1%</td> <td>1</td> <td>0.5%</td> <td>1</td> <td>0.0%</td> <td>C</td>	More traffic free areas /	2.9%	20	8.4%	15	0.7%	1	1.0%	1	1.4%	1	3.1%	1	0.5%	1	0.0%	C
Other 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Cheaper / free car parking 5.3% 37 3.2% 6 5.6% 5 10.5% 14 3.7% 2 2.8% 1 3.9% 6 6.7% Presence of an new discount 2.0% 13 2.0% 4 1.9% 2 2.0% 3 1.7% 1 1.4% 0 0.0% 0 10.0% 0 10.0% Fresence of a Waitrose store 8 deter prices 2.7% 19 4.6% 8 0.0% 0 7.2% 10 0.0% 0 1.4% 1 0.0% 0 1.5% 2 0.0% More independent shops 2.1% 15 2.2% 4 2.7% 3 4.6% 6 2.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% More independent shops 2.1% 15 2.2% 4 2.7% 3 4.6% 6 2.0% 1 0.0% 0 0.1.8% 3 1.5% No need to improve traffic congenstion 0.6% 4 0.0% 0 0.7% 1 0.0% 0 0.1.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1.8% 3 1.5% No need to improve 25.2% 172 12.6% 23 22.9% 22 19.2% 26 11.1% 12 49.2% 17 37.8% 56 45.4% 10.0% 1 0.0%	1	0.20/	2	0.00%	0	1.00/	1	0.00%	0	0.004	0	0.004	0	0.6%	1	0.00/	0
Cheaper / free car parking	_																0
Presence of an new discount food store Presence of an new discount food store Better prices																	3
Better prices																	4
Presence of a Waitrose store	food store																
More independent shops	-																0
Improve traffic congenstion 0.6% 4 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 3 1.5%																	0
No need to improve																	1
(Don't know) 7.0% 48 2.5% 4 5.5% 5 4.4% 6 19.5% 11 11.0% 4 9.8% 14 8.7% Weighted base: 684 179 94 135 55 35 148 33																	17
Weighted base: 684 179 94 135 55 35 148 3 Sample: 647 135 99 115 68 60 123 4 Q13G How do you normally travel to (CENTRE MENTIONED AT Q13)? Those who visit a centre at Q13 Car / van (as driver) 69.3% 474 36.6% 65 92.6% 88 87.1% 117 98.3% 54 87.1% 31 56.4% 83 94.5% 31 4.1% 7 3.7% 3 6.5% 9 0.8% 0 6.3% 2 5.2% 8 2.5% Motorcycle 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% Bus 2.1% 14 0.9% 2 1.9% 2 2.4% 3 0.8% 0 6.6% 2 2.6% 4 2.9% Train 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% 1 0.0% 0 0.0% 1 0.0% 0 0.0																	17
Sample: 647 135 99 115 68 60 123 4 Q13G How do you normally travel to (CENTRE MENTIONED AT Q13) ? Those who visit a centre at Q13 Car / van (as driver) 69.3% 474 36.6% 65 92.6% 88 87.1% 117 98.3% 54 87.1% 31 56.4% 83 94.5% 32 Car / van (as driver) 69.3% 474 36.6% 65 92.6% 88 87.1% 117 98.3% 54 87.1% 31 56.4% 83 94.5% 32 Car / van (as passenger) 4.5% 31 4.1% 7 3.7% 3 6.5% 9 0.8% 0 6.3% 2 5.2% 8 2.5% Motorcycle 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	(Don't Know)	7.0%	48	2.5%	4	3.5%	3	4.4%	0	19.5%		11.0%		9.8%	14	0./%	3
Q13G How do you normally travel to (CENTRE MENTIONED AT Q13) ? Those who visit a centre at Q13 Car / van (as driver) 69.3% 474 36.6% 65 92.6% 88 87.1% 117 98.3% 54 87.1% 31 56.4% 83 94.5% 31 4.1% 7 3.7% 3 6.5% 9 0.8% 0 6.3% 2 5.2% 8 2.5% Motorcycle 0.1% 1 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 10 0.0%	2																38 47
Car / van (as driver) 69.3% 474 36.6% 65 92.6% 88 87.1% 117 98.3% 54 87.1% 31 56.4% 83 94.5% 32 6.7 van (as passenger) 4.5% 31 4.1% 7 3.7% 3 6.5% 9 0.8% 0 6.3% 2 5.2% 8 2.5% Motorcycle 0.1% 1 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Bus 2.1% 14 0.9% 2 1.9% 2 2.4% 3 0.8% 0 6.6% 2 2.6% 4 2.9% Train 0.0% 0			avel t	o (CENT	TRE M	ENTION	ED A	T Q13)	?								
Car / van (as passenger) 4.5% 31 4.1% 7 3.7% 3 6.5% 9 0.8% 0 6.3% 2 5.2% 8 2.5% Motorcycle 0.1% 1 0.6% 1 0.0% 0 </td <td></td> <td>e at Q13</td> <td></td>		e at Q13															
Motorcycle 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% Bus 2.1% 14 0.9% 2 1.9% 2 2.4% 3 0.8% 0 6.6% 2 2.6% 4 2.9% Train 0.0% 0 0.0%	, ,																36
Bus 2.1% 14 0.9% 2 1.9% 2 2.4% 3 0.8% 0 6.6% 2 2.6% 4 2.9% Train 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Taxi 0.5% 4 0.9% 2 0.6% 1 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Walk 19.3% 132 45.4% 81 0.6% 1 2.0% 3 0.0% 0 0.0% 0 31.9% 47 0.0% Bicycle 1.8% 12 5.2% 9 0.0% 0 0.5% 1 0.0% 0 0.0% 0 1.4% 2 0.0% Disability vehicle (scooter, 0.9% 6 2.0% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.6% 2 0.0% wheelchair etc.) Other 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% (Don't know / varies) 1.5% 10 4.2% 8 0.6% 1 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% delivered)																	1
Train 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Taxi 0.5% 4 0.9% 2 0.6% 1 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Walk 19.3% 132 45.4% 81 0.6% 1 2.0% 3 0.0% 0 0.0% 0 31.9% 47 0.0% Bicycle 1.8% 12 5.2% 9 0.0% 0 0.5% 1 0.0% 0 0.0% 0 1.4% 2 0.0% Disability vehicle (scooter, 0.9% 6 2.0% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.6% 2 0.0% wheelchair etc.) Other 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% (Don't know / varies) 1.5% 10 4.2% 8 0.6% 1 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% (Don't travel / goods 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% delivered)																	0
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wheelchair etc.) Other 0.0% 0 0.0% <td></td> <td>0</td>																	0
(Don't know / varies) 1.5% 10 4.2% 8 0.6% 1 0.4% 1 0.0% 0 0.0% 0 0.8% 1 0.0% (Don't travel / goods 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% delivered)	wheelchair etc.)																0
(Don't travel / goods 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% delivered)																	0
	(Don't travel / goods																0
e a constant of the constant o	Weighted base:		684		179		94		135		55		35		148		38 47

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Rutland Household Survey for GVA

November 2015

	Tota	1	Zone	1	Zone	2	Zone	3	Zone 4	4	Zone	5	Zone	6	Zone	7
Q14 Which of the follow	wing local	cent	res do y	ou vi:	sit most	ofter	n? [PR]									
Cottesmore	10.3%	83	8.5%	15	6.2%	6	37.6%	53	7.9%	6	1.3%	1	0.0%	0	2.3%	2
Edith Weston	5.0%	40	0.9%	2	28.5%	29	0.0%	0	1.8%	1	2.1%	1	1.3%	2	5.4%	4
Empingham	4.8%	38	3.5%	6	13.7%	14	4.8%	7	2.1%	2	0.0%	0	2.3%	4	7.1%	6
Greetham	3.6%	29	1.9%	3	5.6%	6	10.4%	15	1.8%	1	1.5%	1	0.9%	2	1.2%	1
Ketton	6.2%	50	2.0%	4	10.8%	11	1.4%	2	1.0%	1	0.0%	0	5.8%	10	27.4%	22
Market Overton	3.5%	28	1.9%	4	6.1%	6	9.0%	13	7.7%	6	0.0%	0	0.0%	0	0.0%	0
Ryhall	4.5%	36	0.5%	1	1.0%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	41.4%	34
(Don't visit any of these centres)	62.1%	499	80.9%	146	28.0%	29	36.3%	51	77.7%	59	95.0%	50	89.7%	151	15.3%	13
Weighted base:		802		181		102		140		76		53		168		82
Sample:		802		137		110		121		102		93		138		101

Mean score [Times a week]: Daily = 7, 5 - 6 times a week = 5.5, 4 times a week = 4, 3 times a week = 3, Twice a week = 2, Once a week = 1, Once every 2 weeks = 0.5, Once a month = 0.25, Once every 2 months = 0.125, Once every 3 months = 0.083, Less often = 0.01

Q14AHow often do you visit (LOCAL CENTRE MENTIONED AT Q14)?

Those who visit a centre at Q14

Daily	28.1%	85	2.9%	1	22.9%	17	36.7%	33	0.0%	0	0.0%	0	0.0%	0	49.9%	35
5 - 6 times a week	1.3%	4	2.9%	1	0.0%	0	1.5%	1	3.2%	1	0.0%	0	0.0%	0	1.4%	1
4 times a week	1.5%	4	2.4%	1	0.8%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1
3 times a week	5.0%	15	2.9%	1	4.1%	3	1.9%	2	0.0%	0	0.0%	0	30.8%	5	5.9%	4
Twice a week	9.6%	29	6.5%	2	12.4%	9	13.3%	12	0.0%	0	0.0%	0	9.9%	2	5.8%	4
Once a week	16.7%	51	20.7%	7	15.8%	12	18.5%	16	10.0%	2	0.0%	0	17.2%	3	15.7%	11
Once every 2 weeks	10.1%	31	13.0%	4	13.4%	10	8.6%	8	28.4%	5	0.0%	0	0.0%	0	5.5%	4
Once a month	10.8%	33	14.4%	5	14.6%	11	9.6%	9	16.6%	3	0.0%	0	5.4%	1	6.8%	5
Once every 2 months	4.3%	13	7.7%	3	4.3%	3	0.0%	0	12.5%	2	0.0%	0	12.3%	2	4.1%	3
Once every 3 months	4.6%	14	0.0%	0	2.6%	2	4.6%	4	13.8%	2	100.0%	3	14.5%	2	0.8%	1
Less often	5.8%	18	23.8%	8	3.6%	3	2.9%	3	12.7%	2	0.0%	0	5.4%	1	1.6%	1
(Don't know / varies)	2.3%	7	2.9%	1	5.4%	4	0.0%	0	2.7%	0	0.0%	0	4.5%	1	1.0%	1
Mean:		2.76		1.03		2.42		3.33		0.51		0.10		1.40		4.17
Weighted base:		304		35		74		89		17		3		17		69
Sample:		297		30		72		72		22		5		14		82

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Rutland Household Survey for GVA

Weighteu:						_	.01 0	V 1 4	•							1107cmbci 20
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone 7	7
Q14BWhat is usually the	MAIN pu	urpos	e of you	r trip	to (LOC	AL C	ENTRE	MENT	IONED .	AT Q	14)?					
Food shopping	10.6%	32	2.4%	1	14.3%	11	3.3%	3	10.0%	2	0.0%	0	0.0%	0	23.3%	16
Non-food shopping	12.3%	37	0.0%	0	14.2%	10	14.5%	13	3.2%	1	15.6%	0	0.0%	0	18.8%	13
Café	0.9%	3	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.8%	1
Restaurant	4.1%	12	2.9%	1	2.7%	2	1.8%	2	9.1%	2	15.6%	0	9.9%	2	5.8%	4
Financial services	1.7%	5	2.4%	1	0.8%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Estate agents Dry cleaners	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Betting office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Payday loan 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
Hairdressers / beauty salon	0.7%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petrol station	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport Health centre / dentist	0.0% 6.2%	0 19	0.0% 17.6%	0 6	0.0% 10.0%	0 7	0.0% 1.3%	0	0.0% 14.7%	0 2	0.0% 0.0%	0	0.0% 4.5%	0 1	0.0% 1.4%	0 1
Library	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	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
Dog walking	1.1%	3	0.0%	0	2.7%	2	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.8%	1
Entertainment	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
For a day out	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	1	0.0%	0	0.0%	0
I live there	3.9%	12	0.0%	0	0.0%	0	10.2%	9	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Just travelling through Leisure / sports activity	0.5% 9.3%	1 28	2.9% 7.7%	1 3	0.0% 10.8%	0 8	0.0% 13.5%	0 12	2.7% 4.6%	0	0.0% 0.0%	0	0.0% 19.5%	0	0.0% 2.2%	0 2
Pub	7.2%	22	5.8%	2	5.4%	4	10.2%	9	25.7%	4	15.6%	0	0.0%	0	2.8%	2
To get takeaways	4.1%	12	8.1%	3	0.0%	0	10.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit Rutland Water	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.8%	1
Visit car boot sales	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	5.4%	1	0.0%	0
Visit friends / family	12.1%	37	33.4%	12		8	4.9%	4	5.4%	1	26.7%	1	40.7%	7	5.2%	4
Visit Post Office	11.8%	36	4.8%	2		16	7.4%	7	4.6%	1	0.0%	0	4.5%	1	15.3%	11
Visit school Visit Women's Institute	0.9% 0.3%	3	0.0% 2.4%	0	0.0% 0.0%	0	0.8% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.7% 0.0%	2 0
Visit Women's histitute Volunteering	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk around / browse	0.7%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	9.9%	2	0.0%	0
Work	1.9%	6	5.8%	2	0.0%	0	1.6%	1	3.2%	1	0.0%	0	0.0%	0	2.7%	2
(No other reason)	7.2%	22	0.0%	0	1.6%	1	17.9%	16	0.0%	0	0.0%	0	0.0%	0	7.0%	5
Weighted base:		304		35		74		89		17		3		17		69
Sample:		297		30		72		72		22		5		14		82
Q14CWhen you visit (LC do? [MR] Those who visit a cent		NTRE	MENTIC	NED	AT Q14), wha	at else d	lo you	ı do, e.g	. wha	t service	es do	you use	and	what act	tivities do you
Those who visit a cent	re ai Q14															
Food shopping	17.4%	53	2.9%	1	18.6%	14	24.2%	22	12.7%	2	0.0%	0	4.5%	1	19.9%	14
Non-food shopping	12.7%	38	0.0%	0	8.8%	7	18.0%	16	2.7%	0	0.0%	0	0.0%	0	22.2%	15
Café	2.3%	7	2.9%	1	0.0%	0	4.4%	4	4.6%	1	26.7%	1	0.0%	0	0.8%	1
Restaurant Financial services	7.8% 2.4%	24 7	0.0% 0.0%	0	8.1% 8.5%	6 6	14.0% 1.1%	12 1	0.0% 0.0%	0	53.3% 0.0%	1 0	5.4% 0.0%	1 0	4.4% 0.0%	3 0
Estate agents	0.0%	ó	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dry cleaners	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Payday loan 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
Hairdressers / beauty salon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Opticians Petrol station	0.0% 3.0%	0 9	0.0% 0.0%	0	0.0%	0	0.0% 6.2%	0 5	0.0% 18.4%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Public transport	0.0%	0	0.0%	0	0.8% 0.0%	1 0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health centre / dentist	0.0%	3	0.0%	0	0.8%	1	0.7%	1	2.7%	0	0.0%	0	0.0%	0	1.6%	1
Library	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	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
Post Office	8.9%	27	0.0%	0	10.8%	8	4.4%	4	18.4%	3	0.0%	0	5.4%	1	16.1%	11
Pubs	9.7%	29	5.8%	2	7.2%	5	11.0%	10	12.7%	2	0.0%	0	4.5%	1	13.4%	9
Leisure activity Recycling centre	2.9% 0.9%	9	2.9% 8.1%	1 3	1.6% 0.0%	1 0	3.4% 0.0%	3	4.6% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	4.2% 0.0%	3 0
(Nothing else)	50.4%	153	80.3%	28		40	44.7%	40	49.6%	8	46.7%	1	80.1%	14	31.9%	22
Weighted base:		304	/	35	/0	74	,0	89	/ 0	17	2	3		17	/ 0	69
Sample:		297		30		72		72		22		5		14		82
F				23		. –						-				

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Rutland Household Survey for GVA

	Tota	l	Zone 1	1	Zone	2	Zone	3	Zone 4	4	Zone 5		Zone 6	ó	Zone	7
Q14DWhat do you like ab Those who visit a centre	•	CAL C	ENTRE	MEN	TIONED	AT Q	(14)? [M	R]								
Everything	5.2%	16	4.1%	1	1.0%	1	3.5%	3	4.6%	1	0.0%	0	5.4%	1		9
Accessible by rail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
attractive environment	26.9%	82	18.2%	6	30.7%	23	16.3%	15	25.2%		100.0%	3	68.4%	12	28.3%	20
Clean / litter free	0.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	16.0%	48	0.0%	0	20.5%	15	17.5%	16	17.9%	3	26.7%	1	0.0%	0	20.2%	14
lose to school / college / university	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
lose to work / en route to work	1.0%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2
ompact / easy to get around asily accessible by foot / cycle	1.1% 0.9%	3	0.0% 0.0%	0	1.0% 0.0%	0	1.1% 0.8%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.4% 2.7%	2 2
asy to park	2.3%	7	2.4%	1	2.7%	2	2.3%	2	2.7%	0	26.7%	1	5.4%	1	0.0%	0
ree / cheap parking	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
ood bus service / accessible public transport	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ood disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ood facilities (e.g. seating, toilets)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.8%	1
ood foodstores	0.6%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
ood for a day out	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ood layout / shops close together	1.0%	3	0.0%	0	2.3%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ood leisure facilities (e.g. leisure centres, cinema, health and fitness clubs,	3.8%	12	2.4%	1	4.4%	3	6.0%	5	4.6%	1	0.0%	0	4.5%	1	0.8%	1
arts centres etc.) ood market	0.5%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
ood places to eat	3.5%	11	5.8%	2	0.8%	1	5.4%	5	16.5%	3	0.0%	0	0.0%	0	0.8%	1
ood pubs / bars	4.0%	12	5.3%	2	2.4%	2	2.8%	3	5.4%	1	15.6%	0	0.0%	0	6.9%	5
ood quality of shops	3.9%	12	4.8%	2	5.4%	4	3.9%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	3
ood range of chain / well	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
known stores ood range of non-food	0.4%	1	0.0%	0	1.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
shops ood range of services (e.g.	1.2%	4	0.0%	0	1.7%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
bank, library, hairdresser etc.)																
ood range of specialist / independent stores	0.6%	2	0.0%	0	1.7%	1	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
ood road access	0.7%	2	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
istoric environment	3.1%	10	2.4%	1	1.6%	1	5.2%	5	0.0%	0	0.0%	0	5.4%	1	2.8%	2
brary	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
ong opening hours / evening activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ow or discount prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ot too busy or crowded	11.1%	34	8.1%	3	6.0%	4	18.6%	17	18.4%	3	0.0%	0	0.0%	0	9.9%	7
destrianised areas	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
verside environment	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ofe / secure cops selling local or Fairtrade produce	4.5% 0.0%	14 0	0.0% 0.0%	0	2.2% 0.0%	0	8.0% 0.0%	7 0	0.0% 0.0%	0	0.0% 0.0%	0	9.9% 0.0%	0	4.5% 0.0%	0
ther	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
asy to get to	0.6%	2	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ice atmosphere / pleasant place	6.0%	18	8.2%	3	6.4%	5	5.7%	5	2.7%	0	0.0%	0	0.0%	0	7.4%	5
riendly people	6.4%	19	0.0%	0	5.2%	4	7.3%	7	0.0%	0	0.0%	0	0.0%	0	12.9%	9
amiliarity	1.1%	3	2.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
othing / very little	13.7%	42	37.7%	13	23.1%	17	4.4%	4	17.4%	3	0.0%	0	11.8%	2	3.6%	3
Oon't know)	7.4%	22	13.9%	5	3.2%	2	11.5%	10	4.6%	1	0.0%	0	0.0%	0	6.0%	4
Veighted base:		304		35		74		89		17		3		17		69
. orginea ouse.		507		30		72		72		22		5		1/		82

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Rutland Household Survey for GVA

November 2015

	Total	l	Zone	1	Zone 2	2	Zone :	3	Zone 4	ļ	Zone 5		Zone (Ó	Zone '	7
Q14EWhat do you dislike Those who visit a centre	•	_OCA	L CENT	RE M	ENTIONI	ED A	T Q14)?	[MR]								
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything Centre very windy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cost of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to cross streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty shops	0.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Few traffic free areas	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ack of leisure, sports or cultural facilities	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
ack of parking	1.8%	6	2.9%	1	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Litter / dirty / dogs	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Awkward car parks (layout)	0.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No department store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough choice of shops	0.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ő
Not enough clothes 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
Not enough supermarket / food shops	0.2%	1	0.0%	Ö	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
oor bus service to centre	4.9%	15	0.0%	0	6.4%	5	10.8%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	1
oor environment	2.7%	8	2.4%	1	0.0%	0	6.2%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Poor facilities (e.g. seating, toilets)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality 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
Poor signposting in centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	0.6%	2	0.0%	0	1.3%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Short opening hours / no facilities in the evening	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Short opening hours / no facilities on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few pubs, eating places etc.	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Too few service businesses (e.g. banks / building societies)	0.7%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity 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
Too many cheap 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
Traffic congestion	5.5%	17	4.1%	1	0.8%	1	9.4%	8	0.0%	0	0.0%	0	0.0%	0	8.9%	6
Jnsafe / poor security / dangerous	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Vandals / hooligans	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
Growing too large	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cars speeding	4.2%	13	0.0%	0	0.0%	0	9.9%	9	0.0%	0	0.0%	0	0.0%	0	5.5%	4
Vothing	76.7%	233	73.3%	25	86.6%	64	57.9%	52	95.4%	16 1	100.0%	3	100.0%	17	80.6%	56
Don't know)	3.2%	10	10.5%	4	4.0%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
		304		35		74		89		17		3		17		69
Weighted base:																

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Rutland Household Survey for GVA

	Tota	ıl	Zone	1	Zone 2	2	Zone	3	Zone 4	4	Zone 5	5	Zone (5	Zone	7
Q14F How do you think (L Those who visit a centre		CENTI	RE MEN	TIONI	ED AT Q	14) to	own cen	tre co	uld be ir	mpro	ved? [MF	₹]				
Better choice of shops	2.4%	7	11.0%	4	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	4.5%	3
Better facilities for pedestrians (including pedestrian crossings)	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 facilities for youth	0.7%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Better maintenance / cleanliness	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 shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Improve appearance / environment	2.5%	7	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	9.9%	2	7.3%	5
Improve bus services / access	6.1%	18	0.0%	0	10.3%	8	10.8%	10	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Improve rail services / access	1.3%	4	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve security, including CCTV	1.0%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Improve signposting in centre	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	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 cheap 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
Less empty 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
Longer midweek opening hours / more evening activities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Longer opening hours on Sunday	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 banks / building societies	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 car parking	2.5%	8	2.9%	1	0.8%	1	3.1%	3	0.0%	0	15.6%	0	0.0%	0	4.2%	3
More large 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
department stores More leisure, sports or	0.8%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
cultural facilities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	1.0%	1
More pubs, restaurants, cafes More supermarkets / food	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0
shops More traffic free areas /	1.5%	5	4.1%	1	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
pedestrianisation More / better seating, toilets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
No need to improve	57.5%	175	42.3%	15	71.9%	53	45.1%	40	65.6%	11	42.2%	1	74.7%	13	60.0%	42
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
Better prices	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve traffic congestion	4.3%	13	5.8%	2	3.2%	2	5.2%	5	4.6%	1	0.0%	0	0.0%	0	4.6%	3
Stop cars travelling too fast	3.0%	9	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	5.5%	4
(Don't know)	17.7%	54	34.0%	12	10.8%	8	23.9%	21	25.1%	4	42.2%	1	15.4%	3	6.8%	5
Weighted base: Sample:		304 297		35 30		74 72		89 72		17 22		3 5		17 14		69 82
Q14G How do you nor Those who visit a centre	•	avel t	o (LOCA	L CE	NTRE M	ENTI	ONED A	T Q14	l)?							
	-		04.00						0.00		100.6	_	= 0			2-5
Car / van (as driver)	61.6%		81.8%	28	62.8%	46			97.3%		100.0%	3	79.6%	14		25
Car / van (as passenger)	4.1% 0.0%	13	13.4% 0.0%	5	4.1% 0.0%	3	0.8% 0.0%	1	2.7% 0.0%	0	0.0% 0.0%	0	12.6% 0.0%	2	2.2% 0.0%	2 0
Motorcycle Bus	0.5%	1	2.4%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ő	0.0%	0	0.0%	0	0.0%	Ö
Walk	29.8%	90	0.0%	0	25.2%	19	36.5%	32	0.0%	0	0.0%	0	0.0%	0	56.8%	39
Bicycle Disability vehicle (scooter,	2.1% 0.0%	6 0	0.0% 0.0%	0	6.2% 0.0%	5 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	7.8% 0.0%	1 0	0.8% 0.0%	1 0
wheelchair etc.) Other	0.0%	0	0.004	0	0.0%	0	0.004	0	0.0%	0	0.0%	0	0.0%	Ω	0.0%	0
(Don't know / varies)	0.0% 1.9%	6	0.0% 2.4%	1	0.0% 1.6%	1	0.0% 1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	0 3
(Don't travel / goods delivered)	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:		304		35		74		89		17		3		17		69
Sample:		297		30		72		72		22		5		14		82

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Rutland Household Survey for GVA

Weighted:						ſ	for G	VA								Novem
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	;	Zone	6	Zone 7	,
Q15 Do you take part in	any of tl	he foll	lowing I	eisure	or cult	ural a	ctivities	s? [MF	R/PR]							
Cafés	65.5%	526	65.2%	118	67.5%	69	67.3%	94	61.6%	47	66.9%	35	68.2%	115	58.1%	48
Restaurants	77.2%	620	75.1%	136	81.4%	83	71.7%	100	80.3%	61	83.2%	44	76.2%	128	81.6%	67
Pubs / Clubs	65.9%	529	64.9%	117	66.0%	68	65.4%	92	58.9%	45	81.9%	43	63.5%	107	70.3%	58
Cinema	50.7%	407	48.1%	87	46.0%	47	52.3%	73	60.8%	46	51.5%	27	51.4%	86	48.2%	40
Theatres / museums / arts centres / art galleries / live music	44.7%	358	37.0%	67	46.9%	48	39.5%	55	52.1%	40	59.7%	31	47.5%	80	45.1%	37
Children's soft play venues	18.5%	148	18.0%	33	13.8%	14	22.9%	32	15.0%	11	21.0%	11	18.4%	31	19.9%	16
Entertainment venues (10-pin bowling, ice skating, bingo, etc.)	17.3%	139	10.9%	20	19.7%	20	22.2%	31	19.8%	15	9.1%	5	18.0%	30	21.8%	18
Health and fitness clubs (gyms, leisure centres, swimming pools, etc.)	36.6%	294	30.6%	55	42.4%	43	35.2%	49	26.8%	20	29.3%	15	49.5%	83	32.6%	27
(None of these)	6.2%	50	7.8%	14	8.2%	8	3.1%	4	6.0%	5	5.5%	3	5.7%	10	6.9%	6
· ·					_ /0		,0		2.070		2.270		2.7,0			82
Weighted base: Sample:		802 802		181 137		102 110		140 121		76 102		53 93		168 138		101
Q16 What town centre d	-	sit mo	ost ofter	n for c	afés?											
Corby	0.6%	3	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Empingham	0.3%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ketton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Leicester - CITY CENTRE Leicester - other location NOT in city centre	2.3% 0.1%	12 1	0.8% 0.0%	1	0.8% 0.0%	1	1.8% 0.0%	2 0	7.1% 0.0%	3	12.0% 2.0%	4	1.1% 0.0%	1	0.0% 0.0%	0
Manton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Market Harborough	3.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	8	8.9%	10	0.0%	0
Market Overton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	6.8%	36	2.1%	2	2.8%	2	8.0%	8	46.3%	22	6.3%	2	0.0%	0	0.0%	0
Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.7%	1	0.0%	0
Oadby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Oakham - TOWN CENTRE Oakham - other location NOT in town centre	40.0% 1.9%	211 10	84.6% 0.8%	100	37.8% 1.7%	26 1	58.3% 5.7%	55 5	24.4% 2.0%	11 1	17.3% 3.1%	6 1	10.1% 0.0%	12	1.2% 1.2%	1 1
Peterborough - CITY CENTRE	1.1%	6	0.8%	1	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.2%	1	4.3%	2
South Luffenham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford	15.7%	83	3.8%	5	25.0%	17	14.7%	14	0.0%	0	1.4%	0	3.7%	4	88.6%	42
Syston	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham - TOWN CENTRE	13.0%	68	0.7%	1	7.5%	5	0.0%	0	1.7%	1	5.9%	2	51.9%	60	0.0%	0
Uppingham - other location NOT in town centre	0.9%	5	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.3%	1	2.3%	3	0.0%	0
Wing	0.8%	4	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashwell Belmesthorpe	1.2% 0.1%	6 1	0.0% 0.0%	0	1.5% 0.0%	1 0	5.4% 0.0%	5 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.2%	0 1
Billesdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Cold Overton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.1%	1	1.2%	1	0.0%	0
Frisby on the Wreake	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Normanton	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Tugby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Other location outside survey area	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.5%	1	0.0%	0	0.0%	0
(Don't know / varies)	8.5%	45	6.2%	7	6.6%	5	4.8%	5	9.4%	4	14.3%	5	15.4%	18	2.4%	1
Weighted base: Sample:		526 522		118 87		69 68		94 86		47 67		35 65		115 89		48 60
P		322		37		50		30		37		0.5		37		

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Rutland Household Survey for GVA

, eighteur						_										11010111001
	Tota	ıl	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone '	7
Q17 What town centre do	o you vi	sit mo	ost often	n for r	estauraı	nts?										
Those who go to restau	rants at Q	215														
Barrowden	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby	2.8%	17	0.7%	1	5.6%	5	0.0%	0	0.0%	0	0.0%	0	9.1%	12	0.0%	0
Cottesmore	0.4%	3	0.7%	1	1.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edith Weston	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empingham	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exton	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glaston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Grantham	0.6%	4	0.6%	1	0.7%	1	1.6%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Greetham	1.3%	8	0.6%	1	0.7%	1	6.1%	6	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Kettering	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ketton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Leicester - CITY CENTRE	4.9%	31	3.5%	5	0.7%	1	1.4%	1	17.9%	11	13.2%	6	5.5%	7	0.0%	0
Leicester - other location NOT in city centre	0.6%	4	0.0%	0	0.0%	0	0.7%	1	0.8%	0	3.4%	2	0.7%	1	0.0%	0
Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Lyddington	1.9%	12	0.7%	1	0.7%	1	0.6%	1	0.0%	0	0.9%	0	7.2%	9	0.0%	0
Manton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Market Harborough	3.7%	23	0.0%	0	0.0%	0	0.0%	0	0.8%	0	22.8%	10	9.0%	12	1.4%	1
Melton Mowbray	3.1%	19	0.0%	0	0.0%	0	0.6%	1	27.5%	17	1.9%	1	0.0%	0	1.7%	1
North Luffenham	0.8%	5	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.4%	2	0.0%	0	0.0%	0	0.7%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Oadby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Oakham - TOWN CENTRE	28.3%	175	70.0%	95	33.2%	28	32.5%	33	19.4%	12	4.4%	2	4.1%	5	0.8%	1
Oakham - other location NOT in town centre	4.9%	30	10.2%	14	3.5%	3	5.3%	5	5.9%	4	2.5%	1	1.9%	2	1.4%	1
Peterborough - CITY CENTRE	0.6%	3	0.7%	1	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Peterborough - other location NOT in city centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Ryhall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
South Luffenham	0.2%	1	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford	16.5%	102	1.3%	2	19.8%	17	24.0%	24	1.3%	1	0.9%	0	9.0%	11	70.6%	47
Uppingham - TOWN CENTRE	4.9%	31	0.7%	1	1.9%	2	0.6%	1	0.8%	0	3.2%	1	20.0%	26	0.0%	0
Uppingham - other location NOT in town centre	1.0%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.9%	0	3.6%	5	0.0%	0
Whissendine	0.3%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wing	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belmesthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Billesdon	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0
Braunston	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Central London	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.8%	2	0.0%	0
Clipsham	0.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Houghton-on-the-Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Normanton	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stretton	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tugby	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	4	0.0%	0	0.0%	0
Twyford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Wingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Wymondham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Other location outside survey area	1.7%	11	0.0%	0	0.8%	1	5.4%	5	3.2%	2	6.1%	3	0.0%	0	0.0%	0
(Don't know / varies) Weighted base:	15.8%	98 620	10.0%	14	12.2%		14.9%	15	14.7%	9	19.1%	8	26.9%	34	11.2%	7
Weighted base: Sample:		620 600		136 102		83 82		100 84		61 76		44 74		128 104		67 78

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Rutland Household Survey for GVA

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4	4	Zone	5	Zone	6	Zone	7
Q18 What town centre d Those who go to pubs /			st ofter	n for p	ubs / cl	ubs?										
Belton-in-Rutland	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Cottesmore	1.5%	8	0.0%	0	1.5%	1	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edith Weston	0.8%	4	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Empingham	1.1%	6	0.0%	0	8.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	0.6%	3	0.0%	0	0.9%	1	1.8%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Great Casterton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Greetham	2.5%	13	0.9%	1	1.7%	1	11.1%	10	1.0%	0	0.9%	0	0.0%	0	0.0%	0
Kettering	0.1%	1 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Ketton	1.8% 1.0%	5	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 5.5%	0 5	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	16.2% 0.0%	0
Langham Leicester - CITY CENTRE	0.8%	4	0.0%	0	0.0%	0	0.8%	1	4.5%	2	0.0%	0	1.2%	1	0.0%	0
Leicester - other location	0.8%	4	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.9%	1	0.0%	0
NOT in city centre	0.070	7	0.070	U	0.070	U	0.070	U	7.070	3	0.770	U	0.770	1	0.070	U
Lyddington	2.0%	10	0.0%	0	0.9%	1	0.7%	1	0.0%	0	3.0%	1	7.4%	8	0.0%	0
Manton	1.1%	6	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Market Harborough	1.9%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	0	12.2%	5	3.3%	4	1.7%	1
Market Overton	1.2%	7	0.0%	0	0.0%	0	6.2%	6	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	2.8%	15	0.0%	0	0.0%	0	4.4%	4	23.5%	11	0.0%	0	0.0%	0	0.0%	0
North Luffenham	1.3%	7	0.0%	0	10.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Oakham - TOWN CENTRE	28.4%	150	87.9%	103	22.6%	15	22.1%	20	15.7%	7	2.7%	1	2.5%	3	1.0%	1
Oakham - other location	2.6%	14	1.7%	2	7.4%	5	2.1%	2	2.0%	1	1.6%	1	2.9%	3	0.0%	0
NOT in town centre Peterborough - CITY CENTRE	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough - other location NOT in city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Ryhall	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	10
South Luffenham	0.6%	3	0.0%	0	3.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford	10.1%	54	3.3%	4	18.4%	12	10.4%	10	0.0%	0	0.0%	0	5.0%	5	39.1%	23
Syston	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham - TOWN CENTRE	5.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	27.3%	29	0.0%	0
Uppingham - other location NOT in town centre	1.1%	6	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0
Whissendine	2.4%	13	0.0%	0	0.0%	0	11.9%	11	1.2%	1	0.0%	0	1.3%	1	0.0%	0
Wing	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belmesthorpe Billesdon	0.1% 1.8%	1 9	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 21.5%	0 9	0.0% 0.0%	0	1.2% 0.0%	1 0
Braunston	0.2%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Central London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Clipsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Frisby on the Wreake	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Easton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Gretton	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0
Hallaton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.4%	3	0.0%	0
Houghton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Houghton-on-the-Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Hungarton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Ketton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Rutland	0.6%	3	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0
Seaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Somerby	0.7%	4	0.0%	0	0.0%	0	0.0%	0	6.8%	3	1.6%	1	0.0%	0	0.0%	0
Tilton on the Hill	0.9%	5	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	10.6%	5	0.0%	0	0.0%	0
Tugby Twyford	1.2% 0.3%	6 2	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 2.4%	0	14.8% 1.1%	6 0	0.0% 0.0%	0	0.0% 0.0%	0
Whitwell	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wymondham	0.1%	3	0.0%	0	0.0%	0	0.8%	1	5.8%	3	0.0%	0	0.0%	0	0.0%	0
Other location outside survey area	2.1%	11	0.0%	0	0.0%	0	0.8%	1	3.3%	1	0.9%	0	2.5%	3	10.0%	6
(Don't know / varies)	13.4%	71	4.8%	6	14.1%	9	12.1%	11	15.8%	7	18.7%	8	23.5%	25	7.5%	4
Weighted base:		529		117		68		92		45		43		107		58
Sample:		506		84		65		77		62		72		84		62

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Rutland Household Survey for GVA

, reighteur						-			•							1101cmber 2010
	Tota	ıl	Zone	:1	Zone 2	ļ	Zone 3	3	Zone 4	ļ	Zone 5		Zone	6	Zone 7	
Q19 Where do you go m Those who visit the cin			isit the	cinem	a?											
Broadway, Broad Street, Nottingham	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Aylestone Road / Freemens Common, Leicester	3.6%	14	0.0%	0	4.1%	2	0.0%	0	0.0%	0	30.1%	8	5.0%	4	0.0%	0
Odeon, Cattlemarket, Loughborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Odeon, Wellingborough Road, Kettering	7.5%	30	3.8%	3	1.5%	1	0.0%	0	0.0%	0	4.8%	1	29.2%	25	0.0%	0
Peterborough Arts Centre, John Calir Theatre, Peterborough	0.6%	2	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Phoenix, Midland Street, Leicester	1.5%	6	0.0%	0	3.6%	2	0.0%	0	0.0%	0	16.8%	5	0.0%	0	0.0%	0
Regal, King Street, Melton Mowbray	18.6%	76	23.3%	20	7.0%	3	42.2%	31	39.1%	18	3.6%	1	2.5%	2	0.0%	0
Savoy, Derby Road, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Savoy, George Street, Corby	7.4%	30	10.0%	9	8.2%	4	1.0%	1	0.0%	0	0.0%	0	19.3%	17	0.0%	0
Showcase Cinema de Lux, Highcross, Leicester	19.1%	78		21		7	11.2%	8	39.9%	19	27.4%	7	18.6%	16	0.0%	0
Showcase, Boongate, Peterborough	22.2%	90	26.0%	23	35.8%	17	35.5%	26	1.7%	1	0.0%	0	0.9%	1	58.9%	23
Showcase, Redfield Way, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Stamford Arts Centre, St Mary's Street, Stamford	9.0%	37	3.8%	3	18.4%	9	3.8%	3	0.0%	0	0.0%	0	8.1%	7	37.2%	15
The Core, Corby Cube, George Street, Corby	1.7%	7	1.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	5.5%	5	0.0%	0
Vue, Meridian Leisure Park, Leicester	3.1%	13	3.2%	3	1.5%	1	1.0%	1	9.1%	4	11.7%	3	1.1%	1	0.0%	0
Other	1.5%	6	0.0%	0	2.5%	1	1.0%	1	7.7%	4	2.6%	1	0.0%	0	0.0%	0
(Don't know / varies)	3.7%	15	2.3%	2	3.2%	2	2.0%	1	0.0%	0	1.5%	0	9.9%	9	2.4%	1
Weighted base: Sample:		407 375		87 60		47 52		73 60		46 51		27 45		86 63		40 44

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Rutland Household Survey for GVA

	Total	l	Zone	1	Zone 2		Zone 3	3	Zone	4	Zone 5	5	Zone	6	Zone	7
Q20 Where do you go me Those who go to theatre							ve music	: / art	gallerie	s?						
Broadway Theatre, Broadway, Peterborough	0.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Curve, Rutland Street / Cultural Qtr, Leicester	21.4%	77	26.9%	18	18.4%	9	15.4%	9	21.5%	9	38.0%	12	24.4%	20	3.4%	1
De Montfort Hall, Granville Road, Leicester	3.4%	12	4.6%	3	0.0%	0	3.4%	2	1.4%	1	4.8%	2	6.2%	5	0.0%	0
Harborough Theatre, Church Square, Market Harborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Aelton Theatre, Asfordby Road, Melton Mowbray	2.1%	7	5.7%	4	0.0%	0	1.8%	1	6.6%	3	0.0%	0	0.0%	0	0.0%	0
Nottingham Arts Theatre, George Street, Nottingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham Playhouse, Derby Road, Nottingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
O2 Academy, University Road, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
stamford Arts Centre, St Mary's Street, Stamford	6.7%	24	5.5%	4	11.4%	5	4.9%	3	0.0%	0	2.2%	1	2.0%	2	26.9%	10
stamford Corn Exchange, Broad Street, Stamford	1.2%	4	2.5%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.4%	1
The Core, Corby Cube, George Street, Corby	1.8%	6	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0
The Cresset, Bretton, Peterborough	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
he Little Theatre, Dover Street, Leicester	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Concert Hall, Theatre Square, Nottingham	1.8%	6	0.0%	0	3.4%	2	0.0%	0	9.3%	4	0.0%	0	0.0%	0	2.6%	1
New Walk Museum & Art Gallery, New Walk, Leicester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Peterborough Museum, Priestgate, Peterborough	0.8%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rutland County Museum, Catmos Street, Oakham	7.2%	26	12.6%	8	4.8%	2	18.3%	10	1.2%	0	0.0%	0	5.1%	4	1.5%	1
Central London / West End	22.8%	82	14.4%	10	20.9%	10	25.6%	14	30.2%	12	6.7%	2	25.5%	20	35.9%	13
orby (other venues)	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
eicester (other venues)	5.9%	21	0.0%	0	14.0%	7	6.6%	4	1.2%	0	16.4%	5	6.4%	5	0.0%	0
Iarket Harborough (other venues)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Melton Mowbray (other venues)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Nottingham (other venues)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
akham (other venues)	1.1%	4	0.0%	0	0.0%	0	7.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
eterborough (other venues)	1.2%	4	1.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3
tamford (other venues)	1.3%	5	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	8.7%	3
ppingham	3.6%	13	4.2%	3	1.5%	1	3.1%	2	1.2%	0	1.3%	0	8.4%	7	0.0%	0
Other	3.5%	13	12.4%	8	0.0%	0	1.1%	1	2.3%	1	0.0%	0	2.0%	2	3.1%	1
Don't know / varies)	10.2%	36	1.2%	1	18.2%	9	11.1%	6	14.5%	6	17.1%	5	10.4%	8	3.4%	1
Veighted base: sample:		358 391		67 56		48 52		55 56		40 54		31 55		80 70		37 48

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Rutland Household Survey for GVA November 2015

	Total		Zone 1		Zone 2		Zone 3	3	Zone 4	l	Zone :	5	Zone (5	Zone '	7
Q21 Where do you go mo Those who visit children				ren s	oft play v	enu	es?									
Corby	7.1%	11	17.3%	6	28.3%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Grantham	5.1%	8	0.0%	0	0.0%	0	22.2%	7	4.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%	0
Leicester - CITY CENTRE	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	1	0.0%	0	0.0%	0
Leicester - other location NOT in city centre	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	3	0.0%	0	0.0%	0
Loughborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Market Harborough	11.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.8%	5	38.4%	12	0.0%	0
Melton Mowbray	4.7%	7	8.7%	3	7.1%	1	1.9%	1	22.6%	3	0.0%	0	0.0%	0	0.0%	0
Oakham - TOWN CENTRE	31.2%	46	65.4%	21	28.1%	4	25.7%	8	61.7%	7	6.3%	1	8.5%	3	15.1%	2
Oakham - other location NOT in town centre	12.5%	19	8.7%	3	0.0%	0	20.9%	7	6.9%	1	0.0%	0	24.8%	8	3.5%	1
Peterborough - other location NOT in city centre	3.8%	6	0.0%	0	4.1%	1	12.6%	4	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Stamford	10.0%	15	0.0%	0	28.3%	4	1.9%	1	0.0%	0	0.0%	0	2.5%	1	57.9%	9
Egleton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Other location outside survey area	4.7%	7	0.0%	0	0.0%		12.7%	4	0.0%	0	0.0%	0	0.0%		17.6%	3
(Don't know / varies)	4.2%	6	0.0%	0	4.1%	1	2.2%	1	0.0%	0	5.9%	1	14.1%	4	0.0%	0
Weighted base:		148		33		14		32		11		11		31		16
Sample:		90		14		9		17		10		11		17		12
Q22 Which entertainmen Those who use entertain	nment ven															
AMF Bowling, Bretton, Peterborough	13.8%	19	10.1%	2	0.0%	0	13.0%	4	0.0%	0	0.0%	0	6.2%	2	63.0%	11
Hollywood Bowl, Meridian Leisure Park, Leicester	8.4%	12	0.0%	0	5.0%	1	0.0%	0	38.4%	6	45.8%	2	8.7%	3	0.0%	0
MFA Bowl, New Road, Peterborough	11.1%	15	19.4%	4	28.7%	6	14.3%	4	0.0%	0	0.0%	0	0.0%	0	7.6%	1
New York Thunderbowl, Rockingham Road, Kettering	16.1%	22	19.4%	4	0.0%	0	6.6%	2	0.0%	0	0.0%	0	54.5%	16	0.0%	0
Tenpin, Redfield Way, Nottingham	1.2%	2	0.0%	0	0.0%	0	2.3%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Castle Bingo, George Street, Corby	0.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Westfield Road, Peterborough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Other	18.9%	26	5.1%	1	58.8%	12	19.5%	6	0.0%	0	16.9%	1	14.4%	4	11.8%	2
Grantham Bowl, Dysart Road, Grantham	11.4%	16	9.3%	2	0.0%	0	21.8%	7	48.3%	7	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	18.3%	25	36.8%	7	7.5%	2	20.6%	6	6.7%	1	37.3%	2	16.3%	5	13.9%	2
Weighted base: Sample:		139 118		20 16		20 16		31 21		15 16		5 9		30 19		18 21

Rutland Household Survey for GVA

Weighted: November 2015

	Total	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	5	Zone	6	Zone	7
Q23 Where do you go me Those who go to health				th & f	itness c	lubs?										
Catmose Sports & Leisure Centre, Huntsmans Drive,	10.5%	31	20.7%	11	18.0%	8	19.3%	10	6.1%	1	0.0%	0	0.9%	1	0.0%	0
Oakham	7.20/	21	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	24.00/	21	2.50/	1
Corby Leicester - CITY CENTRE	7.3% 0.2%	21	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 2.7%	0	0.0% 0.0%	0	24.9% 0.0%	21	2.5% 0.0%	1 0
Leicester - other location NOT in city centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	1		3	0.0%	0	0.0%	0
Market Harborough	4.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.6%	6	9.1%	8	0.0%	0
Melton Mowbray	3.5%	10	0.0%	0	3.0%	1	1.2%	1	40.6%	8	0.0%	0	0.0%	0	0.0%	0
Oakham - TOWN CENTRE	7.5%	22	10.2%	6	5.3%	2		6	21.5%	4	7.1%	1	3.2%	3	0.0%	0
Oakham - other location NOT in town centre	13.0%	38	34.6%	19	3.2%	1	20.0%	10	8.8%	2	7.1%	1	2.7%	2	9.8%	3
Peterborough - CITY CENTRE	1.7%	5	0.0%	0	9.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Peterborough - other location NOT in city centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Rutland Water	1.0%	3	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Stamford	9.9%	29	5.1%	3	9.9%	4	10.8%	5	0.0%	0	0.0%	0	0.0%	0	62.5%	17
Syston	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Uppingham - TOWN CENTRE	8.4%	25	1.5%	1	12.2%	5	8.2%	4	0.0%	0	0.0%	0	17.6%	15	0.0%	0
Uppingham - other location NOT in town centre	11.1%	33	0.0%	0	9.0%	4	0.0%	0	0.0%	0	13.4%	2	31.1%	26	2.5%	1
Barnsdale Hall Hotel & Country Club, Barnsdale	10.3%	30	13.9%	8	19.8%	9	19.3%	10	2.3%	0	0.0%	0	2.1%	2	8.7%	2
Greetham Valley Hotel, Golf and Conference Centre, Wood Lane, Greetham	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrowden	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billesden	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Braunston	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edith Weston	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empingham	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exton	0.4%	1	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ketton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Manton	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Ryhall St Mary, Church Lane, Edith Weston	0.3% 0.2%	1 1	0.0% 0.0%	0	0.0% 1.4%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	3.6% 0.0%	1 0
Tilton on the Hill	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Tugby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Other location outside survey area	0.7%	2	0.0%	0	0.0%	0	1.4%	1	4.5%	1	0.0%	0	0.0%	0	2.1%	1
(Don't know / varies)	4.9%	15	10.7%	6	3.0%	1	1.4%	1	5.9%	1	3.1%	0	5.9%	5	0.0%	0
Weighted base: Sample:		294 252		55 38		43 44		49 40		20 26		15 22		83 54		27 28
GEN Gender of responde	nt:															
Male	33.9%	272	32.6%	59	43.2%	44	26.2%	37	46.1%	35	27.1%	14	29.4%	49	40.6%	33
Female	66.1%	530		122			73.8%	103	53.9%	41	72.9%	38	70.6%		59.4%	49
Weighted base: Sample:		802 802		181 137		102 110		140 121		76 102		53 93		168 138		82 101
AGE Could I ask how old	you are	pleas	se?													
18 to 24	4.6%	37	0.0%	0	3.9%	4	5.8%	8	8.2%	6	5.3%	3	9.5%	16	0.0%	0
25 to 34	11.0%	88	6.3%	11	19.5%	20	23.2%	33	12.3%	9	10.5%	6	3.2%	5	4.7%	4
35 to 44	17.4%	140	28.0%	51	5.8%	6	21.6%	30	8.1%	6	0.0%	0	18.8%	32	18.6%	15
45 to 54	19.8%	159	28.1%	51	19.2%	20	20.4%	29	13.7%	10	11.1%	6	18.3%	31	15.7%	13
55 to 64	18.3%	147	15.0%	27	17.7%		11.7%	16	27.9%	21	29.1%	15	16.7%	28	24.8%	20
65 + (Refused)	25.7% 3.2%	206 25	20.3% 2.2%	37 4	27.5% 6.4%	28 7	16.6% 0.7%	23	25.9% 3.9%	20	41.6% 2.5%	22 1	28.3% 5.2%	48 9	35.2% 1.1%	29 1
Weighted base: Sample:		802 802		181 137		102 110		140 121		76 102		53 93		168 138		82 101
Sample.		602		137		110		141		102		73		130		101

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Rutland Household Survey for GVA

Weighted:						1	for G	VA								Nove
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone '	7
ADU How many adults, in	ncluding	g your	self, live	e in yo	our hou	sehol	d (16 ye	ars aı	nd abov	e)?						
One	14.8%	119	20.5%	37	17.9%	18	6.3%	9	14.8%	11	16.8%	9	15.1%	25	10.8%	9
Two	61.2%	491	57.0%	103	64.8%	66	68.2%	95	61.6%	47	57.6%	30	54.9%	92	68.9%	56
Three	13.2%	106	13.8%	25	10.4%	11	8.5%	12	14.0%	11		7	19.0%	32	10.9%	9
Four	6.2%	50	3.3%	6	4.2%	4	13.8%	19	7.9%	6	9.7%	5	3.0%	5	4.7%	4
Five Six or more	0.7% 0.5%	6 4	1.0% 0.0%	2	0.0%	0	0.7% 1.2%	1 2	0.7% 0.0%	1 0	0.9% 0.0%	0	0.0% 0.0%	0	2.5% 2.3%	2 2
(Refused)	3.4%	27	4.3%	8	2.7%	3	1.2%	2	1.0%	1	1.5%	1	8.0%	13	0.0%	0
· · · · · · · · · · · · · · · · · · ·	51170	802			21,7,0		1.2,0	140	1.070	76	11070	53	0.070		0.070	82
Weighted base: Sample:		802		181 137		102 110		121		102		93		168 138		101
CHI How many children	live in y	our h	ousehol	ld, ag	ed 15 ye	ears a	nd unde	er?								
None	65.0%		54.5%	99			54.2%	76	76.3%	58	85.2%	45	65.7%	111	71.0%	58
One	12.3%	99	14.2%	26	7.0%	7	18.5%	26	6.9%	5	8.0%	4	13.9%	23	8.7%	7
Two	13.4%	108	19.6%	35	12.6%	13	14.5%	20	11.1%	8	5.3%	3	9.2%	16	14.9%	12
Three Four	4.6% 1.4%	37 11	2.2% 5.2%	4 9	4.6% 0.0%	5	11.6% 0.0%	16 0	2.0% 2.0%	2 2	0.0% 0.0%	0	3.7% 0.0%	6 0	5.5% 0.0%	4 0
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	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)	3.3%	26	4.3%	8	1.8%	2	1.2%	2	1.7%	1	1.5%	1	7.5%	13	0.0%	0
Weighted base: Sample:		802 802		181 137		102 110		140 121		76 102		53 93		168 138		82 101
CAR How many cars doe	s your h	nouse	hold ow	n or h	nave the	use (of?									
None	5.6%	45	13.1%	24	3.8%	4	2.6%	4	0.0%	0	3.1%	2	6.1%	10	2.1%	2
One	31.4%	252		65	36.7%	38		35	31.1%	24	31.1%	16	27.1%	46	35.6%	29
Two	43.9%	352	42.0%	76		39	53.9%	75	42.3%	32	41.9%	22	42.6%	72	43.3%	35
Three or more	15.6%	125 28	6.5%	12 5	19.7%	20		22	24.6%	19	21.0%	11 2	15.3%	26 15	19.1%	16
(Refused)	3.5%		2.8%		1.8%		2.4%	3	1.9%	1	2.9%		8.9%		0.0%	0
Weighted base: Sample:		802 802		181 137		102 110		140 121		76 102		53 93		168 138		82 101
EMP Which of the following	ing best	desc	ribes the	e chie	ef wage	earne	r of you	r hou	sehold's	s curr	ent emp	loym	ent situ	ation?	P [PR]	
Working full time	56.2%	451	60.1%	109	58.2%	60	72.4%	101	44.0%	34	33.1%	17	53.7%	90	48.7%	40
Working part time	6.9%	55	4.3%	8	6.1%	6	8.6%	12	17.6%	13	10.8%	6	3.7%	6	5.1%	4
Unemployed	0.8%	6	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Retired	31.5%	253	27.0%	49	32.2%	33	16.3%	23	35.5%	27		28	33.2%	56	45.1%	37
A housewife / househusband	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A student	0.0% 0.9%	0	0.0% 2.9%	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
Sick / disabled Other	0.9%	7 0	2.9% 0.0%	5	0.0%	1 0	0.0%	0	0.0% 0.0%	0	1.3% 0.0%	1 0	0.0%	0	0.0%	0
(Refused)	3.7%	30	2.8%	5	1.8%	2	2.7%	4	2.9%	2	1.7%	1	8.9%	15	1.2%	1
Weighted base:		802		181		102		140		76		53		168		82
Sample:		802		137		110		121		102		93		138		101
QUOTA Zone:																
Zone 1	22.6%		100.0%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	12.8%	102	0.0%		100.0%	102	0.0%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	17.4%	140	0.0% 0.0%	0	0.0%		100.0%	140	0.0% 100.0%	0 76	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0
Zone 4 Zone 5	9.5% 6.6%	76 53	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	76	100.0%	0 53	0.0% 0.0%	0	0.0%	0
Zone 6	21.0%	168	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%	168	0.0%	0
Zone 7	10.2%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%	82
			2.070		2.070		2.070		2.070		2.070		2.070			
Weighted base: Sample:		802 802		181 137		102 110		140 121		76 102		53 93		168 138		82 101

by Zone (Weighted)

Weighted:

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Rutiana Housenola Survey	
for GVA	ľ

	Total		Zone 1		Zone	2	Zone 3		Zone 4		Zone 5		Zone		Zone	7	
PC Postcode sector:																	
LE14 2	9.5%	76	0.0%	0	0.0%	0	0.0%	0	100.0%	76	0.0%	0	0.0%	0	0.0%	0	
LE15 6	22.6%	181	100.0%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
LE15 7	17.4%	140	0.0%	0	0.0%	0	100.0%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
LE15 8	12.8%	102	0.0%	0	100.0%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
LE15 9	14.1%	113	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	67.0%	113	0.0%	0	
LE168	3.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	28	0.0%	0	
LE7 9	6.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	53	0.0%	0	0.0%	0	
NN17 3	3.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	27	0.0%	0	
PE9 3	4.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.6%	37	
PE9 4	5.6%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.4%	45	
Weighted base:		802		181		102		140		76		53		168		82	
Sample:		802		137		110		121		102		93		138		101	