

**Cheltenham Borough Council**



**Retail & Leisure Study  
Appendices**



# Cheltenham Retail & Leisure Study

Prepared on behalf of  
Cheltenham Borough Council



Prepared by



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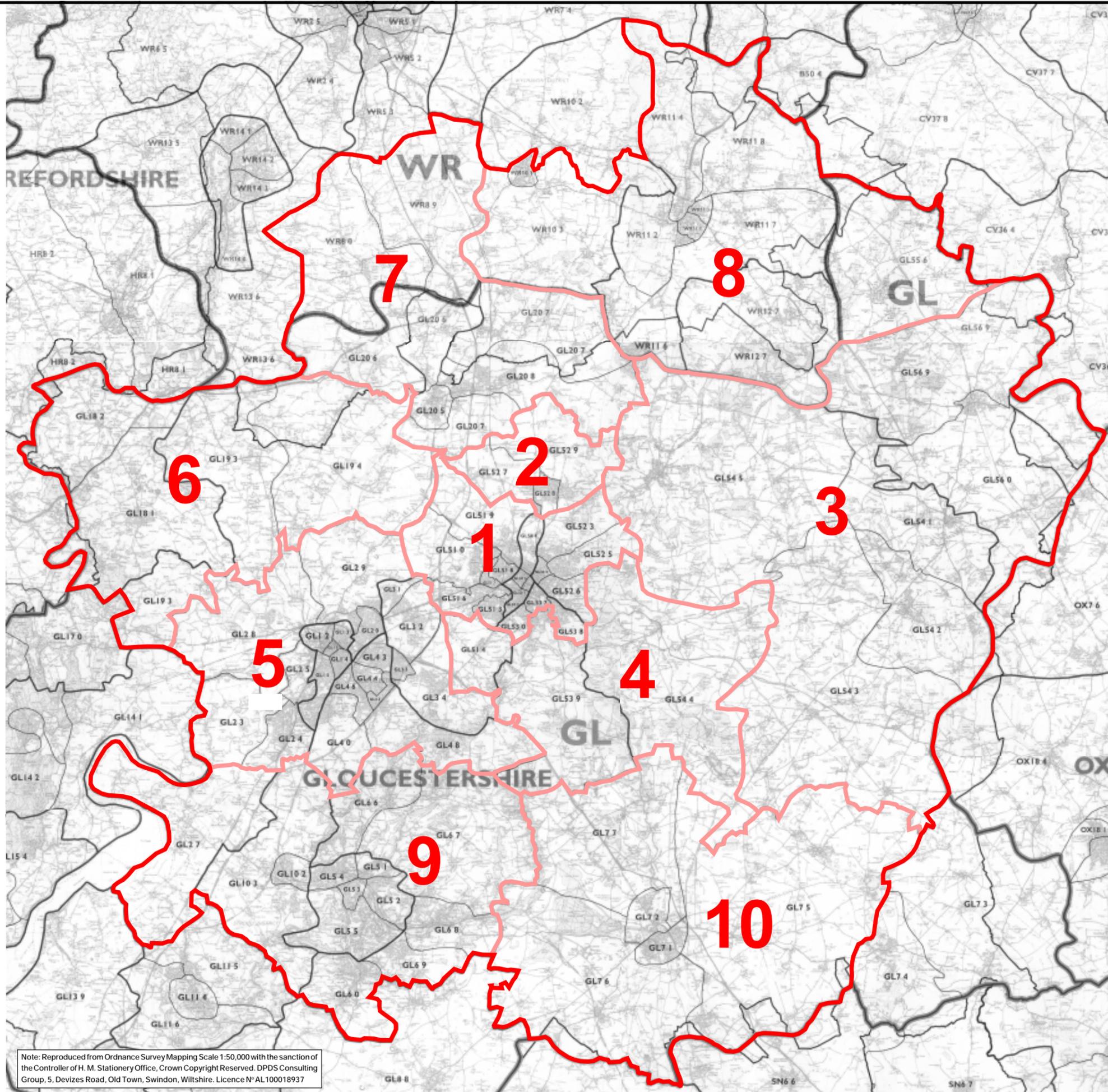
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## Appendix A

## Study Area and Survey Zones



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Town Planning  
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 Environment  
 Architecture  
 Urban Design  
 Landscape Design  
 Project Management

Client 

Project  
**Cheltenham Retail Study**

Drawing Title  
**Study Area and Survey Zones**

Scale **Not to Scale**

Date **13.03.06** Drawn by **NAH**

Issuing office **Bristol** Checked by **KH**

Drawing No. **C10062/06/01** Rev.



## **Appendix B**

## **Household Survey Results and On-Street Questionnaire**

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)	
<b>Q01 Leaving aside food shopping, where would you regard as your household's main shopping centre ?</b>												
Bath	0.1%	1	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Birmingham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve	1.1%	16	1.1%	3	25.0%	10	1.0%	1	0.0%	0	0.0%	0
Bristol	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	6
Cardiff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	35.6%	535	94.5%	295	72.0%	28	49.0%	40	86.0%	24	9.0%	38
Cirencester	4.9%	74	0.2%	1	0.0%	0	2.0%	2	8.6%	2	0.5%	2
Cribbs Causeway, Bristol	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	4
Dursley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham	6.6%	99	0.0%	0	0.0%	0	8.0%	6	0.0%	0	0.0%	0
Gloucester	29.2%	438	1.1%	3	0.0%	0	4.0%	3	1.1%	0	84.5%	353
Great Malvern	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Nailsworth	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pershore	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ross on Wye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Stow on the Wold	0.8%	13	0.0%	0	0.0%	0	7.0%	6	0.0%	0	0.5%	2
Stratford upon Avon	1.1%	17	0.0%	0	0.0%	0	7.0%	6	0.0%	0	0.0%	0
Stroud	7.6%	114	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Swindon	0.7%	11	0.2%	1	0.0%	0	1.0%	1	1.1%	0	0.0%	0
Tewkesbury	2.1%	32	0.2%	1	1.0%	0	0.0%	0	0.0%	0	7.0%	3
Worcester	2.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Other	0.6%	9	0.2%	1	1.0%	0	2.0%	2	1.1%	0	1.0%	4
Newent	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / online	0.4%	6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	4
Bourton-on-the-Water	0.3%	5	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.5%	2
Ledbury	0.2%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Winchcombe	0.3%	5	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0
Moreton-in-Marsh	0.2%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Haverley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Chipping Camden	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Cheltenham	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton-on-Severn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Stonehouse	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton Kings	0.1%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	17	0.7%	2	0.0%	0	4.0%	3	1.1%	0	0.5%	2
Weighted base:	1500		312		39		81		28		418	
Sample:	1500		454		100		100		93		200	

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
<b>Q02 How do you usually travel to this centre ?</b>																						
Car / van (as driver)	61.8%	927	49.8%	155	61.0%	24	63.0%	51	72.0%	20	58.5%	244	71.0%	33	74.0%	73	66.4%	119	73.6%	151	60.2%	55
Car / van (as passenger)	11.8%	176	8.4%	26	5.0%	2	15.0%	12	9.7%	3	13.0%	54	13.0%	6	15.0%	15	16.0%	29	9.6%	20	10.7%	10
Walk	12.7%	190	21.4%	67	13.0%	5	9.0%	7	4.3%	1	9.5%	40	6.0%	3	6.0%	6	12.0%	21	9.6%	20	22.3%	21
Bus	10.2%	154	14.8%	46	18.0%	7	9.0%	7	11.8%	3	14.0%	58	10.0%	5	3.0%	3	4.0%	7	7.2%	15	1.9%	2
Taxi	0.4%	6	0.9%	3	2.0%	1	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	1.1%	17	3.1%	10	1.0%	0	2.0%	2	1.1%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Train	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1
Motorcycle	0.5%	8	0.7%	2	0.0%	0	1.0%	1	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.9%	2
Park and Ride	0.2%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Get goods delivered	0.2%	4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know)	0.4%	6	0.4%	1	0.0%	0	1.0%	1	1.1%	0	0.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1500		312		39		81		28		418		47		99		179		206		92
Sample:		1500		454		100		100		93		200		100		100		125		125		103

**Q03 We'd like to ask a few questions about Cheltenham Town Centre, and by 'town centre' we mean the central area of Cheltenham and Montpellier, rather than the retail warehouse parks or supermarkets outside the central area. How often do you visit Cheltenham Town Centre ?**

Everyday	3.3%	50	9.3%	29	6.0%	2	1.0%	1	7.5%	2	2.5%	10	0.0%	0	2.0%	2	0.8%	1	0.0%	0	1.9%	2
More than once a week	8.1%	122	27.1%	85	12.0%	5	3.0%	2	16.1%	5	4.5%	19	1.0%	0	3.0%	3	1.6%	3	0.0%	0	1.0%	1
Once a week	11.6%	174	32.6%	102	25.0%	10	12.0%	10	21.5%	6	6.0%	25	4.0%	2	11.0%	11	1.6%	3	1.6%	3	2.9%	3
Once every two weeks	11.8%	177	13.4%	42	19.0%	7	15.0%	12	20.4%	6	10.5%	44	8.0%	4	18.0%	18	7.2%	13	8.0%	16	16.5%	15
Once a month or less frequently	45.6%	683	13.0%	41	35.0%	14	52.0%	42	30.1%	8	46.5%	194	49.0%	23	47.0%	46	65.6%	117	69.6%	143	59.2%	54
Never	19.6%	294	4.6%	14	3.0%	1	17.0%	14	4.3%	1	30.0%	125	38.0%	18	19.0%	19	23.2%	42	20.8%	43	18.4%	17
Weighted base:		1500		312		39		81		28		418		47		99		179		206		92
Sample:		1500		454		100		100		93		200		100		100		125		125		103

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)
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Mean score: ["Very Good"]=2, "Good"]=1, "Average"]=0, "Poor"=-1, "Very Poor"=-2]

### Q04 Overall, how do you rate the following aspects of Cheltenham Town Centre... ?

*Those who visit Cheltenham Town Centre at Q03*

#### Range and choice of non-food shops

Very good	35.1%	424	37.2%	111	32.0%	12	38.6%	26	29.2%	8	33.6%	98	32.3%	9	33.3%	27	37.5%	52	35.4%	58	32.1%	24
Good	43.3%	522	40.9%	122	45.4%	17	31.3%	21	42.7%	11	45.7%	134	50.0%	15	51.9%	42	45.8%	63	41.4%	67	40.5%	30
Average	13.1%	158	14.8%	44	19.6%	7	27.7%	19	23.6%	6	8.6%	25	8.1%	2	11.1%	9	8.3%	11	13.1%	21	16.7%	12
Poor	2.5%	31	4.6%	14	2.1%	1	1.2%	1	0.0%	0	2.1%	6	1.6%	0	2.5%	2	1.0%	1	2.0%	3	2.4%	2
Very poor	0.4%	5	0.9%	3	1.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know)	5.6%	67	1.6%	5	0.0%	0	1.2%	1	3.4%	1	10.0%	29	8.1%	2	1.2%	1	6.3%	9	8.1%	13	8.3%	6
Mean:		1.17		1.11		1.05		1.09		1.02		1.23		1.23		1.18		1.26		1.20		1.12
Weighted base:		1206		298		38		67		27		292		29		80		137		163		75
Sample:		1264		433		97		83		89		140		62		81		96		99		84

#### Choice and quality of supermarkets

Very good	14.4%	174	22.9%	68	15.5%	6	16.9%	11	15.7%	4	11.4%	33	6.5%	2	19.8%	16	13.5%	19	8.1%	13	2.4%	2
Good	23.7%	285	24.7%	74	26.8%	10	25.3%	17	22.5%	6	22.1%	65	29.0%	8	32.1%	26	24.0%	33	16.2%	26	27.4%	21
Average	11.8%	143	16.2%	48	15.5%	6	13.3%	9	16.9%	5	7.9%	23	14.5%	4	17.3%	14	10.4%	14	9.1%	15	7.1%	5
Poor	16.7%	202	25.6%	76	26.8%	10	18.1%	12	25.8%	7	17.9%	52	14.5%	4	16.1%	13	8.3%	11	6.1%	10	7.1%	5
Very poor	3.5%	42	5.3%	16	7.2%	3	3.6%	2	5.6%	2	3.6%	10	1.6%	0	3.7%	3	2.1%	3	0.0%	0	3.6%	3
(Don't know)	29.9%	360	5.3%	16	8.2%	3	22.9%	15	13.5%	4	37.1%	109	33.9%	10	11.1%	9	41.7%	57	60.6%	99	52.4%	39
Mean:		0.41		0.36		0.18		0.44		0.20		0.32		0.37		0.54		0.66		0.67		0.38
Weighted base:		1206		298		38		67		27		292		29		80		137		163		75
Sample:		1264		433		97		83		89		140		62		81		96		99		84

#### Choice and quality of service facilities (eg. Banks, building societies, and travel agents)

Very good	24.5%	295	37.0%	110	30.9%	12	27.7%	19	37.1%	10	17.1%	50	16.1%	5	30.9%	25	21.9%	30	16.2%	26	11.9%	9
Good	45.1%	544	47.6%	142	53.6%	21	45.8%	31	44.9%	12	47.9%	140	40.3%	12	39.5%	32	44.8%	62	38.4%	62	42.9%	32
Average	8.8%	106	10.2%	30	10.3%	4	9.6%	6	10.1%	3	5.0%	15	4.8%	1	12.3%	10	11.5%	16	7.1%	12	13.1%	10
Poor	1.8%	21	2.3%	7	3.1%	1	0.0%	0	1.1%	0	1.4%	4	4.8%	1	0.0%	0	0.0%	0	4.0%	7	1.2%	1
Very poor	0.3%	4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know)	19.5%	235	2.8%	8	2.1%	1	16.9%	11	6.7%	2	27.9%	81	33.9%	10	17.3%	14	20.8%	29	34.3%	56	31.0%	23
Mean:		1.14		1.22		1.15		1.22		1.27		1.10		1.02		1.22		1.09		1.02		0.95
Weighted base:		1206		298		38		67		27		292		29		80		137		163		75
Sample:		1264		433		97		83		89		140		62		81		96		99		84

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)												
<b>Range and choice of leisure / entertainment facilities</b>																							
Very good	10.0%	120	11.1%	33	15.5%	6	8.4%	6	5.6%	2	9.3%	27	3.2%	1	9.9%	8	10.4%	14	13.1%	21	3.6%	3	
Good	34.5%	417	39.0%	116	30.9%	12	32.5%	22	24.7%	7	37.9%	111	40.3%	12	28.4%	23	33.3%	46	33.3%	54	20.2%	15	
Average	17.7%	213	22.6%	67	25.8%	10	16.9%	11	30.3%	8	16.4%	48	12.9%	4	18.5%	15	13.5%	19	11.1%	18	17.9%	13	
Poor	8.2%	99	12.0%	36	13.4%	5	12.0%	8	14.6%	4	6.4%	19	4.8%	1	11.1%	9	5.2%	7	5.1%	8	2.4%	2	
Very poor	1.4%	17	3.0%	9	4.1%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.0%	2	2.4%	2	
(Don't know)	28.2%	340	12.2%	36	10.3%	4	30.1%	20	22.5%	6	30.0%	88	38.7%	11	29.6%	24	37.5%	52	36.4%	59	53.6%	40	
Mean:		0.61	0.49	0.45	0.53	0.22	0.71	0.68	0.46	0.78	0.83	0.44											
Weighted base:		1206	298	38	67	27	292	29	80	137	163	75											
Sample:		1264	433	97	83	89	140	62	81	96	99	84											
<b>Accessibility by public transport</b>																							
Very good	13.0%	157	18.2%	54	22.7%	9	9.6%	6	6.7%	2	15.0%	44	8.1%	2	17.3%	14	6.3%	9	6.1%	10	9.5%	7	
Good	32.8%	396	40.0%	119	47.4%	18	28.9%	19	28.1%	8	35.0%	102	25.8%	8	32.1%	26	25.0%	34	23.2%	38	32.1%	24	
Average	12.5%	151	15.0%	45	15.5%	6	15.7%	10	19.1%	5	10.7%	31	11.3%	3	11.1%	9	9.4%	13	14.1%	23	7.1%	5	
Poor	8.1%	97	8.3%	25	5.2%	2	22.9%	15	21.4%	6	2.1%	6	6.5%	2	7.4%	6	5.2%	7	14.1%	23	7.1%	5	
Very poor	2.3%	28	2.3%	7	3.1%	1	3.6%	2	7.9%	2	0.0%	0	4.8%	1	2.5%	2	3.1%	4	2.0%	3	6.0%	4	
(Don't know)	31.3%	377	16.2%	48	6.2%	2	19.3%	13	16.9%	5	37.1%	109	43.5%	13	29.6%	24	51.0%	70	40.4%	66	38.1%	29	
Mean:		0.67	0.76	0.87	0.22	0.05	1.00	0.46	0.77	0.53	0.29	0.52											
Weighted base:		1206	298	38	67	27	292	29	80	137	163	75											
Sample:		1264	433	97	83	89	140	62	81	96	99	84											
<b>Accessibility by car</b>																							
Very good	14.7%	178	10.9%	32	15.5%	6	19.3%	13	11.2%	3	11.4%	33	11.3%	3	22.2%	18	17.7%	24	19.2%	31	17.9%	13	
Good	50.7%	612	42.7%	127	55.7%	21	59.0%	40	37.1%	10	47.9%	140	48.4%	14	60.5%	48	60.4%	83	53.5%	87	54.8%	41	
Average	15.7%	189	18.7%	56	14.4%	6	16.9%	11	22.5%	6	20.0%	58	21.0%	6	8.6%	7	12.5%	17	9.1%	15	9.5%	7	
Poor	8.9%	108	15.9%	47	6.2%	2	1.2%	1	19.1%	5	6.4%	19	16.1%	5	4.9%	4	5.2%	7	9.1%	15	3.6%	3	
Very poor	2.2%	26	3.7%	11	3.1%	1	1.2%	1	1.1%	0	0.7%	2	1.6%	0	3.7%	3	1.0%	1	3.0%	5	1.2%	1	
(Don't know)	7.8%	94	8.1%	24	5.2%	2	2.4%	2	9.0%	2	13.6%	40	1.6%	0	0.0%	0	3.1%	4	6.1%	10	13.1%	10	
Mean:		0.73	0.45	0.78	0.96	0.42	0.73	0.53	0.93	0.91	0.82	0.97											
Weighted base:		1206	298	38	67	27	292	29	80	137	163	75											
Sample:		1264	433	97	83	89	140	62	81	96	99	84											

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
<b>Adequacy of parking arrangements</b>																						
Very good	9.0%	108	5.1%	15	7.2%	3	10.8%	7	2.2%	1	7.9%	23	4.8%	1	11.1%	9	19.8%	27	7.1%	12	14.3%	11
Good	36.3%	437	25.4%	76	26.8%	10	44.6%	30	20.2%	5	35.7%	104	32.3%	9	40.7%	33	49.0%	67	45.5%	74	38.1%	29
Average	22.6%	273	21.2%	63	28.9%	11	26.5%	18	23.6%	6	25.7%	75	21.0%	6	24.7%	20	16.7%	23	21.2%	35	21.4%	16
Poor	17.1%	206	26.6%	79	25.8%	10	12.0%	8	34.8%	9	14.3%	42	24.2%	7	16.1%	13	8.3%	11	12.1%	20	9.5%	7
Very poor	6.4%	77	13.9%	41	5.2%	2	2.4%	2	9.0%	2	4.3%	13	9.7%	3	6.2%	5	2.1%	3	3.0%	5	2.4%	2
(Don't know)	8.6%	104	7.9%	23	6.2%	2	3.6%	2	10.1%	3	12.1%	35	8.1%	2	1.2%	1	4.2%	6	11.1%	18	14.3%	11
Mean:		0.27		-0.20		0.06		0.51		-0.31		0.33		-0.02		0.35		0.79		0.47		0.61
Weighted base:		1206		298		38		67		27		292		29		80		137		163		75
Sample:		1264		433		97		83		89		140		62		81		96		99		84
<b>Quality of the environment</b>																						
Very good	21.3%	257	22.9%	68	27.8%	11	13.3%	9	27.0%	7	20.7%	61	22.6%	7	17.3%	14	16.7%	23	28.3%	46	16.7%	12
Good	57.0%	688	53.8%	160	48.5%	19	66.3%	44	51.7%	14	57.9%	169	56.5%	16	61.7%	49	61.5%	84	53.5%	87	59.5%	45
Average	14.0%	168	16.9%	50	20.6%	8	14.5%	10	15.7%	4	11.4%	33	14.5%	4	16.1%	13	12.5%	17	12.1%	20	11.9%	9
Poor	2.5%	30	5.1%	15	2.1%	1	3.6%	2	2.2%	1	0.0%	0	3.2%	1	3.7%	3	3.1%	4	1.0%	2	1.2%	1
Very poor	0.9%	10	0.9%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	2	2.4%	2
(Don't know)	4.4%	53	0.5%	1	1.0%	0	2.4%	2	3.4%	1	8.6%	25	3.2%	1	1.2%	1	6.3%	9	4.0%	7	8.3%	6
Mean:		1.00		0.93		1.03		0.91		1.07		1.06		1.02		0.94		0.98		1.12		0.95
Weighted base:		1206		298		38		67		27		292		29		80		137		163		75
Sample:		1264		433		97		83		89		140		62		81		96		99		84
<b>Ease of pedestrian movement around the centre</b>																						
Very good	25.9%	313	28.6%	85	29.9%	11	26.5%	18	27.0%	7	26.4%	77	22.6%	7	23.5%	19	22.9%	31	25.3%	41	21.4%	16
Good	62.0%	748	60.7%	181	57.7%	22	67.5%	45	59.6%	16	57.1%	167	59.7%	17	67.9%	54	68.8%	94	62.6%	102	65.5%	49
Average	5.9%	71	6.7%	20	9.3%	4	6.0%	4	6.7%	2	4.3%	13	11.3%	3	4.9%	4	6.3%	9	6.1%	10	4.8%	4
Poor	1.6%	19	2.5%	8	3.1%	1	0.0%	0	2.2%	1	2.1%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Very poor	0.3%	4	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.2%	51	0.7%	2	0.0%	0	0.0%	0	4.5%	1	10.0%	29	6.5%	2	1.2%	1	2.1%	3	4.0%	7	8.3%	6
Mean:		1.17		1.15		1.14		1.21		1.17		1.20		1.12		1.11		1.17		1.16		1.18
Weighted base:		1206		298		38		67		27		292		29		80		137		163		75
Sample:		1264		433		97		83		89		140		62		81		96		99		84

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
<b><i>The level of personal security and safety</i></b>																						
Very good	12.5%	151	15.9%	47	16.5%	6	12.0%	8	14.6%	4	8.6%	25	11.3%	3	6.2%	5	9.4%	13	18.2%	30	13.1%	10
Good	53.1%	641	45.7%	136	51.5%	20	56.6%	38	49.4%	13	56.4%	165	43.5%	13	55.6%	44	60.4%	83	54.5%	89	53.6%	40
Average	21.0%	253	24.5%	73	25.8%	10	20.5%	14	25.8%	7	20.7%	61	19.4%	6	24.7%	20	19.8%	27	14.1%	23	17.9%	13
Poor	3.8%	46	6.5%	19	5.2%	2	6.0%	4	2.2%	1	1.4%	4	1.6%	0	8.6%	7	3.1%	4	2.0%	3	1.2%	1
Very poor	0.7%	9	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	1.2%	1	1.0%	1	0.0%	0	0.0%	0
(Don't know)	8.8%	106	6.0%	18	1.0%	0	4.8%	3	7.9%	2	12.1%	35	24.2%	7	3.7%	3	6.3%	9	11.1%	18	14.3%	11
<i>Mean:</i>		<i>0.80</i>		<i>0.73</i>		<i>0.80</i>		<i>0.79</i>		<i>0.83</i>		<i>0.81</i>		<i>0.85</i>		<i>0.59</i>		<i>0.79</i>		<i>1.00</i>		<i>0.92</i>
Weighted base:		1206		298		38		67		27		292		29		80		137		163		75
Sample:		1264		433		97		83		89		140		62		81		96		99		84

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
<b>Q05 What would encourage you to visit Cheltenham Town Centre more often ?</b>																						
<b>1st mention</b>																						
More leisure facilities generally	0.5%	7	1.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0		
Better environment	0.9%	14	1.1%	3	2.0%	1	0.0%	0	0.0%	0	2.0%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better or more niche / specialist shops	1.8%	27	2.0%	6	1.0%	0	3.0%	2	1.1%	0	2.5%	10	5.0%	2	1.0%	1	1.6%	3	0.0%	0	1.0%	1
Better or more nightclub / pub facilities	0.2%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Better theatre facilities	0.1%	1	0.2%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more cafes / restaurants	0.5%	7	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2	1.0%	0	0.0%	0	0.8%	1	0.0%	0	1.9%	2
Cheaper public transport	2.8%	42	0.9%	3	1.0%	0	3.0%	2	1.1%	0	4.0%	17	4.0%	2	2.0%	2	4.0%	7	2.4%	5	3.9%	4
More parking	8.0%	120	8.4%	26	6.0%	2	4.0%	3	8.6%	2	9.0%	38	6.0%	3	11.0%	11	4.8%	9	9.6%	20	6.8%	6
More pedestrianisation	0.4%	6	1.1%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Better market facilities	0.1%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Broader range of shops	3.5%	53	4.6%	14	1.0%	0	5.0%	4	3.2%	1	2.0%	8	4.0%	2	3.0%	3	4.8%	9	4.8%	10	1.9%	2
Better or more cinemas	0.4%	6	0.7%	2	1.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Less expensive parking	5.4%	81	4.4%	14	7.0%	3	6.0%	5	9.7%	3	4.5%	19	4.0%	2	10.0%	10	5.6%	10	5.6%	12	4.9%	4
Other	1.0%	15	1.3%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	4	2.0%	1	2.0%	2	0.8%	1	0.8%	2	0.0%	0
Convenience	1.2%	17	0.0%	0	0.0%	0	1.0%	1	1.1%	0	2.0%	8	1.0%	0	0.0%	0	0.8%	1	1.6%	3	2.9%	3
Better access to the town	0.1%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Higher disposable income	1.0%	15	1.3%	4	1.0%	0	0.0%	0	1.1%	0	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Better public transport	1.6%	23	0.9%	3	2.0%	1	2.0%	2	2.2%	1	1.0%	4	3.0%	1	0.0%	0	1.6%	3	3.2%	7	2.9%	3
More free time	0.5%	8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2	2.0%	1	0.0%	0	0.8%	1	0.8%	2	1.0%	1
An ice rink	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0
More policing / street security	1.0%	14	1.5%	5	1.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	2.0%	2	0.8%	1	0.8%	2	0.0%	0
Better personal health	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure and entertainment facilities	0.7%	10	1.1%	3	2.0%	1	0.0%	0	0.0%	0	0.5%	2	1.0%	0	0.0%	0	0.8%	1	0.8%	2	0.0%	0
Cleaner streets	0.1%	1	0.2%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices / more sales	0.4%	5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.6%	3	0.0%	0
Better children's / family activities	0.3%	4	0.7%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better cycling facilities	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less crowds	0.1%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
If Cheltenham had something to offer other towns don't	0.1%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Less traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	66.8%	1003	65.6%	205	73.0%	29	72.0%	58	67.7%	19	66.0%	276	65.0%	30	63.0%	62	69.6%	125	66.4%	137	68.0%	62
Weighted base:		1500		312		39		81		28		418		47		99		179		206		92
Sample:		1500		454		100		100		93		200		100		100		125		125		103

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
<b>2nd mention</b>																						
More leisure facilities generally	0.3%	4	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.1%	2	0.4%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more niche / specialist shops	1.5%	23	1.8%	5	0.0%	0	3.0%	2	2.2%	1	2.5%	10	0.0%	0	0.0%	0	0.8%	1	0.8%	2	1.0%	1
Better or more nightclub / pub facilities	0.1%	1	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better theatre facilities	0.1%	1	0.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more cafes / restaurants	0.4%	6	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.6%	3	0.0%	0
Cheaper public transport	0.4%	6	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More parking	1.2%	18	1.8%	5	2.0%	1	1.0%	1	4.3%	1	0.5%	2	2.0%	1	2.0%	2	0.8%	1	0.8%	2	1.9%	2
More pedestrianisation	0.2%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market facilities	0.1%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broader range of shops	0.4%	5	0.4%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better or more cinemas	0.0%	0	0.0%	0	0.0%	0	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 expensive parking	2.7%	40	4.4%	14	6.0%	2	2.0%	2	7.5%	2	2.5%	10	0.0%	0	1.0%	1	0.8%	1	2.4%	5	2.9%	3
Other	0.3%	4	0.2%	1	0.0%	0	1.0%	1	1.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Convenience	0.0%	0	0.0%	0	0.0%	0	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 access to the town	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1
Higher disposable income	0.0%	0	0.0%	0	0.0%	0	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 public transport	0.0%	1	0.0%	0	1.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More free time	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
An ice rink	0.0%	0	0.0%	0	0.0%	0	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 policing / street security	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better personal health	0.0%	0	0.0%	0	0.0%	0	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 and entertainment facilities	0.1%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices / more sales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better children's / family 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	0.0%	0	0.0%	0	0.0%	0
Better cycling facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less crowds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If Cheltenham had something to offer other towns don't	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.1%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Nothing / nothing further)	91.7%	1375	87.2%	272	90.0%	36	89.0%	72	81.7%	23	93.0%	388	94.0%	44	94.0%	93	94.4%	169	93.6%	192	93.2%	86
Weighted base:		1500		312		39		81		28		418		47		99		179		206		92
Sample:		1500		454		100		100		93		200		100		100		125		125		103

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)	
<b>3rd mention</b>												
More leisure facilities generally	0.1%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more niche / specialist shops	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more nightclub / pub facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better theatre facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more cafes / restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	1
More parking	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broader range of shops	0.3%	4	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.5%	2
Better or more cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less expensive parking	0.4%	6	0.2%	1	0.0%	0	1.0%	1	1.1%	0	0.5%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenience	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access to the town	0.2%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Higher disposable income	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More free time	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
An ice rink	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More policing / street security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better personal health	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure and entertainment facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices / more sales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better children's / family activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better cycling facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less crowds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If Cheltenham had something to offer other towns don't	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	98.5%	1477	97.6%	304	99.0%	39	98.0%	79	98.9%	28	99.0%	413
Weighted base:		1500		312		39		81		28		418
Sample:		1500		454		100		100		93		200

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
<b>Q06 What do you dislike about Cheltenham Town Centre ?</b>																						
Nothing	61.0%	915	52.4%	164	60.0%	24	59.0%	48	55.9%	16	66.0%	276	61.0%	29	60.0%	59	62.4%	112	62.4%	128	66.0%	61
Too far from home	3.1%	47	0.4%	1	0.0%	0	7.0%	6	0.0%	0	0.5%	2	8.0%	4	1.0%	1	4.8%	9	8.8%	18	6.8%	6
Not enough choice of shops / clothes shops	1.8%	27	3.1%	10	6.0%	2	3.0%	2	2.2%	1	1.5%	6	1.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0
Poor quality shops / charity shops	1.3%	19	3.5%	11	2.0%	1	1.0%	1	1.1%	0	0.0%	0	1.0%	0	4.0%	4	0.0%	0	0.0%	0	1.9%	2
Prices too high	1.2%	17	1.3%	4	1.0%	0	0.0%	0	0.0%	0	1.5%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	7	0.0%	0
Too few pubs / restaurants / eating places	0.5%	8	0.7%	2	1.0%	0	0.0%	0	0.0%	0	0.5%	2	2.0%	1	1.0%	1	0.8%	1	0.0%	0	0.0%	0
Poor accessibility / difficult to get to	1.4%	22	2.2%	7	1.0%	0	1.0%	1	4.3%	1	0.5%	2	3.0%	1	2.0%	2	2.4%	4	0.8%	2	1.0%	1
Traffic congestion	3.6%	54	3.7%	12	2.0%	1	2.0%	2	4.3%	1	4.5%	19	1.0%	0	3.0%	3	4.8%	9	3.2%	7	1.0%	1
Lack / cost of parking	10.4%	156	13.0%	41	11.0%	4	12.0%	10	16.1%	5	6.0%	25	11.0%	5	18.0%	18	10.4%	19	11.2%	23	7.8%	7
Poor bus services	0.9%	14	1.3%	4	2.0%	1	1.0%	1	1.1%	0	1.0%	4	1.0%	0	0.0%	0	0.8%	1	0.8%	2	0.0%	0
Difficult to cross roads	0.4%	6	0.9%	3	0.0%	0	1.0%	1	0.0%	0	0.5%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	2.8%	42	5.9%	19	2.0%	1	3.0%	2	4.3%	1	0.5%	2	2.0%	1	4.0%	4	2.4%	4	4.0%	8	0.0%	0
Unattractive environment / streets dirty / litter	4.2%	63	10.4%	32	12.0%	5	4.0%	3	9.7%	3	2.0%	8	0.0%	0	3.0%	3	2.4%	4	0.0%	0	4.9%	4
Lack of safety / personal security / hooligans	2.7%	41	3.5%	11	3.0%	1	1.0%	1	6.5%	2	2.0%	8	1.0%	0	6.0%	6	4.0%	7	1.6%	3	1.0%	1
Poor facilities (e.g. seating, toilets)	0.9%	14	1.8%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.8%	1	0.8%	2	0.0%	0
Poor sign posting	0.4%	7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Lack of covered areas / weather protection	0.1%	2	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	14	2.4%	8	1.0%	0	1.0%	1	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
One way system	1.2%	18	1.5%	5	1.0%	0	1.0%	1	3.2%	1	2.0%	8	3.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.2%	4	0.7%	2	1.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pigeon problem	0.2%	3	0.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More food shops	0.2%	3	0.9%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More policing / street security	0.5%	7	0.4%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pavements / roads in need of repair	0.2%	2	0.7%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not compact enough	0.3%	4	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.5%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street beggars	0.1%	1	0.2%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hassle off street traders / charity workers	0.4%	5	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	2	1.0%	1
Centre is too large	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Better leisure / entertainment facilities	0.1%	1	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved cycling facilities	0.2%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The town centre itself	0.9%	14	0.2%	1	1.0%	0	1.0%	1	1.1%	0	2.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lack of coffee shops, restaurants	0.2%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Poor customer service	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of / poor post office	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many pubs / nightclubs	0.2%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	2
A bit too upper class	0.2%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2
(Don't know)	4.4%	65	0.9%	3	0.0%	0	6.0%	5	2.2%	1	6.0%	25
Weighted base:	1500	312	39	81	28	418	47	99	179	206	92	
Sample:	1500	454	100	100	93	200	100	100	125	125	103	
<b>Q07 Is Cheltenham your first choice destination for leisure and entertainment facilities ?</b>												
Yes	40.8%	613	80.4%	251	81.0%	32	55.0%	44	66.7%	19	30.5%	127
No	55.9%	838	16.3%	51	18.0%	7	45.0%	36	26.9%	8	66.0%	276
(Don't know)	3.3%	49	3.3%	10	1.0%	0	0.0%	0	6.5%	2	3.5%	15
Weighted base:	1500	312	39	81	28	418	47	99	179	206	92	
Sample:	1500	454	100	100	93	200	100	100	125	125	103	
<b>Q08 Have you used facilities in Cheltenham for the following in the last 12 months... ?</b>												
<b>Pubs / night clubs</b>												
Yes	31.5%	472	50.4%	157	46.0%	18	27.0%	22	24.7%	7	32.5%	136
No	67.5%	1013	49.6%	155	53.0%	21	72.0%	58	75.3%	21	65.5%	274
(Don't know)	1.0%	15	0.0%	0	1.0%	0	1.0%	1	0.0%	0	2.0%	8
Weighted base:	1500	312	39	81	28	418	47	99	179	206	92	
Sample:	1500	454	100	100	93	200	100	100	125	125	103	
<b>Restaurants</b>												
Yes	51.7%	776	78.0%	243	75.0%	30	49.0%	40	66.7%	19	44.5%	186
No	47.2%	709	22.0%	69	24.0%	9	50.0%	40	33.3%	9	53.5%	223
(Don't know)	1.0%	15	0.0%	0	1.0%	0	1.0%	1	0.0%	0	2.0%	8
Weighted base:	1500	312	39	81	28	418	47	99	179	206	92	
Sample:	1500	454	100	100	93	200	100	100	125	125	103	
<b>Cinema</b>												
Yes	25.4%	380	50.7%	158	47.0%	19	38.0%	31	47.3%	13	11.0%	46
No	73.5%	1102	49.1%	153	52.0%	21	61.0%	49	52.7%	15	87.0%	363
(Don't know)	1.2%	18	0.2%	1	1.0%	0	1.0%	1	0.0%	0	2.0%	8
Weighted base:	1500	312	39	81	28	418	47	99	179	206	92	
Sample:	1500	454	100	100	93	200	100	100	125	125	103	

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<b>Theatre</b>																						
Yes	37.0%	555	55.5%	173	58.0%	23	36.0%	29	62.4%	18	35.5%	148	23.0%	11	23.0%	23	23.2%	42	33.6%	69	21.4%	20
No	62.0%	930	44.5%	139	41.0%	16	63.0%	51	37.6%	11	62.5%	261	75.0%	35	77.0%	76	76.0%	136	64.8%	133	78.6%	72
(Don't know)	1.0%	15	0.0%	0	1.0%	0	1.0%	1	0.0%	0	2.0%	8	2.0%	1	0.0%	0	0.8%	1	1.6%	3	0.0%	0
Weighted base:		1500		312		39		81		28		418		47		99		179		206		92
Sample:		1500		454		100		100		93		200		100		100		125		125		103
<b>Bingo</b>																						
Yes	1.2%	17	2.4%	8	2.0%	1	0.0%	0	2.2%	1	1.0%	4	0.0%	0	1.0%	1	0.0%	0	1.6%	3	0.0%	0
No	97.8%	1467	97.6%	304	98.0%	39	99.0%	80	96.8%	27	97.0%	405	98.0%	46	99.0%	98	99.2%	177	96.8%	199	100.0%	92
(Don't know)	1.0%	15	0.0%	0	0.0%	0	1.0%	1	1.1%	0	2.0%	8	2.0%	1	0.0%	0	0.8%	1	1.6%	3	0.0%	0
Weighted base:		1500		312		39		81		28		418		47		99		179		206		92
Sample:		1500		454		100		100		93		200		100		100		125		125		103
<b>Ten pin bowling</b>																						
Yes	13.3%	199	21.1%	66	30.0%	12	24.0%	19	15.1%	4	6.0%	25	7.0%	3	20.0%	20	20.0%	36	5.6%	12	2.9%	3
No	85.6%	1283	78.6%	245	70.0%	28	75.0%	61	83.9%	24	92.0%	384	91.0%	43	80.0%	79	78.4%	140	92.8%	191	97.1%	89
(Don't know)	1.1%	17	0.2%	1	0.0%	0	1.0%	1	1.1%	0	2.0%	8	2.0%	1	0.0%	0	1.6%	3	1.6%	3	0.0%	0
Weighted base:		1500		312		39		81		28		418		47		99		179		206		92
Sample:		1500		454		100		100		93		200		100		100		125		125		103
<b>Sports facilities or a healthclub or gym</b>																						
Yes	12.5%	188	32.2%	100	26.0%	10	10.0%	8	19.4%	5	7.5%	31	1.0%	0	11.0%	11	6.4%	11	2.4%	5	4.9%	4
No	86.4%	1296	67.8%	212	74.0%	29	89.0%	72	79.6%	22	90.5%	378	97.0%	45	89.0%	88	92.0%	165	96.0%	197	95.1%	87
(Don't know)	1.1%	17	0.0%	0	0.0%	0	1.0%	1	1.1%	0	2.0%	8	2.0%	1	0.0%	0	1.6%	3	1.6%	3	0.0%	0
Weighted base:		1500		312		39		81		28		418		47		99		179		206		92
Sample:		1500		454		100		100		93		200		100		100		125		125		103
<b>Museum and art gallery</b>																						
Yes	19.0%	285	40.3%	126	23.0%	9	17.0%	14	37.6%	11	10.5%	44	8.0%	4	9.0%	9	13.6%	24	15.2%	31	14.6%	13
No	79.9%	1199	59.3%	185	77.0%	30	82.0%	66	62.4%	18	87.5%	365	90.0%	42	91.0%	90	85.6%	153	83.2%	171	85.4%	79
(Don't know)	1.1%	16	0.4%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	8	2.0%	1	0.0%	0	0.8%	1	1.6%	3	0.0%	0
Weighted base:		1500		312		39		81		28		418		47		99		179		206		92
Sample:		1500		454		100		100		93		200		100		100		125		125		103

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)
<b>Any of the festival venues</b>											
Yes	26.5% 397	49.3% 154	37.0% 15	22.0% 18	44.1% 12	21.5% 90	10.0% 5	17.0% 17	17.6% 31	19.2% 39	17.5% 16
No	72.3% 1085	50.7% 158	63.0% 25	77.0% 62	55.9% 16	76.5% 319	88.0% 41	81.0% 80	80.8% 145	79.2% 163	82.5% 76
(Don't know)	1.2% 18	0.0% 0	0.0% 0	1.0% 1	0.0% 0	2.0% 8	2.0% 1	2.0% 2	1.6% 3	1.6% 3	0.0% 0
Weighted base:	1500	312	39	81	28	418	47	99	179	206	92
Sample:	1500	454	100	100	93	200	100	100	125	125	103

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
<b>Q09 Moving on to your shopping habits: Where did you last buy clothing, footwear or other fashion goods ?</b>																						
Bath	0.5%	7	0.7%	2	0.0%	0	1.0%	1	1.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Birmingham	1.0%	14	0.9%	3	0.0%	0	2.0%	2	0.0%	0	0.5%	2	1.0%	0	3.0%	3	1.6%	3	0.8%	2	0.0%	0
Bishops Cleeve	0.3%	4	0.2%	1	6.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	1.1%	17	0.9%	3	1.0%	0	0.0%	0	2.2%	1	0.5%	2	1.0%	0	0.0%	0	0.0%	0	4.0%	8	2.9%	3
Cardiff	0.2%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Cheltenham Town Centre	43.1%	646	81.9%	256	82.0%	32	52.0%	42	71.0%	20	28.5%	119	18.0%	8	42.0%	42	32.0%	57	23.2%	48	24.3%	22
Cirencester	2.9%	43	0.4%	1	0.0%	0	1.0%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	7	35.9%	33
Cribbs Causeway, Bristol	0.8%	12	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.0%	8	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Dursley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham	3.1%	47	0.2%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	24.0%	43	0.0%	0	0.0%	0
Gloucester	22.8%	342	2.9%	9	2.0%	1	1.0%	1	0.0%	0	54.5%	228	57.0%	27	5.0%	5	1.6%	3	30.4%	62	7.8%	7
Great Malvern	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.8%	1	0.0%	0	0.0%	0
Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nailsworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Oxford	0.3%	5	0.4%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Pershore	0.3%	5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.6%	3	0.0%	0	0.0%	0
Ross on Wye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow on the Wold	0.4%	5	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Stratford upon Avon	1.5%	22	0.0%	0	0.0%	0	6.0%	5	1.1%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	17	0.0%	0	0.0%	0
Stroud	2.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	35	1.0%	1
Swindon	1.8%	27	0.9%	3	0.0%	0	0.0%	0	2.2%	1	1.5%	6	0.0%	0	1.0%	1	0.0%	0	0.8%	2	15.5%	14
Tewkesbury	1.1%	17	0.4%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	14.0%	14	0.0%	0	0.0%	0	0.0%	0
Worcester	3.4%	51	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	21.0%	21	16.0%	29	0.0%	0	1.0%	1
Internet / mail order / catalogue	4.6%	68	4.4%	14	2.0%	1	9.0%	7	8.6%	2	5.0%	21	6.0%	3	2.0%	2	2.4%	4	5.6%	12	2.9%	3
Other	1.9%	29	1.3%	4	2.0%	1	9.0%	7	2.2%	1	1.5%	6	2.0%	1	4.0%	4	1.6%	3	0.0%	0	1.9%	2
Abroad	1.0%	15	0.9%	3	1.0%	0	1.0%	1	0.0%	0	1.0%	4	0.0%	0	0.0%	0	1.6%	3	1.6%	3	1.0%	1
Banbury	0.2%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.6%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	9	0.0%	0	0.0%	0
Broadway	0.3%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
London	0.4%	6	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	1.0%	1
Malvern	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Montpellier	0.1%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Next, High Street, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Gallagher Retail Park, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlewoods, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bruton Way, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.9%	29	0.9%	3	1.0%	0	1.0%	1	1.1%	0	3.5%	15	3.0%	1	1.0%	1	0.0%	0	2.4%	5	2.9%	3
(Don't do this kind of	0.9%	14	0.4%	1	1.0%	0	2.0%	2	4.3%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	3.2%	7	1.0%	1

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

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shopping)											
Weighted base:	1500	312	39	81	28	418	47	99	179	206	92
Sample:	1500	454	100	100	93	200	100	100	125	125	103

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<b>Q10 Where do you buy most of your DIY goods (including paints, wallpaper etc, tools, garden goods, etc, but not carpets) ?</b>																						
Ace Hardware and DIY, Winchcombe, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
B&Q Hatherley Lane, Cheltenham	20.7%	310	57.7%	180	42.0%	17	25.0%	20	47.3%	13	7.0%	29	5.0%	2	34.0%	34	3.2%	6	2.4%	5	4.9%	4
Hewetts Electrical Services, Gloucester Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Gallagher Retail Park, Tewkesbury Road, Cheltenham	6.3%	94	13.4%	42	27.0%	11	12.0%	10	6.5%	2	4.0%	17	1.0%	0	11.0%	11	0.8%	1	0.0%	0	1.0%	1
Lye field DIY, Charlton Kings, Cheltenham	0.2%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmans, Bath Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Tewkesbury Road	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiles R Us, Tewkesbury Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tivoli Trading, Andover Road, Cheltenham	0.2%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Kingsditch Lane, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham	1.5%	22	4.0%	12	2.0%	1	3.0%	2	2.2%	1	1.0%	4	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wilkinsons, High Street, Cheltenham	1.3%	20	5.5%	17	3.0%	1	1.0%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester Tools and Fixings, Kingsditch Trading Estate, Cheltenham	0.1%	1	0.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve	0.3%	5	0.4%	1	9.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester	2.6%	39	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.8%	37
Cribbs Causeway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dursley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham	9.5%	143	0.0%	0	1.0%	0	15.0%	12	0.0%	0	0.0%	0	0.0%	0	6.0%	6	69.6%	125	0.0%	0	0.0%	0
Gloucester	23.5%	353	1.8%	5	2.0%	1	0.0%	0	1.1%	0	69.5%	290	42.0%	20	6.0%	6	0.0%	0	12.8%	26	4.9%	4
Great Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nailsworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Oxford	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pershore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Ross on Wye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Stow on the Wold	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford upon Avon	0.5%	8	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%
Stroud	9.8%	147	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Swindon	2.0%	30	0.0%	0	0.0%	0	1.0%	1	1.1%	0	0.0%
Tewkesbury	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Worcester	1.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / mail order / catalogue	0.7%	11	0.9%	3	0.0%	0	2.0%	2	0.0%	0	1.0%
Other	0.7%	10	0.2%	1	1.0%	0	2.0%	2	0.0%	0	0.0%
B&Q, Banbury	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
B&Q, Flemming Way, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Four Pools, Evesham	1.2%	18	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
B&Q, Haverley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Maybird Centre, Stratford	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
B&Q, St Oswald's Road, Gloucester	1.6%	24	0.0%	0	0.0%	0	0.0%	0	2.2%	1	3.5%
B&Q, Tewkesbury Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Bence, Albion Street, Cheltenham	0.1%	1	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Currys, Cheltenham Retail Park, Cheltenham	0.1%	1	0.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
Dixons, High Street, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Focus, Dudbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Focus, Eastern Avenue, Gloucester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.5%
Focus, Four Pools, Evesham	0.4%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Homebase, Eastern Avenue, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Homebase, Leadon Way, Ledbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Homebase, Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.2%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Tobyfield Road, Bishop's Cleeve	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Ideal Homes, Moreton-in-Marsh	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Lidl, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Robert Dyas, High Street, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Severn Vale Drive, Quedgeley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Travis Perkins, Gloucester	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)	
Road, Cheltenham	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilkinsons, High Street, Cheltenham	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolworths, High Street, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	1.6%	24	2.9%	9	2.0%	1	3.0%	2	10.8%	3	0.5%	2
Charlton Kings, Cheltenham	0.2%	2	0.7%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Newent	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3
Ledbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Bourton-on-the-Water	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Winchcombe	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
(Don't know)	2.3%	35	1.8%	5	2.0%	1	3.0%	2	3.2%	1	3.0%	13
(Don't do this kind of shopping)	7.3%	109	7.7%	24	5.0%	2	13.0%	10	12.9%	4	9.0%	38
Weighted base:	1500	312	39	81	28	418	47	99	179	206	92	
Sample:	1500	454	100	100	93	200	100	100	125	125	103	

## Cheltenham Shopping Survey for DPDS Consulting

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February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
<b>Q11 Where did you last buy furniture, carpets or other floor coverings ?</b>																						
Allied Carpets, Gallagher Retail Park, Cheltenham	1.8%	27	2.4%	8	7.0%	3	0.0%	0	5.4%	2	2.5%	10	0.0%	0	3.0%	3	0.8%	1	0.0%	0	0.0%	0
Argos, Tewkesbury Road Retail Park	0.1%	2	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, High Street, Town Centre	0.1%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cargo, Beechwood Shopping Centre, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet Emporium (D'Ambrosio), Kingsditch Trading Estate, Cheltenham	0.2%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet Emporium, Great Norwood Street, Cheltenham	0.4%	6	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Carpetright, Gallagher Retail Park, Cheltenham	2.5%	38	5.9%	19	5.0%	2	3.0%	2	5.4%	2	0.5%	2	3.0%	1	10.0%	10	0.0%	0	0.0%	0	0.0%	0
Cheltenham Rug Gallery, Winchcombe Street, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christopher James Interiors, Charlton Kings, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corinium Carpets, Kingsditch Lane, Cheltenham	0.2%	4	0.7%	2	1.0%	0	1.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cut Price Carpets, Great Norwood Street, Cheltenham	0.1%	1	0.2%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Define Furniture, St James Street, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Gallagher Retail Park, Cheltenham	2.2%	33	3.3%	10	4.0%	2	3.0%	2	2.2%	1	1.0%	4	1.0%	0	4.0%	4	3.2%	6	0.8%	2	1.9%	2
Furnishing Studio, High Street, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Importers, Kingsditch Industrial Estate, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Futon Company, High Street, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodrum Carpets, Charlton Kings, Cheltenham	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habitat, The Promenade, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harveys, Kingsditch Retail	1.6%	24	2.4%	8	2.0%	1	3.0%	2	1.1%	0	1.5%	6	0.0%	0	4.0%	4	0.8%	1	0.0%	0	1.0%	1

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Park, Cheltenham											
ID Cheltenham, Prestbury Road, Cheltenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Land of Leather, Gallagher Retail Park, Cheltenham	0.3%	5	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.8%
Lee Longlands, Bath Road, Cheltenham	0.2%	3	0.9%	3	0.0%	0	0.0%	0	1.1%	0	0.0%
Mays World of Carpets, Gallagher Retail Park, Cheltenham	1.8%	27	4.2%	13	7.0%	3	7.0%	6	6.5%	2	0.0%
MFI, Kingsditch Retail Park, Cheltenham	0.3%	4	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.8%
Multiyork Furniture, Portland Street, Cheltenham	0.4%	6	0.0%	0	2.0%	1	1.0%	1	1.1%	0	0.5%
Pine & Cane, Hewlett Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
S Rouse & Co, Gloucester Road, Cheltenham	0.1%	1	0.2%	1	0.0%	0	0.0%	0	1.1%	0	0.0%
SCS Sofas, Kingsditch Retail Park, Cheltenham	1.1%	17	2.0%	6	4.0%	2	2.0%	2	0.0%	0	0.5%
Simply Flooring, Cheltenham Trade Park, Arle Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Smiths Flooring, Prestbury, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sofa & Suite Centre, Gallagher Retail Park, Cheltenham	0.3%	4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%
St James Carpets, St James Street, Cheltenham	0.1%	2	0.4%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
The Carpet Hut, Haven Works, Tewkesbury Road, Cheltenham	0.2%	3	0.7%	2	1.0%	0	0.0%	0	1.1%	0	0.0%
The Carpet Studio, High Street, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
The Centre for Contemporary Furniture, Montpellier Walk, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Cotswold Collection, Portland Street, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Sofa Company, Gallagher Retail Park, Cheltenham	0.1%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
The Tudor House, Stow on	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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the Wold, Cheltenham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tony Dagnall Carpets, Shurdington, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tony Mustoe Carpets, High Street, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vanille Direct, Montpellier Avenue, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vivre Interiors, Winchcombe Street, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wesley Barrell, Queens Circus, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Furnishers, Winchcombe Street, Cheltenham	0.5%	8	1.1%	3	3.0%	1	0.0%	0	0.0%	0	0.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Winnen Furnishings, Selkirk Street, Cheltenham	0.2%	3	0.2%	1	0.0%	0	2.0%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.5%	7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	3.0%	3	0.8%	1	0.0%	0	0.0%	0
Bishops Cleeve	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	2.4%	36	2.2%	7	2.0%	1	1.0%	1	0.0%	0	3.0%	13	4.0%	2	1.0%	1	0.8%	1	4.0%	8	2.9%	3
Cardiff	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Cirencester	2.1%	32	0.2%	1	0.0%	0	1.0%	1	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	29.1%	27
Cribbs Causeway	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dursley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham	4.6%	69	0.2%	1	1.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	35.2%	63	0.0%	0	0.0%	0
Gloucester	21.1%	316	2.0%	6	1.0%	0	2.0%	2	5.4%	2	57.0%	238	44.0%	21	2.0%	2	1.6%	3	20.0%	41	1.9%	2
Great Malvern	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.0%	2	0.8%	1	0.0%	0	0.0%	0
Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nailsworth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.0%	0
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pershore	0.5%	8	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0
Ross on Wye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow on the Wold	0.3%	4	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Stratford upon Avon	0.6%	9	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.2%	6	0.0%	0	0.0%	0
Stroud	6.2%	94	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.0%	4	0.0%	0	1.0%	1	0.0%	0	41.6%	86	2.9%	3
Swindon	1.7%	26	0.2%	1	0.0%	0	1.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	23.3%	21
Tewkesbury	0.8%	13	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.5%	2	1.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0
Worcester	2.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	12.0%	21	0.0%	0	0.0%	0
Internet / mail order / catalogue	3.2%	48	2.4%	8	0.0%	0	4.0%	3	2.2%	1	4.0%	17	2.0%	1	4.0%	4	3.2%	6	3.2%	7	2.9%	3
Other	1.2%	18	2.2%	7	1.0%	0	2.0%	2	0.0%	0	0.0%	0	5.0%	2	1.0%	1	2.4%	4	0.0%	0	1.9%	2
Allied Carpets, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Allied Carpets, Blackpole Trading Estate, Worcester	0.9%	14	3.1%	10	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
B&Q, Hatherley Lane, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
B&Q, Four Pools, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

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	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
B&Q, St Oswald's Road, Gloucester	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Maybird Centre, Stratford	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bensons, Kingsditch Lane, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpenter's Homecare, Cirencester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Carpet Warehouse, Gloucester	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Carpetright, Green Bridge Retail Park, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cheltenham Interiors, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Wood Flooring, Cheltenham	0.1%	2	0.2%	1	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Courts, Cheltenham	0.3%	5	0.9%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Courts, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dreamland, Swindon Village, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Dreams, Gallacher Retail Park, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors to Go, Gloucester	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habitat, The Promenade, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Helibeds, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Eastern Avenue, Gloucester	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.2%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
House of Fraser, The Promenade, Cheltenham	0.6%	9	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.8%	2	1.9%	2
Howden's, Battledown, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howell's, Cheltenham	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HSC, Retail Park, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Wednesbury Park Lane, Cheltenham	0.2%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.8%	2	0.0%	0
IKEA, Eastgate Shopping Centre, Bristol	0.9%	13	2.6%	8	1.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	1.0%	1
IKEA, Ferry Road, Grangetown, Cardiff	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Index, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Furnishing, Charlton Kings	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Cheltenham Shopping Survey for DPDS Consulting

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)	
James Interior, Cheltenham	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
KC Carpet, Pershore	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Laura Ashley, The Promenade, Cheltenham	0.1%	2	0.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Longland, Leckhampton	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Bristol	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Henrietta Street, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayes World of Carpets, Cheltenham	0.2%	3	0.7%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tony Mustoe Carpets, High Street, Cheltenham	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, High Street, Cheltenham	0.5%	8	0.4%	1	1.0%	0	0.0%	0	0.0%	0	1.0%	4
Next, Gallagher Retail Park, Cheltenham	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Pine Warehouse, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Silver Carpets, Homend, Ledbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sofa Shop, Gallagher Retail Park, Cheltenham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sofas UK, Stroud	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiles R Us, Tewkesbury Road, Cheltenham	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Times Furnishing, Gallagher Retail Park, Cheltenham	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Kingsditch Lane, Cheltenham	0.1%	1	0.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Westminister Furniture, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Westgate Furnishers, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Wickes, Tewkesbury Road, Cheltenham	0.3%	4	0.9%	3	1.0%	0	1.0%	1	0.0%	0	0.0%	0
Winnings, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	5.7%	86	11.5%	36	14.0%	6	8.0%	6	18.3%	5	2.5%	10
Gallagher Retail Park, Cheltenham	0.8%	12	2.2%	7	4.0%	2	1.0%	1	1.1%	0	0.0%	0
Moreton-in-Marsh	0.7%	10	0.0%	0	0.0%	0	13.0%	10	0.0%	0	0.0%	0
Stonehouse	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Ledbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Newent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Kingsditch, Cheltenham	0.1%	2	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Abroad	0.3%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Wales	0.2%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1
(Varies)	1.5%	22	2.0%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	13

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)
(Don't know)	8.5% 128	11.7% 36	11.0% 4	11.0% 9	10.8% 3	9.0% 38	4.0% 2	6.0% 6	7.2% 13	5.6% 12	5.8% 5
(Don't do this kind of shopping)	10.7% 161	14.5% 45	13.0% 5	11.0% 9	16.1% 5	9.0% 38	16.0% 8	8.0% 8	9.6% 17	8.8% 18	9.7% 9
Weighted base:	1500	312	39	81	28	418	47	99	179	206	92
Sample:	1500	454	100	100	93	200	100	100	125	125	103

## Cheltenham Shopping Survey for DPDS Consulting

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	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
<b>Q12 Where did you last buy one the following large electrical items:- fridges, freezers, dishwashers, cookers, washing machines, microwaves, vacuum cleaners ?</b>																						
Argos, Tewkesbury Road Retail Park	0.6%	10	1.5%	5	2.0%	1	2.0%	2	1.1%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, High Street, Town Centre	0.6%	9	2.4%	8	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
B Grade Domestics, Princess Elizabeth Way, Cheltenham	0.3%	4	0.7%	2	1.0%	0	1.0%	1	1.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Champs Gas & Electrical, Tewkesbury Road, Cheltenham	0.2%	3	0.7%	2	1.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Gallagher Retail Park, Cheltenham	8.9%	134	20.5%	64	32.0%	13	10.0%	8	17.2%	5	4.5%	19	1.0%	0	15.0%	15	4.0%	7	0.8%	2	1.9%	2
Currys, Tewkesbury Road, Cheltenham	8.6%	129	18.9%	59	22.0%	9	22.0%	18	17.2%	5	2.0%	8	4.0%	2	20.0%	20	1.6%	3	2.4%	5	1.0%	1
Discount Electronix, High Street, Cheltenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dixons, High Street, Cheltenham	0.3%	4	1.1%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leckhampton Electrical Supplies, Shurdington Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sony Centre, Regent Arcade, Cheltenham	0.1%	1	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Bishops Cleeve	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.5%	8	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.8%	1	0.8%	2	1.9%	2
Cardiff	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester	3.0%	45	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.6%	44
Cribbs Causeway	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Dursley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Evesham	4.9%	73	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	39.2%	70	0.0%	0	0.0%	0
Gloucester	29.8%	447	6.2%	19	3.0%	1	3.0%	2	14.0%	4	72.0%	301	55.0%	26	6.0%	6	0.8%	1	39.2%	81	5.8%	5
Great Malvern	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nailsworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pershore	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Ross on Wye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow on the Wold	0.3%	5	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Stratford upon Avon	0.3%	5	0.2%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Stroud	4.2%	63	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.5%	2	0.0%	0	0.0%	0	0.0%	0	28.8%	59	0.0%	0
Swindon	1.5%	23	0.0%	0	1.0%	0	1.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.8%	2	16.5%	15
Tewkesbury	0.4%	6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Worcester	2.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	17	15.2%	27	0.0%	0	0.0%	0

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
Internet / mail order / catalogue	6.8%	102	5.5%	17	6.0%	2	13.0%	10	4.3%	1	6.0%	25	2.0%	1	7.0%	7	6.4%	11	9.6%	20	7.8%	7
Other	0.8%	11	0.9%	3	1.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	0	1.0%	1	2.4%	4	0.0%	0	1.0%	1
Aldi, Cheltenham	0.6%	9	0.9%	3	0.0%	0	1.0%	1	1.1%	0	0.5%	2	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Apollo, Kingsditch Lane, Cheltenham	2.9%	44	9.0%	28	6.0%	2	3.0%	2	4.3%	1	0.0%	0	2.0%	1	6.0%	6	1.6%	3	0.0%	0	0.0%	0
Apollo, Eastern Avenue, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, St Oswald's Road, Gloucester	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Hatherley Lane, Cheltenham	0.3%	4	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Carl Spencer, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bourton-on-the-Water	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Stonehouse	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Comet, Banbury Cross Retail Park, Banbury	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Blackpole, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Comet, Stratford	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Bamborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Currys, Eastern Avenue, Gloucester	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	3.0%	1	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Currys, High Street, Evesham	0.5%	8	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0
Debenhams, Beechwood Centre, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Eager Electricals, Ledbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillmans, St Oswald's, Gloucester	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.5%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Harard, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
House of Fraser, The Promenade, Cheltenham	0.1%	2	0.4%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Battledown, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Strand, Cheltenham	0.1%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Cribb's Causeway, Bristol	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
John Lewis, Cheltenham	0.2%	3	0.2%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
John Lewis, Kingston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
John Lewis, Solihull	0.1%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
MEV, Electrical Showroom, Cheltenham	0.1%	1	0.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFI, Kingsditch Retail Park, Cheltenham	0.3%	4	0.9%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
MFI, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)	
npower, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton, Moreton-in-Marsh	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
PC World, Tewkesbury Road, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PowerHouse, Eastern Avenue, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
PowerHouse, Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, Cheltenham	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Dyas, High Street, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bishop's Cleeve	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Colletts Drive, Cheltenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Veal Kitchens, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Tewkesbury Road, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Cheltenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	4.1%	62	8.4%	26	4.0%	2	4.0%	3	16.1%	5	2.5%	10
Banbury	0.2%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Gallagher Retail Park, Cheltenham	0.3%	5	0.4%	1	1.0%	0	1.0%	1	0.0%	0	0.0%	0
Moreton-in-Marsh	0.3%	5	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Stonehouse	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ledbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Leamington Spa	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourton-on-the-Water	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Abroad	0.3%	4	0.2%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
(Don't know)	3.9%	58	4.4%	14	4.0%	2	4.0%	3	4.3%	1	4.0%	17
(Don't do this kind of shopping)	5.5%	82	8.4%	26	10.0%	4	8.0%	6	4.3%	1	4.0%	17
(Varies)	0.5%	8	1.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	4
Weighted base:	1500		312		39		81		28		418	
Sample:	1500		454		100		100		93		200	

## Cheltenham Shopping Survey for DPDS Consulting

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
<b>Q13 Where did you last buy any of the following small electrical items:- radios, personal stereos, TV's, video / DVD players, Hi Fi equipment, computers or computer equipment ?</b>																						
Argos, Tewkesbury Road Retail Park	1.9%	28	4.6%	14	7.0%	3	5.0%	4	0.0%	0	1.0%	4	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Argos, High Street, Town Centre	1.7%	26	6.2%	19	2.0%	1	3.0%	2	5.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
B Grade Domestic, Princess Elizabeth Way, Cheltenham	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Champs Gas & Electrical, Tewkesbury Road, Cheltenham	0.3%	4	0.4%	1	0.0%	0	0.0%	0	1.1%	0	0.5%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Gallagher Retail Park, Cheltenham	6.5%	98	14.3%	45	19.0%	7	9.0%	7	10.8%	3	3.5%	15	1.0%	0	9.0%	9	4.0%	7	1.6%	3	1.0%	1
Currys, Tewkesbury Road, Cheltenham	7.9%	118	15.9%	49	15.0%	6	13.0%	10	14.0%	4	3.0%	13	3.0%	1	26.0%	26	3.2%	6	1.6%	3	0.0%	0
Discount Electronix, High Street, Cheltenham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dixons, High Street, Cheltenham	1.6%	24	4.0%	12	2.0%	1	2.0%	2	1.1%	0	1.5%	6	0.0%	0	1.0%	1	0.0%	0	0.8%	2	0.0%	0
Leckhampton Electrical Supplies, Shurdington Road, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shurdington Road, Cheltenham	0.1%	2	0.4%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Tewkesbury Road, Cheltenham	0.1%	1	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sony Centre, Regent Arcade, Cheltenham	0.6%	9	0.9%	3	3.0%	1	2.0%	2	1.1%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.8%	2	0.0%	0
Tesco, Colletts Drive, Cheltenham	0.8%	13	2.4%	8	4.0%	2	2.0%	2	1.1%	0	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve	0.3%	5	0.4%	1	5.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bristol	1.0%	15	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.5%	2	0.0%	0	1.0%	1	0.0%	0	4.0%	8	1.9%	2
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	1	0.0%	0	0.0%	0
Cirencester	3.6%	55	0.0%	0	0.0%	0	1.0%	1	6.5%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	52.4%	48
Cribbs Causeway	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.8%	2	0.0%	0
Dursley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Evesham	6.2%	93	0.7%	2	1.0%	0	6.0%	5	1.1%	0	0.0%	0	0.0%	0	1.0%	1	47.2%	84	0.0%	0	0.0%	0
Gloucester	23.2%	348	1.5%	5	0.0%	0	0.0%	0	4.3%	1	61.0%	255	48.0%	23	4.0%	4	0.0%	0	28.0%	58	3.9%	4
Great Malvern	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0
Hereford	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nailsworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Oxford	0.1%	1	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pershore	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Ross on Wye	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
Stow on the Wold	0.4%	5	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	2	0.0%	0		
Stratford upon Avon	0.4%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0		
Stroud	4.3%	64	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	64	0.0%	0		
Swindon	1.3%	20	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.6%	3	0.8%	2	16.5%	15		
Tewkesbury	0.5%	8	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	5.0%	5	0.0%	0	0.0%	0		
Worcester	2.2%	33	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	11.2%	20	0.0%	0		
Internet / mail order / catalogue	7.7%	116	7.0%	22	6.0%	2	8.0%	6	6.5%	2	10.0%	42	2.0%	1	5.0%	5	5.6%	10	8.8%	18	7.8%	7
Other	0.7%	10	0.7%	2	1.0%	0	5.0%	4	1.1%	0	0.0%	0	1.0%	0	3.0%	3	0.0%	0	0.0%	0		
Apollo, Kingsditch Lane, Cheltenham	1.3%	20	4.2%	13	1.0%	0	1.0%	1	2.2%	1	0.0%	0	2.0%	1	3.0%	3	0.8%	1	0.0%	0		
Argos, Dyer Street, Cirencester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Argos, Reading	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, Bruton Way, Gloucester	0.1%	2	0.4%	1	1.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Audio, TV & Hi-Fi Centre, Cheltenham	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
B&Q, Hatherley Lane, Cheltenham	0.1%	1	0.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
B&Q, Four Pools, Evesham	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
B&Q, St Oswald's Road, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bang & Olufsen, Montpellier	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Boots, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Comet, Banbury Cross Retail Park, Banbury	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Comet, Metz Way, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0		
Currys, High Street, Evesham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0		
Currys, High Wycombe	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Debenhams, Beechwood Centre, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Dixons, High Street, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Game, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Gillams, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Grapevine Equipment, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Harard, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
House of Fraser, The Promenade, Cheltenham	0.3%	4	0.7%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2		
Hutchinsons, Lower High Street, Cheltenham	0.2%	3	0.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Iron, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0		
John Lewis, Cribb's	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.8%	2		

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
Causeway, Bristol																						
John Lewis, Cheltenham	0.9%	14	3.3%	10	2.0%	1	1.0%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
John Lewis, Solihull	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Henrietta Street, Cheltenham	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modern Radio, Cheltenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Panasonic, Regents Arcade, Cheltenham	0.3%	5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Magnet Retail Park, Gloucester	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
PC World, Tewkesbury Road, Cheltenham	1.1%	16	1.8%	5	3.0%	1	2.0%	2	0.0%	0	0.5%	2	2.0%	1	0.0%	0	1.6%	3	0.8%	2	0.0%	0
Richer Sounds, Cheltenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Dyas, High Street, Cheltenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tellyvid, Bath Road, Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Worcester Road, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Co-Op, Bourton-on-the-Water	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Kings Cross, Dudbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Currys, Bamborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Currys, Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Currys, Eastern Avenue, Gloucester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Cricklade Road, Cirencester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, Quedgeley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Shirley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, St Oswald's, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Teel Centre Retail Park, Gloucester	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WH Smith, Cheltenham	0.1%	1	0.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilkinsons, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wireless Supplies, Chipping Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Woolworths, High Street, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	5.0%	75	10.6%	33	7.0%	3	3.0%	2	15.1%	4	3.5%	15	3.0%	1	6.0%	6	0.0%	0	3.2%	7	3.9%	4
Ledbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Cheltenham	0.3%	5	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh	0.4%	6	0.0%	0	0.0%	0	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newent	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0

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Stonehouse	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Leamington Spa	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Abroad	0.6%	9	0.4%	1	0.0%	0	0.0%	0	1.5%	6	0.0%	0
Varies	0.4%	6	0.7%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0
(Don't know)	3.0%	45	3.1%	10	2.0%	1	4.0%	3	5.4%	2	2.5%	10
(Don't do this kind of shopping)	6.8%	102	9.5%	30	11.0%	4	7.0%	6	7.5%	2	7.0%	29
Weighted base:	1500	312	39	81	28	418	47	99	179	206	92	
Sample:	1500	454	100	100	93	200	100	100	125	125	103	

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<b>Q14 Where do you usually shop for other non-food items like books, jewellery, CDs, DVDs, toys, gifts and recreational goods ?</b>																						
Bath Road, Cheltenham	0.3%	4	0.9%	3	0.0%	0	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coronation Square, Cheltenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shurdington Road, Cheltenham	0.3%	4	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other centres in Cheltenham	1.0%	14	1.3%	4	3.0%	1	4.0%	3	1.1%	0	0.5%	2	1.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Sainsburys, Tewkesbury Road, Cheltenham	0.2%	3	0.4%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Shurdington Road/Caernarvon Road, Cheltenham	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Suffolk Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road / Charlton Kings / "Sixways"	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Colletts Drive, Cheltenham	0.8%	12	2.0%	6	1.0%	0	1.0%	1	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	1.0%	1
(Don't do this kind of shopping)	7.1%	106	7.3%	23	8.0%	3	11.0%	9	8.6%	2	6.5%	27	12.0%	6	6.0%	6	4.0%	7	5.6%	12	12.6%	12
Bath	0.1%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Bruton Way, Gloucester	0.2%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve	0.5%	7	0.4%	1	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0
Blockbuster, Winchcombe Street, Cheltenham	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.6%	10	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	8	0.0%	0
Dixons, High Street, Cheltenham	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, High Street, Cheltenham	0.1%	1	0.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	29.7%	445	66.5%	208	60.0%	24	42.0%	34	59.1%	17	15.0%	63	10.0%	5	29.0%	29	18.4%	33	12.0%	25	10.7%	10
Ottakars, Cheltenham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester	4.0%	59	1.1%	3	0.0%	0	3.0%	2	6.5%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	3	50.5%	46
Tesco, Bishop's Cleeve	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cirencester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dursley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Gloucester	0.1%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Evesham	4.5%	67	0.0%	0	1.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	63	0.0%	0	0.0%	0
Tesco, Tewkesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Gloucester	21.2%	318	1.5%	5	0.0%	0	0.0%	0	0.0%	0	57.5%	240	51.0%	24	5.0%	5	0.0%	0	20.0%	41	2.9%	3
Virgin Records, High Street, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Malvern	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0

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Waitrose, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterstones, Promenade, Cheltenham	0.1%	1	0.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
Nailsworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
WH Smith, High Street, Cheltenham	0.2%	3	0.4%	1	0.0%	0	2.0%	2	0.0%	0	0.0%
Oxford	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Woolworths, Watermans Promenade, Cheltenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Pershore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Abroad	0.1%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.8%
Ross on Wye	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ledbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Stow on the Wold	0.2%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Newent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Stratford upon Avon	1.2%	18	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%
Stroud	4.7%	71	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Banbury	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Swindon	0.5%	7	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%
Tewkesbury	1.6%	24	0.0%	0	1.0%	0	0.0%	0	0.0%	0	4.0%
Worcester	2.6%	39	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Internet / mail order / catalogue	10.2%	153	10.4%	32	11.0%	4	12.0%	10	11.8%	3	9.5%
Other	1.1%	17	0.9%	3	0.0%	0	5.0%	4	0.0%	0	0.5%
(Don't know)	2.2%	32	1.8%	5	1.0%	0	3.0%	2	2.2%	1	3.5%
Waitrose, Honeybourne Way (Varies)	0.1%	1	0.0%	0	1.0%	0	0.0%	0	2.2%	1	0.0%
	2.8%	42	1.1%	3	0.0%	0	1.0%	1	1.1%	0	4.5%
Weighted base:	1500		312		39		81		28		418
Sample:	1500		454		100		100		93		200

### Q15 Which of the following smaller shopping centres in Cheltenham is nearest to you ?

Core zone only

Coronation Square	17.8%	56	17.8%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bath Road and "The Suffolks"	32.2%	100	32.2%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
"Uphatherley" at Caernarvon Road / Shurdington Road	9.3%	29	9.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
"Sixways" at London Road in Charlton Kings	13.0%	41	13.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	27.8%	87	27.8%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	312		312		0		0		0		0		0		0		0		0		0
Sample:	454		454		0		0		0		0		0		0		0		0		0

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)	
<b>Q16 How often do you use this (CENTRE MENTIONED AT Q15) for each of the following activities... ?</b>												
<i>Those specifying a smaller local centre at Q15</i>												
<b>Food shopping</b>												
Every day	4.0%	9	4.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	16.5%	37	16.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	15.2%	34	15.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	7.6%	17	7.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less	22.9%	52	22.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	33.8%	76	33.8%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		225		225		0		0		0		0
Sample:		328		328		0		0		0		0
<b>Non-food shopping</b>												
Every day	3.0%	7	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	7.3%	16	7.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	12.8%	29	12.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	8.2%	19	8.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less	22.0%	49	22.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	46.6%	105	46.6%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		225		225		0		0		0		0
Sample:		328		328		0		0		0		0
<b>Services (post office, bank, building society, for instance)</b>												
Every day	2.4%	5	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	4.6%	10	4.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	15.9%	36	15.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	4.6%	10	4.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less	15.2%	34	15.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	57.3%	129	57.3%	129	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		225		225		0		0		0		0
Sample:		328		328		0		0		0		0

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)		Zone 2 (Middle Zone)		Zone 3 (Middle Zone)		Zone 4 (Middle Zone)		Zone 5 (Middle Zone)		Zone 6 (Middle Zone)		Zone 7 (Outer Zone A)		Zone 8 (Outer Zone A)		Zone 9 (Outer Zone B)		Zone 10 (Outer Zone B)		
<b>Leisure activities</b>																						
Every day	1.8%	4	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	2.4%	5	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	4.9%	11	4.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	1.5%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less	10.4%	23	10.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	79.0%	178	79.0%	178	0.0%	0	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:		225		225		0		0		0		0		0		0		0		0		0
Sample:		328		328		0		0		0		0		0		0		0		0		0

Mean score: ["Very Good"]=2, "Good"]=1, "Average"]=0, "Poor"=-1, "Very Poor"=-2]

### Q17 Overall, how do you rate the following aspects of the (CENTRE MENTIONED AT Q15)... ?

*Those specifying a smaller local centre at Q15*

#### Range and choice of non-food shops

Very good	12.8%	29	12.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	18.9%	43	18.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	24.1%	54	24.1%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	19.8%	45	19.8%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	7.6%	17	7.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	16.8%	38	16.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.44		0.44		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:		225		225		0		0		0		0		0		0		0		0		0
Sample:		328		328		0		0		0		0		0		0		0		0		0

#### Choice and quality of supermarkets

Very good	10.4%	23	10.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	28.0%	63	28.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	20.4%	46	20.4%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	17.7%	40	17.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	6.4%	14	6.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	17.1%	38	17.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.51		0.51		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:		225		225		0		0		0		0		0		0		0		0		0
Sample:		328		328		0		0		0		0		0		0		0		0		0

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)	
<b>Choice and quality of service facilities (eg. Banks, building societies, and travel agents)</b>												
Very good	7.3%	16	7.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	22.9%	52	22.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	14.6%	33	14.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	17.1%	38	17.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	13.7%	31	13.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	24.4%	55	24.4%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.32	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		225	225	0	0	0	0	0	0	0	0	0
Sample:		328	328	0	0	0	0	0	0	0	0	0
<b>Range and choice of leisure / entertainment facilities</b>												
Very good	3.7%	8	3.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	12.2%	27	12.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	10.1%	23	10.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	22.9%	52	22.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	20.7%	47	20.7%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	30.5%	69	30.5%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		-0.02	-0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		225	225	0	0	0	0	0	0	0	0	0
Sample:		328	328	0	0	0	0	0	0	0	0	0
<b>Accessibility by public transport</b>												
Very good	10.1%	23	10.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	32.3%	73	32.3%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	9.8%	22	9.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	8.2%	19	8.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	5.2%	12	5.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	34.5%	78	34.5%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.72	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		225	225	0	0	0	0	0	0	0	0	0
Sample:		328	328	0	0	0	0	0	0	0	0	0

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)	
<b>Accessibility by car</b>												
Very good	14.6%	33	14.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	52.4%	118	52.4%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	10.4%	23	10.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	3.4%	8	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	2.1%	5	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	17.1%	38	17.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.96		0.96		0.00		0.00		0.00		0.00
Weighted base:		225		225		0		0		0		0
Sample:		328		328		0		0		0		0
<b>Adequacy of parking arrangements</b>												
Very good	12.5%	28	12.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	43.9%	99	43.9%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	12.8%	29	12.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	9.1%	21	9.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	4.9%	11	4.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	16.8%	38	16.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.77		0.77		0.00		0.00		0.00		0.00
Weighted base:		225		225		0		0		0		0
Sample:		328		328		0		0		0		0
<b>Quality of the environment</b>												
Very good	11.6%	26	11.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	39.3%	89	39.3%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	23.2%	52	23.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	9.8%	22	9.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	4.0%	9	4.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	12.2%	27	12.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.67		0.67		0.00		0.00		0.00		0.00
Weighted base:		225		225		0		0		0		0
Sample:		328		328		0		0		0		0

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)	
<b>Ease of pedestrian movement around the centre</b>												
Very good	10.4%	23	10.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	51.5%	116	51.5%	116	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	17.4%	39	17.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	6.1%	14	6.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.5%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	13.1%	30	13.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.81	0.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		225	225	0	0	0	0	0	0	0	0	0
Sample:		328	328	0	0	0	0	0	0	0	0	0

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)	
<b>The level of personal security and safety</b>												
Very good	8.8%	20	8.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	42.7%	96	42.7%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	21.0%	47	21.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	9.5%	21	9.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	2.4%	5	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	15.5%	35	15.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.69	0.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weighted base:		225	225	0	0	0	0	0	0	0	0	0
Sample:		328	328	0	0	0	0	0	0	0	0	0

**Q18 If we can turn to food shopping, how often do you do your main food shop ?**

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
Everyday	2.8%	43	2.2%	7	9.0%	4	5.0%	4	2.2%	1	2.5%	10	2.0%	1	1.0%	1	3.2%	6	1.6%	3	6.8%	6
2 or 3 times a week	13.8%	207	15.4%	48	18.0%	7	12.0%	10	16.1%	5	9.5%	40	7.0%	3	14.0%	14	13.6%	24	21.6%	44	13.6%	12
Once a week	66.2%	993	64.3%	201	64.0%	25	60.0%	48	60.2%	17	72.0%	301	64.0%	30	65.0%	64	65.6%	117	62.4%	128	67.0%	62
Once a fortnight	9.6%	144	10.8%	34	3.0%	1	12.0%	10	16.1%	5	8.0%	33	17.0%	8	11.0%	11	15.2%	27	4.8%	10	5.8%	5
Once a month	5.5%	82	5.1%	16	4.0%	2	11.0%	9	5.4%	2	5.0%	21	8.0%	4	8.0%	8	1.6%	3	7.2%	15	4.9%	4
Less frequently	0.4%	5	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.7%	25	1.8%	5	2.0%	1	0.0%	0	0.0%	0	2.5%	10	0.0%	0	0.0%	0	0.8%	1	2.4%	5	1.9%	2
Weighted base:		1500	312	39	81	28	418	47	99	179	206	92										
Sample:		1500	454	100	100	93	200	100	100	125	125	103										

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
<b>Q19 Where did you last do your household's main food shopping ?</b>																						
Gloucester	21.0%	315	1.5%	5	0.0%	0	3.0%	2	1.1%	0	65.5%	274	20.0%	9	5.0%	5	0.0%	0	6.4%	13	6.8%	6
Evesham	8.0%	120	0.0%	0	1.0%	0	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.2%	113	0.0%	0	0.0%	0
Stroud	7.9%	118	0.0%	0	0.0%	0	1.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.8%	117	0.0%	0
Sainsburys, Tewkesbury Road, Cheltenham	6.4%	96	14.8%	46	21.0%	8	7.0%	6	6.5%	2	4.5%	19	5.0%	2	11.0%	11	0.0%	0	0.0%	0	1.9%	2
Tesco, Colletts Drive, Cheltenham	5.4%	81	22.0%	69	3.0%	1	2.0%	2	18.3%	5	0.5%	2	1.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shurdington Road, Cheltenham	5.0%	75	15.2%	47	0.0%	0	1.0%	1	30.1%	8	3.5%	15	0.0%	0	2.0%	2	0.0%	0	0.8%	2	0.0%	0
Cirencester	4.2%	63	0.2%	1	1.0%	0	3.0%	2	3.2%	1	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	3	58.3%	54
Tesco, Church Road, Bishops Cleeve	4.0%	59	4.8%	15	60.0%	24	10.0%	8	0.0%	0	1.0%	4	0.0%	0	7.0%	7	0.8%	1	0.0%	0	0.0%	0
Tesco Metro, High Street, Cheltenham	3.2%	48	12.3%	38	2.0%	1	1.0%	1	2.2%	1	0.5%	2	0.0%	0	3.0%	3	0.8%	1	0.0%	0	1.0%	1
Waitrose, Honeybourne Way, Cheltenham	2.9%	43	9.0%	28	3.0%	1	2.0%	2	12.9%	4	0.5%	2	1.0%	0	2.0%	2	1.6%	3	0.0%	0	1.0%	1
Tewkesbury	2.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	4	28.0%	28	0.0%	0	0.8%	2	0.0%	0
Internet / mail order	1.4%	22	1.8%	5	0.0%	0	3.0%	2	2.2%	1	1.0%	4	1.0%	0	2.0%	2	0.8%	1	1.6%	3	1.9%	2
Tesco, Evesham	1.4%	21	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	20	0.0%	0	0.0%	0
Tesco, St. Oswald's Road, Gloucester	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	15	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bruton Way, Gloucester	1.3%	20	0.2%	1	0.0%	0	0.0%	0	1.1%	0	3.5%	15	6.0%	3	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Worcester	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	12.0%	12	3.2%	6	0.0%	0	0.0%	0
Stow on the Wold	1.2%	19	0.0%	0	0.0%	0	21.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Tesco, Stratford Road, Stroud	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	18	0.0%	0
Tesco, Old Cattle Market, Gloucester	1.1%	17	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	15	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Gloucester	0.9%	13	0.0%	0	0.0%	0	0.0%	0	1.1%	0	3.0%	13	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nailsworth	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	13	0.0%	0
Marks & Spencer, High Street, Cheltenham	0.8%	12	2.4%	8	1.0%	0	0.0%	0	3.2%	1	0.5%	2	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Abbeydale, Gloucester	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	8	0.0%	0	0.0%	0	0.8%	1	0.8%	2	0.0%	0
Cheltenham	0.6%	10	2.0%	6	0.0%	0	1.0%	1	1.1%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0
Tesco, Stow on the Wold	0.6%	10	0.0%	0	0.0%	0	10.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Tesco, Swindon Road, Cirencester	0.6%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	9
Tesco, Old Cricklade Road, Cirencester	0.6%	9	0.2%	1	0.0%	0	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	6
Tesco, Tewkesbury	0.6%	8	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco, Bristol Road, Quedgeley	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Windy Ridge Road,	0.5%	7	1.1%	3	0.0%	0	2.0%	2	1.1%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
Wymans Ind Estate, Cheltenham																						
Other	0.5%	7	0.2%	1	0.0%	0	2.0%	2	0.0%	0	0.5%	2	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0
Morrisons, Evesham	0.4%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0
Morrisons, Ashchurch Road, Tewkesbury	0.4%	6	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.8%	1	0.0%	0	0.0%	0
Tesco, Worcester	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.8%	1	0.0%	0	0.0%	0
Waitrose, Stroud	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Somerfield, Coronation Square, Cheltenham	0.3%	5	1.5%	5	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Stroud	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.0%	0
Swindon	0.3%	5	0.0%	0	0.0%	0	1.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4
Pershore	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Tesco, Ledbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Barnwood, Gloucester	0.3%	4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Cirencester	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4
Newent	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Market Square, Newent	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Strand, Cheltenham	0.2%	4	1.1%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tewkesbury Road, Cheltenham	0.2%	4	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Edith Walk, Malvern	0.2%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Stonehouse	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Caines Cross	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Co-Op, Stonehouse	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Tesco, Oldbury Road, Tewkesbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, Charlton Kings, Cheltenham	0.2%	3	0.9%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Malvern	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Evesham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Somerfield, Bath Road, Cheltenham	0.2%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bath Road, Cheltenham	0.2%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Kings Meadow, Cirencester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Budgens, Moreton-In-Marsh	0.2%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	0.2%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bishop's Cleeve	0.2%	2	0.7%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Stratford	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, Seymour Road, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Lidl, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Tobysfield Road, Bishops Cleeve	0.1%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Broadway, Cheltenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco, Bristol Road, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Aldi, Quedgeley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Dursley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Bristol	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Lidl, Cirencester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Moreton-In-Marsh	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Bourton-on-the-Water	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Station Road, Bourton-on-the-Water	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Redditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Co-Op, Pershore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Co-Op, Broadway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Ledbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Coronation Square, Cheltenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alldays, London Road, Charlton Kings, Cheltenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Newent	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fossway, Stow on the Wold	0.1%	1	0.0%	0	0.0%	0	1.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fourpools, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
David Dudley's, High Street, Tewkesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Great Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ross on Wye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Newent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, New Street, Ledbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cirencester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, Buckingham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Moreton-In-Marsh	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ross-On-Wye (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.8%	12	0.9%	3	0.0%	0	0.0%	0	2.2%	1	0.5%	2	0.0%	0	0.0%	0	2.4%	4	0.8%	2	1.0%	1

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)	
(Varies)	0.2%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1500	312	39	81	28	418	47	99	179	206	92	
Sample:	1500	454	100	100	93	200	100	100	125	125	103	

**Q20 How did you travel to this store to do your main food shopping ?***Those specifying a main food shopping destination at Q19*

Car/van (as driver)	68.9%	1024	65.1%	201	70.0%	28	62.0%	50	72.5%	20	69.3%	288	69.0%	32	72.0%	71	69.7%	122	73.4%	150	68.6%	62
Car/van (as passenger)	14.7%	218	15.6%	48	10.0%	4	19.0%	15	14.3%	4	13.1%	54	16.0%	8	19.0%	19	16.4%	29	14.5%	30	8.8%	8
Walk	9.1%	135	10.9%	34	14.0%	6	9.0%	7	3.3%	1	8.5%	35	9.0%	4	4.0%	4	10.7%	19	4.8%	10	16.7%	15
Bus	3.8%	57	3.6%	11	3.0%	1	2.0%	2	6.6%	2	5.5%	23	3.0%	1	2.0%	2	1.6%	3	5.6%	12	1.0%	1
Taxi	0.6%	9	0.7%	2	2.0%	1	1.0%	1	0.0%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cycle	0.5%	8	1.6%	5	1.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goods delivered	1.4%	21	1.3%	4	0.0%	0	3.0%	2	3.3%	1	1.5%	6	1.0%	0	1.0%	1	0.8%	1	0.8%	2	2.9%	3
Mobility scooter	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.8%	12	1.1%	3	0.0%	0	2.0%	2	0.0%	0	0.5%	2	2.0%	1	1.0%	1	0.8%	1	0.8%	2	0.0%	0
Weighted base:	1488	309	39	81	28	416	47	99	175	204	91											
Sample:	1488	450	100	100	91	199	100	100	122	124	102											

**Q21 Is (STORE MENTIONED AT Q19) your usual main food store ?***Those specifying a main food shopping destination at Q19*

Yes	86.7%	1290	82.7%	256	83.0%	33	92.0%	74	87.9%	24	87.4%	363	89.0%	42	78.0%	77	86.9%	152	91.1%	186	91.2%	83
No	13.3%	198	17.3%	54	17.0%	7	8.0%	6	12.1%	3	12.6%	52	11.0%	5	22.0%	22	13.1%	23	8.9%	18	8.8%	8
Weighted base:	1488	309	39	81	28	416	47	99	175	204	91											
Sample:	1488	450	100	100	91	199	100	100	122	124	102											

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
<b>Q22 Where do you do most of your top-up shopping (i.e. between main food shopping trips) ?</b>																						
Gloucester	17.7%	266	0.2%	1	0.0%	0	0.0%	0	0.0%	0	59.5%	248	20.0%	9	2.0%	2	0.0%	0	0.8%	2	3.9%	4
Stroud	7.6%	114	0.0%	0	0.0%	0	1.0%	1	1.1%	0	1.0%	4	0.0%	0	0.0%	0	0.0%	0	52.8%	109	0.0%	0
Evesham	5.4%	81	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	44.0%	79	0.0%	0	0.0%	0
Cirencester	3.6%	53	0.2%	1	0.0%	0	1.0%	1	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	52.4%	48
Tewkesbury	3.1%	47	0.2%	1	1.0%	0	0.0%	0	0.0%	0	1.0%	4	10.0%	5	36.0%	36	0.8%	1	0.0%	0	0.0%	0
Cheltenham	2.7%	41	9.7%	30	2.0%	1	1.0%	1	8.6%	2	0.0%	0	0.0%	0	3.0%	3	0.8%	1	0.8%	2	1.0%	1
Tesco, Church Road, Bishops Cleeve	2.3%	35	1.1%	3	52.0%	21	2.0%	2	0.0%	0	1.0%	4	0.0%	0	4.0%	4	0.8%	1	0.0%	0	0.0%	0
Morrisons, Shurdington Road, Cheltenham	2.1%	31	7.0%	22	0.0%	0	1.0%	1	7.5%	2	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Honeybourne Way, Cheltenham	2.1%	31	6.6%	21	4.0%	2	2.0%	2	2.2%	1	0.5%	2	2.0%	1	1.0%	1	0.8%	1	0.0%	0	1.0%	1
Tesco Metro, High Street, Cheltenham	1.9%	29	7.9%	25	3.0%	1	0.0%	0	1.1%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other	1.8%	27	1.5%	5	1.0%	0	2.0%	2	2.2%	1	0.5%	2	2.0%	1	1.0%	1	4.8%	9	3.2%	7	1.0%	1
Pershore	1.8%	27	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	13.6%	24	0.0%	0	0.0%	0
Co-Op, Windy Ridge Road, Wymans Ind Estate, Cheltenham	1.6%	24	2.9%	9	0.0%	0	3.0%	2	6.5%	2	2.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Tewkesbury Road, Cheltenham	1.5%	23	4.0%	12	2.0%	1	2.0%	2	2.2%	1	1.0%	4	2.0%	1	0.0%	0	0.0%	0	0.8%	2	1.0%	1
Tesco, Colletts Drive, Cheltenham	1.5%	23	7.0%	22	1.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bath Road, Cheltenham	1.3%	19	4.2%	13	0.0%	0	0.0%	0	6.5%	2	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Cheltenham	1.0%	15	3.5%	11	1.0%	0	0.0%	0	6.5%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Bath Road, Cheltenham	1.0%	15	3.7%	12	0.0%	0	0.0%	0	4.3%	1	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Stonehouse Stonehouse	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	13	0.0%	0
Stow on the Wold	0.8%	12	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	12	0.0%	0
Nailsworth	0.8%	12	0.0%	0	0.0%	0	9.0%	7	0.0%	0	0.0%	0	1.0%	0	1.0%	1	0.0%	0	1.6%	3	0.0%	0
Tesco, St. Oswald's Drive, Gloucester	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	8	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.6%	9	0.4%	1	0.0%	0	2.0%	2	0.0%	0	0.5%	2	0.0%	0	3.0%	3	0.8%	1	0.0%	0	0.0%	0
Co-Op, Broadway	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0
Somerfield, Coronation Square, Cheltenham	0.6%	9	2.9%	9	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newent	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton-on-Severn	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0
Morrisons, Abbeydale, Gloucester	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, St. Johns Avenue, Churchdown	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
Co-Op, Station Road, Bourton-on-the-Water	0.5%	8	0.0%	0	0.0%	0	10.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchcombe	0.5%	7	0.0%	0	0.0%	0	8.0%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Moreton-In-Marsh	0.5%	7	0.0%	0	0.0%	0	9.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, North Gate Street, Gloucester	0.4%	7	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Stratford Road, Stroud	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	7	0.0%	0
Chipping Camden	0.4%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0
Tesco, Old Cricklade Road, Cirencester	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	6
Somerfield, Charlton Kings, Cheltenham	0.4%	6	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Tobysfield Road, Bishops Cleeve	0.4%	6	0.0%	0	10.0%	4	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, North Way Lane, Tewkesbury	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Tesco, Tewkesbury	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Prestbury	0.3%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Upper Hatherly, Cheltenham	0.3%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Cirencester	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4
Asda, Bruton Way, Gloucester	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Cleeve	0.3%	5	0.2%	1	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Pershore	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Morrisons, Evesham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Budgens, Newent	0.2%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caines Cross	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
King Stanley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Co-Op, Winchcombe	0.2%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Moreton-In-Marsh	0.2%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / mail order	0.2%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Morrisons, Church Street, Tewkesbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Bidford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Badsey	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Bath	0.2%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cheltenham	0.2%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cheltenham	0.2%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tewkesbery Road, Cheltenham	0.2%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton Kings	0.2%	3	0.4%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Coronation Square, Cheltenham	0.2%	2	0.7%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bishop's Cleeve	0.2%	2	0.2%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kwik Save, Tewkesbury	0.1%	2	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)
Road / Kingsditch Lane, Cheltenham											
Co-Op, Kingsholm Road, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op, Tredworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op, Seymour Road, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Adsa, Metz Way, Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Smith and Man, Charlton Kings, Cheltenham	0.1%	2	0.4%	1	0.0%	0	0.0%	0	2.2%	1	0.0%
Tesco, St Peters, Worcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Great Malvern	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Malvern	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northleach	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%
Ledbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Marks & Spencer, Kingsditch Retail Park, Cheltenham	0.1%	2	0.4%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op, Solisbury Avenue, Warden Hill	0.1%	2	0.4%	1	0.0%	0	0.0%	0	1.1%	0	0.0%
Bristol	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op, Moreton-In-Marsh	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Co-Op, Stow on the Wold	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Tesco, Moreton-in-Marsh	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Somerfield, Bourton-on-the-Water	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Tesco, Stow on the Wold	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Sainsburys, Barnwood	0.1%	1	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Costcutter, Mickleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kwik Save, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op, Riverside Centre, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford upon Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys, Leamington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Cheltenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Caernarvon Court, Cheltenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Linworth	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op, Sixways, Cheltenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Hewlett Road, Cheltenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Benhall	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Gloucester Road,	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%

## Cheltenham Shopping Survey for DPDS Consulting

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February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)
Bishopton											
Costcutter, Columbine Road, Tewkesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Bredon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ross on Wye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, Market Square, Newent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Newent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, New Street, Ledbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dymock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Cirencester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Kings Meadow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Toddington	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Oxford	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Spar, Spring Bank	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Dursley	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Warden Road	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Prima, Cirencester Road, Cheltenham	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Ledbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Newent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op, Hampton	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%
(Don't do top-up shopping)	11.8%	178	13.7%	43	5.0%	2	19.0%	15	18.3%	5	9.5%
(Don't know / varies)	4.9%	73	6.6%	21	1.0%	0	3.0%	2	9.7%	3	7.0%
Weighted base:	1500		312		39		81		28		418
Sample:	1500		454		100		100		93		200

**Q23 Have you used any of the following markets in the last 2 months ?**

The Promenade Farmers Market	13.2%	199	24.2%	76	22.0%	9	14.0%	11	23.7%	7	13.0%	54	7.0%	3	6.0%	6	4.0%	7	6.4%	13	13.6%	12
The Henrietta Street / Lower High Street Market	3.9%	59	10.4%	32	4.0%	2	1.0%	1	15.1%	4	2.0%	8	1.0%	0	2.0%	2	0.0%	0	0.8%	2	7.8%	7
The Coronation Square Market	3.7%	56	9.7%	30	1.0%	0	1.0%	1	6.5%	2	3.5%	15	3.0%	1	3.0%	3	0.0%	0	0.8%	2	1.9%	2
(None of these)	82.8%	1242	63.9%	199	76.0%	30	85.0%	69	63.4%	18	85.5%	357	89.0%	42	89.0%	88	96.0%	172	93.6%	192	82.5%	76
Weighted base:	1500		312		39		81		28		418		47		99		179		206		92	
Sample:	1500		454		100		100		93		200		100		100		125		125		103	

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)											
<b>SEX Sex of respondent</b>																						
Male	30.3%	454	33.0%	103	30.0%	12	24.0%	19	25.8%	7	28.0%	117	18.0%	8	26.0%	26	32.8%	59	35.2%	72	33.0%	30
Female	69.7%	1046	67.0%	209	70.0%	28	76.0%	61	74.2%	21	72.0%	301	82.0%	38	74.0%	73	67.2%	120	64.8%	133	67.0%	62
Weighted base:		1500		312		39		81		28		418		47		99		179		206		92
Sample:		1500		454		100		100		93		200		100		100		125		125		103
<b>AGE How old are you ?</b>																						
18-24 years	3.0%	45	2.4%	8	1.0%	0	2.0%	2	1.1%	0	3.0%	13	1.0%	0	4.0%	4	6.4%	11	1.6%	3	3.9%	4
25-34 years	8.4%	126	7.5%	23	4.0%	2	6.0%	5	4.3%	1	9.0%	38	4.0%	2	6.0%	6	8.0%	14	12.0%	25	11.7%	11
35-44 years	17.9%	269	17.2%	54	17.0%	7	17.0%	14	11.8%	3	19.0%	79	14.0%	7	24.0%	24	19.2%	34	16.0%	33	15.5%	14
45-54 years	19.4%	290	16.7%	52	17.0%	7	17.0%	14	17.2%	5	20.5%	86	14.0%	7	16.0%	16	21.6%	39	24.8%	51	16.5%	15
55-64 years	23.8%	358	25.8%	80	22.0%	9	24.0%	19	16.1%	5	24.0%	100	25.0%	12	29.0%	29	23.2%	42	20.0%	41	23.3%	21
65+ years	25.8%	386	29.1%	91	38.0%	15	34.0%	27	44.1%	12	22.5%	94	41.0%	19	21.0%	21	20.0%	36	21.6%	44	29.1%	27
(Refused)	1.7%	26	1.3%	4	1.0%	0	0.0%	0	5.4%	2	2.0%	8	1.0%	0	0.0%	0	1.6%	3	4.0%	8	0.0%	0
Weighted base:		1500		312		39		81		28		418		47		99		179		206		92
Sample:		1500		454		100		100		93		200		100		100		125		125		103
<b>ADU How many adults, including yourself, are currently living in your household (16 and above) ?</b>																						
One	23.7%	356	25.8%	80	27.0%	11	24.0%	19	24.7%	7	22.5%	94	20.0%	9	16.0%	16	29.6%	53	18.4%	38	31.1%	29
Two	55.9%	838	56.8%	177	60.0%	24	58.0%	47	58.1%	16	54.0%	226	62.0%	29	62.0%	61	46.4%	83	64.0%	132	47.6%	44
Three	12.5%	187	12.6%	39	7.0%	3	15.0%	12	12.9%	4	14.0%	58	13.0%	6	17.0%	17	10.4%	19	8.8%	18	12.6%	12
Four	5.5%	83	2.9%	9	6.0%	2	2.0%	2	3.2%	1	6.0%	25	3.0%	1	4.0%	4	10.4%	19	6.4%	13	7.8%	7
Five or more	1.6%	24	1.3%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	8	1.0%	0	1.0%	1	3.2%	6	1.6%	3	1.0%	1
(Refused)	0.8%	12	0.7%	2	0.0%	0	1.0%	1	1.1%	0	1.5%	6	1.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Weighted base:		1500		312		39		81		28		418		47		99		179		206		92
Sample:		1500		454		100		100		93		200		100		100		125		125		103
<b>CHI How many children live in your household, aged 15 years and under ?</b>																						
None	73.3%	1100	78.4%	245	82.0%	32	73.0%	59	81.7%	23	69.0%	288	79.0%	37	77.0%	76	71.2%	127	68.0%	140	78.6%	72
One	10.6%	159	8.6%	27	5.0%	2	10.0%	8	5.4%	2	10.0%	42	5.0%	2	9.0%	9	18.4%	33	12.8%	26	8.7%	8
Two	12.0%	180	9.5%	30	11.0%	4	10.0%	8	6.5%	2	18.0%	75	12.0%	6	10.0%	10	7.2%	13	12.0%	25	8.7%	8
Three	2.7%	40	2.4%	8	1.0%	0	6.0%	5	4.3%	1	1.0%	4	1.0%	0	4.0%	4	3.2%	6	4.8%	10	1.9%	2
Four	0.5%	8	0.4%	1	1.0%	0	0.0%	0	0.0%	0	0.5%	2	2.0%	1	0.0%	0	0.0%	0	0.8%	2	1.9%	2
Five	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	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	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.8%	12	0.7%	2	0.0%	0	1.0%	1	1.1%	0	1.5%	6	1.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Weighted base:		1500		312		39		81		28		418		47		99		179		206		92
Sample:		1500		454		100		100		93		200		100		100		125		125		103

## Cheltenham Shopping Survey for DPDS Consulting

Weighted:

February 2006

	Total	Zone 1 (Core Zone)	Zone 2 (Middle Zone)	Zone 3 (Middle Zone)	Zone 4 (Middle Zone)	Zone 5 (Middle Zone)	Zone 6 (Middle Zone)	Zone 7 (Outer Zone A)	Zone 8 (Outer Zone A)	Zone 9 (Outer Zone B)	Zone 10 (Outer Zone B)
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**CAR How many cars does your household own or have the use of ?**

None	10.1%	152	13.0%	41	10.0%	4	15.0%	12	11.8%	3	11.0%	46	9.0%	4	3.0%	3	9.6%	17	4.8%	10	12.6%	12
One	42.4%	635	45.2%	141	45.0%	18	43.0%	35	38.7%	11	42.0%	175	37.0%	17	40.0%	40	36.8%	66	45.6%	94	42.7%	39
Two	35.1%	527	34.1%	107	37.0%	15	33.0%	27	35.5%	10	31.5%	132	41.0%	19	49.0%	48	33.6%	60	38.4%	79	34.0%	31
Three or more	11.5%	173	6.6%	21	7.0%	3	9.0%	7	12.9%	4	14.0%	58	12.0%	6	8.0%	8	20.0%	36	10.4%	21	10.7%	10
(Refused)	0.8%	13	1.1%	3	1.0%	0	0.0%	0	1.1%	0	1.5%	6	1.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Weighted base:		1500		312		39		81		28		418		47		99		179		206		92
Sample:		1500		454		100		100		93		200		100		100		125		125		103

**SEG Socio Economic Grading:**

A	6.6%	100	7.0%	22	8.0%	3	9.0%	7	8.6%	2	5.5%	23	7.0%	3	9.0%	9	7.2%	13	5.6%	12	5.8%	5
B	18.3%	274	17.8%	56	19.0%	7	13.0%	10	21.5%	6	15.0%	63	19.0%	9	25.0%	25	24.0%	43	21.6%	44	11.7%	11
C1	28.9%	433	29.1%	91	30.0%	12	24.0%	19	28.0%	8	34.5%	144	25.0%	12	32.0%	32	24.8%	44	20.0%	41	33.0%	30
C2	28.4%	426	28.0%	87	26.0%	10	29.0%	23	25.8%	7	25.0%	104	27.0%	13	23.0%	23	26.4%	47	37.6%	77	36.9%	34
D	12.7%	191	12.6%	39	14.0%	6	22.0%	18	12.9%	4	12.5%	52	16.0%	8	9.0%	9	12.0%	21	12.0%	25	10.7%	10
E	1.8%	27	1.5%	5	0.0%	0	1.0%	1	1.1%	0	3.0%	13	2.0%	1	1.0%	1	1.6%	3	0.8%	2	1.9%	2
(Refused)	3.3%	50	4.0%	12	3.0%	1	2.0%	2	2.2%	1	4.5%	19	4.0%	2	1.0%	1	4.0%	7	2.4%	5	0.0%	0
Weighted base:		1500		312		39		81		28		418		47		99		179		206		92
Sample:		1500		454		100		100		93		200		100		100		125		125		103

**QUOTA Zone**

Zone 1 (Core Zone)	20.8%	312	100.0%	312	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2 (Middle Zone)	2.6%	39	0.0%	0	100.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 (Middle Zone)	5.4%	81	0.0%	0	0.0%	0	100.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 (Middle Zone)	1.9%	28	0.0%	0	0.0%	0	0.0%	0	100.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 (Middle Zone)	27.8%	418	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	418	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 (Middle Zone)	3.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 (Outer Zone A)	6.6%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	99	0.0%	0	0.0%	0	0.0%	0
Zone 8 (Outer Zone A)	11.9%	179	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	179	0.0%	0	0.0%	0
Zone 9 (Outer Zone B)	13.7%	206	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	206	0.0%	0
Zone 10 (Outer Zone B)	6.1%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	92
Weighted base:		1500		312		39		81		28		418		47		99		179		206		92
Sample:		1500		454		100		100		93		200		100		100		125		125		103



**Appendix C**

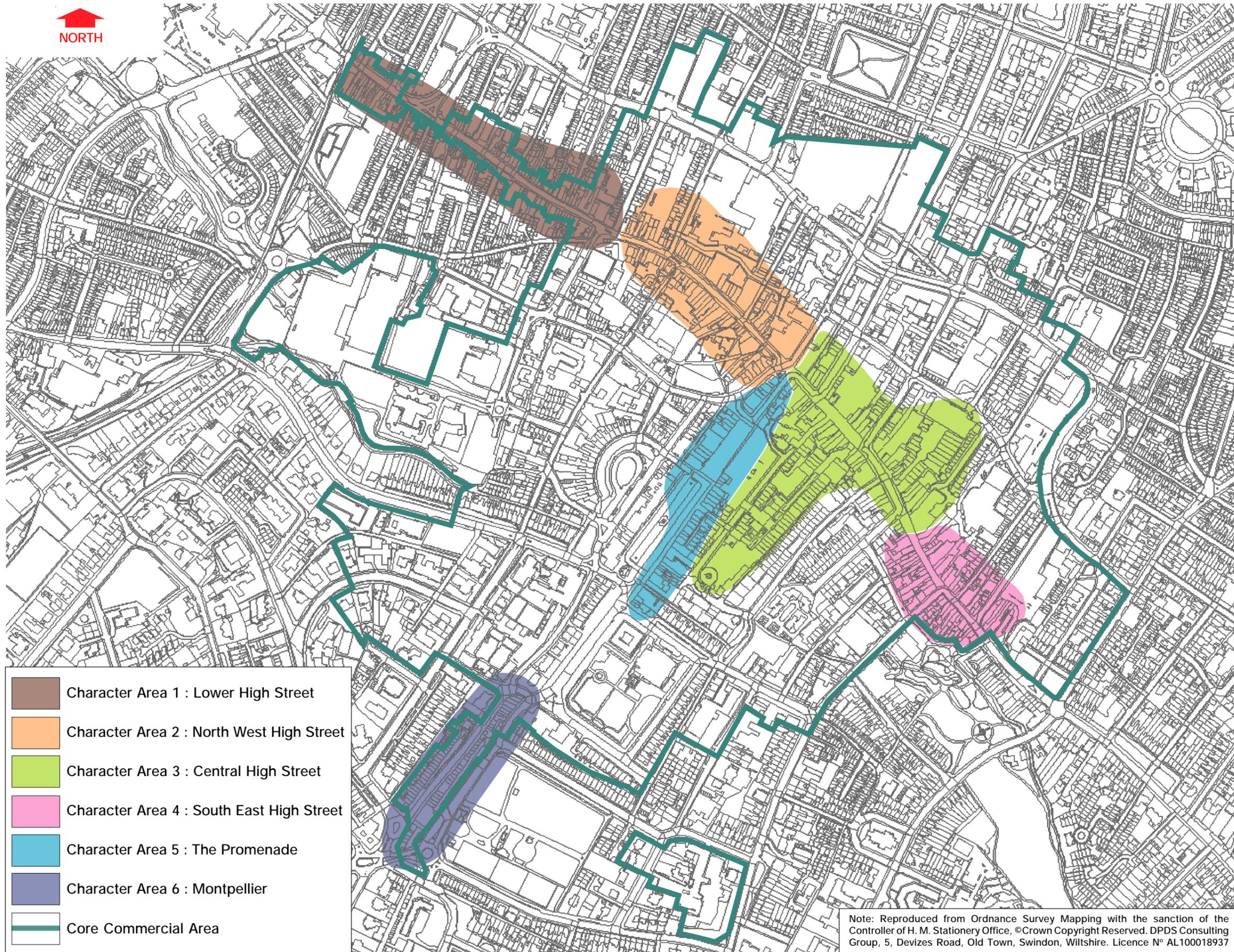
**Goald Plan**





**Appendix D**

**Character Areas in Town Centre**



- Character Area 1 : Lower High Street
- Character Area 2 : North West High Street
- Character Area 3 : Central High Street
- Character Area 4 : South East High Street
- Character Area 5 : The Promenade
- Character Area 6 : Montpellier
- Core Commercial Area

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Rev	Date	Description
A	09.06	Area 1 amended

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Client 

Project  
**Cheltenham Retail Study**

Drawing Title  
**Character Areas in the Town Centre**

Scale **Not to Scale**

Date **06.06.06** Drawn by **NAH**

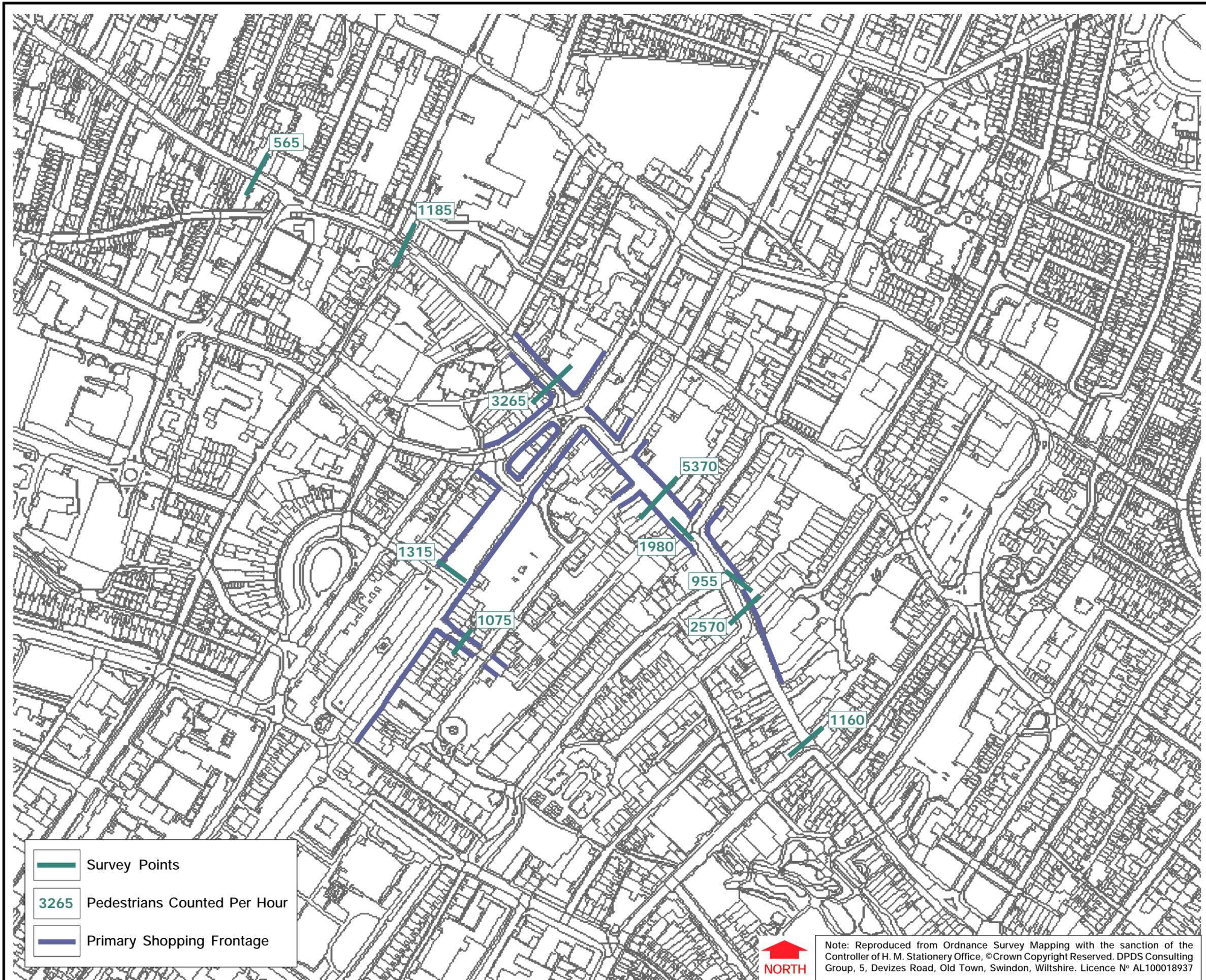
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## Appendix E

### Pedestrian Count Data



	Survey Points
	Pedestrians Counted Per Hour
	Primary Shopping Frontage



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Project  
**Cheltenham Retail Study**

Drawing Title  
**Pedestrian Count Data**

Scale **Not to Scale**

Date **06.06.06** Drawn by **NAH**

Issuing office **Bristol** Checked by **KH**

Drawing No. **C10062/06/03** Rev.

## Pedestrian Count Data

Survey date: Wednesday 8 February 2006  
Surveys undertaken between 11am-Midday and 2pm-3pm

Figures refer to pedestrians per hour

### High Street

Between: No.308 (Oriental Supermarket) and No.313 (Frog & Fiddle PH)	Morning 550	Afternoon 580	<b>Average</b> <b>565</b>
Between: No.266 (Consol Suncentre) and No.269 (Lloyds Chemist)	Morning 1010	Afternoon 1360	<b>Average</b> <b>1185</b>
Between: No.204 (Co-op Travel Agent) and No.209 (Former Littlewoods Store)	Morning 3190	Afternoon 3340	<b>Average</b> <b>3265</b>
Between: No.156 (Dixons) and No.169 (Klick Photo Processing)	Morning 3720	Afternoon 7020	<b>Average</b> <b>5370</b>
Between: No.117 (Millets) and No. 118 (NatWest)	Morning 2320	Afternoon 2820	<b>Average</b> <b>2570</b>
Between: No.65 (Quicksilver Amusements) and No.72 (Bella Italia)	Morning 960	Afternoon 1360	<b>Average</b> <b>1160</b>
Entering/Exiting Beechwood Shopping Centre to/from the High Street	Morning 890	Afternoon 1020	<b>Average</b> <b>955</b>
Entering/Exiting Regency Arcade to/from the High Street	Morning 1770	Afternoon 2190	<b>Average</b> <b>1980</b>

### Promenade

Between: No.43 (Royal Bank of Scotland) and No.56 (Elvi)	Morning 1520	Afternoon 1110	<b>Average</b> <b>1315</b>
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### Ormond Place

Between: Toni & Guy and Moss Bros	Morning 1110	Afternoon 1040	<b>Average</b> <b>1075</b>
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## Appendix F

## Quantitative Analysis

**TABLE 1: STUDY AREA POPULATION**

	<b>2006</b>	<b>2011</b>	<b>2016</b>
Zone 1	110593	111883	113075
Zone 2	14035	14220	14725
Zone 3	28588	28966	29207
Zone 4	9987	10217	10440
Zone 5	148662	154482	161227
Zone 6	16677	17155	17665
Zone 7	35154	36308	37595
Zone 8	63774	64100	64426
Zone 9	72925	74378	75435
Zone 10	32558	32989	33264
<b>Total</b>	<b>532952</b>	<b>544699</b>	<b>557058</b>

Notes:

Population figures based on 2005 estimates from Experian

Projected forward using District based forecasts from Gloucestershire and Worcestershire County Councils

**TABLE 2: PER CAPITA CONVENIENCE GOODS EXPENDITURE (£)**

	<b>2006</b>	<b>2011</b>	<b>2016</b>
Zone 1	1613	1662	1712
Zone 2	1561	1608	1657
Zone 3	1561	1608	1657
Zone 4	1561	1608	1657
Zone 5	1561	1608	1657
Zone 6	1561	1608	1657
Zone 7	1578	1626	1675
Zone 8	1578	1626	1675
Zone 9	1574	1622	1671
Zone 10	1574	1622	1671

Notes:

2003 based expenditure data from Experian

Growth rate: 0.6%p.a. (Source: Experian)

2003 prices

**TABLE 3: TOTAL CONVENIENCE GOODS EXPENDITURE (£m)**

	<b>2006</b>	<b>2011</b>	<b>2016</b>
Zone 1	178.4	185.9	193.6
Zone 2	21.9	22.9	24.4
Zone 3	44.6	46.6	48.4
Zone 4	15.6	16.4	17.3
Zone 5	232.0	248.4	267.1
Zone 6	26.0	27.6	29.3
Zone 7	55.5	59.0	63.0
Zone 8	100.6	104.2	107.9
Zone 9	114.8	120.6	126.1
Zone 10	51.2	53.5	55.6
<b>Total</b>	<b>840.7</b>	<b>885.2</b>	<b>932.7</b>

Notes:

2003 prices

**TABLE 4: MAIN FOOD SHOPPING**

	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Total	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m
Tesco Metro, High Street, Cheltenham	12.6%	15.7	2.0%	0.3	1.0%	0.3	2.2%	0.2	0.5%	0.8	0.0%	0.0	3.0%	1.2	0.8%	0.6	0.0%	0.0	1.0%	0.4	3.3%	19.5
Lidl, Cheltenham	0.2%	0.3	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.3
Iceland, The Strand, Cheltenham	1.1%	1.4	0.0%	0.0	0.0%	0.0	1.1%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.3%	1.5
Marks & Spencer, High Street, Cheltenham	2.5%	3.1	1.0%	0.2	0.0%	0.0	3.4%	0.4	0.5%	0.8	1.0%	0.2	1.0%	0.4	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.8%	5.0
Somerfield, Coronation Square, Cheltenham	1.6%	2.0	0.0%	0.0	0.0%	0.0	1.1%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.4%	2.1
Farmfoods, Coronation Square, Cheltenham	0.4%	0.6	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.6
Co-Op, Bath Road, Cheltenham	0.9%	1.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	1.1
Somerfield, Bath Road, Cheltenham	0.9%	1.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	1.1
Tesco, Colletts Drive, Cheltenham	22.4%	28.0	3.0%	0.5	2.0%	0.6	19.1%	2.1	0.5%	0.8	1.0%	0.2	2.0%	0.8	0.0%	0.0	0.0%	0.0	0.0%	0.0	5.6%	32.9
Morrisons, Shurdington Road, Cheltenham	15.5%	19.3	0.0%	0.0	1.0%	0.3	31.5%	3.4	3.5%	5.7	0.0%	0.0	2.0%	0.8	0.0%	0.0	0.8%	0.6	0.0%	0.0	5.1%	30.2
Sainsburys, Tewkesbury Road, Cheltenham	15.0%	18.8	21.0%	3.2	7.1%	2.2	6.7%	0.7	4.5%	7.4	5.0%	0.9	11.0%	4.3	0.0%	0.0	0.0%	0.0	2.0%	0.7	6.5%	38.2
Waitrose, Honeybourne Way, Cheltenham	9.2%	11.5	3.0%	0.5	2.0%	0.6	13.5%	1.5	0.5%	0.8	1.0%	0.2	2.0%	0.8	1.6%	1.2	0.0%	0.0	1.0%	0.4	2.9%	17.3
Co-Op, Windy Ridge Road, Cheltenham	1.1%	1.4	0.0%	0.0	2.0%	0.6	1.1%	0.1	0.5%	0.8	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.5%	3.0
Aldi, Tewkesbury Road, Cheltenham	0.7%	0.8	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.0%	0.2	1.0%	0.4	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	1.4
Alldays, Charlton Kings, Cheltenham	0.4%	0.6	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.6
Somerfield, Charlton Kings, Cheltenham	0.9%	1.1	0.0%	0.0	0.0%	0.0	1.1%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	1.2
Other Stores in Cheltenham	2.0%	2.5	0.0%	0.0	1.0%	0.3	1.1%	0.1	0.0%	0.0	0.0%	0.0	1.0%	0.4	0.8%	0.6	0.0%	0.0	0.0%	0.0	0.7%	3.9
Tesco, Church Road, Bishops Cleeve	4.9%	6.2	60.0%	9.2	10.1%	3.2	0.0%	0.0	1.0%	1.6	0.0%	0.0	7.0%	2.7	0.8%	0.6	0.0%	0.0	0.0%	0.0	4.0%	23.4
Somerfield, Tobysfield Road, Bishops Cleeve	0.0%	0.0	5.0%	0.8	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.8
Lidl, Bishop's Cleeve	0.7%	0.8	0.0%	0.0	0.0%	0.0	1.1%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	1.0
Gloucester	2.2%	2.8	0.0%	0.0	3.0%	0.9	3.4%	0.4	84.8%	137.8	46.0%	8.4	5.0%	1.9	0.8%	0.6	8.9%	7.1	6.9%	2.5	27.6%	162.4
Tewkesbury	1.8%	2.2	1.0%	0.2	1.0%	0.3	0.0%	0.0	0.5%	0.8	9.0%	1.6	36.0%	14.0	0.8%	0.6	0.8%	0.6	0.0%	0.0	3.5%	20.4
Bath	0.2%	0.3	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.3
Bristol	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.8%	0.6	0.0%	0.0	0.1%	0.6
Cirencester	0.4%	0.6	1.0%	0.2	4.0%	1.3	7.9%	0.9	0.5%	0.8	0.0%	0.0	0.0%	0.0	0.0%	0.0	2.4%	1.9	83.3%	29.9	6.0%	35.5
Dursley	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.8%	0.6	0.0%	0.0	0.1%	0.6
Hereford	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.8%	0.6	0.0%	0.0	0.0%	0.0	0.1%	0.6
Nailsworth	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	6.5%	5.2	0.0%	0.0	0.9%	5.2
Pershore	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	3.3%	2.3	0.0%	0.0	0.0%	0.0	0.4%	2.3
Ross on Wye	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	3.0%	0.5	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.5
Stratford upon Avon	0.0%	0.0	0.0%	0.0	3.0%	0.9	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.8%	0.6	0.0%	0.0	0.0%	0.0	0.3%	1.5
Swindon	0.0%	0.0	0.0%	0.0	1.0%	0.3	1.1%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	3.9%	1.4	0.3%	1.8
Worcester	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.5%	0.8	0.0%	0.0	16.0%	6.2	4.1%	2.9	0.0%	0.0	0.0%	0.0	1.7%	9.9
Newent	0.2%	0.3	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	19.0%	3.5	0.0%	0.0	0.0%	0.0	0.8%	0.6	0.0%	0.0	0.7%	4.4
Broadway	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.0%	0.2	0.0%	0.0	1.6%	1.2	0.0%	0.0	0.0%	0.0	0.2%	1.3
Stroud	0.0%	0.0	0.0%	0.0	1.0%	0.3	1.1%	0.1	0.5%	0.8	0.0%	0.0	0.0%	0.0	0.0%	0.0	70.2%	56.4	0.0%	0.0	9.8%	57.6
Evesham	0.0%	0.0	2.0%	0.3	9.1%	2.8	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.0%	0.4	81.1%	57.2	0.0%	0.0	0.0%	0.0	10.3%	60.7
Malvern / Great Malvern	0.0%	0.0	1.0%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	8.0%	3.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.6%	3.3
Stow on the Wold	0.0%	0.0	0.0%	0.0	32.3%	10.1	1.1%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.6%	1.3	0.0%	0.0	2.0%	11.5
Ledbury	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	12.0%	2.2	1.0%	0.4	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.4%	2.6
Redditch	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.8%	0.6	0.0%	0.0	0.0%	0.0	0.1%	0.6
Stonehouse	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	3.2%	2.6	0.0%	0.0	0.4%	2.6
Buckingham	0.0%	0.0	0.0%	0.0	1.0%	0.3	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.3
Bourton-on-the-Water	0.0%	0.0	0.0%	0.0	4.0%	1.3	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	1.3
Winchcombe	0.0%	0.0	0.0%	0.0	3.0%	0.9	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	0.9
Caines Cross	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.6%	1.3	0.0%	0.0	0.2%	1.3
Moreton-In-Marsh	0.0%	0.0	0.0%	0.0	6.1%	1.9	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.3%	1.9
Other	0.2%	0.3	0.0%	0.0	2.0%	0.6	0.0%	0.0	0.5%	0.8	0.0%	0.0	1.0%	0.4	0.8%	0.6	0.0%	0.0	0.0%	0.0	0.5%	2.7
Internet / mail order	1.8%	2.2	0.0%	0.0	3.0%	0.9	2.2%	0.2	1.0%	1.6	1.0%	0.2	2.0%	0.8	0.8%	0.6	1.6%	1.3	2.0%	0.7	1.5%	8.6
<b>Total</b>	<b>100%</b>	<b>124.8</b>	<b>100%</b>	<b>15.3</b>	<b>100%</b>	<b>31.2</b>	<b>100%</b>	<b>10.9</b>	<b>100%</b>	<b>162.4</b>	<b>100%</b>	<b>18.2</b>	<b>100%</b>	<b>38.8</b>	<b>100%</b>	<b>70.4</b>	<b>100%</b>	<b>80.3</b>	<b>100%</b>	<b>35.9</b>	<b>100%</b>	<b>588.5</b>

Notes

Assumed 70% of total convenience goods expenditure is spent at main-food shopping destination

**TABLE 5: TOP-UP FOOD SHOPPING**

	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Total	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m
Tesco Metro, High Street, Cheltenham	10.0%	5.3	3.2%	0.2	0.0%	0.0	1.5%	0.1	0.6%	0.4	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.2%	0.2	2.5%	6.2
Lidl, Cheltenham	1.1%	0.6	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	0.6
Iceland, The Strand, Cheltenham	1.1%	0.6	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	0.6
Marks & Spencer, High Street, Cheltenham	4.4%	2.4	1.1%	0.1	0.0%	0.0	9.0%	0.4	0.6%	0.4	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.3%	3.3
Somerfield, Coronation Square, Cheltenham	3.6%	1.9	0.0%	0.0	0.0%	0.0	1.5%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.8%	2.0
Farmfoods, Coronation Square, Cheltenham	0.8%	0.4	0.0%	0.0	0.0%	0.0	1.5%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	0.5
Co-Op, Bath Road, Cheltenham	5.3%	2.8	0.0%	0.0	0.0%	0.0	9.0%	0.4	1.2%	0.8	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.6%	4.1
Somerfield, Bath Road, Cheltenham	4.7%	2.5	0.0%	0.0	0.0%	0.0	6.0%	0.3	0.6%	0.4	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.3%	3.2
Tesco, Colletts Drive, Cheltenham	8.9%	4.7	1.1%	0.1	0.0%	0.0	1.5%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.9%	4.9
Morrisons, Shurdington Road, Cheltenham	8.9%	4.7	0.0%	0.0	1.3%	0.2	10.4%	0.5	1.8%	1.3	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	2.6%	6.7
Sainsburys, Tewkesbury Road, Cheltenham	5.0%	2.7	2.1%	0.1	2.6%	0.3	3.0%	0.1	1.2%	0.8	2.4%	0.2	0.0%	0.0	0.0%	0.0	0.9%	0.3	1.2%	0.2	1.9%	4.8
Waitrose, Honeybourne Way, Cheltenham	8.3%	4.4	4.3%	0.3	2.6%	0.3	3.0%	0.1	0.6%	0.4	2.4%	0.2	1.1%	0.2	0.9%	0.3	0.0%	0.0	1.2%	0.2	2.6%	6.5
Co-Op, Windy Ridge Road, Cheltenham	3.6%	1.9	0.0%	0.0	3.8%	0.5	9.0%	0.4	3.0%	2.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	2.0%	4.9
Aldi, Tewkesbury Road, Cheltenham	1.1%	0.6	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	0.6
Marks & Spencer, Kingsditch Lane	1.1%	0.6	1.1%	0.1	1.3%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.3%	0.8
Somerfield, Charlton Kings, Cheltenham	2.5%	1.3	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.6%	0.4	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.7%	1.8
Other Stores in Cheltenham	19.9%	10.7	2.1%	0.1	1.3%	0.2	22.4%	1.0	0.0%	0.0	0.0%	0.0	3.4%	0.6	0.9%	0.3	0.0%	0.0	1.2%	0.2	5.2%	13.1
Tesco, Church Road, Bishops Cleeve	1.4%	0.7	55.3%	3.6	2.6%	0.3	0.0%	0.0	1.2%	0.8	0.0%	0.0	4.5%	0.7	0.9%	0.3	0.0%	0.0	0.0%	0.0	2.6%	6.6
Somerfield, Tobysfield Road, Bishops Cleeve	0.0%	0.0	10.6%	0.7	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.3%	0.7
Lidl, Bishop's Cleeve	0.3%	0.1	4.3%	0.3	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	0.4
Other stores in Bishops Cleeve	0.3%	0.1	10.6%	0.7	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.3%	0.8
Gloucester	0.6%	0.3	1.1%	0.1	1.3%	0.2	0.0%	0.0	82.0%	57.1	29.8%	2.3	2.2%	0.4	0.0%	0.0	0.9%	0.3	4.9%	0.8	24.4%	61.4
Tewkesbury	0.3%	0.1	1.1%	0.1	0.0%	0.0	0.0%	0.0	1.2%	0.8	11.9%	0.9	58.4%	9.7	0.9%	0.3	0.0%	0.0	0.0%	0.0	4.8%	12.0
Bath	1.1%	0.6	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	0.6
Bristol	0.3%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.9%	0.3	0.0%	0.0	0.2%	0.5
Cirencester	0.3%	0.1	0.0%	0.0	1.3%	0.2	11.9%	0.6	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.9%	0.3	82.7%	12.7	5.5%	13.9		
Dursley	0.3%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.2%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.2
Oxford	0.0%	0.0	0.0%	0.0	1.3%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.2
Nailsworth	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	6.5%	2.3	0.0%	0.0	0.9%	2.3
Pershore	0.3%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	2.2%	0.4	18.3%	5.5	0.0%	0.0	0.0%	0.0	0.0%	0.0	2.4%	6.1
Ross on Wye	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	2.4%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.2
Stratford upon Avon	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.9%	0.3	0.0%	0.0	0.0%	0.0	0.1%	0.3
Swindon	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.2%	0.2	0.1%	0.2
Worcester	0.6%	0.3	0.0%	0.0	2.6%	0.3	0.0%	0.0	0.6%	0.4	0.0%	0.0	6.7%	1.1	0.9%	0.3	0.0%	0.0	0.0%	0.0	1.0%	2.5
Newent	0.0%	0.0	0.0%	0.0	1.3%	0.2	0.0%	0.0	0.0%	0.0	35.7%	2.8	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.2%	3.0
Broadway	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.6%	0.4	0.0%	0.0	0.0%	0.0	4.6%	1.4	0.0%	0.0	0.0%	0.0	0.7%	1.8
Stroud	0.0%	0.0	0.0%	0.0	1.3%	0.2	1.5%	0.1	1.2%	0.8	0.0%	0.0	0.0%	0.0	0.0%	0.0	65.4%	22.5	0.0%	0.0	9.4%	23.6
Evesham	0.0%	0.0	0.0%	0.0	1.3%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.1%	0.2	56.9%	17.2	0.9%	0.3	0.0%	0.0	7.1%	17.9
Malvern / Great Malvern	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	4.5%	0.7	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.3%	0.7
Stow on the Wold	0.0%	0.0	0.0%	0.0	16.7%	2.2	0.0%	0.0	0.0%	0.0	1.2%	0.1	1.1%	0.2	0.0%	0.0	1.9%	0.6	0.0%	0.0	1.3%	3.2
Ledbury	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	8.3%	0.7	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.3%	0.7
Stonehouse	0.3%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	14.0%	4.8	0.0%	0.0	2.0%	5.0
Churchdown	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	2.4%	1.7	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.7%	1.7
Northleach	0.0%	0.0	0.0%	0.0	0.0%	0.0	4.5%	0.2	0.0%	0.0	0.0%	0.0	1.1%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	0.4
Upton on Severn	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	10.1%	1.7	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.7%	1.7
Dymock	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	2.4%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.2
Bidford	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.8%	0.6	0.0%	0.0	0.0%	0.0	0.2%	0.6
Badsey	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.8%	0.6	0.0%	0.0	0.0%	0.0	0.2%	0.6
Kingstanley	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.9%	0.6	0.0%	0.0	0.3%	0.6
Leamington	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.9%	0.3	0.0%	0.0	0.0%	0.0	0.1%	0.3
Mickleton	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.9%	0.3	0.0%	0.0	0.0%	0.0	0.1%	0.3
Hampdon	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.5%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1
Bredon	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.1%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.2
Bourton-on-the-Water	0.0%	0.0	0.0%	0.0	15.4%	2.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.8%	2.1
Winchcombe	0.0%	0.0	0.0%	0.0	15.4%	2.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.1%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.9%	2.2
Caines Cross	0.0%	0.0	0.0%	0.0	0.0%	0.0																

**TABLE 6: COMBINED FOOD SHOPPING**

	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Total	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m
Tesco Metro, High Street, Cheltenham	11.8%	21.0	2.4%	0.5	0.7%	0.3	2.0%	0.3	0.5%	1.2	0.0%	0.0	2.1%	1.2	0.6%	0.6	0.0%	0.0	1.1%	0.5	3.1%	25.7
Lidl, Cheltenham	0.5%	0.9	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.9
Iceland, The Strand, Cheltenham	1.1%	2.0	0.0%	0.0	0.0%	0.0	0.8%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.3%	2.1
Marks & Spencer, High Street, Cheltenham	3.1%	5.5	1.0%	0.2	0.0%	0.0	5.0%	0.8	0.5%	1.2	0.7%	0.2	0.7%	0.4	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.0%	8.3
Somerfield, Coronation Square, Cheltenham	2.2%	3.9	0.0%	0.0	0.0%	0.0	1.2%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.5%	4.1
Farmfoods, Coronation Square, Cheltenham	0.6%	1.0	0.0%	0.0	0.0%	0.0	0.4%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	1.1
Co-Op, Bath Road, Cheltenham	2.2%	3.9	0.0%	0.0	0.0%	0.0	2.7%	0.4	0.4%	0.8	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.6%	5.2
Somerfield, Bath Road, Cheltenham	2.0%	3.6	0.0%	0.0	0.0%	0.0	1.8%	0.3	0.2%	0.4	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.5%	4.3
Tesco, Colletts Drive, Cheltenham	18.4%	32.7	2.4%	0.5	1.4%	0.6	13.8%	2.2	0.4%	0.8	0.7%	0.2	1.4%	0.8	0.0%	0.0	0.0%	0.0	0.0%	0.0	4.5%	37.8
Morrisons, Shurdington Road, Cheltenham	13.5%	24.1	0.0%	0.0	1.1%	0.5	25.2%	3.9	3.0%	7.0	0.0%	0.0	1.4%	0.8	0.0%	0.0	0.6%	0.6	0.0%	0.0	4.4%	36.9
Sainsburys, Tewkesbury Road, Cheltenham	12.0%	21.4	15.3%	3.4	5.7%	2.6	5.6%	0.9	3.5%	8.2	4.2%	1.1	7.7%	4.3	0.0%	0.0	0.3%	0.3	1.7%	0.9	5.1%	43.0
Waitrose, Honeybourne Way, Cheltenham	8.9%	15.9	3.4%	0.7	2.2%	1.0	10.3%	1.6	0.5%	1.2	1.4%	0.4	1.7%	1.0	1.4%	1.4	0.0%	0.0	1.1%	0.5	2.8%	23.8
Co-Op, Windy Ridge Road, Cheltenham	1.9%	3.3	0.0%	0.0	2.6%	1.1	3.5%	0.5	1.3%	2.9	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.9%	7.9
Aldi, Tewkesbury Road, Cheltenham	0.8%	1.4	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.7%	0.2	0.7%	0.4	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	2.0
Marks & Spencer, Kingsditch Lane	0.3%	0.6	0.3%	0.1	0.4%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.8
Alldays, Charlton Kings, Cheltenham	0.3%	0.6	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.6
Somerfield, Charlton Kings, Cheltenham	1.4%	2.5	0.0%	0.0	0.0%	0.0	0.8%	0.1	0.2%	0.4	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.4%	3.0
Other Stores in Cheltenham	7.4%	13.2	0.6%	0.1	1.1%	0.5	7.5%	1.2	0.0%	0.0	0.0%	0.0	1.7%	0.9	0.8%	0.9	0.0%	0.0	0.4%	0.2	2.0%	17.0
Tesco, Church Road, Bishops Cleeve	3.9%	6.9	58.6%	12.8	7.8%	3.5	0.0%	0.0	1.1%	2.5	0.0%	0.0	6.2%	3.5	0.8%	0.9	0.0%	0.0	0.0%	0.0	3.6%	30.0
Somerfield, Tobysfield Road, Bishops Cleeve	0.0%	0.0	6.7%	1.5	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	1.5
Lidl, Bishop's Cleeve	0.6%	1.0	1.3%	0.3	0.0%	0.0	0.8%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	1.4
Other stores in Bishops Cleeve	0.1%	0.1	3.2%	0.7	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.8
Gloucester	1.7%	3.1	0.3%	0.1	2.5%	1.1	2.4%	0.4	84.0%	194.9	41.1%	10.7	4.2%	2.3	0.6%	0.6	6.5%	7.4	6.3%	3.2	26.6%	223.8
Tewkesbury	1.3%	2.4	1.0%	0.2	0.7%	0.3	0.0%	0.0	0.7%	1.7	9.9%	2.6	42.7%	23.7	0.8%	0.9	0.6%	0.6	0.0%	0.0	3.8%	32.4
Bath	0.5%	0.9	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.9
Bristol	0.1%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.8%	1.0	0.0%	0.0	0.1%	1.1
Cirencester	0.4%	0.7	0.7%	0.2	3.2%	1.4	9.1%	1.4	0.4%	0.8	0.0%	0.0	0.0%	0.0	0.0%	0.0	2.0%	2.3	83.1%	42.6	5.9%	49.4
Dursley	0.1%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.4%	0.1	0.0%	0.0	0.0%	0.0	0.6%	0.6	0.0%	0.0	0.1%	0.9
Hereford	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.6%	0.6	0.0%	0.0	0.0%	0.0	0.1%	0.6
Oxford	0.0%	0.0	0.0%	0.0	0.4%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.2
Nailsworth	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	6.5%	7.4	0.0%	0.0	0.9%	7.4
Pershore	0.1%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.7%	0.4	7.8%	7.8	0.0%	0.0	0.0%	0.0	1.0%	8.4
Ross on Wye	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	2.8%	0.7	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.7
Stratford upon Avon	0.0%	0.0	0.0%	0.0	2.1%	0.9	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.8%	0.9	0.0%	0.0	0.0%	0.0	0.2%	1.8
Swindon	0.0%	0.0	0.0%	0.0	0.7%	0.3	0.8%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	3.1%	1.6	0.2%	2.0
Worcester	0.2%	0.3	0.0%	0.0	0.8%	0.3	0.0%	0.0	0.5%	1.2	0.0%	0.0	13.2%	7.3	3.1%	3.2	0.0%	0.0	0.0%	0.0	1.5%	12.4
Newent	0.2%	0.3	0.0%	0.0	0.4%	0.2	0.0%	0.0	0.0%	0.0	24.0%	6.3	0.0%	0.0	0.0%	0.0	0.6%	0.6	0.0%	0.0	0.9%	7.4
Broadway	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	0.4	0.7%	0.2	0.0%	0.0	2.5%	2.5	0.0%	0.0	0.0%	0.0	0.4%	3.1
Stroud	0.0%	0.0	0.0%	0.0	1.1%	0.5	1.2%	0.2	0.7%	1.7	0.0%	0.0	0.0%	0.0	0.0%	0.0	68.7%	78.9	0.0%	0.0	9.7%	81.2
Evesham	0.0%	0.0	1.4%	0.3	6.7%	3.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.0%	0.6	73.9%	74.3	0.3%	0.3	0.0%	0.0	9.3%	78.6
Malvern / Great Malvern	0.0%	0.0	0.7%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	6.9%	3.9	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.5%	4.0
Stow on the Wold	0.0%	0.0	0.0%	0.0	27.6%	12.3	0.8%	0.1	0.0%	0.0	0.4%	0.1	0.3%	0.2	0.0%	0.0	1.7%	1.9	0.0%	0.0	1.7%	14.7
Ledbury	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	10.9%	2.8	0.7%	0.4	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.4%	3.2
Redditch	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.6%	0.6	0.0%	0.0	0.0%	0.0	0.1%	0.6
Stonehouse	0.1%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	6.5%	7.4	0.0%	0.0	0.9%	7.6
Churchdown	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.7%	1.7	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	1.7
Buckingham	0.0%	0.0	0.0%	0.0	0.7%	0.3	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.3
Northleach	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.3%	0.2	0.0%	0.0	0.0%	0.0	0.3%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.4
Upton on Severn	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	3.0%	1.7	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	1.7
Dymock	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.7%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.2
Bidford	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.6%	0.6	0.0%	0.0	0.0%	0.0	0.1%	0.6
Badsey	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.6%	0.6	0.0%	0.0	0.0%	0.0	0.1%	0.6
Kingstanley	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.6%	0.6	0.0%	0.0	0.0%	0.0	0.1%	0.6
Leamington	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.3%	0.3	0.0%	0.0	0.0%	0.0	0.0%	0.3
Mickleton	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.3%	0.3	0.0%	0.0	0.0%	0.0	0.0%	0.3
Hampdon	0.0%	0.0																				

**TABLE 7a: COMPARISON GOODS PER CAPITA EXPENDITURE (£)**

	2006	2011	2016
Zone 1	2635	3145	3753
Zone 2	2544	3036	3624
Zone 3	2544	3036	3624
Zone 4	2544	3036	3624
Zone 5	2544	3036	3624
Zone 6	2544	3036	3624
Zone 7	2732	3260	3891
Zone 8	2732	3260	3891
Zone 9	2596	3099	3698
Zone 10	2596	3099	3698

**TABLE 7b: NON-BULKY COMPARISON GOODS PER CAPITA EXPENDITURE (£)**

	2006	2011	2016
Zone 1	1860	2220	2650
Zone 2	1791	2138	2551
Zone 3	1791	2138	2551
Zone 4	1791	2138	2551
Zone 5	1791	2138	2551
Zone 6	1791	2138	2551
Zone 7	1896	2263	2700
Zone 8	1896	2263	2700
Zone 9	1834	2188	2612
Zone 10	1834	2188	2612

**TABLE 7c: BULKY COMPARISON GOODS PER CAPITA EXPENDITURE (£)**

	2006	2011	2016
Zone 1	775	925	1104
Zone 2	753	898	1072
Zone 3	753	898	1072
Zone 4	753	898	1072
Zone 5	753	898	1072
Zone 6	753	898	1072
Zone 7	836	998	1191
Zone 8	836	998	1191
Zone 9	763	910	1086
Zone 10	763	910	1086

Notes:  
2003 based expenditure data from Experian  
Growth rate: 3.6%p.a. (Source: Experian)

2003 prices

**TABLE 8a: COMPARISON GOODS EXPENDITURE (£m)**

	2006	2011	2016
Zone 1	291.4	351.9	424.4
Zone 2	35.7	43.2	53.4
Zone 3	72.7	87.9	105.8
Zone 4	25.4	31.0	37.8
Zone 5	378.2	469.0	584.2
Zone 6	42.4	52.1	64.0
Zone 7	96.0	118.4	146.3
Zone 8	174.2	209.0	250.7
Zone 9	189.3	230.5	279.0
Zone 10	84.5	102.2	123.0
<b>Total</b>	<b>1390.1</b>	<b>1695.2</b>	<b>2068.6</b>

**TABLE 8b: NON-BULKY COMPARISON GOODS EXPENDITURE (£m)**

	2006	2011	2016
Zone 1	205.7	248.4	299.6
Zone 2	25.1	30.4	37.6
Zone 3	51.2	61.9	74.5
Zone 4	17.9	21.8	26.6
Zone 5	266.3	330.3	411.3
Zone 6	29.9	36.7	45.1
Zone 7	66.6	82.1	101.5
Zone 8	120.9	145.0	174.0
Zone 9	133.7	162.8	197.0
Zone 10	59.7	72.2	86.9
<b>Total</b>	<b>977.1</b>	<b>1191.6</b>	<b>1454.1</b>

**TABLE 8c: BULKY COMPARISON GOODS EXPENDITURE (£m)**

	2006	2011	2016
Zone 1	85.7	103.5	124.8
Zone 2	10.6	12.8	15.8
Zone 3	21.5	26.0	31.3
Zone 4	7.5	9.2	11.2
Zone 5	111.9	138.8	172.9
Zone 6	12.6	15.4	18.9
Zone 7	29.4	36.2	44.8
Zone 8	53.3	64.0	76.7
Zone 9	55.6	67.7	82.0
Zone 10	24.8	30.0	36.1
<b>Total</b>	<b>413.0</b>	<b>503.6</b>	<b>614.5</b>

Notes:  
2003 prices

**TABLE 8d: CLOTHING AND FASHION GOODS EXPENDITURE (£m)**

	2006	2011	2016
Zone 1	63.2	76.3	92.0
Zone 2	7.6	9.2	11.3
Zone 3	15.4	18.7	22.5
Zone 4	5.4	6.6	8.0
Zone 5	80.3	99.6	124.1
Zone 6	9.0	11.1	13.6
Zone 7	22.9	28.3	34.9
Zone 8	41.6	49.9	59.9
Zone 9	39.5	48.1	58.2
Zone 10	17.6	21.3	25.7
<b>Total</b>	<b>302.7</b>	<b>369.1</b>	<b>450.3</b>

**TABLE 8e: OTHER NON-BULKY GOODS EXPENDITURE (£m)**

	2006	2011	2016
Zone 1	142.5	172.1	207.6
Zone 2	17.6	21.2	26.2
Zone 3	35.8	43.2	52.0
Zone 4	12.5	15.3	18.6
Zone 5	186.0	230.6	287.3
Zone 6	20.9	25.6	31.5
Zone 7	43.7	53.9	66.6
Zone 8	79.3	95.1	114.1
Zone 9	94.2	114.7	138.8
Zone 10	42.1	50.9	61.2
<b>Total</b>	<b>674.4</b>	<b>822.6</b>	<b>1003.8</b>

**TABLE 8f: DIY GOODS EXPENDITURE (£m)**

	2006	2011	2016
Zone 1	19.2	23.2	27.9
Zone 2	2.5	3.1	3.8
Zone 3	5.2	6.3	7.5
Zone 4	1.8	2.2	2.7
Zone 5	26.9	33.4	41.6
Zone 6	3.0	3.7	4.6
Zone 7	7.4	9.2	11.3
Zone 8	13.5	16.2	19.4
Zone 9	13.9	17.0	20.5
Zone 10	6.2	7.5	9.1
<b>Total</b>	<b>99.8</b>	<b>121.7</b>	<b>148.5</b>

Notes:  
2003 prices

**TABLE 8g: LARGE ELECTRICAL GOODS EXPENDITURE (£m)**

	2006	2011	2016
Zone 1	9.7	11.7	14.1
Zone 2	1.2	1.4	1.7
Zone 3	2.4	2.9	3.5
Zone 4	0.8	1.0	1.2
Zone 5	12.4	15.4	19.2
Zone 6	1.4	1.7	2.1
Zone 7	2.5	3.1	3.9
Zone 8	4.6	5.5	6.6
Zone 9	6.1	7.4	9.0
Zone 10	2.7	3.3	4.0
<b>Total</b>	<b>43.8</b>	<b>53.5</b>	<b>65.3</b>

**TABLE 8h: SMALL ELECTRICAL GOODS EXPENDITURE (£m)**

	2006	2011	2016
Zone 1	21.5	26.0	31.3
Zone 2	2.5	3.1	3.8
Zone 3	5.2	6.3	7.5
Zone 4	1.8	2.2	2.7
Zone 5	26.9	33.4	41.6
Zone 6	3.0	3.7	4.6
Zone 7	7.7	9.4	11.7
Zone 8	13.9	16.7	20.0
Zone 9	13.0	15.8	19.1
Zone 10	5.8	7.0	8.4
<b>Total</b>	<b>101.3</b>	<b>123.6</b>	<b>150.8</b>

**TABLE 8i: FURNITURE AND FLOOR COVERINGS EXPENDITURE (£m)**

	2006	2011	2016
Zone 1	35.3	42.6	51.4
Zone 2	4.3	5.2	6.4
Zone 3	8.8	10.6	12.8
Zone 4	3.1	3.7	4.6
Zone 5	45.6	56.6	70.5
Zone 6	5.1	6.3	7.7
Zone 7	11.8	14.5	17.9
Zone 8	21.3	25.6	30.7
Zone 9	22.6	27.5	33.3
Zone 10	10.1	12.2	14.7
<b>Total</b>	<b>168.0</b>	<b>204.9</b>	<b>250.0</b>

**TABLE 9: CLOTHING, SHOES & FASHION GOODS**

	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Total	
	%	£m	%	£m	%	£m	%	£m	%	£m												
Cheltenham Town Centre	83.7%	52.9	82.0%	6.2	52.0%	8.0	71.0%	3.8	29.0%	23.3	18.0%	1.6	42.0%	9.6	32.0%	13.3	23.2%	9.2	25.2%	4.5	43.8%	132.5
Retail Warehouses, Cheltenham	0.4%	0.3	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.3
Gloucester	2.9%	1.8	2.0%	0.2	1.0%	0.2	0.0%	0.0	55.0%	44.2	57.0%	5.1	5.0%	1.1	1.6%	0.7	30.4%	12.0	7.8%	1.4	22.0%	66.7
Bath	0.7%	0.4	0.0%	0.0	1.0%	0.2	1.1%	0.1	0.0%	0.0	1.0%	0.1	0.0%	0.0	0.0%	0.0	1.6%	0.6	0.0%	0.0	0.4%	1.4
Birmingham	0.9%	0.6	0.0%	0.0	2.0%	0.3	0.0%	0.0	0.5%	0.4	1.0%	0.1	3.0%	0.7	1.6%	0.7	0.8%	0.3	0.0%	0.0	1.0%	3.0
Bishops Cleeve	0.2%	0.1	6.0%	0.5	1.0%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	0.8
Bristol	0.9%	0.6	1.0%	0.1	0.0%	0.0	2.2%	0.1	0.5%	0.4	1.0%	0.1	0.0%	0.0	0.0%	0.0	4.0%	1.6	2.9%	0.5	1.1%	3.3
Cardiff	0.2%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.0%	0.1	0.0%	0.0	0.8%	0.3	0.0%	0.0	0.0%	0.0	0.2%	0.6
Cirencester	0.4%	0.3	0.0%	0.0	1.0%	0.2	4.3%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	3.2%	1.3	35.9%	6.3	2.7%	8.3
Cribbs Causeway, Bristol	0.0%	0.0	1.0%	0.1	0.0%	0.0	0.0%	0.0	2.0%	1.6	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.6%	0.6	0.0%	0.0	0.8%	2.3
Evesham	0.2%	0.1	0.0%	0.0	3.0%	0.5	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.0%	0.2	24.0%	10.0	0.0%	0.0	0.0%	0.0	3.6%	10.8
Great Malvern	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	5.0%	1.1	0.8%	0.3	0.0%	0.0	0.0%	0.0	0.5%	1.5
Hereford	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.1%	0.1	0.0%	0.0	1.0%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1
Nailsworth	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.6%	0.6	0.0%	0.0	0.2%	0.6
Oxford	0.4%	0.3	0.0%	0.0	2.0%	0.3	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.8%	0.3	0.0%	0.0	0.3%	0.9
Pershore	0.2%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.0%	0.2	1.6%	0.7	0.0%	0.0	0.0%	0.0	0.3%	1.0
Ross on Wye	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.1%	0.1	0.0%	0.0	1.0%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1
Stow on the Wold	0.2%	0.1	0.0%	0.0	1.0%	0.2	0.0%	0.0	0.0%	0.0	1.0%	0.1	0.0%	0.0	0.0%	0.0	1.6%	0.6	0.0%	0.0	0.3%	1.0
Stratford upon Avon	0.0%	0.0	0.0%	0.0	6.0%	0.9	1.1%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	9.6%	4.0	0.0%	0.0	0.0%	0.0	1.6%	5.0
Stroud	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	16.8%	6.6	1.0%	0.2	2.2%	6.8
Swindon	0.9%	0.6	0.0%	0.0	0.0%	0.0	2.2%	0.1	1.5%	1.2	0.0%	0.0	1.0%	0.2	0.0%	0.0	0.8%	0.3	15.5%	2.7	1.7%	5.2
Tewkesbury	0.4%	0.3	1.0%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	2.0%	0.2	14.0%	3.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.2%	3.8
Worcester	0.2%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.0%	0.1	21.0%	4.8	16.0%	6.7	0.0%	0.0	1.0%	0.2	3.9%	11.9
Banbury	0.0%	0.0	0.0%	0.0	4.0%	0.6	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	0.6
Redditch	0.0%	0.0	0.0%	0.0	1.0%	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	4.8%	2.0	0.0%	0.0	0.0%	0.0	0.7%	2.2
Broadway	0.0%	0.0	0.0%	0.0	2.0%	0.3	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	1.6%	0.7	0.0%	0.0	0.0%	0.0	0.3%	1.0
London	0.2%	0.1	0.0%	0.0	1.0%	0.2	0.0%	0.0	0.5%	0.4	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.8%	0.3	1.0%	0.2	0.4%	1.2
Malvern	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0
Abroad	0.9%	0.6	1.0%	0.1	1.0%	0.2	0.0%	0.0	1.0%	0.8	0.0%	0.0	0.0%	0.0	1.6%	0.7	1.6%	0.6	1.0%	0.2	1.0%	3.1
Other	1.3%	0.8	2.0%	0.2	9.0%	1.4	2.2%	0.1	1.5%	1.2	2.0%	0.2	4.0%	0.9	1.6%	0.7	0.0%	0.0	1.9%	0.3	1.9%	5.8
Internet / mail order / catalogue	4.5%	2.8	2.0%	0.2	9.0%	1.4	8.6%	0.5	5.0%	4.0	6.0%	0.5	2.0%	0.5	2.4%	1.0	5.6%	2.2	2.9%	0.5	4.5%	13.6
Total	100%	63.2	100%	7.6	100%	15.4	100%	5.4	100%	80.3	100%	9.0	100%	22.9	100%	41.6	100%	39.5	100%	17.6	100%	302.7

**TABLE 10: DIY GOODS**

	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Total	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m
B&Q Hatherley Lane, Cheltenham	63.7%	12.23	45.2%	1.15	29.8%	1.54	57.7%	1.04	8.0%	2.14	5.9%	0.18	37.0%	2.74	3.3%	0.45	2.5%	0.35	5.7%	0.35	22.2%	22.18
Homebase, Gallagher Retail Park, Tewkesbury R	15.1%	2.89	30.1%	0.77	14.3%	0.74	7.7%	0.14	4.5%	1.22	1.2%	0.04	13.0%	0.97	0.8%	0.11	0.8%	0.12	1.1%	0.07	7.1%	7.07
Wilkinsons, High Street, Cheltenham	6.1%	1.17	4.3%	0.11	1.2%	0.06	2.6%	0.05	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.4%	1.38
Wickes, Tewkesbury Road, Cheltenham	4.4%	0.84	2.2%	0.05	3.6%	0.19	2.6%	0.05	1.1%	0.31	1.2%	0.04	1.1%	0.08	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.6%	1.55
Tivoli Trading, Andover Road, Cheltenham	1.2%	0.23	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.2%	0.23
Charlton Kings, Cheltenham	1.0%	0.19	0.0%	0.00	0.0%	0.00	1.3%	0.02	0.6%	0.15	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.4%	0.36
Other Stores in Cheltenham	4.9%	0.93	4.3%	0.11	6.0%	0.31	12.8%	0.23	0.6%	0.15	1.2%	0.04	3.3%	0.24	1.7%	0.22	0.8%	0.12	0.0%	0.00	2.4%	2.35
Bishops Cleeve	0.5%	0.09	9.7%	0.25	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.3%	0.34
Gloucester	1.9%	0.37	2.2%	0.05	0.0%	0.00	5.1%	0.09	84.1%	22.66	67.1%	2.03	6.5%	0.48	0.0%	0.00	14.3%	1.99	6.8%	0.42	28.2%	28.11
Evesham	0.0%	0.00	1.1%	0.03	20.2%	1.05	0.0%	0.00	0.0%	0.00	0.0%	0.00	7.6%	0.57	84.3%	11.36	0.0%	0.00	0.0%	0.00	13.0%	13.00
Stroud	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.3%	0.02	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	73.9%	10.31	2.3%	0.14	10.5%	10.48
Cirencester	0.0%	0.00	0.0%	0.00	0.0%	0.00	7.7%	0.14	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	47.7%	2.97	3.1%	3.11
Swindon	0.0%	0.00	0.0%	0.00	1.2%	0.06	1.3%	0.02	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.8%	0.12	35.2%	2.19	2.4%	2.40
Worcester	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	18.5%	1.37	5.0%	0.67	0.0%	0.00	0.0%	0.00	2.0%	2.04
Tewkesbury	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	3.5%	0.11	7.6%	0.57	0.8%	0.11	0.0%	0.00	0.0%	0.00	0.8%	0.78
Stratford upon Avon	0.0%	0.00	0.0%	0.00	9.5%	0.49	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.7%	0.22	0.0%	0.00	0.0%	0.00	0.7%	0.72
Newent	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	8.2%	0.25	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.2%	0.25
Ledbury	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	5.9%	0.18	1.1%	0.08	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.3%	0.26
Great Malvern	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.1%	0.08	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.08
Hereford	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.2%	0.04	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.04
Nailsworth	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.7%	0.23	0.0%	0.00	0.2%	0.23
Oxford	0.0%	0.00	0.0%	0.00	1.2%	0.06	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.1%	0.07	0.1%	0.13
Pershore	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.8%	0.11	0.0%	0.00	0.0%	0.00	0.1%	0.11
Ross on Wye	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	3.5%	0.11	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.11
Stow on the Wold	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.7%	0.23	0.0%	0.00	0.2%	0.23
Banbury	0.0%	0.00	0.0%	0.00	2.4%	0.12	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.12
Bourton-on-the-Water	0.0%	0.00	0.0%	0.00	2.4%	0.12	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.12
Winchcombe	0.0%	0.00	0.0%	0.00	2.4%	0.12	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.12
Haverley	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.1%	0.08	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.08
Dudbridge	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.8%	0.12	0.0%	0.00	0.1%	0.12
Moreton-in-Marsh	0.0%	0.00	0.0%	0.00	1.2%	0.06	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.06
Other	0.2%	0.05	1.1%	0.03	2.4%	0.12	0.0%	0.00	0.0%	0.00	1.2%	0.04	1.1%	0.08	1.7%	0.22	1.7%	0.23	0.0%	0.00	0.8%	0.77
Internet / mail order / catalogue	1.0%	0.19	0.0%	0.00	2.4%	0.12	0.0%	0.00	1.1%	0.31	0.0%	0.00	1.1%	0.08	0.0%	0.00	0.8%	0.12	0.0%	0.00	0.8%	0.81
Total	100%	19.2	100%	2.5	100%	5.2	100%	1.8	100%	26.9	100%	3.0	100%	7.4	100%	13.5	100%	13.9	100%	6.2	100%	99.8

**TABLE 11: FURNITURE AND FLOOR COVERINGS**

	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Total	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m
Retail Warehouses, Cheltenham	47.9%	16.89	52.6%	2.27	33.3%	2.92	33.8%	1.04	8.2%	3.75	11.3%	0.58	36.0%	4.24	12.6%	2.69	1.9%	0.42	3.5%	0.36	20.9%	35.16
Cheltenham Town Centre	6.1%	2.17	11.8%	0.51	1.3%	0.11	2.9%	0.09	3.2%	1.44	0.0%	0.00	3.5%	0.41	2.9%	0.62	1.9%	0.42	3.5%	0.36	3.7%	6.13
Other Stores in Cheltenham	21.2%	7.47	23.7%	1.02	15.4%	1.35	33.8%	1.04	3.2%	1.44	1.3%	0.06	8.1%	0.96	2.9%	0.62	2.8%	0.63	8.2%	0.83	9.2%	15.43
Gloucester	3.4%	1.19	1.3%	0.06	5.1%	0.45	7.4%	0.23	72.8%	33.21	56.3%	2.88	2.3%	0.27	1.9%	0.41	24.3%	5.50	2.4%	0.24	26.4%	44.43
Bath	0.3%	0.11	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.11
Birmingham	0.3%	0.11	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.6%	0.29	0.0%	0.00	3.5%	0.41	1.0%	0.21	0.0%	0.00	0.0%	0.00	0.6%	1.01
Bristol	3.1%	1.08	2.6%	0.11	1.3%	0.11	0.0%	0.00	3.8%	1.73	5.0%	0.26	1.2%	0.14	1.0%	0.21	4.7%	1.06	3.5%	0.36	3.0%	5.05
Marks & Spencer, Bristol	0.0%	0.00	1.3%	0.06	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.06
Cardiff	0.3%	0.11	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.21	0.0%	0.00	0.2%	0.32
Cirencester	0.3%	0.11	0.0%	0.00	1.3%	0.11	8.8%	0.27	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.21	35.3%	3.56	2.5%	4.27
Carpenter's Homecare, Cirencester	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.2%	0.12	0.1%	0.12
Cribbs Causeway	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.9%	0.09	0.6%	0.29	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.2%	0.38
Evesham	0.3%	0.11	1.3%	0.06	5.1%	0.45	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.3%	0.27	42.7%	9.12	0.0%	0.00	1.2%	0.12	6.0%	10.13
IKEA, Birmingham	0.3%	0.11	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.2%	0.14	0.0%	0.00	0.9%	0.21	0.0%	0.00	0.3%	0.46
IKEA, Bristol	3.7%	1.30	1.3%	0.06	0.0%	0.00	2.9%	0.09	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.9%	0.42	1.2%	0.12	1.2%	1.99
IKEA, Cardiff	0.3%	0.11	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.11
Great Malvern	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.3%	0.06	2.3%	0.27	1.0%	0.21	0.0%	0.00	0.0%	0.00	0.3%	0.54
Hereford	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.5%	0.13	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.13
Nailsworth	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.6%	0.29	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.8%	0.63	0.0%	0.00	0.5%	0.92
Pershore	0.0%	0.00	1.3%	0.06	1.3%	0.11	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	4.9%	1.04	0.0%	0.00	0.0%	0.00	0.7%	1.21
Ross on Wye	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	3.8%	0.19	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.19
Stow on the Wold	0.6%	0.22	0.0%	0.00	1.3%	0.11	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.21	0.0%	0.00	0.3%	0.54
Stratford upon Avon	0.0%	0.00	0.0%	0.00	5.1%	0.45	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.2%	0.14	3.9%	0.83	0.0%	0.00	0.0%	0.00	0.8%	1.42
Stroud	0.3%	0.11	0.0%	0.00	0.0%	0.00	1.5%	0.05	1.3%	0.58	0.0%	0.00	1.2%	0.14	0.0%	0.00	48.6%	10.99	3.5%	0.36	7.3%	12.22
Swindon	0.3%	0.11	0.0%	0.00	1.3%	0.11	1.5%	0.05	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.9%	0.41	0.0%	0.00	29.4%	2.97	2.2%	3.65
Tewkesbury	0.6%	0.22	0.0%	0.00	1.3%	0.11	0.0%	0.00	0.6%	0.29	1.3%	0.06	9.3%	1.09	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.1%	1.78
Worcester	4.3%	1.52	0.0%	0.00	0.0%	0.00	1.5%	0.05	0.0%	0.00	0.0%	0.00	19.8%	2.33	14.6%	3.11	0.0%	0.00	0.0%	0.00	4.2%	6.99
Banbury	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.0%	0.21	0.0%	0.00	0.0%	0.00	0.1%	0.21
Moreton-in-Marsh	0.0%	0.00	0.0%	0.00	16.7%	1.46	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	1.46
Stonehouse	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.3%	0.06	0.0%	0.00	0.0%	0.00	2.8%	0.63	0.0%	0.00	0.4%	0.70
Ledbury	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	3.8%	0.19	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.19
Newent	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	3.8%	0.19	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.19
Wales	0.0%	0.00	1.3%	0.06	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.2%	0.14	0.0%	0.00	0.9%	0.21	0.0%	0.00	0.2%	0.40
Abroad	0.0%	0.00	0.0%	0.00	2.6%	0.22	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.2%	0.14	1.0%	0.21	0.0%	0.00	1.2%	0.12	0.4%	0.69
Other	3.1%	1.08	1.3%	0.06	2.6%	0.22	0.0%	0.00	0.0%	0.00	6.3%	0.32	1.2%	0.14	2.9%	0.62	0.0%	0.00	2.4%	0.24	1.6%	2.68
Internet / mail order / catalogue	3.4%	1.19	0.0%	0.00	5.1%	0.45	2.9%	0.09	5.1%	2.31	2.5%	0.13	4.7%	0.55	3.9%	0.83	3.7%	0.85	3.5%	0.36	4.0%	6.75
Total	100%	35.29	100%	4.31	100%	8.77	100%	3.06482	100%	45.62	100%	5.12	100%	11.77	100%	21.34	100%	22.62	100%	10.10	100.0%	168.01

**TABLE 12: LARGE ELECTRICAL GOODS**

	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Total	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m								
Retail Warehouses, Cheltenham	61.6%	5.99	74.4%	0.87	43.2%	1.03	44.7%	0.37	7.7%	0.95	8.3%	0.12	47.8%	1.22	8.7%	0.40	3.4%	0.20	3.3%	0.09	25.6%	11.24
Cheltenham Town Centre	5.6%	0.55	3.5%	0.04	1.1%	0.03	2.4%	0.02	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.04	0.0%	0.00	1.1%	0.03	1.6%	0.70
Iceland, The Strand, Cheltenham	0.8%	0.07	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.2%	0.07
Waitrose, Cheltenham	0.8%	0.07	0.0%	0.00	0.0%	0.00	1.2%	0.01	0.0%	0.00	0.0%	0.00	1.1%	0.03	0.0%	0.00	0.0%	0.00	1.1%	0.03	0.3%	0.14
Aldi, Cheltenham	1.0%	0.10	0.0%	0.00	1.1%	0.03	1.2%	0.01	0.5%	0.07	0.0%	0.00	0.0%	0.00	1.7%	0.08	0.0%	0.00	0.0%	0.00	0.6%	0.28
Tesco, Colletts Drive, Cheltenham	0.5%	0.05	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.05
Other Stores in Cheltenham	12.0%	1.17	7.0%	0.08	5.7%	0.14	20.0%	0.17	3.3%	0.41	6.0%	0.08	6.5%	0.17	1.7%	0.08	1.7%	0.10	3.3%	0.09	5.7%	2.48
Bishops Cleeve	0.3%	0.02	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.02
Tesco, Bishop's Cleeve	0.0%	0.00	1.2%	0.01	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.01
Gloucester	7.2%	0.70	4.7%	0.05	3.4%	0.08	16.5%	0.14	80.8%	10.01	73.8%	1.03	6.5%	0.17	0.9%	0.04	42.9%	2.61	7.6%	0.21	34.3%	15.03
Birmingham	0.3%	0.02	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.04	0.8%	0.05	0.0%	0.00	0.3%	0.12
Bristol	0.5%	0.05	0.0%	0.00	1.1%	0.03	0.0%	0.00	0.0%	0.00	1.2%	0.02	0.0%	0.00	0.9%	0.04	0.8%	0.05	2.2%	0.06	0.6%	0.24
Cardiff	0.3%	0.02	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.02
Cirencester	0.0%	0.00	0.0%	0.00	0.0%	0.00	5.9%	0.05	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	53.3%	1.45	3.4%	1.50
Cribbs Causeway	0.3%	0.02	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.5%	0.07	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.7%	0.10	0.0%	0.00	0.4%	0.20
Dursley	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.8%	0.05	0.0%	0.00	0.1%	0.05
Evesham	0.5%	0.05	0.0%	0.00	2.3%	0.05	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.1%	0.03	47.8%	2.20	0.0%	0.00	0.0%	0.00	5.3%	2.34
Great Malvern	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.2%	0.06	0.9%	0.04	0.0%	0.00	0.0%	0.00	0.2%	0.10
Pershore	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.6%	0.12	0.0%	0.00	0.0%	0.00	0.3%	0.12
Ross on Wye	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	3.6%	0.05	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.05
Stow on the Wold	0.0%	0.00	0.0%	0.00	4.5%	0.11	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.8%	0.05	0.0%	0.00	0.4%	0.16
Stratford upon Avon	0.3%	0.02	0.0%	0.00	3.4%	0.08	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.7%	0.08	0.0%	0.00	0.0%	0.00	0.4%	0.19
Stroud	0.3%	0.02	0.0%	0.00	0.0%	0.00	2.4%	0.02	0.5%	0.07	0.0%	0.00	0.0%	0.00	0.0%	0.00	30.3%	1.84	0.0%	0.00	4.5%	1.95
Swindon	0.0%	0.00	1.2%	0.01	1.1%	0.03	1.2%	0.01	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.6%	0.12	0.8%	0.05	18.5%	0.50	1.7%	0.72
Tewkesbury	0.3%	0.02	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	5.4%	0.14	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.4%	0.16
Worcester	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	19.6%	0.50	17.4%	0.80	0.0%	0.00	0.0%	0.00	3.0%	1.30
Bamborough	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.1%	0.03	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.03
Ledbury	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	3.6%	0.05	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.05
Banbury	0.0%	0.00	0.0%	0.00	4.5%	0.11	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.2%	0.11
Moreton-in-Marsh	0.0%	0.00	0.0%	0.00	5.7%	0.14	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.04	0.0%	0.00	0.0%	0.00	0.4%	0.18
Stonehouse	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	4.2%	0.26	0.0%	0.00	0.6%	0.26
Co-Op, Stonehouse	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.8%	0.05	0.0%	0.00	0.1%	0.05
Bourton-on-the-Water	0.0%	0.00	0.0%	0.00	3.4%	0.08	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.2%	0.08
Abroad	0.3%	0.02	0.0%	0.00	2.3%	0.05	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.8%	0.05	0.0%	0.00	0.3%	0.13
Other	1.0%	0.10	1.2%	0.01	2.3%	0.05	0.0%	0.00	0.0%	0.00	1.2%	0.02	1.1%	0.03	3.5%	0.16	0.0%	0.00	1.1%	0.03	0.9%	0.40
Internet / mail order / catalogue	6.4%	0.62	7.0%	0.08	14.8%	0.35	4.7%	0.04	6.6%	0.82	2.4%	0.03	7.6%	0.19	7.0%	0.32	10.1%	0.61	8.7%	0.24	7.5%	3.31
<b>Total</b>	<b>100%</b>	<b>9.71</b>	<b>100%</b>	<b>1.17</b>	<b>100%</b>	<b>2.38</b>	<b>100%</b>	<b>0.83</b>	<b>100%</b>	<b>12.40</b>	<b>100%</b>	<b>1.39</b>	<b>100%</b>	<b>2.54</b>	<b>100%</b>	<b>4.61</b>	<b>100%</b>	<b>6.08</b>	<b>100%</b>	<b>2.72</b>	<b>100%</b>	<b>43.84</b>

**TABLE 13: SMALL ELECTRICAL GOODS**

	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Total	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m
Retail Warehouses, Cheltenham	47.5%	10.21	54.0%	1.37	34.8%	1.80	30.9%	0.56	9.4%	2.54	9.2%	0.28	42.9%	3.28	10.6%	1.48	4.4%	0.57	1.1%	0.06	21.9%	22.16
Cheltenham Town Centre	17.0%	3.66	13.8%	0.35	9.0%	0.47	12.3%	0.22	2.8%	0.75	0.0%	0.00	5.1%	0.39	1.8%	0.25	2.6%	0.34	0.0%	0.00	6.3%	6.43
Waitrose, Cheltenham	3.8%	0.82	2.3%	0.06	1.1%	0.06	2.5%	0.04	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.12	0.0%	0.00	0.0%	0.00	1.1%	1.10
Sainsburys, Tewkesbury Road, Cheltenham	0.3%	0.05	0.0%	0.00	1.1%	0.06	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.11
Morrisons, Shurdington Road, Cheltenham	0.5%	0.11	0.0%	0.00	0.0%	0.00	1.2%	0.02	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.13
Tesco, Colletts Drive, Cheltenham	2.8%	0.60	4.6%	0.12	2.2%	0.12	1.2%	0.02	0.0%	0.00	1.1%	0.03	1.0%	0.08	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.0%	0.97
Other Stores in Cheltenham	13.5%	2.89	8.0%	0.20	3.4%	0.17	22.2%	0.40	4.4%	1.20	5.7%	0.17	6.1%	0.47	0.0%	0.00	3.5%	0.46	4.3%	0.25	6.1%	6.22
Gloucester	2.5%	0.55	1.1%	0.03	0.0%	0.00	7.4%	0.13	69.4%	18.71	60.9%	1.84	4.1%	0.31	0.0%	0.00	31.6%	4.10	4.3%	0.25	25.6%	25.92
Bath	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.2%	0.02	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.02
Birmingham	0.3%	0.05	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.05
Bishops Cleeve	0.5%	0.11	5.7%	0.15	1.1%	0.06	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.0%	0.16	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.5%	0.47
Bristol	0.3%	0.05	0.0%	0.00	1.1%	0.06	0.0%	0.00	0.6%	0.15	0.0%	0.00	1.0%	0.08	0.0%	0.00	4.4%	0.57	2.2%	0.12	1.0%	1.03
Cardiff	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.8%	0.25	0.0%	0.00	0.0%	0.00	0.2%	0.25
Cirencester	0.0%	0.00	0.0%	0.00	1.1%	0.06	8.6%	0.16	0.6%	0.15	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.11	60.2%	3.49	3.9%	3.97
Cribbs Causeway	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.0%	0.16	0.0%	0.00	1.8%	0.23	0.0%	0.00	0.4%	0.38
Dursley	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.11	0.0%	0.00	0.1%	0.11
Evesham	0.8%	0.16	2.3%	0.06	6.7%	0.35	1.2%	0.02	0.0%	0.00	0.0%	0.00	1.0%	0.08	55.8%	7.75	0.0%	0.00	0.0%	0.00	8.3%	8.42
Great Malvern	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.1%	0.03	7.1%	0.55	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.6%	0.58
Hereford	0.0%	0.00	0.0%	0.00	1.1%	0.06	0.0%	0.00	0.0%	0.00	2.3%	0.07	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.13
Nailsworth	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.8%	0.23	0.0%	0.00	0.2%	0.23
Oxford	0.3%	0.05	0.0%	0.00	1.1%	0.06	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.11
Pershore	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.7%	0.37	0.0%	0.00	0.0%	0.00	0.4%	0.37
Ross on Wye	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.1%	0.03	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.03
Stow on the Wold	0.0%	0.00	0.0%	0.00	3.4%	0.17	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.12	0.9%	0.11	0.0%	0.00	0.4%	0.41
Stratford upon Avon	0.0%	0.00	0.0%	0.00	1.1%	0.06	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	3.5%	0.49	0.0%	0.00	0.0%	0.00	0.5%	0.55
Stroud	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.2%	0.02	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	34.2%	4.44	0.0%	0.00	4.4%	4.46
Swindon	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.2%	0.02	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.8%	0.25	0.9%	0.11	18.3%	1.06	1.4%	1.44
Tewkesbury	0.5%	0.11	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	4.6%	0.14	5.1%	0.39	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.6%	0.64
Worcester	0.3%	0.05	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	12.2%	0.94	12.4%	1.72	0.0%	0.00	0.0%	0.00	2.7%	2.71
Reading	0.0%	0.00	0.0%	0.00	1.1%	0.06	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.06
Banbury	0.0%	0.00	0.0%	0.00	1.1%	0.06	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.06
High Wycombe	0.0%	0.00	0.0%	0.00	1.1%	0.06	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.06
Bourton-on-the-Water	0.0%	0.00	0.0%	0.00	2.2%	0.12	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.12
Dudbridge	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.11	0.0%	0.00	0.1%	0.11
Bamborough	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.0%	0.08	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.08
Chipping Camden	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.12	0.0%	0.00	0.0%	0.00	0.1%	0.12
Ledbury	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	5.7%	0.17	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.2%	0.17
Moreton-in-Marsh	0.0%	0.00	0.0%	0.00	7.9%	0.41	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.4%	0.41
Newent	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	4.6%	0.14	1.0%	0.08	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.2%	0.22
Stonehouse	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.8%	0.23	0.0%	0.00	0.2%	0.23
Winchcombe	0.0%	0.00	0.0%	0.00	2.2%	0.12	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.12
Leamington Spa	0.0%	0.00	0.0%	0.00	1.1%	0.06	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.12	0.0%	0.00	0.0%	0.00	0.2%	0.18
Abroad	0.5%	0.11	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.7%	0.45	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.1%	0.06	0.6%	0.62
Other	0.8%	0.16	1.1%	0.03	5.6%	0.29	1.2%	0.02	0.0%	0.00	1.1%	0.03	3.1%	0.23	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.8%	0.78
Internet / mail order / catalogue	8.1%	1.75	6.9%	0.18	9.0%	0.47	7.4%	0.13	11.1%	2.99	2.3%	0.07	5.1%	0.39	6.2%	0.86	9.6%	1.25	8.6%	0.50	8.5%	8.59
<b>Total</b>	<b>100%</b>	<b>21.52</b>	<b>100%</b>	<b>2.54</b>	<b>100%</b>	<b>5.18</b>	<b>100%</b>	<b>1.81</b>	<b>100%</b>	<b>26.94</b>	<b>100%</b>	<b>3.02</b>	<b>100%</b>	<b>7.66</b>	<b>100%</b>	<b>13.90</b>	<b>100%</b>	<b>12.97</b>	<b>100%</b>	<b>5.79</b>	<b>100%</b>	<b>101.35</b>

**TABLE 14: OTHER NON-BULKY COMPARISON GOODS**

	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Total	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m
Cheltenham Town Centre	75.7%	107.94	70.3%	12.35	52.9%	18.93	67.1%	8.38	17.5%	32.63	11.6%	2.43	32.2%	14.08	19.8%	15.72	13.5%	12.73	13.1%	5.51	34.2%	230.69
Coronation Square, Cheltenham	0.5%	0.70	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.70
Bath Road, Cheltenham	1.0%	1.40	0.0%	0.00	1.2%	0.42	3.7%	0.46	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.3%	2.28
Shurdington Road/Caernarvon Road, Cheltenham	0.2%	0.35	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.85	0.0%	0.00	0.2%	1.20
London Road / Charlton Kings / "Sixways"	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.1%	0.49	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.49
Tesco, Colletts Drive, Cheltenham	2.2%	3.14	1.1%	0.19	1.2%	0.42	0.0%	0.00	0.6%	1.09	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.85	1.2%	0.50	0.9%	6.19
Waitrose, Cheltenham	0.0%	0.00	1.1%	0.19	0.0%	0.00	2.4%	0.30	0.0%	0.00	1.2%	0.24	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.74
Morrisons, Shurdington Road, Cheltenham	0.7%	1.05	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.6%	1.09	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.3%	2.14
Sainsburys, Tewkesbury Road, Cheltenham	0.5%	0.70	0.0%	0.00	0.0%	0.00	1.2%	0.15	0.0%	0.00	0.0%	0.00	1.1%	0.49	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.2%	1.34
Other centres in Cheltenham	1.5%	2.10	3.3%	0.58	4.7%	1.68	1.2%	0.15	0.6%	1.09	1.2%	0.24	0.0%	0.00	1.7%	1.37	0.0%	0.00	0.0%	0.00	1.1%	7.21
Bishops Cleeve	0.5%	0.70	8.8%	1.54	1.2%	0.42	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.1%	0.49	0.9%	0.68	0.0%	0.00	0.0%	0.00	0.6%	3.83
Gloucester	2.2%	3.14	0.0%	0.00	0.0%	0.00	0.0%	0.00	67.8%	126.15	59.3%	12.37	6.7%	2.91	0.0%	0.00	22.5%	21.22	3.6%	1.50	24.8%	167.30
Bath	0.2%	0.35	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.2%	0.50	0.1%	0.85
Birmingham	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.1%	0.49	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.49
Bristol	0.5%	0.70	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	4.5%	4.24	0.0%	0.00	0.7%	4.94
Cirencester	1.2%	1.75	0.0%	0.00	3.5%	1.26	7.3%	0.91	0.6%	1.09	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.8%	1.70	63.1%	26.54	4.9%	33.25
Cribbs Causeway	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.2%	0.15	0.6%	1.09	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.2%	1.24
Evesham	0.0%	0.00	1.1%	0.19	5.9%	2.10	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	37.9%	30.07	0.0%	0.00	0.0%	0.00	4.8%	32.37
Great Malvern	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	3.3%	1.46	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.2%	1.46
Hereford	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.3%	0.49	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.49
Nailsworth	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.8%	1.70	0.0%	0.00	0.3%	1.70
Oxford	0.0%	0.00	0.0%	0.00	1.2%	0.42	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.42
Pershore	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.68	0.0%	0.00	0.0%	0.00	0.1%	0.68
Abroad	0.0%	0.00	1.1%	0.19	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.68	0.0%	0.00	0.0%	0.00	0.1%	0.88
Ledbury	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	3.5%	0.73	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.73
Stow on the Wold	0.0%	0.00	0.0%	0.00	2.4%	0.84	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.9%	0.85	0.0%	0.00	0.3%	1.69
Newent	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	3.5%	0.73	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.73
Stratford upon Avon	0.0%	0.00	0.0%	0.00	3.5%	1.26	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	9.5%	7.52	0.0%	0.00	0.0%	0.00	1.3%	8.78
Stroud	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.2%	0.15	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	38.7%	36.50	0.0%	0.00	5.4%	36.65
Banbury	0.0%	0.00	0.0%	0.00	2.4%	0.84	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.1%	0.84
Swindon	0.5%	0.70	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.2%	0.24	0.0%	0.00	0.0%	0.00	0.0%	0.00	7.1%	3.00	0.6%	3.95
Tewkesbury	0.0%	0.00	1.1%	0.19	0.0%	0.00	0.0%	0.00	0.0%	0.00	4.7%	0.97	25.6%	11.17	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.8%	12.33
Worcester	0.0%	0.00	0.0%	0.00	0.0%	0.00	1.2%	0.15	0.0%	0.00	0.0%	0.00	16.7%	7.28	12.9%	10.25	0.9%	0.85	1.2%	0.50	2.8%	19.04
Other	1.0%	1.40	0.0%	0.00	5.9%	2.10	0.0%	0.00	0.6%	1.09	1.2%	0.24	3.3%	1.46	0.9%	0.68	1.8%	1.70	0.0%	0.00	1.3%	8.67
Internet / mail order / catalogue	11.5%	16.42	12.1%	2.12	14.1%	5.05	13.4%	1.68	11.1%	20.66	10.5%	2.18	7.8%	3.40	14.7%	11.62	11.7%	11.04	9.5%	4.01	11.6%	78.17
Total	100%	142.52	100%	17.56	100%	35.76	100%	12.49	100%	185.97	100%	20.86	100%	43.70	100%	79.28	100%	94.22	100%	42.07	100%	674.43

**TABLE 15: BENCHMARK AND SURVEY-DERIVED TURNOVERS OF LARGE FOODSTORES IN CHELTENHAM**

	Sales Area	Convenience Goods Sales Area	Typical Sales Density (Convenience Goods)	Benchmark Turnover	Survey Derived Turnover	Difference	
	sq.m.net	sq.m.net	sq.m.net	(£m)	(£m)	£m	%
<b>Town Centre</b>							
Tesco Metro	824	742	13516	10.0	25.7	15.7	156
Lidl	1100	990	4169	4.1	0.9	-3.3	-79
Iceland	445	401	4889	2.0	2.1	0.2	8
Marks & Spencer	500	475	8811	4.2	8.3	4.1	98
<b>District Centres</b>							
Morrisons, Caernarvon Road	2954	2511	12091	30.4	36.9	6.5	21
Somerfield, Bath Road	379	360	7028	2.5	4.3	1.8	71
Co-op, Bath Road	375	356	6469	2.3	5.2	2.9	125
Somerfield, Coronation Square	397	377	7028	2.7	4.1	1.4	54
Farmfoods, Coronation Square	225	214	4000	0.9	1.1	0.2	26
<b>Stores Outside Town / District Centres</b>							
Sainsburys, Tewkesbury Road	3582	2866	10118	29.0	43.0	14.0	48
Tesco, Colletts Drive	3439	2579	13516	34.9	37.8	3.0	9
Waitrose, Honeybourne Way	2800	2800	12515	35.0	23.8	-11.3	-32
Marks & Spencer, Kingsditch Retail Park	750	675	8811	5.9	0.8	-5.1	-86
Aldi, Tewkesbury Road	960	864	4191	3.6	2.0	-1.6	-45
Co-op, Windy Ridge Road	426	405	6469	2.6	7.9	5.3	202
Somerfield, Charlton Kings	300	285	7028	2.0	3.0	1.0	49
Other Stores in Cheltenham				17.5	17.5	0.0	0
				189.6	224.4	34.8	18

Notes

Benchmark turnovers derived from Verdict and Mintel data  
2003 prices

**TABLE 16: CONVENIENCE GOODS EXPENDITURE CAPACITY**

	<b>2006</b>	<b>2011</b>	<b>2016</b>
Total available expenditure in the Study Area (£m)	840.7	885.2	932.7
Special forms of trading (£m)	9.2	54.9	60.6
Total available expenditure excl SFT (£m)	831.4	830.3	872.0
Turnover of stores in Cheltenham (£m)	224.4	233.0	241.8
Market Share (of in-store sales)	27%	27%	27%
Turnover potential (£m)	224.4	224.1	235.4
Overtrading (£m)	34.8	34.8	34.8
Expenditure capacity (£m)	34.8	26.0	28.3
Commitments:			
Sainsburys store extension, Tewkesbury Road	6.5	6.8	7.0
Tesco store extension, Colletts Drive	9.3	9.7	10.1
Sainsburys GCHQ Oakley	21.1	21.9	22.7
<b>Residual expenditure capacity (£m)</b>	<b>-2.1</b>	<b>-12.4</b>	<b>-11.4</b>

**Notes**

Forecasts for Special Forms of Trading based on Figures from Experian Retail Planner Briefing Note 2.3D Table 6.2

Assumed increase in floorspace efficiencies: 0.75% per annum (source: Experian)

Market share is 2006 market share held as a constant

Expenditure capacity is the difference between the turnover potential (based on maintaining the current market share)

and the current turnover (taking into account floorspace efficiency increase)

2003 prices

**TABLE 17: COMPARISON GOODS EXPENDITURE CAPACITY**

<b><i>Non-Bulky Goods</i></b>				<b><i>Bulky Goods</i></b>			
	<b>2006</b>	<b>2011</b>	<b>2016</b>		<b>2006</b>	<b>2011</b>	<b>2016</b>
Total available expenditure in the Study Area (£m)	977.1	1191.6	1454.1	Total available expenditure in the Study Area (£m)	413.0	503.6	614.5
Special forms of trading (£m)	91.7	143.0	180.3	Special forms of trading (£m)	19.5	60.4	76.2
Total available expenditure excl SFT (£m)	885.4	1048.6	1273.8	Total available expenditure excl SFT (£m)	393.5	443.2	538.3
Turnover of stores in Cheltenham (£m)	385.7	431.1	481.9	Turnover of stores in Cheltenham (£m)	144.0	160.9	179.8
Market Share (of in-store sales)	44%	44%	44%	Market Share (of in-store sales)	37%	37%	37%
Turnover potential (£m)	385.7	456.9	554.9	Turnover potential (£m)	144.0	162.1	196.9
Expenditure capacity (£m)	0.0	25.7	73.1	Expenditure capacity (£m)	0.0	1.2	17.1
Commitments:				Commitments:			
Brewery Redevelopment	14.0	14.0	14.0	Indalex Site	5.6	5.6	5.6
				Cotswold Fabric Warehouse Extension	1.1	1.1	1.1
<b>Residual expenditure capacity (£m)</b>	<b>-14.0</b>	<b>11.7</b>	<b>59.1</b>	<b>Residual expenditure capacity (£m)</b>	<b>-6.7</b>	<b>-5.4</b>	<b>10.4</b>
<b>Theoretical floorspace based on £5,000/sq.m. sales density assumption</b>		<b>2346</b>	<b>11818</b>	<b>Theoretical floorspace based on £2,000/sq.m. sales density assumption</b>			<b>5214</b>
<b><i>Combined Comparison Goods</i></b>							
	<b>2006</b>	<b>2011</b>	<b>2016</b>				
<b>Floorspace Capacity</b>	<b>0</b>	<b>2346</b>	<b>17033</b>				

## Notes

Forecasts for Special Forms of Trading based on Figures from  
Experian Retail Planner Briefing Note 2.3D Table 6.2

Assumed increase in floorspace efficiencies: 2.25% per annum (source: Experian)

Market share is 2006 market share held as a constant

Expenditure capacity is the difference between the turnover potential (based on maintaining the current market share)  
and the current turnover (taking into account floorspace efficiency increase)

Sales density of new floorspace is DPDS estimate

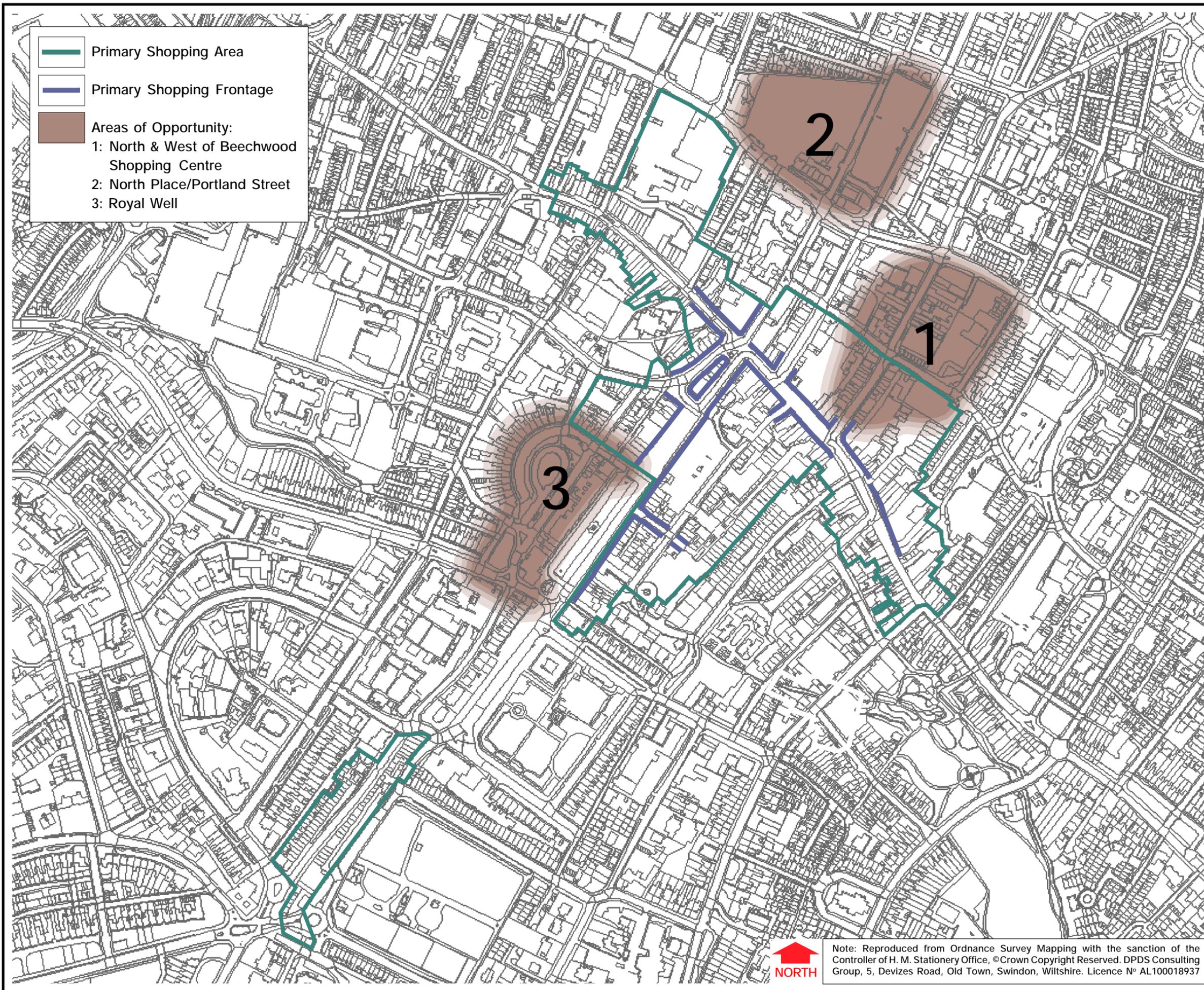
2003 prices



**Appendix G**

**Areas of Opportunity for Development and Primary Shopping Area**

 Primary Shopping Area  
 Primary Shopping Frontage  
 Areas of Opportunity:  
 1: North & West of Beechwood Shopping Centre  
 2: North Place/Portland Street  
 3: Royal Well



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Rev	Date	Description
A	11.06	Minor amendments

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Project  
**Cheltenham Retail Study**

Drawing Title  
**Primary Shopping Area,  
 Primary Shopping Frontage,  
 and Areas of Opportunity  
 for Development**

Scale **Not to Scale**

Date **08.06.06** Drawn by **NAH**

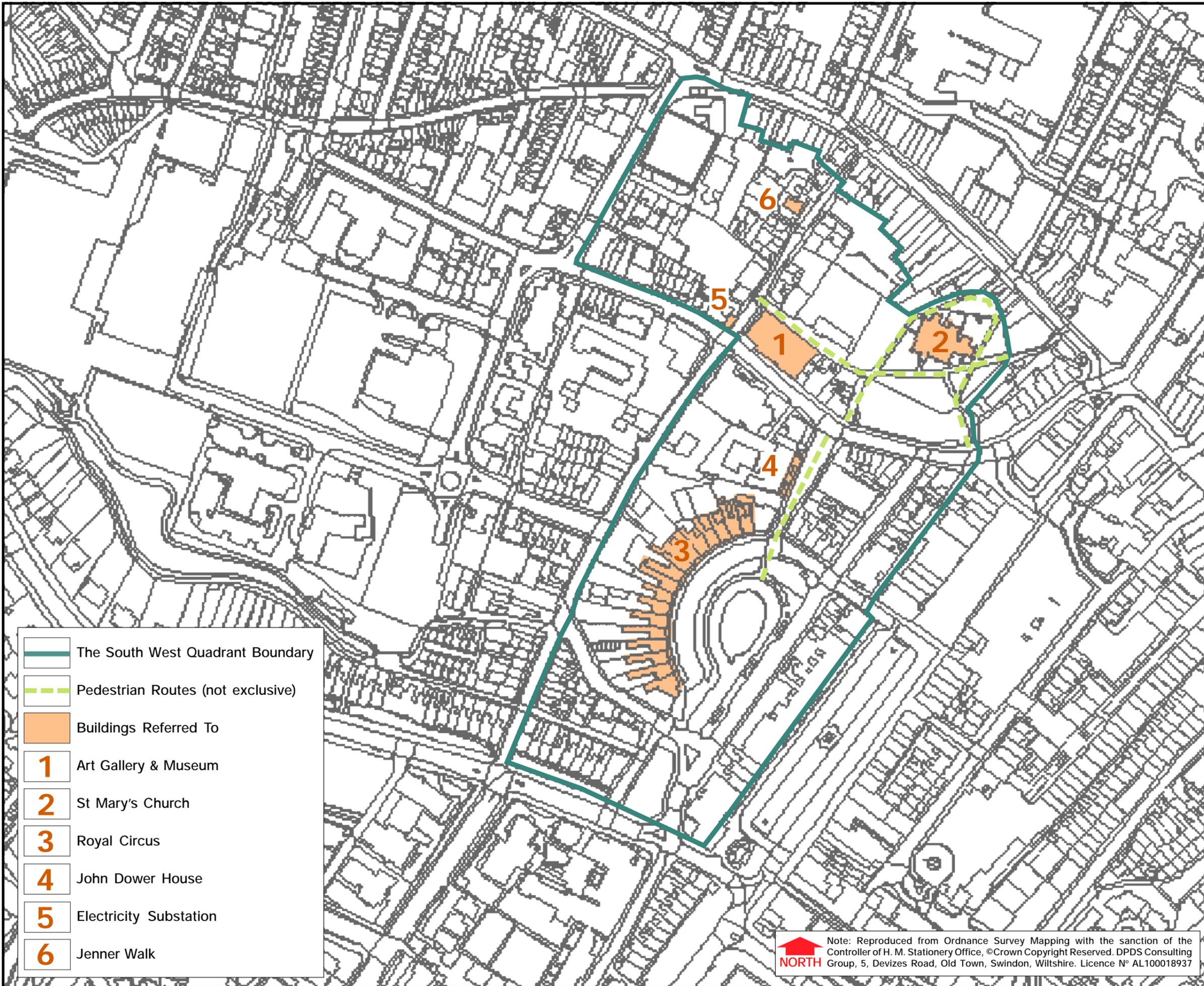
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**Appendix H**

**South West Quadrant**



-  The South West Quadrant Boundary
-  Pedestrian Routes (not exclusive)
-  Buildings Referred To
-  1 Art Gallery & Museum
-  2 St Mary's Church
-  3 Royal Circus
-  4 John Dower House
-  5 Electricity Substation
-  6 Jenner Walk

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Project  
**Cheltenham Retail Study**

Drawing Title  
**The South West Quadrant**

Scale **Not to Scale**

Date **20.09.06** Drawn by **NAH**

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Drawing No. **C10062/06/06** Rev.



## **Appendix I**

## **Schedule of Sport Facilities**

APPENDIX I – Active Sport Facilities  
- Cheltenham facilities within 5 miles of central area

FHS\* Fitness Health Studio

Name	Facilities	No where appropriate	Management
Chapel Spa	HFS*	20 Stations	Commercial
Bodyby Ladies Fitness Ltd	HFS	34 Stations	Commercial
Bannatynes Just Fitness	HFS	72 Stations	Commercial
Reset	HFS	9 Stations	Commercial
Cheltenham & Gloucester College on Folley	Grass Pitches	3 Full size football	Community
YMCA	HFS Sports Hall	34 Stations 2 Badminton Courts	
AGG Gardens	Grass Pitches	1 Football 1 Rugby	Local Authority
Unisport (Hardwick)	HFS Sports Hall Swimming Pool	32 Stations 4 Badminton Courts 25m 5 Lanes	In House school/college university
Reach Fitness	HFS	34 Stations	Commercial
Leisure @ Cheltenham	HFS Sports Hall Swimming Pool	120 Stations 8 Badminton Courts 1= 33.3 m 6 lanes 2= 15m 3= Diving Pool	Local Authority
Sandford Parks Lido	Swimming Pools	Indoor Pool x2 Outdoor Pool x 2	Local Authority
Cheltenham Boys College	Sports Hall Swimming Pool Synthetic Turf Pitches	8 x Badminton Courts 25 m 6 lanes x2	In House
Cheltenham Ladies College	HFS Sports Hall Swimming Pool Synthetic Turf Pitches	54 Stations 6 Badminton Courts 25m x2	In House
Whaddon Recreation Ground	Grass Pitches	1 x Full football 1x Junior football 2 x Rounders	Local Authority
Pittville School	Grass Pitches  Sports Hall	1 x Cricket 1 x Full football 4 x Rounders 1 x senior rugby 1 x badminton court	In home
Clyde Crescent Recreation Ground	Grass Pitches	1 x junior football	Local Authority
St. Benedicts School & sports College	Grass Pitches  Sports Hall Synthetic Turf Pitches	2 x full football 1 x full rugby 2x badminton courts x1	In house
Naunton Park	Grass Pitches	2 x cricket 2x full football 1 x junior football	Local Authority
St Edwards Junior School	Sports Hall	3 x badminton courts	In House

Name	Facilities	No where appropriate	Management
St Edwards school playing pitches	Grass Pitches	1 x cricket 1 x Full football 3 x Rounders	In house
St Edwards Senior School	HFS Sports Hall Swimming Pool Synthetic Turf Pitches	16 Stations 3 x badminton courts 25m 5 lanes x1	In house
King George V playing field	Grass Pitches	3 x cricket 8 x full football	Local Authority
Bettridge School	Sports Hall	x1	In house
Belmont School	Sports Hall	1 x badminton court	In House
Priors Farm	Grass Pitches	1 x Cricket 3 x Full Football	Local Authority
Dean Close School sports facilities	HFS	10 Stations	In house
Swindon Village	Grass Pitches	3 x cricket 3 x Full Football	Local Authority
Bournside Sports centre	Grass Pitches HFS Sports Hall Synthetic Turf Pitches	4 x Rugby Pitches 5 Stations 3 x badminton courts x1	In house
Burrows	Grass Pitches	3 x cricket 3 x Full Football 1 x junior football	Local Authority
Cheltenham Kingsmead	Grass Pitches  Swimming Pool	1 x Cricket 2 x full football 2 x Hockey 3 x Rounders 2 x Rugby 20m 2 lanes	In House
Rivers Fitness	HFS	27 Stations	Commercial
The Eagle Star Club	Grass Pitches	4 x Full Football	Industry club
Pates Grammar School	Sports Hall Synthetic Turf Pitches	4 x Badminton x1	In house
Sandy Lane	Grass Pitches	1 x Cricket 2 x Rounders 2 x Rugby	Local Authority
Welch Road	Grass Pitches	3 x Full Football	Local Authority
LA Fitness	HFS Swimming Pool	90 Stations 20m 2 lanes	Commercial
Balcarras Sports Centre	Grass Pitches  Sports Hall x 2  Synthetic Turf Pitches	1 x Cricket 4 x Full Football 2 x Junior Football 2 x Rounders 3 x Rugby 1 = 3 badminton courts 1=1 badminton Courts x1	Local Authority
Sport Connection	HFS	81 Stations	Commercial

Name	Facilities	No where appropriate	Management
The Beeches	Grass Pitches	2 x full football 1 x junior football	Local Authority
Bodysense leisure club	HFS Swimming Pool	30 Stations 15m	Commercial
Bishops Cleeve Sportsfield	Grass Pitches	1 x Cricket 1 x Full football 3 x Junior Football 1 x Rugby	Community
Smith Sports Ground	Grass Pitches	2 x Junior Football	Industry club
Lilley Brook Golf Club	Golf Course	18 hole	Sport Club
King George XI	Grass Pitches	1 x Full football	Community
Otium Leisure centre	HFS Swimming Pool	16 Stations 12 m	Commercial
Cleeve Sports & Arts centre	HFS Indoor Tennis Sports Hall	20 Stations 1 x Tennis centre 4 x Badminton	Local Authority
Woodmancote playing field	Grass Pitches	1 x Full football	Community
Cotswold Hills Golf Centre	Golf Course	18 holes	Commercial
Cleevehill Golf Course	Golf Course	18 holes	Local Authority
Chosen Hill School	Sports Hall x 3	1= 1 Badminton court 2= 4 Badminton courts 3= 1 Badminton Court	In house
Churchdown Park	Grass Pitches	1 x Full football	Community
Gotherington Playing Field	Grass Pitches	1 x Full football 1 x junior football	Community
Churchdown Sports Centre	Grass Pitches	1 x Cricket 3 x Full Football 4 x Rounders 3 x Rugby	Local Authority
Bentham Country Club	Indoor Tennis Centre	2 x Indoor tennis courts	Commercial
Mill Lane Playing Fields	Grass Pitches	1 x Full football	Commercial
Brockworth Sports Centre	Grass Pitches  HFS Sports Hall Swimming Pool	1 x Cricket 2 x Full Football 1x junior Football 3 x Rounders 1 x Rugby 15 Stations 4 x Badmintons Court 25 m 5 lanes	Local Authority
Churchdown Park	Grass Pitches	1 x Cricket 2 x Full Football	Community
John Daniels Playing Field	Grass Pitches	2 x full football	Community
Brickhampton Court Golf Club	Golf Courses	1 x Driving Range 2 x Standard courses	Commercial
Essential Leisure Club	HFS Swimming Pool	20 Stations	Commercial