

Rutland Retail Capacity Assessment (2016 Update)

Volume Three — Household Survey Results | April 2016

Prepared by NEMS Market Research



Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q01 In which shop or town / local centre do you do most of your household's main food shopping?																
Aldi, 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
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, 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
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

Rutland Household Survey for GVA

November 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Sainsbury's, Melton Road, Leicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.7%	1	0.0%	0
Sainsbury's, Nottingham Road, Melton Mowbray	3.5%	28	0.0%	0	1.8%	2	3.3%	4	21.6%	22	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Rockingham Road, 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
Sainsbury's, St Mary's Place, Springfield Street, Market Harborough	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	4.3%	6	0.0%	0
Tesco Extra, Kettering Business Park, Carina Road, 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
Tesco Extra, Maidenwell Avenue, Hamilton, 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
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, Hampton, Peterborough	0.5%	4	0.7%	1	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
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 (Varies)	5.6%	45	5.8%	8	9.1%	10	8.3%	10	2.9%	3	2.2%	2	8.7%	12	0.0%	0
(Don't do this type of shopping)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
	0.9%	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

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q01 Which internet / home delivery retailer do you most often use for your main food shopping?								
<i>Those who shop online at Q01</i>								
Asda	26.7%	12 50.0%	4 40.0%	4 10.0%	1 0.0%	0 0.0%	0 25.0%	3 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%
Iceland	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%
Ocado	15.6%	7 0.0%	0 0.0%	0 0.0%	0 33.3%	1 50.0%	1 41.7%	5 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%
Tesco	28.9%	13 12.5%	1 50.0%	5 50.0%	5 33.3%	1 0.0%	0 8.3%	1 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%
Other	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%
Base:	45	8	10	10	3	2	12	0
Q02 How do you normally travel to (STORE MENTIONED AT Q01)?								
<i>Those who do main food shopping and not those who shop online at Q01</i>								
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%
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%
Motorcycle	0.1%	1 0.8%	1 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%
Train	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%
Walk	4.0%	30 18.0%	23 1.0%	1 0.0%	0 1.0%	1 1.1%	1 3.2%	4 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%
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%
Other	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%
(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%
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								
Q03 Apart from the (STORE / CENTRE MENTIONED AT Q01), is there any other store or centre that you use regularly to do a main food shop?																
<i>Those who do main food shopping at Q01</i>																
Aldi, 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
Aldi, 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
Aldi, 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
Aldi, 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
Aldi, 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
Asda, 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
Asda, 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
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	5.4%	43	8.1%	11	2.8%	3	2.5%	3	0.0%	0	0.0%	0	16.8%	23	3.0%	3
Asda, Union 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
Co-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
Co-Operative, Burley Road, Oakham	8.1%	64	13.2%	18	12.8%	14	21.0%	25	3.0%	3	2.2%	2	1.5%	2	0.0%	0
Co-Operative, Coventry Road, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	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	1.1%	1	0.0%	0	0.0%	0
Co-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
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, Thunby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Lidl, Gainsborough Road, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, Kettering 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
Lidl, Markham Retail Park, Ryhall Road, Stamford	3.8%	30	5.1%	7	7.3%	8	2.5%	3	0.0%	0	0.0%	0	0.0%	0	12.0%	12
Lidl, Scalford Road, Melton Mowbray	2.0%	16	1.5%	2	0.9%	1	2.5%	3	8.9%	9	1.1%	1	0.0%	0	0.0%	0
M&S Simply Food, BP, Lands End Way, Oakham	0.8%	6	2.2%	3	0.0%	0	0.8%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0
M&S Simply Food, High Street, Stamford	1.3%	10	0.7%	1	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.0%	5
M&S Simply Food, The Parade, Oadby, 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
M&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
Morrisons, 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
Morrisons, 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
Morrisons, 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
Morrisons, 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
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
One 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
Sainsbury'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
Sainsbury'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
Sainsbury'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

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Sainsbury's, Markham Retail Park, Stamford	3.6%	29	2.9%	4	2.8%	3	0.8%	1	1.0%	1	0.0%	0	1.5%	2	18.0%	18
Sainsbury's, Melton Road, Leicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Sainsbury's, Nottingham Road, Melton Mowbray	2.5%	20	2.2%	3	0.0%	0	1.7%	2	13.9%	14	1.1%	1	0.0%	0	0.0%	0
Sainsbury's, St Mary's Place, Springfield Street, Market Harborough	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	8	2.9%	4	0.0%	0
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%	0	0.0%	0	0.0%	0	0.0%	0
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 (Varies)	4.9%	39	6.6%	9	4.6%	5	8.4%	10	4.0%	4	1.1%	1	6.6%	9	1.0%	1
(Don't know)	1.4%	11	2.2%	3	0.9%	1	1.7%	2	4.0%	4	0.0%	0	0.7%	1	0.0%	0
	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

Rutland Household Survey for GVA

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q03A Which internet / home delivery retailer do you use regularly for your main food shopping?																
<i>Those who shop online at Q03</i>																
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

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q04 Where do you do most of your household's small scale 'top-up' food shopping?								
Aldi, Flaxland, Bretton, Peterborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Melton Road, Syston	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby	1.2%	10	0.0%	0	0.9%	1	0.0%	0
Aldi, Springfield Street, Market Harborough	0.4%	3	0.7%	1	0.0%	0	0.0%	0
Asda, Phoenix Parkway, Corby	0.7%	6	0.7%	1	0.0%	0	0.0%	0
Co-Operative, Bradgate Lane, Asfordby	0.6%	5	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Braunstone Road, Oakham	4.4%	35	20.4%	28	1.8%	2	1.7%	2
Co-Operative, Burley Road, Oakham	8.1%	65	10.2%	14	9.1%	10	24.0%	29
Co-Operative, Downing Drive, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Main Street, Houghton on the Hill	1.0%	8	0.0%	0	0.0%	0	0.0%	0
Co-Operative, North Street East, Uppingham	6.9%	55	0.0%	0	3.6%	4	0.0%	0
Co-Operative, Occupation Road, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Scaford Road, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Station Road, Thurnby	0.5%	4	0.0%	0	0.9%	1	0.0%	0
Lidl, Markham Retail Park, Ryhall Road, Stamford	1.2%	10	0.0%	0	0.9%	1	0.0%	0
Lidl, Scaford Road, Melton Mowbray	0.2%	2	0.0%	0	0.9%	1	0.0%	0
M&S Simply Food, BP, Egerton Park, Leicester Road, Melton Mowbray	0.5%	4	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, BP, Lands End Way, Oakham	1.1%	9	2.9%	4	1.8%	2	1.7%	2
M&S Simply Food, BP, Melton Road, Branston, nr. Syston	0.1%	1	0.7%	1	0.0%	0	0.0%	0
M&S Simply Food, High Street, Stamford	0.6%	5	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, The Parade, Oadby, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Thurmaston Shopping Centre, Thorpe Lane, Thurmaston, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uffington Road, Stamford	2.0%	16	0.0%	0	7.3%	8	0.8%	1
Morrisons, Vale of Belvoir Shopping Centre, Sherrard Street, Melton Mowbray	1.0%	8	0.0%	0	0.0%	0	0.0%	0
One Stop, Grange Road, Melton Mowbray	0.1%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street West, Uppingham	0.9%	7	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ashby Road, Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Glen Road, Oadby, Leicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Markham Retail Park, Stamford	1.4%	11	0.0%	0	0.9%	1	0.8%	1
Sainsbury's, Nottingham Road, Melton Mowbray	1.2%	10	0.0%	0	0.0%	0	0.8%	1
Sainsbury's, St Mary's Place, Springfield Street, Market Harborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kettering Business Park, Carina Road, Kettering	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Tesco Extra, Oakley Road, Corby	0.1%	1	0.0%	0	0.0%	0	0.8%	1

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Tesco Extra, Serpentine Green Shopping Centre, Hampton, Peterborough	0.1%	1	0.0%	0	0.9%	1	0.0%	0
Tesco Superstore, South Street, Oakham	13.1%	105	29.9%	41	20.0%	22	24.0%	29
Tesco Superstore, Thorpe Road, Melton Mowbray	0.5%	4	0.0%	0	0.0%	0	0.8%	1
Tesco Metro, Melton Road, Syston	0.4%	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
Tesco Express, Nottingham Road, Melton Mowbray	0.2%	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
Waitrose, Harborough Road, Oadby, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Springfield Street, Market Harborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Stamford	2.6%	21	0.0%	0	5.5%	6	0.8%	1
Local shops, Cottesmore	0.4%	3	0.0%	0	0.0%	0	2.5%	3
Local shops, Edith Weston	0.6%	5	0.0%	0	4.5%	5	0.0%	0
Local shops, Empingham	0.4%	3	0.0%	0	2.7%	3	0.0%	0
Local shops, Greetham	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Local shops, Ketton	1.7%	14	0.0%	0	3.6%	4	0.0%	0
Local shops, Leicester / Oadby / Wigston	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Market Overton	0.7%	6	0.0%	0	0.0%	0	4.1%	5
Local shops, Melton Mowbray	1.7%	14	0.0%	0	0.9%	1	0.0%	0
Local shops, Oakham	3.2%	26	10.9%	15	0.0%	0	5.8%	7
Local shops, Peterborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Ryhall	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Stamford	0.9%	7	0.0%	0	0.9%	1	0.8%	1
Local shops, Uppingham	2.2%	18	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Stamford	0.5%	4	0.0%	0	0.9%	1	0.8%	1
Local shops, Barrowden	0.2%	2	0.0%	0	1.8%	2	0.0%	0
Local shops, Billesdon	2.4%	19	0.0%	0	0.0%	0	0.0%	0
Local shops, Corby	0.4%	3	0.7%	1	0.0%	0	0.0%	0
Local shops, Great Easton	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Grettton	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Houghton-on-the-Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Somerby	0.5%	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
Local shops, Whissendine	0.7%	6	0.0%	0	0.0%	0	5.0%	6
Other foodstores, Leicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Other foodstore outside survey area	0.5%	4	0.0%	0	0.9%	1	0.0%	0
Internet / home delivery (Varies)	0.2%	2	0.0%	0	0.9%	1	0.0%	0
(Don't know)	3.7%	30	3.7%	5	7.3%	8	2.5%	3
(Don't do this type of shopping)	0.4%	3	1.5%	2	0.0%	0	0.8%	1
	21.7%	174	17.5%	24	20.9%	23	19.8%	24
Base:	802	137	110	121	102	93	138	101

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q04A Which internet / home delivery retailer do you most often use for your 'top-up' food shopping?								
<i>Those who shop online at Q04</i>								
Asda	50.0%	1	0	100.0%	1	0	0	0
Co-op	0.0%	0	0	0.0%	0	0	0	0
Iceland	0.0%	0	0	0.0%	0	0	0	0
Morrisons	0.0%	0	0	0.0%	0	0	0	0
Ocado	0.0%	0	0	0.0%	0	0	0	0
Sainsbury's	0.0%	0	0	0.0%	0	0	0	0
Tesco	0.0%	0	0	0.0%	0	0	0	0
Waitrose	0.0%	0	0	0.0%	0	0	0	0
Other	0.0%	0	0	0.0%	0	0	0	0
(Don't know / varies)	50.0%	1	0	0.0%	0	100.0%	1	0
Base:		2	0		1		0	
Q05 Where do you usually do most of your household's shopping for clothes, footwear and other fashion goods?								
Asda, Barkby Thorpe Lane, Leicester (Thurmaston Shopping Centre)	0.2%	2	0	0.0%	0	0.0%	0	1.0%
Asda, Phoenix Parkway, Corby	0.7%	6	2.9%	4	0.0%	0	0.8%	1
Asda, Union Street, Grantham	0.6%	5	0.7%	1	0.9%	1	2.5%	3
Corby town centre	6.5%	52	10.2%	14	7.3%	8	3.3%	4
Grantham town centre	1.5%	12	2.2%	3	0.0%	0	4.1%	5
Kettering town centre	0.4%	3	0.7%	1	0.9%	1	0.0%	0
Leicester city centre	20.3%	163	28.5%	39	7.3%	8	12.4%	15
Market Harborough town centre	2.0%	16	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray town centre	3.6%	29	0.7%	1	4.5%	5	3.3%	4
Nottingham city centre	1.9%	15	0.0%	0	0.0%	0	4.1%	5
Oakham town centre	5.6%	45	8.0%	11	4.5%	5	7.4%	9
Peterborough city centre	16.7%	134	15.3%	21	30.0%	33	16.5%	20
Serpentine Green, Peterborough	0.4%	3	0.0%	0	0.9%	1	0.8%	1
Stamford town centre	6.0%	48	4.4%	6	10.9%	12	3.3%	4
Uppingham town centre	0.7%	6	0.0%	0	0.9%	1	0.0%	0
Brotherhood Retail Park, Peterborough	0.5%	4	0.0%	0	0.9%	1	0.8%	1
Fosse Park, Leicester	2.6%	21	0.0%	0	0.9%	1	1.7%	2
Oasis Retail Park, Corby	0.2%	2	0.7%	1	0.9%	1	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
Riverside Retail Park, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Springfields Retail Park, Market Harborough	0.2%	2	0.7%	1	0.9%	1	0.0%	0
Thurmaston Shopping Centre, Leicester	1.0%	8	1.5%	2	0.0%	0	0.0%	0
Boundary Mill Stores, Grantham	0.5%	4	0.7%	1	0.9%	1	0.8%	1
Cambridge	0.4%	3	0.0%	0	0.9%	1	0.0%	0
London	0.6%	5	0.0%	0	0.9%	1	0.0%	0
Oadby (town centre & foodstores)	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Thurmaston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other location outside survey area	1.4%	11	0.0%	0	0.9%	1	1.7%	2
Internet / home delivery (Don't know / varies)	18.1%	145	13.9%	19	22.7%	25	28.1%	34
	6.0%	48	6.6%	9	1.8%	2	7.4%	9
Base:		802		137		110		121
								102
								93
								138
								101

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q06 Where else do you do your household's shopping for clothes, footwear and other fashion goods?								
Asda, Barkby Thorpe Lane, Leicester (Thurmaston Shopping Centre)	0.2%	2	0.0%	0	0.9%	1	0.0%	0
Asda, Phoenix Parkway, Corby	0.5%	4	2.2%	3	0.0%	0	0.0%	0
Asda, Union Street, Grantham	0.2%	2	0.7%	1	0.9%	1	0.0%	0
Tesco Extra, Oakley Road, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Corby town centre	4.0%	32	5.1%	7	3.6%	4	2.5%	3
Grantham town centre	1.9%	15	3.7%	5	0.9%	1	3.3%	4
Kettering town centre	0.5%	4	0.7%	1	0.9%	1	0.0%	0
Leicester city centre	16.6%	133	16.8%	23	10.0%	11	14.9%	18
Market Harborough town centre	3.9%	31	0.7%	1	0.0%	0	0.0%	0
Melton Mowbray town centre	2.5%	20	0.7%	1	0.9%	1	2.5%	3
Nottingham city centre	2.7%	22	0.7%	1	1.8%	2	5.0%	6
Oakham town centre	7.0%	56	9.5%	13	10.9%	12	9.1%	11
Peterborough city centre	17.5%	140	19.7%	27	24.5%	27	22.3%	27
Serpentine Green, Peterborough	0.4%	3	0.7%	1	0.0%	0	0.0%	0
Stamford town centre	7.0%	56	5.1%	7	13.6%	15	5.0%	6
Uppingham town centre	0.9%	7	0.0%	0	1.8%	2	0.0%	0
Brotherhood Retail Park, Peterborough	0.7%	6	0.7%	1	0.9%	1	0.0%	0
Fosse Park, Leicester	2.6%	21	1.5%	2	0.9%	1	2.5%	3
London Road Retail Park, Grantham	0.2%	2	0.7%	1	0.0%	0	0.8%	1
Oasis Retail Park, Corby	0.4%	3	1.5%	2	0.9%	1	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
Riverside Retail Park, Nottingham	0.1%	1	0.7%	1	0.0%	0	0.0%	0
Springfields Retail Park, Market Harborough	0.5%	4	0.7%	1	1.8%	2	0.0%	0
Stamford Retail Park, Stamford	0.2%	2	0.0%	0	0.0%	0	0.8%	1
Thurmaston Shopping Centre, Leicester	1.4%	11	0.0%	0	0.0%	0	0.0%	0
Boundary Mill Stores, Grantham	0.7%	6	0.7%	1	0.9%	1	1.7%	2
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.2%	2	0.0%	0	0.9%	1	0.8%	1
London	1.2%	10	0.0%	0	0.9%	1	0.0%	0
Oadby (town centre & foodstores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Thurmaston Town Centre	0.2%	2	0.0%	0	0.9%	1	0.0%	0
Other location outside survey area	2.5%	20	2.9%	4	0.0%	0	2.5%	3
Internet / home delivery (Don't know / varies)	14.5%	116	13.1%	18	19.1%	21	17.4%	21
	7.7%	62	8.8%	12	1.8%	2	9.1%	11
Base:		802		137		110		121
								102
								93
								138
								101

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q07 Where do you do most of your household's shopping for furniture, floor coverings and household textiles?																
Tesco Extra, Serpentine Green Shopping Centre, Hampton, Peterborough	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Leicester Road, Melton Mowbray	0.2%	2	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Maskew Avenue, 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
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 Park / Peel Centre)	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.1%	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	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	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
Oakham (stores outside 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
Thurmaston Town 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
Other location outside survey area	1.4%	11	0.7%	1	0.9%	1	1.7%	2	0.0%	0	3.2%	3	2.2%	3	1.0%	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)	10.0%	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%	156	12.4%	17	19.1%	21	14.9%	18	21.6%	22	34.4%	32	19.6%	27	18.8%	19

Rutland Household Survey for GVA

	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

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q08 Where do you do most of your household's shopping for DIY and decorating goods?																
Asda, Phoenix Parkway, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
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	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	8	0.0%	0
Leicester city centre	2.7%	22	2.9%	4	2.7%	3	0.8%	1	1.0%	1	9.7%	9	2.9%	4	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Uppingham town centre	2.1%	17	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	10.9%	15	0.0%	0
Belgrave Retail Park, 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
Brotherhood Retail Park, Peterborough	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Kettering Retail Park, Kettering	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
London Road 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
Markham Retail Park, Stamford	0.4%	3	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Oasis Retail Park, Corby	0.2%	2	0.0%	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	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 (Don't know / varies)	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 do this type of shopping)	5.0%	40	5.1%	7	2.7%	3	4.1%	5	2.0%	2	6.5%	6	8.0%	11	5.9%	6
	14.1%	113	13.1%	18	13.6%	15	14.1%	17	6.9%	7	20.4%	19	18.1%	25	11.9%	12
Base:		802		137		110		121		102		93		138		101

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q09 Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges cookers and kettles?								
Asda, Phoenix Parkway, Corby	0.1%	1	0.7%	1	0.0%	0	0.0%	0
Morrisons, Uffington Road, Stamford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, South Street, Oakham	0.2%	2	0.7%	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
B&Q, Maskew Avenue, Peterborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Stamford Retail Park, Stamford	0.4%	3	0.0%	0	1.8%	2	0.0%	0
Corby town centre	2.1%	17	2.2%	3	0.9%	1	0.8%	1
Grantham town centre	0.7%	6	0.0%	0	0.0%	0	0.8%	1
Kettering town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Leicester city centre	6.2%	50	1.5%	2	2.7%	3	4.1%	5
Loughborough town centre	0.1%	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
Melton Mowbray town centre	5.6%	45	0.0%	0	1.8%	2	5.8%	7
Nottingham city centre	0.4%	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
Peterborough city centre	7.6%	61	3.7%	5	9.1%	10	5.8%	7
Stamford town centre	6.2%	50	1.5%	2	19.1%	21	3.3%	4
Wigston town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Boulevard Retail Park, Peterborough	0.1%	1	0.0%	0	0.9%	1	0.0%	0
Brotherhood Retail Park, Peterborough	0.1%	1	0.7%	1	0.0%	0	0.0%	0
Dysart Retail Park, Grantham	0.5%	4	0.0%	0	0.0%	0	3.3%	4
Fosse Park, Leicester	1.7%	14	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Kettering	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Markham Retail Park, Stamford	0.5%	4	0.7%	1	1.8%	2	0.8%	1
Northfield Retail Park, Kettering	0.1%	1	0.0%	0	0.9%	1	0.0%	0
Oasis Retail Park, Corby	1.0%	8	0.7%	1	0.9%	1	0.0%	0
Phoenix Retail Park, Corby (also known as Peel Retail Park / Peel Centre)	1.0%	8	0.0%	0	0.9%	1	0.0%	0
St George's Retail Park, Leicester	0.6%	5	0.7%	1	0.0%	0	0.0%	0
Stamford Retail Park, Stamford	5.6%	45	5.8%	8	8.2%	9	5.0%	6
Thurmaston Shopping Centre, Leicester	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Victoria Retail Park, Nottingham	0.1%	1	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
Oadby (town centre & foodstores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other location outside survey area	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Internet / home delivery (Don't know / varies)	25.7%	206	32.1%	44	20.9%	23	32.2%	39
(Don't do this type of shopping)	4.1%	33	3.7%	5	3.6%	4	5.0%	6
	5.7%	46	1.5%	2	4.5%	5	5.8%	7
Base:	802	137	110	121	102	93	138	101

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q10 Where do you do most of your household's shopping for TV, audio, photographic, mobile phones, and computer equipment?																
Asda, Phoenix Parkway, 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
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
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
Tesco Extra, Oakley Road, 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
Tesco Superstore, South Street, Oakham	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.1%	1	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	0.8%	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	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	0.0%	0
Market Harborough town centre	2.2%	18	0.0%	0	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	0.0%	0	2.0%	2	0.0%	0	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
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
Dysart Retail Park, Grantham	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Kettering Retail Park, Kettering	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, Stamford	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
Phoenix Retail Park, Corby (also known as Peel Retail Park / Peel Centre)	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, Leicester	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, Stamford	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, Grantham	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 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
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%	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 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
Other location outside survey area	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
(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 shopping)	7.6%	61	1.5%	2	7.3%	8	8.3%	10	9.8%	10	9.7%	9	10.9%	15	6.9%	7
Base:		802		137		110		121		102		93		138		101

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q11 Where do you do most of your household's shopping for personal care goods, such as soaps, beauty products, medical goods?																
Asda, Barkby Thorpe Lane, Leicester (Thurmaston Shopping Centre)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.2%	2	0.0%	0	0.0%	0
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	1.7%	14	0.0%	0	0.9%	1	2.5%	3	0.0%	0	7.5%	7	2.2%	3	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	3.6%	29	0.0%	0	0.0%	0	0.8%	1	0.0%	0	19.4%	18	7.2%	10	0.0%	0
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	12.8%	103	1.5%	2	22.7%	25	1.7%	2	0.0%	0	1.1%	1	3.6%	5	67.3%	68
Syston town centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	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 Village Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	9	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	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 & foodstores)	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	16	0.0%	0	0.0%	0
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

Rutland Household Survey for GVA

	Total	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

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	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, Leicester (Thurmaston Shopping Centre)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.2%	2	0.0%	0	0.0%	0
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	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1
Tesco Superstore, South Street, Oakham	0.5%	4	0.7%	1	0.9%	1	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
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	3.7%	5	5.5%	6	5.0%	6	2.0%	2	0.0%	0	3.6%	5	13.9%	14
Stamford town centre	6.6%	53	0.7%	1	11.8%	13	5.0%	6	0.0%	0	0.0%	0	0.7%	1	31.7%	32
Syston town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Uppingham town centre	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, 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	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Retail Park, 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
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 (Don't know / varies)	29.9%	240	36.5%	50	30.0%	33	39.7%	48	19.6%	20	31.2%	29	27.5%	38	21.8%	22
(Don't do this type of shopping)	6.1%	49	5.1%	7	9.1%	10	4.1%	5	7.8%	8	2.2%	2	6.5%	9	7.9%	8
	18.6%	149	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

Rutland Household Survey for GVA

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q13 Which of the following town centres do you visit most often? [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	13.6%	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 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																
Q13A How often do you visit (CENTRE MENTIONED AT Q13)?																
<i>Those who visit a centre at Q13</i>																
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	15.6%	101	17.8%	24	21.2%	21	17.4%	20	10.3%	7	11.7%	7	16.3%	20	4.3%	2
Once a week	21.0%	136	23.7%	32	21.2%	21	29.6%	34	19.1%	13	16.7%	10	19.5%	24	4.3%	2
Once every 2 weeks	8.8%	57	3.0%	4	11.1%	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	12.1%	12	4.3%	5	13.2%	9	25.0%	15	8.1%	10	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
Q13B What is usually the MAIN purpose of your trip to (CENTRE MENTIONED AT Q13)?																
<i>Those who visit a centre at Q13</i>																
Food shopping	37.6%	243	45.9%	62	35.4%	35	37.4%	43	26.5%	18	40.0%	24	42.3%	52	19.1%	9
Non-food shopping	21.6%	140	16.3%	22	17.2%	17	20.9%	24	25.0%	17	31.7%	19	18.7%	23	38.3%	18
Daytime eating / drinking	5.4%	35	2.2%	3	5.1%	5	4.3%	5	8.8%	6	5.0%	3	7.3%	9	8.5%	4
Evening eating / drinking	2.3%	15	0.7%	1	2.0%	2	1.7%	2	2.9%	2	3.3%	2	3.3%	4	4.3%	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 mentioned at Q13)	6.6%	43	7.4%	10	6.1%	6	12.2%	14	5.9%	4	1.7%	1	4.9%	6	4.3%	2
Work (Commuting TO / FROM centre mentioned at Q13)	1.4%	9	0.0%	0	3.0%	3	1.7%	2	2.9%	2	1.7%	1	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 shopping order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	2.6%	17	0.7%	1	5.1%	5	0.9%	1	4.4%	3	0.0%	0	4.1%	5	4.3%	2
Use hairdressers	0.5%	3	0.0%	0	1.0%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Visit church	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.8%	1	0.0%	0
Visit doctors / hospital / dentist / opticians	1.7%	11	0.7%	1	3.0%	3	1.7%	2	0.0%	0	3.3%	2	1.6%	2	2.1%	1
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	0.5%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Visit market	0.9%	6	0.7%	1	3.0%	3	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Visit Post Office	0.3%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Visit the vets	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Base:		647		135		99		115		68		60		123		47

Rutland Household Survey for GVA

	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]									
<i>Those who visit a centre at Q13</i>									
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

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q13DWhat do you like about (CENTRE MENTIONED AT Q13)? [MR]																
<i>Those who visit a centre at Q13</i>																
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	1.1%	7	0.0%	0	1.0%	1	1.7%	2	1.5%	1	1.7%	1	1.6%	2	0.0%	0
Good bus service / accessible public transport	0.6%	4	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	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	4.6%	30	1.5%	2	1.0%	1	9.6%	11	4.4%	3	6.7%	4	6.5%	8	2.1%	1
Good range of chain / well known stores	2.9%	19	2.2%	3	2.0%	2	2.6%	3	0.0%	0	6.7%	4	4.9%	6	2.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy or crowded	7.1%	46	5.9%	8	4.0%	4	7.8%	9	7.4%	5	11.7%	7	7.3%	9	8.5%	4
Pedestrianised areas	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside environment	0.3%	2	0.7%	1	1.0%	1	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%	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	0.8%	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 (Don't know)	9.1%	59	16.3%	22	10.1%	10	13.9%	16	2.9%	2	1.7%	1	3.3%	4	8.5%	4
Base:		647		135		99		115		68		60		123		47

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q13 What do you dislike about (CENTRE MENTIONED AT Q13)? [MR]								
<i>Those who visit a centre at Q13</i>								
Everything	0.2%	1	0.7%	1	0.0%	0	0.0%	0
Centre very windy	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
Difficult to cross streets	0.8%	5	0.7%	1	1.0%	1	1.7%	2
Empty shops	1.7%	11	3.0%	4	0.0%	0	3.5%	4
Few traffic free areas	1.7%	11	3.7%	5	2.0%	2	0.9%	1
Lack of leisure, sports or cultural facilities	1.7%	11	3.7%	5	1.0%	1	2.6%	3
Lack of parking	10.4%	67	4.4%	6	15.2%	15	10.4%	12
Litter / dirty / dogs	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Awkward car parks (layout)	0.5%	3	0.0%	0	1.0%	1	0.9%	1
No department store	1.1%	7	3.7%	5	0.0%	0	1.7%	2
Not enough choice of shops	12.5%	81	23.0%	31	12.1%	12	16.5%	19
Not enough clothes shops	7.4%	48	19.3%	26	3.0%	3	11.3%	13
Not enough supermarket / food shops	5.9%	38	11.1%	15	6.1%	6	7.0%	8
Poor bus service to centre	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
Poor facilities (e.g. seating, toilets)	0.2%	1	0.0%	0	1.0%	1	0.0%	0
Poor quality shops	2.5%	16	6.7%	9	1.0%	1	1.7%	2
Poor signposting in centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	6.3%	41	13.3%	18	3.0%	3	9.6%	11
Short opening hours / no facilities in the evening	0.6%	4	2.2%	3	0.0%	0	0.0%	0
Short opening hours / no facilities on Sundays	0.3%	2	0.0%	0	2.0%	2	0.0%	0
Too few pubs, eating places etc.	0.5%	3	0.7%	1	0.0%	0	0.9%	1
Too few service businesses (e.g. banks / building societies)	0.5%	3	0.7%	1	0.0%	0	0.9%	1
Too many charity shops	7.6%	49	17.0%	23	5.1%	5	13.9%	16
Too many cheap shops	1.1%	7	2.2%	3	0.0%	0	2.6%	3
Traffic congestion	3.4%	22	3.7%	5	7.1%	7	3.5%	4
Unsafe / poor security / dangerous	0.3%	2	0.7%	1	0.0%	0	0.0%	0
Vandals / hooligans	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
Growing too large	0.9%	6	0.7%	1	0.0%	0	1.7%	2
Poor disabled access	0.5%	3	0.7%	1	2.0%	2	0.0%	0
The level crossing getting stuck	0.6%	4	1.5%	2	0.0%	0	0.0%	0
Too many estate agents	0.8%	5	2.2%	3	1.0%	1	0.9%	1
Nothing	45.3%	293	25.2%	34	36.4%	36	27.8%	32
(Don't know)	2.0%	13	3.7%	5	3.0%	3	0.9%	1
Base:	647	135	99	115	68	60	123	47

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q13F How do you think (CENTRE MENTIONED AT Q13) town centre could be improved? [MR]																
<i>Those who visit a centre at Q13</i>																
Better choice of shops	18.4%	119	34.8%	47	12.1%	12	27.0%	31	7.4%	5	6.7%	4	13.8%	17	6.4%	3
Better facilities for pedestrians (including pedestrian crossings)	1.4%	9	3.0%	4	3.0%	3	0.9%	1	0.0%	0	0.0%	0	0.8%	1	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	14.8%	96	11.1%	15	18.2%	18	12.2%	14	16.2%	11	23.3%	14	17.1%	21	6.4%	3
More large shops / department stores	10.7%	69	25.2%	34	5.1%	5	12.2%	14	8.8%	6	5.0%	3	2.4%	3	8.5%	4
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	5.9%	38	3.7%	5	7.1%	7	12.2%	14	4.4%	3	3.3%	2	4.1%	5	4.3%	2
Presence of a new discount food store	1.7%	11	1.5%	2	3.0%	3	1.7%	2	2.9%	2	1.7%	1	0.0%	0	2.1%	1
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	1.1%	7	1.5%	2	2.0%	2	0.0%	0	1.5%	1	0.0%	0	1.6%	2	0.0%	0
More independent shops	2.0%	13	2.2%	3	3.0%	3	3.5%	4	2.9%	2	0.0%	0	0.0%	0	2.1%	1
Improve traffic congestion	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 (Don't know)	29.4%	190	13.3%	18	25.3%	25	20.0%	23	29.4%	20	50.0%	30	39.0%	48	55.3%	26
	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 normally travel to (CENTRE MENTIONED AT Q13) ?

Those who visit a centre at 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	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	0.8%	5	1.5%	2	1.0%	1	1.7%	2	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 (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	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

Rutland Household Survey for GVA

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q14 Which of the following local centres do you visit most often? [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

Q14A How often do you visit (LOCAL CENTRE MENTIONED AT Q14)?
Those who visit a centre at Q14

Daily	29.3%	87	3.3%	1	22.2%	16	40.3%	29	0.0%	0	0.0%	0	0.0%	0	50.0%	41
5 - 6 times a week	1.7%	5	3.3%	1	0.0%	0	2.8%	2	4.5%	1	0.0%	0	0.0%	0	1.2%	1
4 times a week	1.7%	5	3.3%	1	1.4%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1
3 times a week	4.4%	13	3.3%	1	6.9%	5	2.8%	2	0.0%	0	0.0%	0	7.1%	1	4.9%	4
Twice a week	7.7%	23	6.7%	2	11.1%	8	9.7%	7	0.0%	0	0.0%	0	14.3%	2	4.9%	4
Once a week	18.2%	54	20.0%	6	20.8%	15	18.1%	13	13.6%	3	0.0%	0	21.4%	3	17.1%	14
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
Once a month	11.8%	35	10.0%	3	15.3%	11	11.1%	8	18.2%	4	0.0%	0	7.1%	1	9.8%	8
Once every 2 months	5.1%	15	10.0%	3	6.9%	5	0.0%	0	13.6%	3	0.0%	0	14.3%	2	2.4%	2
Once every 3 months	4.7%	14	0.0%	0	2.8%	2	1.4%	1	9.1%	2	100.0%	5	21.4%	3	1.2%	1
Less often	7.4%	22	26.7%	8	4.2%	3	5.6%	4	18.2%	4	0.0%	0	7.1%	1	2.4%	2
(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
Mean:		2.80		1.11		2.37		3.60		0.58		0.10		0.83		4.13
Base:		297		30		72		72		22		5		14		82

Q14B What is usually the MAIN purpose of your trip to (LOCAL CENTRE MENTIONED AT Q14)?

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
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
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
Restaurant	4.4%	13	3.3%	1	2.8%	2	2.8%	2	4.5%	1	20.0%	1	14.3%	2	4.9%	4
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
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	1.0%	3	0.0%	0	4.2%	3	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	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	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	7.4%	22	13.3%	4	13.9%	10	2.8%	2	18.2%	4	0.0%	0	7.1%	1	1.2%	1
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
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	1.0%	3	0.0%	0	1.4%	1	0.0%	0	4.5%	1	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	1.2%	1
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
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
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
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	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 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	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
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	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
Base:		297		30		72		72		22		5		14		82

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q14C When you visit (LOCAL CENTRE MENTIONED AT Q14), what else do you do, e.g. what services do you use and what activities do you do? [MR]																
<i>Those who visit a centre at Q14</i>																
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
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
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	10.1%	30	0.0%	0	12.5%	9	6.9%	5	4.5%	1	0.0%	0	7.1%	1	17.1%	14
Pubs	8.1%	24	6.7%	2	4.2%	3	9.7%	7	18.2%	4	0.0%	0	7.1%	1	8.5%	7
Leisure activity	3.0%	9	3.3%	1	2.8%	2	2.8%	2	4.5%	1	0.0%	0	0.0%	0	3.7%	3
Recycling centre	0.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing else)	51.2%	152	83.3%	25	55.6%	40	47.2%	34	54.5%	12	60.0%	3	71.4%	10	34.1%	28
Base:		297		30		72		72		22		5		14		82

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q14DWhat do you like about (LOCAL CENTRE MENTIONED AT Q14)? [MR]																
<i>Those who visit a centre at Q14</i>																
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	7.4%	22	3.3%	1	5.6%	4	11.1%	8	4.5%	1	0.0%	0	0.0%	0	9.8%	8
Pedestrianised areas	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Riverside environment	0.3%	1	0.0%	0	1.4%	1	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	10.0%	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 (Don't know)	11.1%	33	30.0%	9	13.9%	10	5.6%	4	22.7%	5	0.0%	0	14.3%	2	3.7%	3
Base:		297		30		72		72		22		5		14		82

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q14E What do you dislike about (LOCAL CENTRE MENTIONED AT Q14)? [MR]								
<i>Those who visit a centre at Q14</i>								
Everything	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
Cost of parking	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
Empty shops	0.3%	1	3.3%	1	0.0%	0	0.0%	0
Few traffic free areas	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%	1.2%
Lack of parking	2.0%	6	3.3%	1	1.4%	1	2.8%	2.4%
Litter / dirty / dogs	0.7%	2	0.0%	0	0.0%	0	1.4%	1.2%
Awkward car parks (layout)	0.3%	1	3.3%	1	0.0%	0	0.0%	0.0%
No department store	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%
Not enough clothes shops	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%	1.2%
Poor bus service to centre	3.4%	10	0.0%	0	2.8%	2	9.7%	1.2%
Poor environment	1.7%	5	3.3%	1	0.0%	0	4.2%	1.2%
Poor facilities (e.g. seating, toilets)	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%
Poor signposting in centre	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%	0.0%
Short opening hours / no facilities in the evening	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%
Too few pubs, eating places etc.	0.3%	1	0.0%	0	0.0%	0	0.0%	1.2%
Too few service businesses (e.g. banks / building societies)	0.3%	1	0.0%	0	0.0%	0	1.4%	0.0%
Too many charity shops	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%
Traffic congestion	4.7%	14	3.3%	1	1.4%	1	9.7%	6.1%
Unsafe / poor security / dangerous	0.3%	1	0.0%	0	0.0%	0	0.0%	1.2%
Vandals / hooligans	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%
Growing too large	0.3%	1	0.0%	0	0.0%	0	1.4%	0.0%
Cars speeding	1.3%	4	0.0%	0	0.0%	0	4.2%	1.2%
Nothing	81.5%	242	76.7%	23	90.3%	65	61.1%	85.4%
(Don't know)	2.7%	8	6.7%	2	2.8%	2	5.6%	0.0%
Base:	297	30	72	72	22	5	14	82

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q14F How do you think (LOCAL CENTRE MENTIONED AT Q14) town centre could be improved? [MR]																
<i>Those who visit a centre at Q14</i>																
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 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	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 / 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	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Improve appearance / environment	3.0%	9	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	14.3%	2	7.3%	6
Improve 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
Improve 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
Improve security, including CCTV	1.3%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	3
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	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	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	3.0%	9	3.3%	1	1.4%	1	2.8%	2	0.0%	0	20.0%	1	0.0%	0	4.9%	4
More large shops / department 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
More leisure, sports or cultural facilities	0.7%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
More 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
More supermarkets / food 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
More traffic free areas / pedestrianisation	1.7%	5	3.3%	1	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / 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
No 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
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	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve 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
Stop 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
(Don'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
Base:		297		30		72		72		22		5		14		82

Q14G How do you normally travel to (LOCAL CENTRE MENTIONED AT Q14)?

Those who visit a centre at Q14

Car / 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
Car / 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
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	0.7%	2	3.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	29.3%	87	0.0%	0	19.4%	14	38.9%	28	0.0%	0	0.0%	0	0.0%	0	54.9%	45
Bicycle	1.3%	4	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	1	1.2%	1
Disability 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
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)	2.7%	8	3.3%	1	2.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	4
(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:		297		30		72		72		22		5		14		82

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q15 Do you take part in any of the following leisure or cultural activities? [MR/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, swimming pools, etc.)	31.4%	252	27.7%	38	40.0%	44	33.1%	40	25.5%	26	23.7%	22	39.1%	54	27.7%	28
(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 do you visit most often for cafés?*Those who go to cafés at Q15*

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 NOT in city centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
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%	22	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	1.2%	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	0.0%	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 area	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.1%	2	0.0%	0	0.0%	0
(Don't know / varies)	8.2%	43	8.0%	7	7.4%	5	5.8%	5	10.4%	7	7.7%	5	13.5%	12	3.3%	2
Base:		522		87		68		86		67		65		89		60

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q17 What town centre do you visit most often for restaurants?																
<i>Those who go to restaurants at Q15</i>																
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	0.3%	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	4.5%	27	2.9%	3	1.2%	1	2.4%	2	10.5%	8	10.8%	8	4.8%	5	0.0%	0
Leicester - other location	1.0%	6	0.0%	0	0.0%	0	1.2%	1	1.3%	1	4.1%	3	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
Oadby	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																
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	24.4%	20	15.5%	13	1.3%	1	1.4%	1	7.7%	8	64.1%	50
Uppingham - 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
Tugby	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
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	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

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q18 What town centre do you visit most often for pubs / clubs?								
<i>Those who go to pubs / clubs at Q15</i>								
Belton-in-Rutland	0.4%	2	1.2%	1	0.0%	0	0.0%	0
Cottesmore	1.6%	8	0.0%	0	1.5%	1	9.1%	7
Edith Weston	0.8%	4	0.0%	0	4.6%	3	0.0%	0
Empingham	1.4%	7	0.0%	0	10.8%	7	0.0%	0
Grantham	0.8%	4	0.0%	0	1.5%	1	2.6%	2
Great Casterton	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Greetham	2.4%	12	1.2%	1	3.1%	2	9.1%	7
Kettering	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ketton	2.0%	10	0.0%	0	0.0%	0	0.0%	0
Langham	1.0%	5	0.0%	0	0.0%	0	6.5%	5
Leicester - CITY CENTRE	0.8%	4	0.0%	0	0.0%	0	1.3%	1
Leicester - other location	0.6%	3	0.0%	0	0.0%	0	0.0%	0
NOT in city centre								
Lyddington	2.6%	13	0.0%	0	1.5%	1	1.3%	1
Manton	1.2%	6	1.2%	1	0.0%	0	1.3%	1
Market Harborough	1.8%	9	0.0%	0	0.0%	0	0.0%	0
Market Overton	1.6%	8	0.0%	0	0.0%	0	7.8%	6
Melton Mowbray	3.4%	17	0.0%	0	0.0%	0	1.3%	1
North Luffenham	0.8%	4	0.0%	0	6.2%	4	0.0%	0
Oadby	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Oakham - TOWN CENTRE	21.9%	111	85.7%	72	16.9%	11	19.5%	15
Oakham - other location	2.8%	14	2.4%	2	3.1%	2	3.9%	3
NOT in town centre								
Peterborough - CITY CENTRE	0.2%	1	0.0%	0	1.5%	1	0.0%	0
Peterborough - other location	0.2%	1	0.0%	0	0.0%	0	0.0%	0
NOT in city centre								
Ryhall	1.8%	9	0.0%	0	0.0%	0	0.0%	0
South Luffenham	1.0%	5	0.0%	0	6.2%	4	1.3%	1
Stamford	9.5%	48	2.4%	2	18.5%	12	6.5%	5
Syston	0.2%	1	0.0%	0	0.0%	0	1.3%	1
Uppingham - TOWN CENTRE	4.5%	23	0.0%	0	0.0%	0	0.0%	0
Uppingham - other location	1.2%	6	0.0%	0	1.5%	1	0.0%	0
NOT in town centre								
Whissendine	2.0%	10	0.0%	0	0.0%	0	10.4%	8
Wing	0.4%	2	0.0%	0	3.1%	2	0.0%	0
Belmesthorpe	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Billesdon	4.0%	20	0.0%	0	0.0%	0	0.0%	0
Braunston	0.4%	2	0.0%	0	1.5%	1	0.0%	0
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Clipsham	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Frisby on the Wreake	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Great Easton	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Gretton	0.8%	4	0.0%	0	0.0%	0	0.0%	0
Hallaton	0.6%	3	0.0%	0	0.0%	0	0.0%	0
Houghton	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Houghton-on-the-Hill	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Hungarton	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Ketton	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Rutland	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Seaton	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Somerby	1.2%	6	0.0%	0	0.0%	0	0.0%	0
Tilton on the Hill	1.6%	8	0.0%	0	0.0%	0	0.0%	0
Tugby	2.6%	13	0.0%	0	0.0%	0	0.0%	0
Twyford	0.6%	3	0.0%	0	0.0%	0	0.0%	0
Whitwell	0.2%	1	0.0%	0	1.5%	1	0.0%	0
Wymondham	1.0%	5	0.0%	0	0.0%	0	1.3%	1
Other location outside survey area	1.6%	8	0.0%	0	0.0%	0	1.3%	1
(Don't know / varies)	13.8%	70	6.0%	5	16.9%	11	14.3%	11
Base:		506		84		65		77

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q19 Where do you go most often to visit the cinema?								
<i>Those who visit the cinema at Q15</i>								
Broadway, Broad Street, Nottingham	0.3%	1	1.7%	1	0.0%	0	0.0%	0
Odeon, Aylestone Road / Freemens Common, Leicester	4.5%	17	0.0%	0	3.8%	2	0.0%	0
Odeon, Cattlemarket, Loughborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Odeon, Wellingborough Road, Kettering	6.1%	23	5.0%	3	1.9%	1	0.0%	0
Peterborough Arts Centre, John Calir Theatre, Peterborough	0.8%	3	1.7%	1	0.0%	0	1.7%	1
Phoenix, Midland Street, Leicester	2.9%	11	0.0%	0	3.8%	2	0.0%	0
Regal, King Street, Melton Mowbray	18.9%	71	23.3%	14	7.7%	4	35.0%	21
Savoy, Derby Road, Nottingham	0.3%	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
Showcase Cinema de Lux, Highcross, Leicester	16.3%	61	21.7%	13	5.8%	3	16.7%	10
Showcase, Boongate, Peterborough	20.5%	77	26.7%	16	34.6%	18	30.0%	18
Showcase, Redfield Way, Nottingham	0.3%	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
The Core, Corby Cube, George Street, Corby	1.3%	5	1.7%	1	0.0%	0	1.7%	1
Vue, Meridian Leisure Park, Leicester	3.5%	13	1.7%	1	1.9%	1	1.7%	1
Other	1.6%	6	0.0%	0	3.8%	2	1.7%	1
(Don't know / varies)	3.5%	13	3.3%	2	3.8%	2	3.3%	2
Base:		375		60		52		60
								51
								45
								63
								44

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q20 Where do you go most often to visit theatres / museums / live music / art galleries?								
<i>Those who go to theatres / museums / live music / art galleries at Q15</i>								
Broadway Theatre, Broadway, Peterborough	0.8%	3	0.0%	0	1.9%	1	0.0%	0
Curve, Rutland Street / Cultural Qtr, Leicester	20.5%	80	30.4%	17	13.5%	7	17.9%	10
De Montfort Hall, Granville Road, Leicester	3.6%	14	5.4%	3	0.0%	0	5.4%	3
Harborough Theatre, Church Square, Market Harborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Melton Theatre, Asfordby Road, Melton Mowbray	2.0%	8	3.6%	2	0.0%	0	1.8%	1
Nottingham Arts Theatre, George Street, Nottingham	0.3%	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
O2 Academy, University Road, Leicester	0.3%	1	0.0%	0	0.0%	0	1.9%	1
Stamford Arts Centre, St Mary's Street, Stamford	7.7%	30	7.1%	4	13.5%	7	7.1%	4
Stamford Corn Exchange, Broad Street, Stamford	1.5%	6	3.6%	2	1.9%	1	0.0%	0
The Core, Corby Cube, George Street, Corby	1.5%	6	3.6%	2	0.0%	0	0.0%	0
The Cresset, Bretton, Peterborough	0.3%	1	1.8%	1	0.0%	0	0.0%	0
The Little Theatre, Dover Street, Leicester	1.5%	6	0.0%	0	0.0%	0	0.0%	0
Theatre Royal & Royal Concert Hall, Theatre Square, Nottingham	2.3%	9	0.0%	0	3.8%	2	0.0%	0
New Walk Museum & Art Gallery, New Walk, Leicester	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Peterborough Museum, Priestgate, Peterborough	0.3%	1	1.8%	1	0.0%	0	0.0%	0
Rutland County Museum, Catmos Street, Oakham	7.2%	28	16.1%	9	5.8%	3	16.1%	9
Central London / West End Corby (other venues)	21.7%	85	12.5%	7	25.0%	13	21.4%	12
Leicester (other venues)	0.3%	1	0.0%	0	1.9%	1	0.0%	0
Market Harborough (other venues)	4.6%	18	0.0%	0	7.7%	4	5.4%	3
Melton Mowbray (other venues)	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham (other venues)	0.8%	3	0.0%	0	0.0%	0	5.6%	3
Oakham (other venues)	0.3%	1	0.0%	0	0.0%	0	1.8%	1
Peterborough (other venues)	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Stamford (other venues)	1.0%	4	1.8%	1	1.9%	1	0.0%	0
Uppingham	1.8%	7	0.0%	0	1.9%	1	1.8%	1
Other	3.6%	14	1.8%	1	1.9%	1	3.6%	2
(Don't know / varies)	3.1%	12	8.9%	5	0.0%	0	1.8%	1
Base:	11.3%	44	1.8%	1	19.2%	10	16.1%	9
		391		56		52		56
								54
								55
								70
								48

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q21 Where do you go most often to visit children soft play venues?																
<i>Those who visit children soft play venues at Q15</i>																
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%	0	11.1%	1	5.9%	1	0.0%	0	0.0%	0	5.9%	1	50.0%	6
Eggleton	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 entertainment venues do you visit most often?*Those who use entertainment venues at Q15*

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

Rutland Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q23 Where do you go most often to visit health & fitness clubs?																
<i>Those who go to health & fitness clubs at Q15</i>																
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, Wood Lane, Greetham	0.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.8%	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	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Tugby	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Other location outside survey area	1.6%	4	0.0%	0	0.0%	0	2.5%	1	7.7%	2	0.0%	0	0.0%	0	3.6%	1
(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 respondent:

Male	34.2%	274	32.1%	44	35.5%	39	26.4%	32	42.2%	43	31.2%	29	34.1%	47	39.6%	40
Female	65.8%	528	67.9%	93	64.5%	71	73.6%	89	57.8%	59	68.8%	64	65.9%	91	60.4%	61
Base:		802		137		110		121		102		93		138		101

AGE Could I ask how old you are please?

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%	202	37.2%	51	25.5%	28	33.1%	40	18.6%	19	12.9%	12	23.9%	33	18.8%	19
55 to 64	18.0%	144	13.9%	19	16.4%	18	13.2%	16	26.5%	27	23.7%	22	15.2%	21	20.8%	21
65 +	42.4%	340	32.1%	44	43.6%	48	32.2%	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

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	
ADU How many adults, including yourself, live in your household (16 years and above)?									
One	18.1%	145 23.4%	32 18.2%	20 10.7%	13 19.6%	20 20.4%	19 19.6%	27 13.9%	14
Two	59.4%	476 54.7%	75 62.7%	69 63.6%	77 58.8%	60 57.0%	53 54.3%	75 66.3%	67
Three	12.3%	99 12.4%	17 12.7%	14 9.1%	11 13.7%	14 12.9%	12 14.5%	20 10.9%	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	
CHI How many children live in your household, aged 15 years and under?									
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 does your household own or have 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 35.8%	49 38.2%	42 43.8%	53 32.4%	33 39.8%	37 35.5%	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 following best describes the chief wage earner of your household's current employment situation? [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%	0 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 29.8%	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%	137 100.0%	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%	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%	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%	0 100.0%	102 0.0%	0 0.0%	0 0.0%	0
Zone 5	11.6%	93 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%	93 0.0%	0 0.0%	0
Zone 6	17.2%	138 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%	138 0.0%	0
Zone 7	12.6%	101 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%	101
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%	0 100.0%	121 0.0%	0 0.0%	0 0.0%	0 0.0%	0
LE15 8	13.7%	110 0.0%	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%	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	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q01 In which shop or town / local centre do you do most of your household's main food shopping?								
Aldi, Bull Head Street, Wigston, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Flaxland, Bretton, Peterborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Leicester Road, Oadby	1.0%	8	0.0%	0	0.0%	0	0.0%	0
Aldi, Melton Road, Syston	0.6%	5	0.0%	0	0.0%	0	4.4%	3
Aldi, Rockingham Road, Corby	5.7%	45	5.7%	10	0.6%	1	4.3%	6
Aldi, Springfield Street, Market Harborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, St George's Way, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Whittlesey Road, Peterborough	0.1%	1	0.0%	0	0.6%	1	0.0%	0
Asda, Abbey Lane / Exploration Drive, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barkby Thorpe Lane, Leicester (Thurmaston Shopping Centre)	0.5%	4	0.0%	0	0.0%	0	2.5%	2
Asda, Narborough Road, Leicester (Fosse Park)	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Phoenix Parkway, Corby	5.7%	46	3.7%	7	1.4%	1	3.6%	5
Asda, Union Street, Grantham	0.8%	6	0.0%	0	0.0%	0	3.4%	5
Co-Operative, Braunstone Road, Oakham	0.7%	5	2.0%	4	0.6%	1	0.0%	0
Co-Operative, Burley Road, Oakham	6.3%	51	11.7%	21	3.7%	4	12.1%	17
Co-Operative, Coventry Road, Market Harborough	0.1%	1	0.0%	0	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
Co-Operative, North Street East, Uppingham	1.0%	8	0.0%	0	0.0%	0	0.5%	1
Lidl, Gainsborough Road, Corby	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Markham Retail Park, Ryhall Road, Stamford	4.7%	38	7.0%	13	7.4%	8	2.0%	3
Lidl, Scalford Road, Melton Mowbray	1.8%	14	3.7%	7	0.0%	0	3.6%	5
M&S Simply Food, BP, Lands End Way, Oakham	0.3%	2	1.3%	2	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
M&S Simply Food, The Parade, Oadby, Leicester	0.1%	0	0.0%	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
Morrisons, Lower Street, Kettering	0.1%	1	0.0%	0	0.6%	1	0.0%	0
Morrisons, Oakley Road, Corby	1.2%	10	0.8%	1	0.0%	0	0.0%	0
Morrisons, Uffington Road, Stamford	8.6%	69	3.0%	5	21.3%	22	2.8%	4
Morrisons, Vale of Belvoir Shopping Centre, Sherrard Street, Melton Mowbray	2.7%	22	0.5%	1	1.0%	1	3.8%	5
Morrisons, Wharf Road, Grantham	0.1%	1	0.0%	0	0.0%	0	0.7%	1
Sainsbury's, Bell Street, Wigston, Leicester	0.1%	0	0.0%	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
Sainsbury's, Grove Farm Triangle, Leicester (Fosse Park)	0.1%	1	0.0%	0	0.0%	0	0.5%	1
Sainsbury's, Markham Retail Park, Stamford	2.7%	22	0.9%	2	2.1%	2	0.9%	1

Rutland Household Survey for GVA

Weighted:

November 2015

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

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q01A Which internet / home delivery retailer do you most often use for your main food shopping?																
<i>Those who shop online at Q01</i>																
Asda	24.3%	16	53.2%	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	29.9%	5	0.0%	0	0.0%	0	15.8%	3	0.0%	0
Tesco	31.8%	21	7.1%	1	54.4%	7	55.2%	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 normally travel to (STORE MENTIONED AT Q01)?*Those who do main food shopping and not those who shop online at Q01*

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

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q03 Apart from the (STORE / CENTRE MENTIONED AT Q01), is there any other store or centre that you use regularly to do a main food shop?																
<i>Those who do main food shopping at Q01</i>																
Aldi, Bull Head Street, Wigston, 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, 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, Thunby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, 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
Lidl, 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
Lidl, 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
Lidl, Scalford Road, Melton Mowbray	1.6%	13	1.0%	2	1.0%	1	1.7%	2	9.8%	7	0.8%	0	0.0%	0	0.0%	0
M&S Simply Food, BP, Lands End Way, Oakham	0.5%	4	1.4%	3	0.0%	0	0.4%	1	0.0%	0	0.8%	0	0.5%	1	0.0%	0
M&S Simply Food, High Street, Stamford	0.8%	6	0.6%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.6%	3
M&S Simply Food, The Parade, Oadby, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
M&S, Brotherhood Retail Park, Peterborough	0.3%	3	0.0%	0	1.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Morrisons, Lower Street, Kettering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Morrisons, Oakley Road, Corby	1.1%	8	0.5%	1	0.0%	0	2.9%	4	0.0%	0	0.0%	0	2.1%	4	0.0%	0
Morrisons, Uffington Road, Stamford	6.3%	50	3.3%	6	11.1%	11	6.3%	9	1.0%	1	0.0%	0	1.0%	2	26.9%	22
Morrisons, Vale of Belvoir Shopping Centre, Sherrard Street, Melton Mowbray	3.6%	29	0.6%	1	0.0%	0	6.1%	8	25.2%	19	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wharf Road, Grantham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street West, Uppingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's, Flaxland, Bretton Centre, Peterborough	0.7%	5	0.0%	0	3.9%	4	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's, Glen Road, Oadby, Leicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0
Sainsbury's, London Road, Grantham	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1

Weighted:

November 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Sainsbury's, Markham Retail Park, Stamford	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, Melton Road, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
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, Corby	2.0%	16	1.6%	3	0.0%	0	0.4%	1	0.0%	0	0.0%	0	7.4%	12	0.0%	0
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, Hampton, Peterborough	0.6%	5	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
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%	8	11.6%	12	4.2%	6	1.0%	1	0.0%	0	6.1%	10	18.5%	15
Local shops, Edith Weston	0.1%	1	0.0%	0	0.7%	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	1.0%	1	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	1.2%	1	0.0%	0	0.6%	0	0.0%	0	0.8%	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	0.7%	1
Local shops, Stamford	0.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.4%	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	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.5%	1	2.1%	4	0.0%	0
Other foodstore outside survey area	1.1%	9	0.0%	0	3.9%	4	0.5%	1	0.0%	0	0.9%	0	1.6%	3	1.2%	1
Internet / home delivery (Varies)	6.2%	49	6.1%	11	6.6%	7	12.3%	17	3.1%	2	5.3%	3	5.0%	8	1.2%	1
(Don't know)	1.1%	9	2.1%	4	0.6%	1	1.0%	1	2.8%	2	0.0%	0	0.6%	1	0.0%	0
	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	797		180		102		139		76		53		167		81	
Sample:	795		136		109		119		101		93		137		100	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q03A Which internet / home delivery retailer do you use regularly for your main food shopping?																
<i>Those who shop online at Q03</i>																
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	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

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q04 Where do you do most of your household's small scale 'top-up' food shopping?																
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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby	2.1%	17	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	7.5%	13	0.0%	0
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%	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, Scaford Road, Melton Mowbray	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	1.0%	8	0.0%	0	3.9%	4	0.0%	0	0.0%	0	7.3%	4	0.0%	0	0.0%	0
Lidl, Markham Retail Park, Ryhall Road, Stamford	1.4%	11	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	11
Lidl, Scaford Road, Melton Mowbray	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, BP, Egerton Park, Leicester Road, Melton Mowbray	0.6%	5	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0
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, Thurmaston, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uffington Road, Stamford	1.5%	12	0.0%	0	6.6%	7	0.4%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	5
Morrisons, Vale of Belvoir Shopping Centre, Sherrard Street, Melton Mowbray	0.5%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0
One Stop, Grange 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
One Stop, High Street West, Uppingham	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7	0.0%	0
Sainsbury's, Ashby Road, Loughborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
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 Harborough	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7	0.0%	0
Tesco Extra, Kettering Business Park, Carina Road, 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
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

Weighted:

November 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Tesco Extra, Serpentine Green Shopping Centre, Hampton, Peterborough	0.5%	4	0.0%	0	3.9%	4	0.0%	0
Tesco Superstore, South Street, Oakham	16.6%	133	34.2%	62	19.1%	20	27.8%	39
Tesco Superstore, Thorpe Road, Melton Mowbray	0.5%	4	0.0%	0	0.0%	0	0.5%	1
Tesco Metro, Melton Road, Syston	0.3%	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
Tesco Express, Nottingham Road, Melton Mowbray	0.1%	1	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
Waitrose, Harborough Road, Oadby, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Springfield Street, Market Harborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, West Street, Stamford	1.9%	15	0.0%	0	4.7%	5	0.5%	1
Local shops, Cottesmore	0.8%	7	0.0%	0	0.0%	0	4.9%	7
Local shops, Edith Weston	0.5%	4	0.0%	0	3.7%	4	0.0%	0
Local shops, Empingham	0.3%	2	0.0%	0	2.1%	2	0.0%	0
Local shops, Greetham	0.1%	1	0.0%	0	0.0%	0	0.7%	1
Local shops, Ketton	1.4%	11	0.0%	0	2.4%	2	0.0%	0
Local shops, Leicester / Oadby / Wigston	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Market Overton	0.6%	5	0.0%	0	0.0%	0	2.3%	3
Local shops, Melton Mowbray	1.1%	9	0.0%	0	0.9%	1	0.0%	0
Local shops, Oakham	3.1%	25	10.0%	18	0.0%	0	3.5%	5
Local shops, Peterborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Ryhall	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Stamford	0.9%	7	0.0%	0	0.6%	1	2.9%	4
Local shops, Uppingham	2.3%	18	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Stamford	0.6%	5	0.0%	0	0.6%	1	1.4%	2
Local shops, Barrowden	0.2%	2	0.0%	0	1.6%	2	0.0%	0
Local shops, Billesdon	1.0%	8	0.0%	0	0.0%	0	0.0%	0
Local shops, Corby	0.6%	5	0.6%	1	0.0%	0	0.0%	0
Local shops, Great Easton	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Grettton	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Houghton-on-the-Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Somerby	0.3%	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
Local shops, Whissendine	1.0%	8	0.0%	0	0.0%	0	5.6%	8
Other foodstores, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Other foodstore outside survey area	0.6%	5	0.0%	0	0.6%	1	0.0%	0
Internet / home delivery (Varies)	0.1%	1	0.0%	0	0.7%	1	0.0%	0
(Don't know)	4.8%	38	3.6%	7	12.7%	13	3.9%	5
(Don't do this type of shopping)	0.4%	4	1.6%	3	0.0%	0	0.5%	1
	18.3%	147	13.7%	25	16.4%	17	17.3%	24
Weighted base:	802		181		102		140	
Sample:	802		137		110		121	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q04A Which internet / home delivery retailer do you most often use for your 'top-up' food shopping?								
<i>Those who shop online at Q04</i>								
Asda	60.4%	1	0.0%	0	100.0%	1	0.0%	0
Co-op	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
Morrisons	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
Sainsbury's	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
Waitrose	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
(Don't know / varies)	39.6%	0	0.0%	0	0.0%	0	100.1%	0
Weighted base:	1	0	0	1	0	0	0	0
Sample:	2	0	1	0	1	0	0	0
Q05 Where do you usually do most of your household's shopping for clothes, footwear and other fashion goods?								
Asda, Barkby Thorpe Lane, Leicester (Thurmaston Shopping Centre)	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Phoenix Parkway, Corby	1.6%	12	4.2%	8	0.0%	0	2.9%	4
Asda, Union Street, Grantham	1.3%	10	0.8%	1	0.6%	1	5.8%	8
Corby town centre	8.3%	66	10.8%	20	9.8%	10	2.5%	3
Grantham town centre	1.2%	9	1.4%	3	0.0%	0	3.1%	4
Kettering town centre	0.3%	2	0.5%	1	0.6%	1	0.0%	0
Leicester city centre	24.0%	192	32.8%	59	9.2%	9	18.1%	25
Market Harborough town centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray town centre	2.4%	19	0.5%	1	4.4%	5	1.9%	3
Nottingham city centre	1.2%	10	0.0%	0	0.0%	0	2.2%	3
Oakham town centre	5.4%	43	9.6%	17	2.9%	3	4.6%	6
Peterborough city centre	15.2%	122	14.5%	26	24.4%	25	15.1%	21
Serpentine Green, Peterborough	0.3%	2	0.0%	0	0.7%	1	0.5%	1
Stamford town centre	4.7%	38	3.5%	6	8.0%	8	2.1%	3
Uppingham town centre	0.7%	6	0.0%	0	1.9%	2	0.0%	0
Brotherhood Retail Park, Peterborough	0.5%	4	0.0%	0	0.6%	1	0.5%	1
Fosse Park, Leicester	1.9%	16	0.0%	0	0.6%	1	1.2%	2
Oasis Retail Park, Corby	0.2%	2	0.6%	1	0.7%	1	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
Riverside Retail Park, Nottingham	0.3%	2	0.0%	0	0.0%	0	1.4%	2
Springfields Retail Park, Market Harborough	0.2%	1	0.5%	1	0.6%	1	0.0%	0
Thurmaston Shopping Centre, Leicester	0.7%	6	1.3%	2	0.0%	0	0.0%	0
Boundary Mill Stores, Grantham	0.3%	2	0.5%	1	0.6%	1	0.4%	1
Cambridge	0.7%	6	0.0%	0	3.9%	4	0.0%	0
London	0.5%	4	0.0%	0	0.6%	1	0.0%	0
Oadby (town centre & foodstores)	0.5%	4	0.0%	0	0.0%	0	0.0%	0
Thurmaston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other location outside survey area	1.3%	10	0.0%	0	1.0%	1	1.9%	3
Internet / home delivery	17.9%	144	10.4%	19	24.6%	25	25.6%	36
(Don't know / varies)	6.1%	49	5.3%	10	4.5%	5	10.3%	14
Weighted base:	802	181	102	140	76	53	168	82
Sample:	802	137	110	121	102	93	138	101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q06 Where else do you do your household's shopping for clothes, footwear and other fashion goods?								
Asda, Barkby Thorpe Lane, Leicester (Thurmaston Shopping Centre)	0.2%	2	0.0%	0	1.0%	1	0.0%	0
Asda, Phoenix Parkway, Corby	0.7%	6	2.7%	5	0.0%	0	0.0%	0
Asda, Union Street, Grantham	0.3%	2	0.8%	1	0.6%	1	0.0%	0
Tesco Extra, Oakley Road, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Corby town centre	5.6%	45	6.6%	12	6.3%	6	1.5%	2
Grantham town centre	1.8%	14	3.4%	6	0.6%	1	3.0%	4
Kettering town centre	0.4%	4	0.8%	1	0.6%	1	0.0%	0
Leicester city centre	19.0%	152	19.3%	35	10.2%	10	15.0%	21
Market Harborough town centre	2.5%	20	0.8%	1	0.0%	0	0.0%	0
Melton Mowbray town centre	2.0%	16	0.5%	1	0.6%	1	2.4%	3
Nottingham city centre	2.5%	20	1.6%	3	1.3%	1	4.0%	6
Oakham town centre	5.8%	47	9.5%	17	8.3%	8	6.1%	9
Peterborough city centre	19.2%	154	21.3%	39	23.5%	24	25.7%	36
Serpentine Green, Peterborough	0.5%	4	0.6%	1	0.0%	0	0.0%	0
Stamford town centre	5.8%	46	4.1%	7	13.2%	13	3.0%	4
Uppingham town centre	0.7%	6	0.0%	0	1.1%	1	0.0%	0
Brotherhood Retail Park, Peterborough	0.5%	4	0.5%	1	0.6%	1	0.0%	0
Fosse Park, Leicester	2.8%	23	2.3%	4	3.9%	4	1.8%	2
London Road Retail Park, Grantham	0.2%	2	0.5%	1	0.0%	0	0.7%	1
Oasis Retail Park, Corby	0.3%	3	1.1%	2	0.7%	1	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
Riverside Retail Park, Nottingham	0.1%	1	0.6%	1	0.0%	0	0.0%	0
Springfields Retail Park, Market Harborough	0.5%	4	0.5%	1	1.6%	2	0.0%	0
Stamford Retail Park, Stamford	0.3%	3	0.0%	0	0.0%	0	0.4%	1
Thurmaston Shopping Centre, Leicester	1.0%	8	0.0%	0	0.0%	0	0.0%	0
Boundary Mill Stores, Grantham	0.5%	4	0.5%	1	0.6%	1	0.9%	1
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.6%	5	0.0%	0	3.9%	4	0.5%	1
London	1.3%	10	0.0%	0	1.0%	1	0.0%	0
Oadby (town centre & foodstores)	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Town Centre	0.2%	2	0.0%	0	1.0%	1	0.0%	0
Other location outside survey area	2.9%	24	2.3%	4	0.0%	0	4.9%	7
Internet / home delivery (Don't know / varies)	13.6%	109	11.4%	21	15.3%	16	19.0%	27
	7.6%	61	6.7%	12	4.5%	5	11.1%	16
Weighted base:		802		181		102		140
Sample:		802		137		110		121

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q07 Where do you do most of your household's shopping for furniture, floor coverings and household textiles?																
Tesco Extra, Serpentine Green Shopping Centre, Hampton, Peterborough	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Leicester Road, Melton Mowbray	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Maskew Avenue, Peterborough	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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%	1	0.6%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	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 centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	2.4%	2	6.6%	3	2.0%	3	0.0%	0
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	13.7%	110	8.9%	16	21.9%	22	15.0%	21	3.7%	3	0.8%	0	11.3%	19	34.4%	28
Serpentine Green, Peterborough	0.4%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	3.1%	25	2.1%	4	0.6%	1	0.0%	0	1.0%	1	2.9%	2	10.9%	18	0.0%	0
Augustin Retail Park, Grantham	0.5%	4	0.0%	0	0.0%	0	2.9%	4	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	0.7%	1
Boulevard Retail Park, Peterborough	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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 Park / Peel Centre)	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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 Centre, Leicester	0.7%	6	0.8%	1	0.0%	0	0.4%	1	3.7%	3	1.3%	1	0.0%	0	0.0%	0
Victoria Retail Park, Nottingham	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill Stores, Grantham	0.7%	5	1.4%	3	0.0%	0	1.2%	2	1.6%	1	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
Glaston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
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
Oakham (stores outside town centre)	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 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	0.0%	0	7.3%	4	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

Rutland Household Survey for GVA

Weighted:

November 2015

	Total	Zone 1	Zone 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

Weighted:

November 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q08 Where do you do most of your household's shopping for DIY and decorating goods?																
Asda, Phoenix Parkway, Corby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Asda, Union Street, Grantham	0.5%	4	0.0%	0	0.0%	0	2.9%	4	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
B&Q, Devonshire Road, Leicester	1.5%	12	2.1%	4	0.0%	0	0.0%	0	0.7%	1	12.5%	7	0.6%	1	0.0%	0
B&Q, Grantham Retail Park, Grantham	1.0%	8	1.1%	2	0.0%	0	3.9%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Leicester Road, Melton Mowbray	12.8%	103	11.0%	20	1.0%	1	24.0%	34	59.5%	45	4.3%	2	0.5%	1	0.0%	0
B&Q, Maskew Avenue, Peterborough	2.0%	16	1.0%	2	2.7%	3	2.0%	3	0.0%	0	0.0%	0	3.1%	5	4.0%	3
B&Q, Meadow Road, Kettering	1.0%	8	1.6%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0
Homebase, Dysart Road / Dysart Retail Park, 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
Homebase, Putney Road / Welford Road, Leicester	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	3.2%	5	0.0%	0
Homebase, Springfield Street, Market Harborough	2.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	9	7.6%	13	0.0%	0
Homebase, Stamford Retail Park, Stamford	12.6%	101	11.7%	21	26.7%	27	12.8%	18	0.0%	0	0.0%	0	2.8%	5	36.6%	30
Corby town centre	3.8%	31	1.0%	2	1.0%	1	1.4%	2	0.0%	0	0.0%	0	15.4%	26	0.0%	0
Grantham town centre	1.4%	11	1.6%	3	0.7%	1	5.2%	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Kettering town centre	2.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	18	0.0%	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%	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	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	3.8%	6	0.0%	0
Melton Mowbray town centre	3.7%	30	1.8%	3	3.5%	4	3.5%	5	19.5%	15	0.9%	0	1.6%	3	0.0%	0
Nottingham city centre	0.5%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0
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%	2	3.2%	4	0.0%	0	0.0%	0	0.5%	1	8.5%	7
Stamford town centre	7.8%	62	5.1%	9	20.4%	21	1.9%	3	0.0%	0	0.0%	0	2.8%	5	30.6%	25
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, Kettering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Brotherhood Retail Park, Peterborough	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kettering Retail Park, Kettering	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
London Road Retail Park, Grantham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markham Retail Park, Stamford	0.4%	3	0.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Oasis Retail Park, Corby	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
St George's Retail Park, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Retail Park, Stamford	2.0%	16	3.7%	7	2.6%	3	2.9%	4	0.0%	0	0.0%	0	1.1%	2	0.7%	1
Billesdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	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	3.1%	2	0.0%	0	0.0%	0
Oakham (stores outside town centre)	0.4%	4	1.6%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other location outside survey area	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%	16	4.6%	8	3.1%	3	0.9%	1	1.8%	1	0.9%	0	0.6%	1	0.8%	1
(Don't know / varies)	5.8%	46	5.1%	9	1.7%	2	3.5%	5	4.7%	4	11.1%	6	9.9%	17	5.4%	4
(Don't do this type of shopping)	12.2%	98	9.6%	17	13.1%	13	13.9%	19	5.9%	4	17.4%	9	14.5%	24	12.2%	10
Weighted base:	802	181	102	140	76	53	168	82								
Sample:	802	137	110	121	102	93	138	101								

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q09 Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges cookers and kettles?								
Asda, Phoenix Parkway, Corby	0.2%	1	0.8%	1	0.0%	0	0.0%	0
Morrisons, Uffington Road, Stamford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, South Street, Oakham	0.2%	1	0.6%	1	0.0%	0	0.0%	0
B&Q, Bull Head Street, Wigston	0.1%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Maskew Avenue, Peterborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Stamford Retail Park, Stamford	0.2%	2	0.0%	0	1.3%	1	0.0%	0
Corby town centre	3.3%	27	2.5%	4	3.9%	4	2.9%	4
Grantham town centre	0.6%	4	0.0%	0	0.0%	0	0.4%	1
Kettering town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Leicester city centre	7.1%	57	1.3%	2	5.8%	6	7.3%	10
Loughborough town centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough town centre	2.1%	17	1.0%	2	0.0%	0	0.0%	0
Melton Mowbray town centre	3.9%	31	0.0%	0	2.0%	2	5.4%	8
Nottingham city centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Oakham town centre	16.2%	130	35.6%	64	14.9%	15	16.0%	22
Peterborough city centre	6.4%	52	4.0%	7	6.5%	7	3.9%	5
Stamford town centre	5.2%	42	1.0%	2	19.7%	20	2.4%	3
Wigston town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Boulevard Retail Park, Peterborough	0.1%	1	0.0%	0	0.9%	1	0.0%	0
Brotherhood Retail Park, Peterborough	0.4%	3	1.6%	3	0.0%	0	0.0%	0
Dysart Retail Park, Grantham	1.0%	8	0.0%	0	0.0%	0	5.6%	8
Fosse Park, Leicester	1.0%	8	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Kettering	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Markham Retail Park, Stamford	0.3%	3	0.5%	1	1.1%	1	0.5%	1
Northfield Retail Park, Kettering	0.1%	1	0.0%	0	0.6%	1	0.0%	0
Oasis Retail Park, Corby	1.4%	11	0.6%	1	0.6%	1	0.0%	0
Phoenix Retail Park, Corby (also known as Peel Retail Park / Peel Centre)	1.5%	12	0.0%	0	0.6%	1	0.0%	0
St George's Retail Park, Leicester	0.5%	4	0.6%	1	0.0%	0	0.0%	0
Stamford Retail Park, Stamford	5.8%	46	6.2%	11	9.6%	10	5.4%	8
Thurmaston Shopping Centre, Leicester	0.1%	1	0.0%	0	0.0%	0	0.4%	1
Victoria Retail Park, Nottingham	0.1%	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
Oadby (town centre & foodstores)	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Other location outside survey area	0.5%	4	0.0%	0	0.0%	0	2.9%	4
Internet / home delivery (Don't know / varies)	30.8%	247	40.2%	73	24.2%	25	34.7%	49
(Don't do this type of shopping)	4.7%	38	0.9%	2	3.4%	3	6.9%	10
Weighted base:	802	181	102	140	76	53	168	82
Sample:	802	137	110	121	102	93	138	101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q10 Where do you do most of your household's shopping for TV, audio, photographic, mobile phones, and computer equipment?																
Asda, Phoenix Parkway, 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
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:		802		181		102		140		76		53		168		82
Sample:		802		137		110		121		102		93		138		101

Weighted:

November 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q11 Where do you do most of your household's shopping for personal care goods, such as soaps, beauty products, medical goods?																
Asda, Barkby Thorpe Lane, Leicester (Thurmaston Shopping Centre)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.1%	1	0.0%	0	0.0%	0
Asda, Phoenix Parkway, Corby	3.6%	29	4.8%	9	0.0%	0	6.5%	9	0.0%	0	0.0%	0	6.5%	11	0.0%	0
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	32.6%	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	6.1%	49	0.0%	0	1.8%	2	0.0%	0	0.0%	0	2.1%	1	27.5%	46	0.0%	0
Fosse Park, Leicester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.7%	1	1.1%	2	0.0%	0
Markham Retail Park, Stamford	0.4%	3	1.6%	3	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	0.6%	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	0.6%	1	0.0%	0
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 Cambridge	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	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 & foodstores)	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	12	0.0%	0	0.0%	0
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

Column %ges.

Rutland Household Survey for GVA

Weighted:

November 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 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 shopping)	2.9% 23	1.3% 2	9.6% 10	1.0% 1	0.6% 0	0.0% 0	2.3% 4	6.4% 5
Weighted base:	802	181	102	140	76	53	168	82
Sample:	802	137	110	121	102	93	138	101

	Total	Zone 1	Zone 2	Zone 3	Zone 4	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, Leicester (Thurmaston Shopping Centre)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.6%	1	0.0%	0	0.0%	0
Asda, Phoenix Parkway, 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
Morrisons, Uffington Road, Stamford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.2%	1
Tesco Superstore, South Street, Oakham	0.4%	3	0.6%	1	0.6%	1	0.7%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco Superstore, Thorpe Road, Melton Mowbray	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby town centre	4.0%	32	1.6%	3	12.8%	13	3.6%	5	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%	1	0.0%	0
Kettering town centre	0.3%	2	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester city centre	9.4%	76	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%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough town centre	1.8%	15	0.0%	0	1.0%	1	0.0%	0	0.0%	0	9.1%	5	5.2%	9	0.0%	0
Melton Mowbray town centre	3.3%	26	1.4%	3	0.6%	1	0.4%	1	27.1%	21	3.8%	2	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	8.8%	71	17.4%	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	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, 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	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Retail Park, Kettering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	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	0.0%	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	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
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	0.5%	1	0.0%	0
Rutland Cycles, Whitwell Leisure Park, Bull Brigg Lane, Whitwell	0.7%	6	0.6%	1	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Cambridge	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.2%	2	0.0%	0	0.6%	1	0.4%	1	0.6%	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	1.5%	1	0.0%	0	0.0%	0
Owston Village 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
Rutland Water Local Centre	0.4%	3	0.0%	0	1.0%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilton on the Hill Village 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 area	0.5%	4	0.0%	0	0.6%	1	1.4%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery (Don't know / varies)	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 do this type of shopping)	5.8%	46	5.7%	10	7.1%	7	3.8%	5	5.3%	4	2.2%	1	7.3%	12	7.1%	6
	15.1%	121	13.9%	25	8.4%	9	13.0%	18	9.8%	7	17.4%	9	21.6%	36	19.2%	16
Weighted base:		802		181		102		140		76		53		168		82
Sample:		802		137		110		121		102		93		138		101

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q13 Which of the following town centres do you visit most often? [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	20.7%	166	1.0%	2	13.5%	14	0.7%	1	1.6%	1	26.2%	14	76.1%	128	7.3%	6
(Don't visit either of these centres)	14.7%	118	1.0%	2	7.6%	8	3.9%	5	27.9%	21	33.4%	18	12.2%	20	53.2%	44
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

Q13A How often do you visit (CENTRE MENTIONED AT Q13)?

Those who visit a centre at Q13

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	8.1%	11	10.1%	6	5.5%	2	9.6%	14	2.5%	1
Twice a week	16.4%	112	18.7%	34	20.8%	20	19.6%	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	11.7%	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	11.4%	11	3.7%	5	8.9%	5	21.6%	8	8.8%	13	20.9%	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

Q13B What is usually the MAIN purpose of your trip to (CENTRE MENTIONED AT Q13)?

Those who visit a centre 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 shopping order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity work / volunteering	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0
For a day out	0.9%	6	0.0%	0	4.2%	4	0.0%	0	0.8%	0	0.0%	0	0.6%	1	1.5%	1
Get petrol	0.3%	2	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run / school activities	2.8%	19	0.6%	1	3.6%	3	0.8%	1	5.2%	3	0.0%	0	5.4%	8	7.5%	3
Use hairdressers	0.3%	2	0.0%	0	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Visit church	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.9%	1	0.0%	0
Visit doctors / hospital / dentist / opticians	1.2%	8	0.6%	1	2.0%	2	1.0%	1	0.0%	0	2.5%	1	1.5%	2	1.8%	1
Visit friends / family	2.5%	17	0.0%	0	1.1%	1	4.8%	7	7.4%	4	3.1%	1	2.1%	3	3.2%	1
Visit gym / leisure centre	0.6%	4	0.0%	0	1.7%	2	1.5%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Visit library	1.4%	9	4.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Visit market	0.7%	5	0.6%	1	2.3%	2	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Visit Post Office	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Visit the vets	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk around / browse	2.8%	19	4.4%	8	1.8%	2	2.0%	3	4.7%	3	0.0%	0	2.8%	4	0.0%	0
(Don't know / varies)	3.8%	26	4.7%	8	4.4%	4	0.5%	1	10.8%	6	2.0%	1	1.8%	3	8.7%	3
Weighted base:		684		179		94		135		55		35		148		38
Sample:		647		135		99		115		68		60		123		47

	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]									
<i>Those who visit a centre at Q13</i>									
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	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q13DWhat do you like about (CENTRE MENTIONED AT Q13)? [MR]																
<i>Those who visit a centre at Q13</i>																
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	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	16.7%	115	5.9%	11	10.7%	10	15.2%	20	31.2%	17	28.6%	10	25.4%	38	22.6%	9
Clean / litter free	1.1%	8	1.6%	3	4.2%	4	0.0%	0	0.0%	0	2.0%	1	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 / university	0.7%	5	1.1%	2	0.0%	0	1.2%	2	1.0%	1	1.4%	0	0.0%	0	0.0%	0
Close to work / en route to work	1.2%	8	1.4%	2	2.2%	2	2.0%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Compact / easy to get around	9.5%	65	8.4%	15	18.6%	18	8.1%	11	14.2%	8	8.0%	3	4.6%	7	10.2%	4
Easily accessible by foot / cycle	0.5%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	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, arts centres etc.)	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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 known stores	3.4%	23	2.8%	5	2.7%	3	2.4%	3	0.0%	0	5.9%	2	6.6%	10	1.5%	1
Good range of non-food shops	4.3%	29	0.8%	1	1.8%	2	7.7%	10	8.8%	5	9.9%	3	4.3%	6	2.9%	1
Good range of services (e.g. bank, library, hairdresser etc.)	0.6%	4	0.5%	1	0.0%	0	1.0%	1	0.8%	0	1.2%	0	0.5%	1	0.0%	0
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%	5	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	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	6.7%	46	7.9%	14	2.5%	2	5.5%	7	15.1%	8	8.3%	3	5.5%	8	7.2%	3
Pedestrianised areas	0.1%	1	0.6%	1	0.0%	0	0.0%	0	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	0.4%	3	0.0%	0	0.0%	0	0.4%	1	1.7%	1	0.0%	0	0.5%	1	1.5%	1
Nice atmosphere / pleasant place	4.4%	30	3.2%	6	0.6%	1	5.2%	7	6.2%	3	2.0%	1	2.4%	4	23.6%	9
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	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Nothing / very little (Don't know)	9.6%	66	17.9%	32	7.6%	7	12.8%	17	4.2%	2	2.0%	1	2.5%	4	7.5%	3
Weighted base:		684		179		94		135		55		35		148		38
Sample:		647		135		99		115		68		60		123		47

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q13 What do you dislike about (CENTRE MENTIONED AT Q13)? [MR]								
<i>Those who visit a centre at Q13</i>								
Everything	0.1%	1	0.5%	1	0.0%	0	0.0%	0
Centre very windy	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
Difficult to cross streets	1.0%	7	0.8%	1	0.7%	1	1.9%	3
Empty shops	1.8%	12	2.5%	4	0.0%	0	3.3%	4
Few traffic free areas	1.7%	11	2.8%	5	1.7%	2	0.5%	1
Lack of leisure, sports or cultural facilities	2.6%	18	4.0%	7	0.7%	1	3.5%	5
Lack of parking	8.7%	59	3.4%	6	14.8%	14	6.3%	8
Litter / dirty / dogs	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Awkward car parks (layout)	0.3%	2	0.0%	0	1.1%	1	0.4%	1
No department store	0.9%	6	2.6%	5	0.0%	0	1.1%	1
Not enough choice of shops	17.3%	119	27.3%	49	15.8%	15	22.2%	30
Not enough clothes shops	10.6%	72	23.7%	42	5.5%	5	12.0%	16
Not enough supermarket / food shops	7.2%	49	11.8%	21	8.4%	8	9.7%	13
Poor bus service to centre	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
Poor facilities (e.g. seating, toilets)	0.1%	1	0.0%	0	0.7%	1	0.0%	0
Poor quality shops	2.9%	20	8.4%	15	0.7%	1	0.9%	1
Poor signposting in centre	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
Short opening hours / no facilities in the evening	0.6%	4	1.7%	3	0.0%	0	0.0%	0
Short opening hours / no facilities on Sundays	0.4%	3	0.0%	0	2.8%	3	0.0%	0
Too few pubs, eating places etc.	0.7%	5	0.5%	1	0.0%	0	0.4%	1
Too few service businesses (e.g. banks / building societies)	0.3%	2	0.5%	1	0.0%	0	0.5%	1
Too many charity shops	7.9%	54	18.5%	33	3.5%	3	10.3%	14
Too many cheap shops	1.5%	10	4.3%	8	0.0%	0	1.4%	2
Traffic congestion	3.3%	22	2.4%	4	6.7%	6	1.9%	3
Unsafe / poor security / dangerous	0.2%	2	0.5%	1	0.0%	0	0.0%	0
Vandals / hooligans	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
Growing too large	1.4%	10	0.5%	1	0.0%	0	3.5%	5
Poor disabled access	0.3%	2	0.5%	1	1.2%	1	0.0%	0
The level crossing getting stuck	1.1%	8	2.4%	4	0.0%	0	0.0%	0
Too many estate agents	0.7%	5	1.8%	3	1.0%	1	0.4%	1
Nothing	37.9%	259	23.6%	42	29.3%	28	28.8%	39
(Don't know)	2.6%	18	4.0%	7	2.4%	2	0.4%	1
Weighted base:	684	179	94	135	55	35	148	38
Sample:	647	135	99	115	68	60	123	47

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q13F How do you think (CENTRE MENTIONED AT Q13) town centre could be improved? [MR]																
<i>Those who visit a centre at Q13</i>																
Better choice of shops	22.6%	154	37.2%	67	14.4%	14	28.8%	39	12.1%	7	6.3%	2	16.6%	25	4.7%	2
Better facilities for pedestrians (including pedestrian crossings)	1.5%	10	2.6%	5	2.4%	2	0.5%	1	0.0%	0	0.0%	0	1.8%	3	0.0%	0
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 maintenance / cleanliness	0.3%	2	0.5%	1	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	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 appearance / environment	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 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
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
Improve security, including CCTV	0.7%	5	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	1.1%	2	0.0%	0
Improve signposting in 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
Less charity 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 cheap shops	1.1%	8	0.5%	1	0.0%	0	5.1%	7	0.0%	0	0.0%	0	0.0%	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	1.4%	2	0.0%	0
Longer midweek opening hours / more evening activities	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours on Sunday	0.4%	3	0.0%	0	2.8%	3	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	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 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%	4
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%	0
More pubs, restaurants, cafes	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 supermarkets / food shops	11.1%	76	16.3%	29	16.2%	15	10.2%	14	4.9%	3	3.1%	1	8.7%	13	2.5%	1
More traffic free areas / pedestrianisation	2.9%	20	8.4%	15	0.7%	1	1.0%	1	1.4%	1	3.1%	1	0.5%	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	0.6%	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
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%	3
Presence of a new discount food store	2.0%	13	2.0%	4	1.9%	2	2.0%	3	1.7%	1	1.4%	0	0.0%	0	10.0%	4
Better prices	2.7%	19	4.6%	8	0.0%	0	7.2%	10	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Presence of a Waitrose store	0.9%	6	0.9%	2	1.4%	1	0.0%	0	1.4%	1	0.0%	0	1.5%	2	0.0%	0
More independent shops	2.1%	15	2.2%	4	2.7%	3	4.6%	6	2.0%	1	0.0%	0	0.0%	0	2.5%	1
Improve traffic congestion	0.6%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	3	1.5%	1
No need to improve	25.2%	172	12.6%	23	22.9%	22	19.2%	26	21.1%	12	49.2%	17	37.8%	56	45.4%	17
(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%	3
Weighted base:		684		179		94		135		55		35		148		38
Sample:		647		135		99		115		68		60		123		47

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%	36
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%	1
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	2.1%	14	0.9%	2	1.9%	2	2.4%	3	0.8%	0	6.6%	2	2.6%	4	2.9%	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	0.9%	2	0.6%	1	1.0%	1	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%	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%	0
Disability vehicle (scooter, wheelchair etc.)	0.9%	6	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	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	4.2%	8	0.6%	1	0.4%	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
Weighted base:		684		179		94		135		55		35		148		38
Sample:		647		135		99		115		68		60		123		47

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q14 Which of the following local centres do you visit most often? [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

Q14A How 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

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q14B What is usually the MAIN purpose of your trip to (LOCAL CENTRE MENTIONED AT Q14)?																
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	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	0.7%	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	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	6.2%	19	17.6%	6	10.0%	7	1.3%	1	14.7%	2	0.0%	0	4.5%	1	1.4%	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	0.5%	1	2.9%	1	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Leisure / sports activity	9.3%	28	7.7%	3	10.8%	8	13.5%	12	4.6%	1	0.0%	0	19.5%	3	2.2%	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	11.5%	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	21.1%	16	7.4%	7	4.6%	1	0.0%	0	4.5%	1	15.3%	11
Visit school	0.9%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Visit Women's Institute	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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

Q14C When you visit (LOCAL CENTRE MENTIONED AT Q14), 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 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	7.8%	24	0.0%	0	8.1%	6	14.0%	12	0.0%	0	53.3%	1	5.4%	1	4.4%	3
Financial services	2.4%	7	0.0%	0	8.5%	6	1.1%	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	3.0%	9	0.0%	0	0.8%	1	6.2%	5	18.4%	3	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	0.9%	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	2.9%	9	2.9%	1	1.6%	1	3.4%	3	4.6%	1	0.0%	0	0.0%	0	4.2%	3
Recycling centre	0.9%	3	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing else)	50.4%	153	80.3%	28	53.9%	40	44.7%	40	49.6%	8	46.7%	1	80.1%	14	31.9%	22
Weighted base:		304		35		74		89		17		3		17		69
Sample:		297		30		72		72		22		5		14		82

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q14 What do you like about (LOCAL CENTRE MENTIONED AT Q14)? [MR]																
<i>Those who visit a centre at Q14</i>																
Everything	5.2%	16	4.1%	1	1.0%	1	3.5%	3	4.6%	1	0.0%	0	5.4%	1	12.7%	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%	4	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
Close 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
Close 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
Compact / easy to get around	1.1%	3	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Easily accessible by foot / cycle	0.9%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Easy 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
Free / 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
Good 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
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)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.8%	1
Good 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
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	1.0%	3	0.0%	0	2.3%	2	1.6%	1	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.)	3.8%	12	2.4%	1	4.4%	3	6.0%	5	4.6%	1	0.0%	0	4.5%	1	0.8%	1
Good 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
Good 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
Good 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
Good 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
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	0.4%	1	0.0%	0	1.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services (e.g. bank, library, hairdresser etc.)	1.2%	4	0.0%	0	1.7%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good 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
Good 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
Historic 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
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
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	11.1%	34	8.1%	3	6.0%	4	18.6%	17	18.4%	3	0.0%	0	0.0%	0	9.9%	7
Pedestrianised 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
Riverside 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
Safe / secure	4.5%	14	0.0%	0	2.2%	2	8.0%	7	0.0%	0	0.0%	0	9.9%	2	4.5%	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	0.6%	2	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice 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
Friendly 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
Familiarity	1.1%	3	2.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Nothing / very little (Don't know)	13.7%	42	37.7%	13	23.1%	17	4.4%	4	17.4%	3	0.0%	0	11.8%	2	3.6%	3
Weighted base:		304		35		74		89		17		3		17		69
Sample:		297		30		72		72		22		5		14		82

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q14E What do you dislike about (LOCAL CENTRE MENTIONED AT Q14)? [MR]								
<i>Those who visit a centre at Q14</i>								
Everything	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
Cost of parking	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
Empty shops	0.4%	1	3.8%	1	0.0%	0	0.0%	0
Few traffic free areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of leisure, sports or cultural facilities	0.6%	2	0.0%	0	0.0%	0	0.0%	2.7%
Lack of parking	1.8%	6	2.9%	1	1.0%	1	2.9%	1.8%
Litter / dirty / dogs	0.5%	1	0.0%	0	0.0%	0	0.8%	1.0%
Awkward car parks (layout)	0.3%	1	2.9%	1	0.0%	0	0.0%	0.0%
No department store	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%
Not enough clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Not enough supermarket / food shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0.8%
Poor bus service to centre	4.9%	15	0.0%	0	6.4%	5	10.8%	0.8%
Poor environment	2.7%	8	2.4%	1	0.0%	0	6.2%	2.7%
Poor facilities (e.g. seating, toilets)	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%
Poor signposting in centre	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%	0.0%
Short opening hours / no facilities in the evening	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%
Too few pubs, eating places etc.	0.2%	1	0.0%	0	0.0%	0	0.0%	1.0%
Too few service businesses (e.g. banks / building societies)	0.7%	2	0.0%	0	0.0%	0	2.3%	0.0%
Too many charity shops	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%
Traffic congestion	5.5%	17	4.1%	1	0.8%	1	9.4%	8.9%
Unsafe / poor security / dangerous	0.3%	1	0.0%	0	0.0%	0	0.0%	1.4%
Vandals / hooligans	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%
Growing too large	0.2%	1	0.0%	0	0.0%	0	0.8%	0.0%
Cars speeding	4.2%	13	0.0%	0	0.0%	0	9.9%	5.5%
Nothing	76.7%	233	73.3%	25	86.6%	64	57.9%	80.6%
(Don't know)	3.2%	10	10.5%	4	4.0%	3	3.6%	0.0%
Weighted base:	304	35	74	89	17	3	17	69
Sample:	297	30	72	72	22	5	14	82

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q14F How do you think (LOCAL CENTRE MENTIONED AT Q14) town centre could be improved? [MR]																
<i>Those who visit a centre at Q14</i>																
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 / department 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
More leisure, sports or cultural facilities	0.8%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
More pubs, restaurants, cafes	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 supermarkets / food 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
More traffic free areas / pedestrianisation	1.5%	5	4.1%	1	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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:	304	35	74	89	17	3	17	69								
Sample:	297	30	72	72	22	5	14	82								

Q14G How do you normally travel to (LOCAL CENTRE MENTIONED AT Q14)?*Those who visit a centre at Q14*

Car / van (as driver)	61.6%	187	81.8%	28	62.8%	46	61.0%	54	97.3%	17	100.0%	3	79.6%	14	36.4%	25
Car / van (as passenger)	4.1%	13	13.4%	5	4.1%	3	0.8%	1	2.7%	0	0.0%	0	12.6%	2	2.2%	2
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	0.5%	1	2.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	2.1%	6	0.0%	0	6.2%	5	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.8%	1
Disability 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
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)	1.9%	6	2.4%	1	1.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	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								

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q15 Do you take part in any of the following leisure or cultural activities? [MR/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
Weighted base:		802		181		102		140		76		53		168		82
Sample:		802		137		110		121		102		93		138		101

Q16 What town centre do you visit most often for cafés?*Those who go to cafés at Q15*

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	2.3%	12	0.8%	1	0.8%	1	1.8%	2	7.1%	3	12.0%	4	1.1%	1	0.0%	0
Leicester - other location NOT in city centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	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	40.0%	211	84.6%	100	37.8%	26	58.3%	55	24.4%	11	17.3%	6	10.1%	12	1.2%	1
Oakham - other location NOT in town centre	1.9%	10	0.8%	1	1.7%	1	5.7%	5	2.0%	1	3.1%	1	0.0%	0	1.2%	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	1.2%	6	0.0%	0	1.5%	1	5.4%	5	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	1.2%	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	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Cold Overton	0.7%	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:		526		118		69		94		47		35		115		48
Sample:		522		87		68		86		67		65		89		60

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q17 What town centre do you visit most often for restaurants?																
<i>Those who go to restaurants at Q15</i>																
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	0.6%	4	0.0%	0	0.0%	0	0.7%	1	0.8%	0	3.4%	2	0.7%	1	0.0%	0
NOT in city centre																
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	4.9%	30	10.2%	14	3.5%	3	5.3%	5	5.9%	4	2.5%	1	1.9%	2	1.4%	1
NOT in town centre																
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	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
NOT in city centre																
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	1.0%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.9%	0	3.6%	5	0.0%	0
NOT in town centre																
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)	15.8%	98	10.0%	14	12.2%	10	14.9%	15	14.7%	9	19.1%	8	26.9%	34	11.2%	7
Weighted base:		620		136		83		100		61		44		128		67
Sample:		600		102		82		84		76		74		104		78

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q18 What town centre do you visit most often for pubs / clubs?								
<i>Those who go to pubs / clubs at Q15</i>								
Belton-in-Rutland	0.3%	2	0.7%	1	0.0%	0	0.0%	0
Cottesmore	1.5%	8	0.0%	0	1.5%	1	7.4%	7
Edith Weston	0.8%	4	0.0%	0	3.6%	2	0.0%	0
Empingham	1.1%	6	0.0%	0	8.9%	6	0.0%	0
Grantham	0.6%	3	0.0%	0	0.9%	1	1.8%	2
Great Casterton	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Greetham	2.5%	13	0.9%	1	1.7%	1	11.1%	10
Kettering	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Ketton	1.8%	9	0.0%	0	0.0%	0	0.0%	0
Langham	1.0%	5	0.0%	0	0.0%	0	5.5%	5
Leicester - CITY CENTRE	0.8%	4	0.0%	0	0.0%	0	0.8%	1
Leicester - other location	0.8%	4	0.0%	0	0.0%	0	7.0%	3
NOT in city centre								
Lyddington	2.0%	10	0.0%	0	0.9%	1	0.7%	1
Manton	1.1%	6	0.7%	1	0.0%	0	0.8%	1
Market Harborough	1.9%	10	0.0%	0	0.0%	0	0.0%	0
Market Overton	1.2%	7	0.0%	0	0.0%	0	6.2%	6
Melton Mowbray	2.8%	15	0.0%	0	0.0%	0	4.4%	4
North Luffenham	1.3%	7	0.0%	0	10.3%	7	0.0%	0
Oadby	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Oakham - TOWN CENTRE	28.4%	150	87.9%	103	22.6%	15	22.1%	20
Oakham - other location	2.6%	14	1.7%	2	7.4%	5	2.1%	2
NOT in town centre								
Peterborough - CITY CENTRE	0.1%	1	0.0%	0	0.9%	1	0.0%	0
Peterborough - other location	0.1%	1	0.0%	0	0.0%	0	0.0%	0
NOT in city centre								
Ryhall	1.8%	10	0.0%	0	0.0%	0	0.0%	0
South Luffenham	0.6%	3	0.0%	0	3.6%	2	0.7%	1
Stamford	10.1%	54	3.3%	4	18.4%	12	10.4%	10
Syston	0.1%	1	0.0%	0	0.0%	0	0.7%	1
Uppingham - TOWN CENTRE	5.7%	30	0.0%	0	0.0%	0	0.0%	0
Uppingham - other location	1.1%	6	0.0%	0	1.5%	1	0.0%	0
NOT in town centre								
Whissendine	2.4%	13	0.0%	0	0.0%	0	11.9%	11
Wing	0.2%	1	0.0%	0	1.9%	1	0.0%	0
Belmesthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Billesdon	1.8%	9	0.0%	0	0.0%	0	0.0%	0
Braunston	0.2%	1	0.0%	0	0.9%	1	0.0%	0
Central London	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Clipsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Frisby on the Wreake	0.1%	0	0.0%	0	0.0%	0	1.0%	0
Great Easton	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Gretton	1.1%	6	0.0%	0	0.0%	0	0.0%	0
Hallaton	0.6%	3	0.0%	0	0.0%	0	0.0%	0
Houghton	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Houghton-on-the-Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Hungarton	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Ketton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Rutland	0.6%	3	0.0%	0	0.0%	0	7.0%	3
Seaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Somerby	0.7%	4	0.0%	0	0.0%	0	6.8%	3
Tilton on the Hill	0.9%	5	0.0%	0	0.0%	0	0.0%	0
Tugby	1.2%	6	0.0%	0	0.0%	0	0.0%	0
Twyford	0.3%	2	0.0%	0	0.0%	0	2.4%	1
Whitwell	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Wymondham	0.6%	3	0.0%	0	0.0%	0	0.8%	1
Other location outside survey area	2.1%	11	0.0%	0	0.0%	0	0.8%	1
(Don't know / varies)	13.4%	71	4.8%	6	14.1%	9	12.1%	11
Weighted base:	529	117	68	92	45	43	107	58
Sample:	506	84	65	77	62	72	84	62

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q19 Where do you go most often to visit the cinema?								
<i>Those who visit the cinema at Q15</i>								
Broadway, Broad Street, Nottingham	0.4%	1	1.6%	1	0.0%	0	0.0%	0
Odeon, Aylestone Road / Freemens Common, Leicester	3.6%	14	0.0%	0	4.1%	2	0.0%	0
Odeon, Cattlemarket, Loughborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Wellingborough Road, Kettering	7.5%	30	3.8%	3	1.5%	1	0.0%	0
Peterborough Arts Centre, John Calir Theatre, Peterborough	0.6%	2	1.1%	1	0.0%	0	1.0%	1
Phoenix, Midland Street, Leicester	1.5%	6	0.0%	0	3.6%	2	0.0%	0
Regal, King Street, Melton Mowbray	18.6%	76	23.3%	20	7.0%	3	42.2%	31
Savoy, Derby Road, Nottingham	0.1%	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
Showcase Cinema de Lux, Highcross, Leicester	19.1%	78	23.8%	21	14.2%	7	11.2%	8
Showcase, Boongate, Peterborough	22.2%	90	26.0%	23	35.8%	17	35.5%	26
Showcase, Redfield Way, Nottingham	0.1%	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
The Core, Corby Cube, George Street, Corby	1.7%	7	1.1%	1	0.0%	0	1.4%	1
Vue, Meridian Leisure Park, Leicester	3.1%	13	3.2%	3	1.5%	1	1.0%	1
Other	1.5%	6	0.0%	0	2.5%	1	1.0%	1
(Don't know / varies)	3.7%	15	2.3%	2	3.2%	2	2.0%	1
Weighted base:		407		87		47		73
Sample:		375		60		52		60

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q20 Where do you go most often to visit theatres / museums / live music / art galleries?																
<i>Those who go to theatres / museums / live music / art galleries at Q15</i>																
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
Melton 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
The 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
Theatre Royal & Royal 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 Corby (other venues)	22.8%	82	14.4%	10	20.9%	10	25.6%	14	30.2%	12	6.7%	2	25.5%	20	35.9%	13
Leicester (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
Market Harborough (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
Melton Mowbray (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
Nottingham (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
Oakham (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
Peterborough (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
Stamford (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
Uppingham	1.3%	5	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	8.7%	3
Other	3.6%	13	4.2%	3	1.5%	1	3.1%	2	1.2%	0	1.3%	0	8.4%	7	0.0%	0
(Don't know / varies)	3.5%	13	12.4%	8	0.0%	0	1.1%	1	2.3%	1	0.0%	0	2.0%	2	3.1%	1
Weighted base:	10.2%	36	1.2%	1	18.2%	9	11.1%	6	14.5%	6	17.1%	5	10.4%	8	3.4%	1
Sample:	358	67	48	55	40	31	80	37								
	391	56	52	56	54	55	70	48								

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Q21 Where do you go most often to visit children soft play venues?								
<i>Those who visit children soft play venues at Q15</i>								
Corby	7.1%	11	17.3%	6	28.3%	4	0.0%	0
Grantham	5.1%	8	0.0%	0	0.0%	0	22.2%	7
Kettering	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Leicester - CITY CENTRE	0.9%	1	0.0%	0	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
Loughborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Market Harborough	11.3%	17	0.0%	0	0.0%	0	0.0%	0
Melton Mowbray	4.7%	7	8.7%	3	7.1%	1	1.9%	1
Oakham - TOWN CENTRE	31.2%	46	65.4%	21	28.1%	4	25.7%	8
Oakham - other location NOT in town centre	12.5%	19	8.7%	3	0.0%	0	20.9%	7
Peterborough - other location NOT in city centre	3.8%	6	0.0%	0	4.1%	1	12.6%	4
Stamford	10.0%	15	0.0%	0	28.3%	4	1.9%	1
Eggleton	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other location outside survey area	4.7%	7	0.0%	0	0.0%	0	12.7%	4
(Don't know / varies)	4.2%	6	0.0%	0	4.1%	1	2.2%	1
Weighted base:	148	33	14	32	11	11	31	16
Sample:	90	14	9	17	10	11	17	12

Q22 Which entertainment venues do you visit most often?*Those who use entertainment venues at Q15*

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:	139	20	20	31	15	5	30	18								
Sample:	118	16	16	21	16	9	19	21								

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q23 Where do you go most often to visit health & fitness clubs?																
<i>Those who go to health & fitness clubs at Q15</i>																
Catmose Sports & Leisure Centre, Huntsmans Drive, Oakham	10.5%	31	20.7%	11	18.0%	8	19.3%	10	6.1%	1	0.0%	0	0.9%	1	0.0%	0
Corby	7.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	21	2.5%	1
Leicester - CITY CENTRE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Leicester - other location NOT in city centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	1	20.5%	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	12.1%	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	0.3%	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	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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:		294		55		43		49		20		15		83		27
Sample:		252		38		44		40		26		22		54		28

GEN Gender of respondent:

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	67.4%	122	56.8%	58	73.8%	103	53.9%	41	72.9%	38	70.6%	119	59.4%	49
Weighted base:		802		181		102		140		76		53		168		82
Sample:		802		137		110		121		102		93		138		101

AGE Could I ask how old you are please?

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%	18	11.7%	16	27.9%	21	29.1%	15	16.7%	28	24.8%	20
65 +	25.7%	206	20.3%	37	27.5%	28	16.6%	23	25.9%	20	41.6%	22	28.3%	48	35.2%	29
(Refused)	3.2%	25	2.2%	4	6.4%	7	0.7%	1	3.9%	3	2.5%	1	5.2%	9	1.1%	1
Weighted base:		802		181		102		140		76		53		168		82
Sample:		802		137		110		121		102		93		138		101

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
ADU How many adults, including yourself, live in your household (16 years and above)?																
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	13.5%	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	0.7%	6	1.0%	2	0.0%	0	0.7%	1	0.7%	1	0.9%	0	0.0%	0	2.5%	2
Six or more	0.5%	4	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	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
Weighted base:		802		181		102		140		76		53		168		82
Sample:		802		137		110		121		102		93		138		101

CHI How many children live in your household, aged 15 years and under?

None	65.0%	522	54.5%	99	74.0%	76	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	4.6%	37	2.2%	4	4.6%	5	11.6%	16	2.0%	2	0.0%	0	3.7%	6	5.5%	4
Four	1.4%	11	5.2%	9	0.0%	0	0.0%	0	2.0%	2	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)	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:		802		181		102		140		76		53		168		82
Sample:		802		137		110		121		102		93		138		101

CAR How many cars does your household own or have 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	35.7%	65	36.7%	38	25.2%	35	31.1%	24	31.1%	16	27.1%	46	35.6%	29
Two	43.9%	352	42.0%	76	38.0%	39	53.9%	75	42.3%	32	41.9%	22	42.6%	72	43.3%	35
Three or more	15.6%	125	6.5%	12	19.7%	20	15.8%	22	24.6%	19	21.0%	11	15.3%	26	19.1%	16
(Refused)	3.5%	28	2.8%	5	1.8%	2	2.4%	3	1.9%	1	2.9%	2	8.9%	15	0.0%	0
Weighted base:		802		181		102		140		76		53		168		82
Sample:		802		137		110		121		102		93		138		101

EMP Which of the following best describes the chief wage earner of your household's current employment situation? [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	53.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sick / disabled	0.9%	7	2.9%	5	1.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(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%	181	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%	0	100.0%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	17.4%	140	0.0%	0	0.0%	0	100.0%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	9.5%	76	0.0%	0	0.0%	0	0.0%	0	100.0%	76	0.0%	0	0.0%	0	0.0%	0
Zone 5	6.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	53	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%	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%	0	100.0%	82
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:

November 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	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
LE16 8	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