

Table 1: Population and convenience goods expenditure per capita

Zone	Population						Per Capita Expenditure (£)					
							Convenience					
	2024	2029	2034	2039	2041	2022 inc SFT	2022	2024	2029	2034	2039	2041
1	63,107	66,165	68,837	71,546	72,640	2,632	2,503	2,406	2,373	2,368	2,368	2,368
2	25,137	26,362	27,453	28,409	28,747	2,561	2,435	2,341	2,308	2,304	2,304	2,304
3	17,142	17,975	18,789	19,619	19,936	2,417	2,298	2,209	2,179	2,174	2,174	2,174
4	42,074	44,104	45,967	47,723	48,349	2,566	2,440	2,346	2,313	2,309	2,309	2,309
5	64,807	65,925	67,009	67,744	68,030	3,200	3,043	2,926	2,885	2,879	2,879	2,879
6	46,869	47,994	48,756	49,453	49,807	2,796	2,659	2,556	2,521	2,516	2,516	2,516
7	29,029	30,238	31,278	32,153	32,470	2,774	2,638	2,536	2,500	2,495	2,495	2,495
8	48,098	50,804	53,152	55,404	56,313	2,834	2,695	2,591	2,555	2,549	2,549	2,549
Total	336,263	349,567	361,241	372,051	376,292							

Notes:

- a. Zones based on the postcode sectors as set out in the main Study
- b. Per capita expenditure derived from Experian MMG3 data (2024 report)
- c. Population derived from Experian MMG3 data (2024 report)
- d. Expenditure excludes Special Forms of Trading in line with recommendations at Appendix 3 of Experian Retail Planner Briefing Note 21 (February 2024)
- e. Per capita expenditure projected forward using 'adjusted SFT' forecast growth rates taken from Figure 6 of Experian Retail Planner Briefing Note 21 (February 2024)

2022 Prices

Blaby Retail and Leisure Study

Nexus Planning

Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m)						Growth (£m)		
	Convenience						Convenience		
	2024	2029	2034	2039	2041	2024-2029	2024-2034	2024-2039	2024-2041
1	151.9	157.0	163.0	169.4	172.0	5.1	11.2	17.6	20.2
2	58.8	60.9	63.2	65.4	66.2	2.0	4.4	6.6	7.4
3	37.9	39.2	40.9	42.7	43.3	1.3	3.0	4.8	5.5
4	98.7	102.0	106.1	110.2	111.6	3.3	7.4	11.5	12.9
5	189.6	190.2	192.9	195.0	195.9	0.6	3.3	5.4	6.3
6	119.8	121.0	122.7	124.4	125.3	1.2	2.8	4.6	5.5
7	73.6	75.6	78.0	80.2	81.0	2.0	4.4	6.6	7.4
8	124.6	129.8	135.5	141.3	143.6	5.2	10.9	16.6	19.0
Total	854.9	875.6	902.4	928.6	939.0	20.7	47.5	73.7	84.1

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend

Zone	Expenditure (£m)		
	Convenience		
	Main	Top-up	Total
1	113.9	38.0	151.9
2	44.1	14.7	58.8
3	28.4	9.5	37.9
4	74.0	24.7	98.7
5	142.2	47.4	189.6
6	89.9	30.0	119.8
7	55.2	18.4	73.6
8	93.5	31.2	124.6
Total	641.2	213.7	854.9

Notes:

- Zones based on the postcode sectors as set out in the main Study
- Figures derived by multiplying per capita expenditure by population within each zone using data provided at Table 1
- Ratio of main food shopping to top-up food shopping assumed to be 75:25 in line with Nexus Planning professional judgement

2022 Prices

Table 3: Convenience Goods Shopping Patterns

Iceland, Belgrave Gate, Leicester, LE1 3GP	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Iceland, Narborough Road, Leicester, LE3 0PE	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%		
KP Supermarket, Melbourne Road, Leicester, LE2 0DT	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%		
Leicester Market, Market Place, Leicester, LE1 5GF	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%		
Lidl, Loughborough Road, Leicester, LE4 5PN	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%		
Lidl, Station Avenue, Loughborough, LE11 5HL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Marks and Spencer (M&S) (Foodhall), Bintley Shopping Centre, Bintley, Coventry, CV3 2TA	0.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%	0.0%	0.0%	0.0%	0.0%		
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	1.7%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	7.2%	4.0%	0.6%	0.0%	0.6%	0.4%		
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	1.3%	0.6%	0.9%	0.0%	1.4%	0.0%	17.6%	13.5%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Morrisons Superstore, Whitwick Road, Coalville, LE67 3JN	0.1%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Pak Foods, Chesterfield Road, Leicester, LE5 5LH	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Premier Stores, Hinckley Road, Leicester, LE3 0TG	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%	0.6%	0.0%		
Sainsbury's Local, London Road, Leicester, LE2 1ED	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%		
Sainsbury's Local, Queens Road, Leicester, LE2 1TT	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Sainsbury's Local, Queens Road, Nuneaton, CV11 5LZ	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	2.7%	0.0%	0.0%	0.0%		
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%		
Sanjay Foods, Belgrave Industrial Estate, MacDonald Road, Leicester, LE4 5HD	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Scattergood J & Son, Sharmon Crescent, Leicester, LE3 6NW	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%	0.6%	0.0%	0.0%		
Tesco Express, Downing Drive, Evington, Leicester, LE5 6LL	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%		
Tesco Express, Haymarket Centre, Belgrave Gate, Leicester, LE1 3HP	0.4%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.2%	1.3%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	5.3%	0.0%		
Tesco Express, London Road, Leicester, LE2 0QD	0.0%	0.4%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%		
Tesco Express, Melton Road, Leicester, LE4 6PN	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%		
Tesco Express, Moore Road, Barwell, Leicester, LE9 8AG	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	1.4%	0.3%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	11.0%	3.0%	0.9%		
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Tesco Extra, Maidenswell Avenue, Hamilton, Leicester, LE5 1BJ	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%		
Tesco Extra, Park Road, Loughborough, LE11 2EK	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Tesco Extra, Ricoh Arena, Phoenix Way, Rowley's Green, Coventry, CV6 6GE	0.0%	0.0%	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%		
Tesco Superstore, New Park Street, Leicester, LE3 5NU	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%	1.8%	0.5%	0.0%		
The Company Shop, Distribution Park, Leicester, LE3 1UT	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%	0.4%	0.5%		
Waitrose, Granite Way, Mountsorrel, Loughborough, LE12 7TZ	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%	0.0%	0.0%	0.0%	1.2%	0.0%		
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	0.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	11.6%	3.6%	0.6%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%		
Waitrose, Springfield Street, Market Harborough, LE16 8BD	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Yours Supermarket, Belgrave Gate, Leicester, LE1 3HT	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%		
Outside Survey Area Sub Total	11.2%	11.2%	7.2%	6.4%	8.1%	3.0%	35.8%	17.9%	3.0%	2.9%	14.6%	23.7%	5.4%	3.4%	35.5%	24.8%	3.5%	11.3%

Total
Notes:

Table 4: Convenience Goods Expenditure

Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Main food (£m)	Top up (£m)																
Zone 1																		
Aldi, Hollers Walk, Hinckley, LE10 1QW	0.0	2.1	17.0	0.7	5.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Watling Street, Hinckley, LE10 3ED	2.7	4.4	1.0	3.6	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Barwell Lane, Hinckley, LE10 1SS	30.4	4.5	16.8	2.2	9.0	2.2	2.5	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0
B&M, Castle Street, Hinckley, Leicester, LE10 1DB	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burbage News & Booze, Coventry Road, Burbage, Hinckley, LE10 2HL	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Connor's Bakery, Rugby Road, Hinckley, LE10 0QD	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Boysdale Road, Burbage, Hinckley, LE10 2RF	0.0	1.4	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Church Street, Sapcote, Leicester, LE9 4FG	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Long Street, Stoney Stanton, Leicester, LE9 4DQ	0.0	3.0	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
Co-op, Rugby Road, Burbage, Hinckley, LE10 2ND	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Trent Road, Hinckley, LE10 0YA	0.0	2.1	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Rugby Road, Hinckley, LE10 0QD	3.8	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Coventry Road, Hinckley, LE10 0XJ	10.1	3.2	9.5	3.2	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
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	16.8	2.5	13.2	2.3	3.2	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
One Stop, Stoke Road, Hinckley, LE10 0EA	0.0	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier Stores, Tudor Road, Hinckley, LE10 0ED	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Cilton Way, Hinckley, LE10 0XN	0.0	3.1	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0QG	25.5	5.7	23.2	5.7	1.7	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	9.2	5.8	9.2	5.5	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Three Pots Pantry, Wolsey Road, Burbage, Hinckley, LE10 2JJ	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trinity Lane Off Licence, Trinity Lane, Hinckley, LE10 0BZ	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tudor Road Stores, Tudor Road, Hinckley, LE10 0EQ	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SubTotal Zone 1	98.4	39.8	93.7	34.4	21.3	4.4	2.9	0.2	0.0	0.0	0.0	0.0	2.1	0.8	0.0	0.0	0.4	0.0
Zone 2																		
Co-op, High Street, Desford, Leicester, LE9 9JF	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Main Street, Newbold Verdon, Leicester, LE9 9NP	0.8	0.8	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Newbold Road, Desford, LE9 9GT	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Co-op, Pochin Street, Croft, Leicester, LE9 3HA	0.4	0.7	0.0	0.0	0.4	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Wood Street, Earl Shilton, LE9 7ND	1.7	2.7	0.0	0.1	1.7	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lifestyle Express, Station Road, Earl Shilton, Leicester, LE9 7GF	0.0	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Newbold Verdon Village Centre	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier Stores, Pochin Street, Croft, Leicester, LE9 3HA	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Main Street, Huncote, Leicester, LE9 3AU	0.0	0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Village Store, Main Street, Newbold Verdon, Leicester, LE9 9NP	0.0	0.1	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
Sub Total Zone 2	3.0	9.1	0.0	0.1	3.0	8.9	0.0	0.0	0.0	0.1								
Zone 3																		
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	21.8	5.4	7.9	1.0	3.3	0.1	6.1	4.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.3
Co-op, Main Street, Broughton Astley, Leicester, LE9 6RE	1.3	2.8	0.0	0.0	0.2	0.0	1.1	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gilmerton Village Shop, Main Street, Gilmerton, Lutterworth, LE17 5LS	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mace Makes It Easy, Dunton Road, Broughton Astley, Leicester, LE9 6PW	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milner's Bakery, Main Street, Leicester, LE9 6RE	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ullenhurst Post Office, Main Street, Ullenhurst, Lutterworth, LE17 5BT	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	23.0	8.7	7.9	1.0	3.5	0.1	7.2	7.4	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.3
Zone 4																		
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	33.0	4.4	0.0	0.0	0.6	0.0	0.0	0.0	22.9	2.4	4.7	0.9	0.2	0.0	0.0	0.0	4.5	1.1
Asda (Express), Lutterworth Road, Blaby, LE8 4DX	1.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.6	0.0	0.0	0.0	0.0	0.0			

Iceland, Belgrave Gate, Leicester, LE1 3GP	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Narborough Road, Leicester, LE3 0PE	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
KP Supermarket, Melbourne Road, Leicester, LE2 0DT	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leicester Market, Market Place, Leicester, LE1 5GF	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Loughborough Road, Leicester, LE4 5PN	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Avenue, Loughborough, LE11 5HL	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	0.0	0.0	0.0
Marks and Spencer (M&S) Foodhall, Bilton Shopping Centre, Bilton, Coventry, CV3 2TA	1.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	11.4	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	7.5	1.3	1.0	0.0	0.6	0.0	5.0	1.3	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
Morrisons Superstore, Whitwick Road, Coalville, LE17 3JN	0.9	0.1	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pak Foods, Chesterfield Road, Leicester, LE5 5LH	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier Stores, Hinckley Road, Leicester, LE3 0TG	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, London Road, Leicester, LE2 1ED	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Queens Road, Leicester, LE2 1TT	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Queens Road, Nuneaton, CV11 5LZ	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	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	0.0	0.0	0.0
Sanjay Foods, Belgrave Industrial Estate, MacDonald Road, Leicester, LE4 5HD	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scattergood J & Son, Sharpen Crescent, Leicester, LE3 6NW	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Downing Drive, Evington, Leicester, LE5 6LL	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Haymarket Centre, Belgrave Gate, Leicester, LE1 3HP	3.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Hinckley Road, Leicester, LE3 0TF	1.3	2.7	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.0	0.0
Tesco Express, London Road, Leicester, LE2 0QD	0.0	0.9	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Melton Road, Leicester, LE4 6PN	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Moore Road, Barwell, Leicester, LE9 8AG	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	9.4	0.7	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	1.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Midenhall Avenue, Hamilton, Leicester, LE5 1BJ	2.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Park Road, Loughborough, LE11 2EX	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Ricoh Arena, Rowley's Green, Coventry, CV6 6GE	0.3	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	1.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
The Company Shop, Distribution Park, Leicester, LE3 1UT	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1
Waitrose, Granite Way, Mountsorrel, Loughborough, LE12 7TZ	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	4.1	0.3	0.0	0.0	0.0	0.0	3.3	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Springfield Street, Market Harborough, LE16 8BD	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yours Supermarket, Belgrave Gate, Leicester, LE1																							

Table 5: Survey-derived and benchmark turnover of Blaby foodstores

Destination	Gross Floorspace (sq.m)	Net Sales Area (sq.m)	Net Convenience Sales Area (A) (sq m)	Sales Density (B) (£ per sq m)	Benchmark Turnover (AxB) (£m)	Survey Turnover (£m)	Inflow Allowance (%)	Inflow Allowance (£m)	Estimated Survey T/O with Inflow (£m)	Overtrading (£m)	Trading Position Against Benchmark (%)	
Zone 1												
Co-op, Church Street, Sapcote, Leicester, LE9 4FG	332	299	276	9,965	2.8	0.4	0.0	0.0	0.4	-2.4	-86.4%	
Co-op, Long Street, Stoney Stanton, Leicester, LE9 4DQ	332	299	276	9,965	2.8	3.0	0.0	0.0	3.0	0.3	10.4%	
Sub Total Zone 1					5.5	3.4		0.0	3.4	-2.1		
Zone 2												
Co-op, Pochin Street, Croft, Leicester, LE9 3HA	260	234	216	9,965	2.2	1.1	0.0	0.0	1.1	-1.1	-50.1%	
Premier Stores, Pochin Street, Croft, Leicester, LE9 3HA	-	-	-	-	0.2	0.2	0.0	0.0	0.2	0.0	0.0%	
Spar, Main Street, Huncote, Leicester, LE9 3AU	-	-	-	-	0.5	0.5	0.0	0.0	0.5	0.0	0.0%	
Sub Total Zone 2					2.9	1.8	0.0	0.0	1.8	-1.1		
Zone 4												
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	1,251	1,001	911	12,974	11.8	37.4	0.0	0.0	37.4	25.6	216.6%	
Asda (Express), Lutterworth Road, Blaby, LE8 4DX	260	234	211	12,765	2.7	2.4	0.0	0.0	2.4	-0.3	-11.1%	
Attfield's Farm Shop, Whetstone Lodge, Countesthorpe Road, Leicester, LE8 6LD	-	-	-	-	0.2	0.2	0.0	0.0	0.2	0.0	0.0%	
Co-op, Cambridge Road, Whetstone, Blaby, LE8 6LF	350	315	291	9,965	2.9	4.0	0.0	0.0	4.0	1.1	36.5%	
Co-op, Dog And Gun Lane, Lutterworth Road, Whetstone, LE8 6LJ	350	315	291	9,965	2.9	3.9	0.0	0.0	3.9	1.0	36.2%	
Co-op, Main Street Cosby Leicester, LE9 1UU	370	333	308	9,965	3.1	1.2	0.0	0.0	1.2	-1.8	-59.4%	
Co-op, Main Street, Countesthorpe, Leicester, LE8 5QX	350	315	291	9,965	2.9	7.4	0.0	0.0	7.4	4.5	156.9%	
Iceland, Johns Court, Blaby, LE8 4DJ	1,297	1,038	1,018	7,020	7.1	5.7	0.0	0.0	5.7	-1.5	-20.9%	
Local shops, Countesthorpe Village Centre	-	-	-	-	0.1	0.1	0.0	0.0	0.1	0.0	0.0%	
Milners Bakery, Beaumont House, Lutterworth Road, Blaby, LE8 4DN	-	-	-	-	0.5	0.5	0.0	0.0	0.5	0.0	0.0%	
Morrisons Daily, Forge Corner, Blaby, Leicester, LE8 4FZ	164	148	133	11,345	1.5	0.1	0.0	0.0	0.1	-1.4	-94.5%	
Nisa Local, Croft Road, Cosby, Leicester, LE9 1RE	-	-	-	-	0.1	0.1	0.0	0.0	0.1	0.0	0.0%	
Premier Stores, Kirby Road, Fleckney, Leicester, LE8 8BP	-	-	-	-	0.2	0.2	0.0	0.0	0.2	0.0	0.0%	
Savers, Forge Corner, Enderby Road, Blaby, Leicester, LE8 4FZ	-	-	-	-	0.1	0.1	0.0	0.0	0.1	0.0	0.0%	
Tesco Express, King William IV, The Square, Countesthorpe, LE8 5RN	331	298	268	12,941	3.5	1.0	0.0	0.0	1.0	-2.5	-72.0%	
Sub Total Zone 4					39.7	64.4	0.0	0.0	64.4	24.7		
Zone 7												
Faire Convenience Store, Faire Road, Glenfield, Leicester, LE3 8ED	-	-	-	-	0.1	0.1	0.0	0.0	0.1	0.0	0.0%	
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	5,057	3,034	2,736	11,345	31.0	28.4	0.0	0.0	28.4	-2.7	-8.5%	
One Stop, Main Street, Kirby Muxloe, Leicester, LE9 2AL	-	-	-	-	3.6	3.6	0.0	0.0	3.6	0.0	0.0%	
One Stop, Underwood Court, Elm Tree Avenue, Glenfield, Leicester, LE3 8SG	-	-	-	-	0.7	0.7	0.0	0.0	0.7	0.0	0.0%	
S J Langton, The Square, Glenfield, Leicester, LE3 8DQ	-	-	-	-	0.1	0.1	0.0	0.0	0.1	0.0	0.0%	
Tesco Express, Dominion Road, Glenfield, Leicester, LE3 8FB	547	438	394	12,941	5.1	0.7	0.0	0.0	0.7	-4.4	-86.8%	
Sub Total Zone 7					40.6	33.6	0.0	0.0	33.6	-7.1		
Zone 8												
Aldi, Meridian Way, Braunstone, LE19 1LW	1,157	926	843	12,974	10.9	22.4	10.0	2.5	24.9	13.9	127.4%	
Asda, Narborough Road South, Fosse Park Avenue, Braunstone, Leicester, LE3 2LL	11,453	6,872	5,559	12,765	71.0	59.8	25.0	19.9	79.8	8.8	12.4%	
Co-op, Cross Street, Enderby, Leicester, LE19 4NJ	903	722	667	9,965	6.7	1.5	0.0	0.0	1.5	-5.2	-78.0%	
Co-op, Hinckley Road, Leicester Forest East, Leicester, LE3 3GH	500	400	370	9,965	3.7	2.1	0.0	0.0	2.1	-1.6	-43.6%	
Co-op, Mill Lane, Enderby Leicester, LE19 4NW	471	377	348	9,965	3.5	1.2	0.0	0.0	1.2	-2.3	-65.6%	
Co-op, Station Road, Narborough, Leicester, LE19 2HR	138	124	115	9,965	1.1	1.7	0.0	0.0	1.7	0.6	53.0%	
Co-op, Turnbull Drive, Braunstone, Leicester, LE3 2JW	268	241	223	9,965	2.2	3.4	0.0	0.0	3.4	1.2	54.4%	
Macks Garage, Fox Hunter Island, Leicester Road, Enderby, Leicester, LE19 2BF	-	-	-	-	0.4	0.4	0.0	0.0	0.4	0.0	0.0%	
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	1,456	1,165	1,114	11,716	13.0	15.2	25.0	5.1	20.3	7.2	55.3%	
Nisa Local, Hinckley Road, Leicester, LE3 3JT	-	-	-	-	0.3	0.3	0.0	0.0	0.3	0.0	0.0%	
One Stop, Watergate Lane, Braunstone Town, Leicester, LE3 2XQ	-	-	-	-	0.3	0.3	0.0	0.0	0.3	0.0	0.0%	
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	12,431	7,459	6,020	12,951	78.0	75.5	25.0	25.2	100.7	22.7	29.1%	
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	307	276	255	12,941	3.3	6.6	0.0	0.0	6.6	3.3	100.7%	
Tesco Express, Hinckley Road, Leicester Forest East, Leicester, LE3 3JT	350	315	291	12,941	3.8	0.4	0.0	0.0	0.4	-3.3	-88.6%	
Sub Total Zone 8					198.2	190.9			243.6	45.4		
Total					286.9	294.2			52.7	346.8	59.9	20.9%

Table 6ai: Estimated capacity for additional convenience goods floorspace in Blaby Authority Area

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2024	286.9	294.2	52.7	59.9
2029	289.2	301.3	53.9	66.0
2034	291.0	310.5	55.6	75.1
2039	292.4	319.5	57.2	84.3
2041	293.0	323.1	57.8	87.9
Study Area Market Share (%)		34.4%		

Notes:

a. Allows for increased turnover efficiency as set out in Figure 4a of Experian Retail Planner Briefing Note 21 (February 2024)

b. Assumes constant market share claimed by Blaby Authority facilities of 34.4% of Study Area expenditure

Table 6bi: Gross quantitative capacity for additional convenience goods floorspace in the Blaby Authority Area

Year	Floorspace Capacity (sq m net)		
	Surplus Expenditure (£m)	Min ¹	Max ²
2024	59.9	4,800	5,200
2029	66.0	5,200	5,700
2034	75.1	5,900	6,400
2039	84.3	6,600	7,100
2041	87.9	6,900	7,400

Notes:

a. Average sales density in respect of minimum floorspace assumed to be £12,488 per sq.m at 2024 which is average of 'main four' foodstore operators

b. Average sales density in respect of maximum floorspace assumed to be £11,576 per sq.m at 2024 which is average of principal two discount operators

c. Allows for increased turnover efficiency as set out in Figure 4a of Experian Retail Planner Briefing Note 21 (February 2024)

Table 6ci: Extant convenience goods commitments in the Blaby Authority Area

Location	Reference	Proposal	Gross Floorspace (sq m)	Net Sales floorspace (sq.m)	Net Convenience Goods floorspace (sq.m)	Estimated Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)
<u>Zone 8</u>							
Lubbesthorpe	11/0100/1/OX	Outline application for 4,250 dwellings, a mixed use district centre and two mixed use local centres featuring a supermarket, retail, commercial, employment, leisure, health, community and residential uses, non-residential institutions	2,000	1,600	1,600	12,488	20.0
Lubbesthorpe	11/0100/1/OX	Outline application for 4,250 dwellings, a mixed use district centre and two mixed use local centres featuring a supermarket, retail, commercial, employment, leisure, health, community and residential uses, non-residential institutions	620	496	496	11,576	5.7
Fosse Shopping Park	23/0622/VAR	Variation to condition 8 attached to planning permission 08/0833/1/V/Y to specify the net sales area to be used for sale of food.			383	11,716	4.5
							30.2

Notes:

a. Gross and net sales areas derived from VOA data where available

b. Where net sales area not confirmed, Nexus Planning professional judgement applied

c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2023

Table 6di: Net quantitative capacity for additional convenience goods floorspace in the Blaby Authority Area

Year	Surplus Expenditure (£m)		Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
	Commitments (£m)	Min ¹		Max ²	
2024	59.9	30.2	29.7	2,400	2,600
2029	66.0	30.5	35.5	2,800	3,000
2034	75.1	30.6	44.5	3,500	3,800
2039	84.3	30.8	53.5	4,200	4,500
2041	87.9	30.9	57.0	4,500	4,800

Notes:

a. Average sales density in respect of minimum floorspace assumed to be £12,488 per sq.m at 2024 which is average of 'main four' foodstore operators

b. Average sales density in respect of maximum floorspace assumed to be £11,576 per sq.m at 2024 which is average of principal two discount operators

c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner Briefing Note 21 (February 2024)

d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6aii: Estimated capacity for additional convenience goods floorspace in Blaby Town Centre

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2024	21.0	43.7	0.0	22.7
2029	21.2	44.7	0.0	23.6
2034	21.3	46.1	0.0	24.8
2039	21.4	47.4	0.0	26.0
2041	21.4	48.0	0.0	26.5
Study Area Market Share (%)		5.1%		

Notes:

- a. Allows for increased turnover efficiency as set out in Figure 4a of Experian Retail Planner Briefing Note 21 (February 2024)
- b. Assumes constant market share claimed by Blaby Town Centre facilities of 5.1% of Study Area expenditure

Table 6bii: Gross quantitative capacity for additional convenience goods floorspace in Blaby Town Centre

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2024	22.7	1,800	2,000
2029	23.6	1,900	2,000
2034	24.8	2,000	2,100
2039	26.0	2,000	2,200
2041	26.5	2,100	2,200

Notes:

- a. Average sales density in respect of minimum floorspace assumed to be £12,488 per sq.m at 2024 which is average of 'main four' foodstore operators
- b. Average sales density in respect of maximum floorspace assumed to be £11,576 per sq.m at 2024 which is average of principal two discount operators
- c. Allows for increased turnover efficiency as set out in Figure 4a of Experian Retail Planner Briefing Note 21 (February 2024)

Table 7a: Population

Zone	Population				
	2024	2029	2034	2039	2041
1	63,107	66,165	68,837	71,546	72,640
2	25,137	26,362	27,453	28,409	28,747
3	17,142	17,975	18,789	19,619	19,936
4	42,074	44,104	45,967	47,723	48,349
5	64,807	65,925	67,009	67,744	68,030
6	46,869	47,994	48,756	49,453	49,807
7	29,029	30,238	31,278	32,153	32,470
8	48,098	50,804	53,152	55,404	56,313
Total	336,263	349,567	361,241	372,051	376,292

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)									
	2022 with STT										2022										2024									
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total			
1	978	302	391	717	626	580	283	404	4,282	747	231	298	548	478	443	216	309	3,271	707	219	282	519	453	420	205	292	3,097			
2	910	291	365	749	589	569	304	397	4,174	695	222	279	572	450	435	232	303	3,189	658	210	264	542	426	412	220	287	3,019			
3	1,038	341	415	906	693	671	381	504	4,950	793	261	317	692	530	513	291	385	3,782	751	247	300	656	502	485	276	365	3,581			
4	943	301	373	782	625	585	296	420	4,324	720	230	285	598	478	447	227	321	3,304	682	217	270	566	452	423	214	304	3,128			
5	944	279	344	532	551	523	232	368	3,772	721	213	263	407	421	400	177	281	2,882	683	202	249	385	398	378	168	266	2,728			
6	933	278	357	608	582	525	253	376	3,912	713	212	273	465	445	401	194	287	2,989	675	201	259	440	421	380	183	272	2,830			
7	959	305	382	747	646	578	303	409	4,329	733	233	292	571	494	442	231	313	3,308	694	221	276	540	467	418	219	296	3,131			
8	960	279	370	663	572	528	248	377	3,998	734	213	283	506	437	403	189	288	3,054	694	202	268	479	414	382	179	273	2,891			
Total	7,664	2,375	2,997	5,705	4,884	4,559	2,301	3,256	33,742	5,855	1,815	2,290	4,359	3,731	3,483	1,758	2,487	25,779	5,543	1,718	2,168	4,126	3,533	3,298	1,664	2,355	24,405			

Zone	Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)									
	2029										2034										2039									
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total			
1	789	244	315	579	505	468	229	326	3,456	891	276	356	654	570	529	258	369	3,903	1,011	313	404	742	647	600	293	418	4,429			
2	734	235	295	604	475	459	246	320	3,369	829	265	333	682	537	519	277	362	3,804	941	301	378	774	609	589	315	411	4,317			
3	838	276	335	732	560	542	308	407	3,996	946	311	378	826	632	612	347	459	4,512	1,073	353	429	937	717	694	394	521	5,120			
4	761	243	301	632	504	472	239	339	3,490	859	274	340	713	570	533	270	382	3,941	975	311	385	809	646	605	307	434	4,472			
5	762	225	278	430	444	422	187	297	3,044	860	254	313	485	502	477	211	335	3,438	976	288	356	551	569	541	240	381	3,901			
6	753	224	289	491	470	424	205	303	3,158	850	253	326	554	530	478	231	343	3,566	965	287	370	629	602	543	262	389	4,046			
7	774	246	308	603	522	467	245	330	3,494	874	278	348	681	589	527	276	373	3,946	992	315	395	773	668	598	313	423	4,477			
8	775	225	299	535	462	426	200	305	3,227	875	254	337	604	521	481	226	344	3,643	993	289	383	685	592	546	256	390	4,134			
Total	6,186	1,917</td																												

Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m)									Comparison goods expenditure (£m)								
	2024					2029				2024					2029			
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	44.6	13.8	17.8	32.7	28.6	26.5	12.9	18.5	195.5	52.2	16.2	20.9	38.3	33.4	31.0	15.1	21.6	228.7
2	16.5	5.3	6.6	13.6	10.7	10.4	5.5	7.2	75.9	19.4	6.2	7.8	15.9	12.5	12.1	6.5	8.4	88.8
3	12.9	4.2	5.1	11.2	8.6	8.3	4.7	6.2	61.4	15.1	5.0	6.0	13.2	10.1	9.7	5.5	7.3	71.8
4	28.7	9.1	11.3	23.8	19.0	17.8	9.0	12.8	131.6	33.6	10.7	13.3	27.9	22.2	20.8	10.6	14.9	153.9
5	44.2	13.1	16.1	25.0	25.8	24.5	10.9	17.3	176.8	50.2	14.8	18.3	28.3	29.3	27.8	12.3	19.6	200.7
6	31.6	9.4	12.1	20.6	19.7	17.8	8.6	12.7	132.6	36.1	10.8	13.8	23.6	22.5	20.3	9.8	14.6	151.6
7	20.1	6.4	8.0	15.7	13.6	12.1	6.4	8.6	90.9	23.4	7.4	9.3	18.2	15.8	14.1	7.4	10.0	105.7
8	33.4	9.7	12.9	23.1	19.9	18.4	8.6	13.1	139.1	39.4	11.4	15.2	27.2	23.5	21.7	10.2	15.5	163.9
Total	232.1	71.0	90.1	165.7	145.9	135.8	66.6	96.4	1,003.7	269.3	82.4	104.6	192.5	169.3	157.6	77.4	111.9	1,165.1

Zone	Comparison goods expenditure (£m)									Comparison goods expenditure (£m)								
	2034					2039				2034					2039			
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	61.4	19.0	24.5	45.0	39.3	36.4	17.8	25.4	268.7	72.4	22.4	28.9	53.1	46.3	42.9	21.0	29.9	316.8
2	22.8	7.3	9.1	18.7	14.7	14.2	7.6	9.9	104.4	26.7	8.5	10.7	22.0	17.3	16.7	8.9	11.7	122.6
3	17.8	5.8	7.1	15.5	11.9	11.5	6.5	8.6	84.8	21.1	6.9	8.4	18.4	14.1	13.6	7.7	10.2	100.4
4	39.5	12.6	15.6	32.8	26.2	24.5	12.4	17.6	181.2	46.5	14.8	18.4	38.6	30.8	28.9	14.6	20.7	213.4
5	57.6	17.0	21.0	32.5	33.6	31.9	14.1	22.5	230.4	66.1	19.5	24.1	37.3	38.6	36.6	16.2	25.8	264.3
6	41.5	12.3	15.9	27.0	25.9	23.3	11.3	16.7	173.9	47.7	14.2	18.3	31.1	29.8	26.8	13.0	19.2	200.1
7	27.3	8.7	10.9	21.3	18.4	16.5	8.6	11.7	123.4	31.9	10.1	12.7	24.8	21.5	19.2	10.1	13.6	144.0
8	46.5	13.5	17.9	32.1	27.7	25.6	12.0	18.3	193.7	55.0	16.0	21.2	38.0	32.8	30.3	14.2	21.6	229.1
Total	314.3	96.2	122.1	225.0	197.7	184.0	90.4	130.6	1,360.3	367.4	112.5	142.7	263.3	231.1	215.1	105.7	152.8	1,590.8

Zone	Comparison goods expenditure (£m)									Changes in Comparison Goods Expenditure (£m)					
	2041					2024-2029				2024-2034		2024-2039		2024-2041	
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	2024-2029	2024-2034	2024-2039	2024-2041		
1	77.3	23.9	30.9	56.7	49.5	45.9	22.4	32.0	338.6	33.2	73.2	121.4	143.2		
2	28.5	9.1	11.4	23.4	18.4	17.8	9.5	12.4	130.6	12.9	28.6	46.8	54.7		
3	22.5	7.4	9.0	19.7	15.1	14.6	8.3	10.9	107.4	10.4	23.4	39.1	46.1		
4	49.6	15.8	19.6	41.2	32.9	30.8	15.6	22.1	227.6	22.3	49.6	81.8	96.0		
5	69.9	20.6	25.5	39.4	40.8	38.7	17.2	27.3	279.4	23.9	53.6	87.5	102.6		
6	50.6	15.1	19.4	33.0	31.6	28.5	13.7	20.4	212.1	18.9	41.2	67.5	79.5		
7	33.9	10.8	13.5	26.4	22.8	20.4	10.7	14.5	153.0	14.8	32.5	53.1	62.1		
8	58.9	17.1	22.7	40.6	35.1	32.4	15.2	23.1	245.1	24.9	54.6	90.0	106.0		
Total	391.2	119.8	152.0	280.5	246.1	229.1	112.6	162.7	1,694.0	161.4	356.6	587.0	690.3		

Notes:

- a. Zones based on the postcode sectors as set out in the main Study
- b. Per capita expenditure derived from Experian MMG3 data (2024 report)
- c. Population derived from Experian MMG3 data (2024 report)
- d. Expenditure excludes Special Forms of Trading in line with recommendations at Appendix 3 of Experian Retail Planner Briefing Note 21 (February 2024)

Table 9: Clothing & footwear shopping patterns

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)
Study Area									
Zone 1									
Aldi, Holliers Walk, Hinckley, LE10 1QW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Barwell Lane, Hinckley, LE10 1SS	0.9%	4.4%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burbage Village Centre	0.3%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.4%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Town Centre	3.8%	17.6%	7.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Coventry Road, Hinckley, LE10 0JX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.1%	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	0.3%	1.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sapcote Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoney Stanton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Sword Drive, Hinckley, LE10 0GL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 1	5.7%	25.5%	9.5%	6.7%	2.9%	0.0%	0.0%	0.0%	0.0%
Zone 2									
Croft Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Desford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Earl Shilton Town Centre	0.4%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmesthorpe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Huncote Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbold Verdon Village Centre	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 2	0.4%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashby Parva Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broughton Astley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Claybrooke Magna Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunton Bassett Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gilmorton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leire Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sharnford Tractors, Lodge Farm, Broughton Road, Frolesworth, Lutterworth, LE17 5EH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ullesthorp Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 3	0.1%	0.4%	0.0%						
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Blaby Town Centre	0.2%	0.0%	0.0%	0.8%	0.0%	0.4%	0.0%	0.7%	0.6%
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Cosby Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countesthorpe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Fleckney Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whetstone Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 4	0.4%	0.0%	0.0%	0.8%	0.4%	1.1%	0.0%	0.7%	0.6%
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aylestone Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clarendon Park Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eyres Monsell Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Glen Parva District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Knighton Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoneygate Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Leicester Road, Oadby Firth, Leicester, LE2 4AH	1.9%	0.0%	0.0%	0.0%	0.0%	3.2%	7.5%	0.0%	0.0%
B&M, The Arcade, Leicestershire, LE18 1NZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Hill Pharmacy, Launceston Road, Wigston, LE18 2GL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Daily, Bull Head Street, Wigston, LE18 1PA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oadby Town Centre	0.9%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	1.8%
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.5%	0.0%	0.0%	0.0%	0.0%	0			

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)
Enderby Village Centre	0.1%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	54.2%	46.1%	54.0%	52.0%	66.4%	47.1%	62.6%	38.4%	64.1%
Hawgrip Plant Centre & Nursery, Seine Lane, Enderby, Leicester, LE19 4PD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leicester Forest East Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Littlethorpe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	2.1%	3.0%	3.9%	4.2%	0.0%	0.7%	1.1%	8.6%	0.6%
Narborough Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.1%	0.4%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	2.3%	0.0%	1.5%	0.8%	0.0%	3.0%	0.0%	6.7%	7.3%
Savers, Narborough Road, Leicester, LE3 2QR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sonichem Pharmacy, Monica Road, Braunstone Town, Leicester, LE3 2PR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 8	60.1%	49.5%	64.3%	57.9%	69.5%	51.6%	63.7%	54.4%	74.5%
Blaby Authority Area Sub-Total	61.1%	49.5%	69.6%	58.7%	69.9%	52.7%	63.7%	55.9%	75.1%
Inside Survey Area Sub-Total	73.9%	75.4%	84.2%	65.5%	73.1%	63.9%	88.0%	55.9%	78.2%
Outside Survey Area									
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abdul Enterprise, Green Lane Road, Leicester, LE5 3TJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alberts Archives Vintage and Loved, Evergreen Fields, North Kilworth, Lutterworth, LE17 6NE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alnwick Castle, Alnwick, NE66 1NQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ambleside Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Anstey Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	0.5%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Barkby Thorpe Lane, Thurmaston, LE4 8GN	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Asda, Leicester Abbey Lane, Exploration Drive, Leicester, LE4 5NU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Newtown Road, Nuneaton, CV11 4FL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attleborough Angling Centre, Anker Court, Nuneaton, CV11 6SD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attleborough Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Belgrave Road, Leicestershire, LE4 6AR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Euro Business Park, Rockingham Road, Leicestershire, LE16 7QF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Raw Dykes Road, Leicester, LE2 7JZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bailey's of Wistow, Wistow Rural Centre, Kibworth Road, Leicester, LE8 0QF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnardo's, Stephenson Drive, Leicester, LE3 9AE	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Barnstaple Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barwell Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	5.1%	0.6%
Bedworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham City Centre	0.5%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birstall Village Centre	0.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridlington Town Centre, ZZZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bungay Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London / West End	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	3.1%
Chryste Carpets, Vulcan Court, Vulcan Way, Coalville, LE67 3FW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coalville Town Centre	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coles Plant Centre, Uppingham Road, Thurnby, Leicester, LE7 9QB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colourbank (Bed & Flooring Store), Cavendish Road, Leicester, LE2 7PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colourbank (Bed & Flooring Store), Crest Rise, Leicester, LE4 9EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookes Furniture, Goosemoor Lane, Erdington, Birmingham, B23 5PN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, South Oak Way, Reading, RG2 6UE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coventry City Centre	0.5%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cross Point Business Park, Olivier Way, Coventry, CV2 2SH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Daymans DIY, King Richards Road, Leicester, LE3 5QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Desborough Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	0.4%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	2.2%	0.0%
Designer Outlet East Midlands, South Normanton, Alfreton, DE55 2JW	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Hardwick Road, King's Lynn, PE30 4WQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Loughborough Road, Rothley, LE7 7NL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	0.9%	1.5%	1.5%	0.8%	0.4%	0.7%	0.0%	0.7%	1.8%
Driffield Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Dulux Decorator Centre, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunelm, Regent Street, Nuneaton, CV11 4BL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Midlands Airport, Derby, DE74 2SA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edinburgh City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.4%	0.4%	0.0%	7.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Evington Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Giltbrook Shopping Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Go Outdoors, Bishop Meadow Road, Loughborough, LE11 5RE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Glen Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Yarmouth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Foleshill Road, Coventry, CV1 4NU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Putney Road, Leicester, LE2 7TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilltop Garden Centre, Shilton Lane, Coventry, CV7 9LH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holme Tree Bespoke Furniture, Tom Bill Way, Ashby-de-la-Zouch, LE65 2UY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holt Town Centre	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Home Bargains, Belton Road West Extension, Loughborough, LE11 5XH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Putney Road (off Welford Road), Leicester, LE2 7TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hunstanton Town Centre	0.0%	0							

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)
Nottingham City Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Nuneaton Town Centre	0.6%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Padstow Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plymouth City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poole Town Centre	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queens Road, Leicester, LE2 1TT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Royal Leamington Spa Town Centre	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Rugby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheffield City Centre	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Skipton Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Smyths, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Solihull Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southampton City Centre	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
St Andrews Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stapleton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stow-on-the-Wold Town Centre	0.3%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-upon-Avon Town Centre	0.2%	0.4%	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%	0.0%
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sutton-on-Sea Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Syston Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Technology Park, Technology Drive, Rugby, CV21 1GN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.7%	0.0%	2.9%	0.0%	3.2%	0.0%	0.4%	0.0%	0.0%
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Truro City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	0.5%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westcotes Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weston Favell Shopping Centre, Wellington Road, Northampton, NN3 8JZ	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Whitby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.1%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester City Centre	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
York City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Survey Area Sub-Total	26.1%	24.7%	15.8%	34.5%	26.9%	36.1%	12.0%	44.1%	21.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

a. Market shares derived from NEMS household survey

Table 10: Clothing & footwear expenditure

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (%)	Zone 8 Clothing (%)
Study Area									
Zone 1									
Aldi, Holliers Walk, Hinckley, LE10 1QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Barwell Lane, Hinckley, LE10 1SS	2.2	2.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burbage Village Centre	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.8	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Town Centre	9.9	7.9	1.2	0.9	0.0	0.0	0.0	0.0	0.0
Lidl, Coventry Road, Hinckley, LE10 0JX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	0.8	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sapcote Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoney Stanton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Sword Drive, Hinckley, LE10 0GL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1	14.6	11.4	1.6	0.9	0.8	0.0	0.0	0.0	0.0
Zone 2									
Croft Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Desford Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Earl Shilton Town Centre	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Elmesthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huncote Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newbold Verdon Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	0.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashby Parva Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broughton Astley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claybrooke Magna Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunton Bassett Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gilmorton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leire Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sharnford Tractors, Lodge Farm, Broughton Road, Frolesworth, Lutterworth, LE17 5EH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ullesthorp Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Blaby Town Centre	0.6	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.2
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Cosby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Countesthorpe Village Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Fleckney Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whetstone Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 4	1.1	0.0	0.0	0.1	0.1	0.5	0.0	0.1	0.2
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aylestone Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clarendon Park Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eyres Monsell Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glen Parva District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knighton Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoneygate Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Leicester Road, Oadby Firth, Leicester, LE2 4AH	3.8	0.0	0.0	0.0	0.0	1.4	2.4	0.0	0.0
B&M, The Arcade, Leicestershire, LE18 1NZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0	0.0	0.0	0.0	0.0</				

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (%)	Zone 8 Clothing (%)
Enderby Village Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	125.0	20.6	8.9	6.7	19.1	20.8	19.8	7.7	21.4
Hawgrip Plant Centre & Nursery, Seine Lane, Enderby, Leicester, LE19 4PD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leicester Forest East Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Littlethorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	5.1	1.4	0.6	0.5	0.0	0.3	0.3	1.7	0.2
Narborough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.3	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	5.5	0.0	0.2	0.1	0.0	1.3	0.0	1.4	2.5
Savers, Narborough Road, Leicester, LE3 2QR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sonichem Pharmacy, Monica Road, Braunstone Town, Leicester, LE3 2PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 8	139.0	22.1	10.6	7.4	19.9	22.8	20.1	11.0	24.9
Blaby Authority Area Sub-Total	141.0	22.1	11.5	7.6	20.1	23.3	20.1	11.3	25.1
Inside Survey Area Sub-Total	170.4	33.6	13.9	8.4	21.0	28.2	27.8	11.3	26.1
Outside Survey Area									
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abdul Enterprise, Green Lane Road, Leicester, LE5 3TJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberts Archives Vintage and Loved, Evergreen Fields, North Kilworth, Lutterworth, LE17 6NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alnwick Castle, Alnwick, NE66 1NQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Anstey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	1.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Barkby Thorpe Lane, Thurmaston, LE4 8GN	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Asda, Leicester Abbey Lane, Exploration Drive, Leicester, LE4 5NU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Newtown Road, Nuneaton, CV11 4FL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attleborough Angling Centre, Anker Court, Nuneaton, CV11 6SD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attleborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Belgrave Road, Leicestershire, LE4 6AR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Euro Business Park, Rockingham Road, Leicestershire, LE16 7QF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Raw Dykes Road, Leicester, LE2 7JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Devonshire Road, Leicester, LE4 0BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bailey's of Wistow, Wistow Rural Centre, Kibworth Road, Leicester, LE8 0QF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barnardo's, Stephenson Drive, Leicester, LE3 9AE	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Barnstaple Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barwell Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2
Bedworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	1.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birstall Village Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridlington Town Centre, ZZZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bungay Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London / West End	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.0
Chryste Carpets, Vulcan Court, Vulcan Way, Coalville, LE67 3FW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coalville Town Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Coles Plant Centre, Uppingham Road, Thurnby, Leicester, LE7 9QB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colourbank (Bed & Flooring Store), Cavendish Road, Leicester, LE2 7PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colourbank (Bed & Flooring Store), Crest Rise, Leicester, LE4 9EX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cookes Furniture, Goosemoor Lane, Erdington, Birmingham, B23 5PN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costco, South Oak Way, Reading, RG2 6UE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coventry City Centre	1.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cross Point Business Park, Olivier Way, Coventry, CV2 2SH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Daymans DIY, King Richards Road, Leicester, LE3 5QG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Desborough Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	1.2	0.0	0.0	0.8	0.0	0.0	0.0	0.4	0.0
Designer Outlet East Midlands, South Normanton, Alfreton, DE55 2JW	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Hardwick Road, King's Lynn, PE30 4WQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Loughborough Road, Rothley, LE7 7NL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	2.2	0.7	0.2	0.1	0.1	0.3	0.0	0.1	0.6
Driffield Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Dulux Decorator Centre, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunelm, Regent Street, Nuneaton, CV11 4BL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Midlands Airport, Derby, DE74 2SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	1.1	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Evington Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Giltbrook Shopping Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Bishop Meadow Road, Loughborough, LE11 5RE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Glen Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Yarmouth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halfords, Foleshill Road, Coventry, CV1 4NU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halfords, Putney Road, Leicester, LE2 7TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hilltop Garden Centre, Shilton Lane, Coventry, CV7 9LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holme Tree Bespoke Furniture, Tom Bill Way, Ashby-de-la-Zouch, LE65 2UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holt Town Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Home Bargains, Belton Road West Extension, Loughborough, LE11 5XH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Putney Road (off Welford Road), Leicester, LE2 7TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunstanton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA Birmingham, Park Lane, Wednesbury, WS10 9SF	0.0								

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (%)	Zone 8 Clothing (%)
Nottingham City Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Nuneaton Town Centre	1.7	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plymouth City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poole Town Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queens Road, Leicester, LE2 1TT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Royal Leamington Spa Town Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Skipton Town Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Smyths, Devonshire Road, Leicester, LE4 0BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southampton City Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
St Andrews Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stapleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stow-on-the-Wold Town Centre	0.8	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.4	0.2	0.0	0.0	0.0	0.2	0.1	0.0	0.0
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton-on-Sea Town Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Syston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Technology Park, Technology Drive, Rugby, CV21 1GN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	1.5	0.0	0.5	0.0	0.9	0.0	0.1	0.0	0.0
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Truro City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	1.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westcotes Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weston Favell Shopping Centre, Wellingborough Road, Northampton, NN3 8JZ	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Whitby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winchester City Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Sub-Total	61.7	11.0	2.6	4.4	7.7	16.0	3.8	8.9	7.3
Total	232.1	44.6	16.5	12.9	28.7	44.2	31.6	20.1	33.4

Notes:

a. Market shares derived from NEMS household survey

b. Available expenditure derived from Table 8

2022 Prices

Table 11: CDs, DVDs and Books shopping patterns

Destination	Total CDs/DVDs (%)	Zone 1 CDs/DVDs (%)	Zone 2 CDs/DVDs (%)	Zone 3 CDs/DVDs (%)	Zone 4 CDs/DVDs (%)	Zone 5 CDs/DVDs (%)	Zone 6 CDs/DVDs (%)	Zone 7 CDs/DVDs (%)	Zone 8 CDs/DVDs (%)
Study Area									
Zone 1									
Aldi, Holliers Walk, Hinckley, LE10 1QW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Barwell Lane, Hinckley, LE10 1SS	1.2%	6.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burbage Village Centre	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.7%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	1.3%
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Town Centre	11.8%	56.6%	21.4%	4.7%	0.5%	0.0%	0.0%	5.9%	0.0%
Lidl, Coventry Road, Hinckley, LE10 0JX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sapcote Village Centre	0.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoney Stanton Village Centre	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.3%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Sword Drive, Hinckley, LE10 0GL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 1	14.3%	66.6%	23.9%	4.7%	4.0%	0.0%	0.0%	5.9%	1.3%
Zone 2									
Croft Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Desford Village Centre	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Earl Shilton Town Centre	0.7%	0.6%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmesthorpe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Huncote Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbold Verdon Village Centre	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 2	0.8%	0.6%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashby Parva Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broughton Astley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Claybrooke Magna Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunton Bassett Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gilmorton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leire Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.1%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sharnford Tractors, Lodge Farm, Broughton Road, Frolesworth, Lutterworth, LE17 5EH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ullesthorp Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 3	0.1%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blaby Town Centre	2.0%	0.0%	0.6%	0.0%	0.9%	5.7%	0.9%	0.0%	6.3%
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Cosby Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countesthorpe Village Centre	0.1%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%
Fleckney Village Centre	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whetstone Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 4	2.2%	0.0%	0.6%	0.0%	2.7%	5.7%	0.9%	0.0%	6.3%
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aylestone Local Centre, Leicester	0.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clarendon Park Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eyres Monsell Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Glen Parva District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Knighton Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoneygate Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 5	0.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Leicester Road, Oadby Firth, Leicester, LE2 4AH	1.9%	0.0%	0.0%	0.0%	0.0%	6.0%	4.3%	0.0%	0.0%
B&M, The Arcade, Leicestershire, LE18 1NZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Bull Head Street, Wigston, LE18 1PA	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%
Little Hill Pharmacy, Launceston Road, Wigston, LE18 2GL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Daily, Bull Head Street, Wigston, LE18 1PA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oadby Town Centre	0.8%	0.0%	0.0%	0.0%	0.5%	1.1%	3.1%	0.0%	0.0%
Sainsbury's Superstore									

Destination	Total CDs/DVDs (%)	Zone 1 CDs/DVDs (%)	Zone 2 CDs/DVDs (%)	Zone 3 CDs/DVDs (%)	Zone 4 CDs/DVDs (%)	Zone 5 CDs/DVDs (%)	Zone 6 CDs/DVDs (%)	Zone 7 CDs/DVDs (%)	Zone 8 CDs/DVDs (%)
Enderby Village Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	36.0%	23.5%	47.2%	44.7%	50.3%	24.9%	38.6%	31.6%	40.8%
Hawgrip Plant Centre & Nursery, Seine Lane, Enderby, Leicester, LE19 4PD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leicester Forest East Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Littlethorpe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Narborough Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.4%	0.0%	1.3%	0.0%	0.5%	0.0%	0.4%	0.0%	1.3%
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	1.3%	0.0%	1.3%	3.1%	3.8%	0.6%	0.0%	0.8%	3.8%
Savers, Narborough Road, Leicester, LE3 2QR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sonicem Pharmacy, Monica Road, Braunstone Town, Leicester, LE3 2PR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 8	41.9%	23.5%	49.7%	54.1%	65.6%	26.6%	39.0%	38.8%	62.1%
Blaby Authority Area Sub-Total	46.4%	27.6%	55.2%	54.1%	68.3%	32.3%	39.9%	49.5%	68.4%
Inside Survey Area Sub-Total	75.7%	94.8%	86.3%	63.5%	78.8%	56.3%	85.9%	55.4%	73.4%
Outside Survey Area									
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abdul Enterprise, Green Lane Road, Leicester, LE5 3TJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alberts Archives Vintage and Loved, Evergreen Fields, North Kilworth, Lutterworth, LE17 6NE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alnwick Castle, Alnwick, NE66 1NQ	0.1%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Ambleside Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Anstey Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Barkby Thorpe Lane, Thurmaston, LE4 8GN	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Asda, Leicester Abbey Lane, Exploration Drive, Leicester, LE4 5NU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Newtown Road, Nuneaton, CV11 4FL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attleborough Angling Centre, Anker Court, Nuneaton, CV11 6SD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attleborough Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Belgrave Road, Leicestershire, LE4 6AR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Euro Business Park, Rockingham Road, Leicestershire, LE16 7QF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Raw Dykes Road, Leicester, LE2 7JZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bailey's of Wistow, Wistow Rural Centre, Kibworth Road, Leicester, LE8 0QF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnardo's, Stephenson Drive, Leicester, LE3 9AE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnstaple Town Centre	0.1%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Barwell Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	1.0%	0.0%	0.0%	4.7%	0.0%	0.6%	0.0%	6.6%	0.0%
Bedworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham City Centre	0.6%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birstall Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridlington Town Centre, ZZZ	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%
Bungay Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London / West End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chryste Carpets, Vulcan Court, Vulcan Way, Coalville, LE67 3FW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coalville Town Centre	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coles Plant Centre, Uppingham Road, Thurnby, Leicester, LE7 9QB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colourbank (Bed & Flooring Store), Cavendish Road, Leicester, LE2 7PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colourbank (Bed & Flooring Store), Crest Rise, Leicester, LE4 9EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookes Furniture, Goosemoor Lane, Erdington, Birmingham, B23 5PN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, South Oak Way, Reading, RG2 6UE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coventry City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cross Point Business Park, Olivier Way, Coventry, CV2 2SH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Daymans DIY, King Richards Road, Leicester, LE3 5QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Desborough Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	0.4%	0.0%	0.0%	11.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Designer Outlet East Midlands, South Normanton, Alfreton, DE55 2JW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Hardwick Road, King's Lynn, PE30 4WQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Loughborough Road, Rothley, LE7 7NL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	0.5%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Driffield Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dulux Decorator Centre, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunelm, Regent Street, Nuneaton, CV11 4BL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Midlands Airport, Derby, DE74 2SA	0.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edinburgh City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.3%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
Evington Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG	0.0%	0.0%							

Destination	Total CDs/DVDs (%)	Zone 1 CDs/DVDs (%)	Zone 2 CDs/DVDs (%)	Zone 3 CDs/DVDs (%)	Zone 4 CDs/DVDs (%)	Zone 5 CDs/DVDs (%)	Zone 6 CDs/DVDs (%)	Zone 7 CDs/DVDs (%)	Zone 8 CDs/DVDs (%)
Nottingham City Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%
Nuneaton Town Centre	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Padstow Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plymouth City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poole Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queens Road, Leicester, LE2 1TT	0.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Royal Leamington Spa Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rugby Town Centre	0.1%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheffield City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Skipton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smyths, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Solihull Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southampton City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Andrews Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%
St Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stapleton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stow-on-the-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-upon-Avon Town Centre	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sutton-on-Sea Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Syston Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Technology Park, Technology Drive, Rugby, CV21 1GN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.6%	0.0%	1.9%	0.0%	0.0%	1.1%	0.0%	1.6%	0.0%
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Truro City Centre	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westcotes Local Centre, Leicester	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Weston Favell Shopping Centre, Wellington Road, Northampton, NN3 8JZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitby Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
York City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Survey Area Sub-Total	24.3%	5.2%	13.7%	36.4%	21.2%	43.7%	14.1%	44.6%	26.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

a. Market shares derived from NEMS household survey

Table 12: CDs, DVDs and Books expenditure

Destination	Total CDs/DVDs (£m)	Zone 1 CDs/DVDs (£m)	Zone 2 CDs/DVDs (£m)	Zone 3 CDs/DVDs (£m)	Zone 4 CDs/DVDs (£m)	Zone 5 CDs/DVDs (£m)	Zone 6 CDs/DVDs (£m)	Zone 7 CDs/DVDs (%)	Zone 8 CDs/DVDs (%)
Study Area									
Zone 1									
Aldi, Holliers Walk, Hinckley, LE10 1QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Barwell Lane, Hinckley, LE10 1SS	1.0	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burbage Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Town Centre	9.6	7.8	1.1	0.2	0.0	0.0	0.0	0.4	0.0
Lidl, Coventry Road, Hinckley, LE10 0JX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sapcote Village Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoney Stanton Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Sword Drive, Hinckley, LE10 0GL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1	11.5	9.2	1.3	0.2	0.4	0.0	0.0	0.4	0.1
Zone 2									
Croft Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Desford Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Earl Shilton Town Centre	0.4	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Elmesthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huncote Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newbold Verdon Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	0.5	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashby Parva Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broughton Astley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claybrooke Magna Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunton Bassett Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gilmorton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leire Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sharnford Tractors, Lodge Farm, Broughton Road, Frolesworth, Lutterworth, LE17 5EH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ullesthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaby Town Centre	1.6	0.0	0.0	0.0	0.1	0.7	0.1	0.0	0.6
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cosby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Countesthorpe Village Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Fleckney Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whetstone Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 4	1.7	0.0	0.0	0.0	0.2	0.7	0.1	0.0	0.6
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aylestone Local Centre, Leicester	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clarendon Park Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eyres Monsell Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glen Parva District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knighton Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoneygate Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 5	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Leicester Road, Oadby Firth, Leicester, LE2 4AH	1.2	0.0	0.0	0.0	0.8	0.4	0.0	0.0	0.0
B&M, The Arcade, Leicestershire, LE18 1NZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Bull Head Street, Wigston, LE18 1PA	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Little Hill Pharmacy, Launceston Road, Wigston, LE18 2GL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons Daily, Bull Head Street, Wigston, LE18 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oadby Town Centre	0.5	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.9	0.0	0.0	0.0	0.2	0.7	0.0	0.0	0.0
Screwfix Wigston, Chartwell Drive, Wigston, LE18 2FL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Severn Pharmacy, Severn Road, Oadby, LE2 4FY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Wigston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Blaby Road, South Wigston, Wigston, LE18 4SE	3.0	0.0	0.0	0.1	0.5	0.7	1.8	0.0	0.0
Well Pharmacy, Two Steeples Medical Centre, Abington Close, Wigston, LE18 2EW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Blaby Road, South Wigston, Wigston, LE18 4SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigston Town Centre	2.4	0.0	0.0	0.0	1.2	0.8	0.0	0.4	0.0
Sub Total Zone 8	8.4	0.0	0.0	0.1	0.6	3.1	4.3	0.0	0.4
Zone 7									
Glenfield Village Centre	0.5	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Groby Village Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Kirby Muxloe Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ratby Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub Total Zone 7	1.5	0.6	0.3	<b					

Destination	Total CDs/DVDs (£m)	Zone 1 CDs/DVDs (£m)	Zone 2 CDs/DVDs (£m)	Zone 3 CDs/DVDs (£m)	Zone 4 CDs/DVDs (£m)	Zone 5 CDs/DVDs (£m)	Zone 6 CDs/DVDs (£m)	Zone 7 CDs/DVDs (%)	Zone 8 CDs/DVDs (%)
Nottingham City Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Nuneaton Town Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plymouth City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poole Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queens Road, Leicester, LE2 1TT	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Royal Leamington Spa Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Devonshire Road, Leicester, LE4 0BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southampton City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
St Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stapleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stow-on-the-Wold Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton-on-Sea Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Syston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Technology Park, Technology Drive, Rugby, CV21 1GN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.4	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.0
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Truro City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westcotes Local Centre, Leicester	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Weston Favell Shopping Centre, Wellington Road, Northampton, NN3 8JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitby Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Sub-Total	17.4	0.7	0.7	1.5	1.9	5.7	1.3	2.9	2.6
Total	71.0	13.8	5.3	4.2	9.1	13.1	9.4	6.4	9.7

Notes:

a. Market shares derived from NEMS household survey

Table 13: Small Household Goods Shopping Patterns

Destination	Total Household (%)	Zone 1 Household (%)	Zone 2 Household (%)	Zone 3 Household (%)	Zone 4 Household (%)	Zone 5 Household (%)	Zone 6 Household (%)	Zone 7 CDs/DVDs (%)	Zone 8 CDs/DVDs (%)
Study Area									
Zone 1									
Aldi, Holliers Walk, Hinckley, LE10 1QW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Barwell Lane, Hinckley, LE10 1SS	1.4%	3.9%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burbage Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	0.2%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Town Centre	3.7%	18.7%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Coventry Road, Hinckley, LE10 0JX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.1%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	1.8%	10.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sapcote Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoney Stanton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Sword Drive, Hinckley, LE10 0GL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 1	7.1%	32.6%	21.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2									
Croft Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Desford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Earl Shilton Town Centre	0.5%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmesthorpe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Huncote Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbold Verdon Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.2%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 2	0.6%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashby Parva Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broughton Astley Village Centre	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Claybrooke Magna Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunton Bassett Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gilmorton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leire Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sharnford Tractors, Lodge Farm, Broughton Road, Frolesworth, Lutterworth, LE17 5EH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ullesthorp Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 3	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	1.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%
Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blaby Town Centre	1.1%	0.0%	0.0%	3.5%	0.0%	3.0%	0.0%	2.3%	2.1%
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cosby Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countesthorpe Village Centre	0.5%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%
Fleckney Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whetstone Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 4	2.6%	0.0%	0.0%	3.5%	10.2%	3.0%	0.0%	2.3%	2.1%
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%
Aylestone Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clarendon Park Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eyres Monsell Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Glen Parva District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Knighton Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoneygate Local Centre, Leicester	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 5	0.9%	0.0%	0.0%	0.0%	0.0%	1.5%	3.2%	0.0%	0.0%
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
Asda, Leicester Road, Oadby Firth, Leicester, LE2 4AH	1.4%	0.0%	0.0%	0.0%	1.3%	0.0%	6.6%	0.0%	0.0%
B&M, The Arcade, Leicestershire, LE18 1NZ	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Hill Pharmacy, Launceston Road, Wigston, LE18 2GL	0.0%	0.0%	0.0%	0.					

Destination	Total Household (%)	Zone 1 Household (%)	Zone 2 Household (%)	Zone 3 Household (%)	Zone 4 Household (%)	Zone 5 Household (%)	Zone 6 Household (%)	Zone 7 CDs/DVDs (%)	Zone 8 CDs/DVDs (%)
Enderby Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	33.4%	40.2%	41.0%	38.5%	46.9%	11.1%	20.6%	32.4%	63.3%
Hawgrip Plant Centre & Nursery, Seine Lane, Enderby, Leicester, LE19 4PD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leicester Forest East Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Littlethorpe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	1.3%	0.0%	3.9%	4.7%	5.0%	0.5%	0.0%	0.0%	0.0%
Narborough Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.2%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	2.2%	0.5%	2.3%	0.0%	7.2%	3.6%	0.0%	0.8%	2.1%
Savers, Narborough Road, Leicester, LE3 2QR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sonicem Pharmacy, Monica Road, Braunstone Town, Leicester, LE3 2PR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 8	40.2%	40.7%	52.0%	43.2%	72.7%	15.2%	23.6%	33.2%	69.5%
Blaby Authority Area Sub-Total	43.6%	40.7%	52.0%	46.7%	82.8%	18.2%	23.6%	44.0%	71.6%
Inside Survey Area Sub-Total	60.8%	73.3%	85.0%	47.9%	86.7%	22.2%	65.1%	44.0%	71.6%
Outside Survey Area									
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	2.1%	0.0%	0.0%	0.0%	3.4%	4.7%	0.0%	3.8%	3.1%
Abdul Enterprise, Green Lane Road, Leicester, LE5 3TJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Airport Retail Park, London Road, Coventry, CV3 4RP	0.4%	1.9%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Alberts Archives Vintage and Loved, Evergreen Fields, North Kilworth, Lutterworth, LE17 6NE	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.2%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%
Alnwick Castle, Alnwick, NE66 1NQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ambleside Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Anstey Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Barkby Thorpe Lane, Thurmaston, LE4 8GN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Leicester Abbey Lane, Exploration Drive, Leicester, LE4 5NU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Newtown Road, Nuneaton, CV11 4FL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attleborough Angling Centre, Anker Court, Nuneaton, CV11 6SD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attleborough Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Belgrave Road, Leicestershire, LE4 6AR	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
B&M, Euro Business Park, Rockingham Road, Leicestershire, LE16 7QF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Raw Dykes Road, Leicester, LE2 7JZ	2.8%	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	1.0%
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Devonshire Road, Leicester, LE4 0BG	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bailey's of Wistow, Wistow Rural Centre, Kibworth Road, Leicester, LE8 0QF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnardo's, Stephenson Drive, Leicester, LE3 9AE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnstaple Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barwell Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	0.7%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	3.8%	0.0%
Bedworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birstall Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridlington Town Centre, ZZZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bungay Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London / West End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chryste Carpets, Vulcan Court, Vulcan Way, Coalville, LE67 3FW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coalville Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coles Plant Centre, Uppingham Road, Thurnby, Leicester, LE7 9QB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colourbank (Bed & Flooring Store), Cavendish Road, Leicester, LE2 7PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colourbank (Bed & Flooring Store), Crest Rise, Leicester, LE4 9EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookes Furniture, Goosemoor Lane, Erdington, Birmingham, B23 5PN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, South Oak Way, Reading, RG2 6UE	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coventry City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cross Point Business Park, Olivier Way, Coventry, CV2 2SH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Daymans DIY, King Richards Road, Leicester, LE3 5QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Desborough Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Designer Outlet East Midlands, South Normanton, Alfreton, DE55 2JW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Hardwick Road, King's Lynn, PE30 4WQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Loughborough Road, Rothley, LE7 7NL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Driffield Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dulux Decorator Centre, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunelm, Regent Street, Nuneaton, CV11 4BL	1.1%	5.2%	1.6%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
East Midlands Airport, Derby, DE74 2SA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edinburgh City Centre	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	1.4%	0.9%	0.0%	21.2%	1.7%	0.0%	0.4%	0.0%	1.0%
Evington Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Giltbrook Shopping Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP	4.0%	5.3%	5.6%	0.0%	0.0%	8.3%	3.2%	5.5%	

Destination	Total Household (%)	Zone 1 Household (%)	Zone 2 Household (%)	Zone 3 Household (%)	Zone 4 Household (%)	Zone 5 Household (%)	Zone 6 Household (%)	Zone 7 CDs/DVDs (%)	Zone 8 CDs/DVDs (%)
Nottingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nuneaton Town Centre	1.6%	8.6%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Padstow Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plymouth City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poole Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queens Road, Leicester, LE2 1TT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Royal Leamington Spa Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rugby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheffield City Centre	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Skipton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smyths, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Solihull Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southampton City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Andrews Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%
St Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stapleton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stow-on-the-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-upon-Avon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sutton-on-Sea Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Syston Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Technology Park, Technology Drive, Rugby, CV21 1GN	0.2%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	7.7%	3.4%	3.9%	1.2%	5.6%	7.9%	10.8%	18.9%	5.2%
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Truro City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westcotes Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weston Favell Shopping Centre, Wellington Road, Northampton, NN3 8JZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
York City Centre	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Survey Area Sub-Total	39.2%	26.7%	15.0%	52.1%	13.3%	77.8%	34.9%	56.0%	28.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

a. Market shares derived from NEMS household survey

Table 14: Small Household Goods Expenditure

Destination	Total Household (£m)	Zone 1 Household (£m)	Zone 2 Household (£m)	Zone 3 Household (£m)	Zone 4 Household (£m)	Zone 5 Household (£m)	Zone 6 Household (£m)	Zone 7 CDs/DVDs (%)	Zone 8 CDs/DVDs (%)
Study Area									
Zone 1									
Aldi, Holliers Walk, Hinckley, LE10 1QW									
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Barwell Lane, Hinckley, LE10 1SS	1.4	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burbage Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Town Centre	3.8	3.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Coventry Road, Hinckley, LE10 0JX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	1.8	1.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sapcote Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoney Stanton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Sword Drive, Hinckley, LE10 0GL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1	7.3	5.8	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2									
Croft Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Desford Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Earl Shilton Town Centre	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Elmesthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huncote Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newbold Verdon Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashby Parva Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broughton Astley Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Claybrooke Magna Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunton Bassett Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gilmorton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leire Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sharnford Tractors, Lodge Farm, Broughton Road, Frolesworth, Lutterworth, LE17 5EH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ullesthorp Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	0.8	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaby Town Centre	1.1	0.0	0.0	0.2	0.0	0.5	0.0	0.2	0.3
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cosby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Countesthorpe Village Centre	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Fleckney Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whetstone Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 4	2.3	0.0	0.0	0.2	1.2	0.5	0.0	0.2	0.3
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Aylestone Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clarendon Park Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eyres Monsell Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glen Parva District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knighton Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoneygate Local Centre, Leicester	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 5	0.6	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.0
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Leicester Road, Oadby Firth, Leicester, LE2 4AH	0.9	0.0	0.0	0.0	0.1	0.0	0.8	0.0	0.0
B&M, The Arcade, Leicestershire, LE18 1NZ	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Hill Pharmacy, Launceston Road, Wigston, LE18 2GL	0.0</td								

Destination	Total Household (£m)	Zone 1 Household (£m)	Zone 2 Household (£m)	Zone 3 Household (£m)	Zone 4 Household (£m)	Zone 5 Household (£m)	Zone 6 Household (£m)	Zone 7 CDs/DVDs (%)	Zone 8 CDs/DVDs (%)
Enderby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	32.2	7.2	2.7	2.0	5.3	1.8	2.5	2.6	8.2
Hawgrip Plant Centre & Nursery, Seine Lane, Enderby, Leicester, LE19 4PD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leicester Forest East Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Littlethorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	1.1	0.0	0.3	0.2	0.6	0.1	0.0	0.0	0.0
Narborough Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	2.0	0.1	0.2	0.0	0.8	0.6	0.0	0.1	0.3
Savers, Narborough Road, Leicester, LE3 2QR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sonicem Pharmacy, Monica Road, Braunstone Town, Leicester, LE3 2PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 8	38.1	7.3	3.5	2.2	8.2	2.4	2.9	2.7	9.0
Blaby Authority Area Sub-Total	41.0	7.3	3.5	2.4	9.4	2.9	2.9	3.5	9.2
Inside Survey Area Sub-Total	55.2	13.1	5.6	2.5	9.8	3.6	7.9	3.5	9.2
Outside Survey Area									
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	1.8	0.0	0.0	0.0	0.4	0.8	0.0	0.3	0.4
Abdul Enterprise, Green Lane Road, Leicester, LE5 3TJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Airport Retail Park, London Road, Coventry, CV3 4RP	0.4	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Alberts Archives Vintage and Loved, Evergreen Fields, North Kilworth, Lutterworth, LE17 6NE	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Alnwick Castle, Alnwick, NE66 1NQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Anstey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Barkby Thorpe Lane, Thurmaston, LE4 8GN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Leicester Abbey Lane, Exploration Drive, Leicester, LE4 5NU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Newtown Road, Nuneaton, CV11 4FL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attleborough Angling Centre, Anker Court, Nuneaton, CV11 6SD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attleborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Belgrave Road, Leicestershire, LE4 6AR	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
B&M, Euro Business Park, Rockingham Road, Leicestershire, LE16 7QF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Raw Dykes Road, Leicester, LE2 7JZ	2.5	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.1
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Devonshire Road, Leicester, LE4 0BG	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bailey's of Wistow, Wistow Rural Centre, Kibworth Road, Leicester, LE8 0QF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barnardo's, Stephenson Drive, Leicester, LE3 9AE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barnstaple Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barwell Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	0.5	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0
Bedworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birstall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridlington Town Centre, ZZZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bungay Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London / West End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chryste Carpets, Vulcan Court, Vulcan Way, Coalville, LE67 3FW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coalville Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coles Plant Centre, Uppingham Road, Thurnby, Leicester, LE7 9QB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colourbank (Bed & Flooring Store), Cavendish Road, Leicester, LE2 7PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colourbank (Bed & Flooring Store), Crest Rise, Leicester, LE4 9EX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cookes Furniture, Goosemoor Lane, Erdington, Birmingham, B23 5PN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costco, South Oak Way, Reading, RG2 6UE	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coventry City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cross Point Business Park, Olivier Way, Coventry, CV2 2SH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Daymans DIY, King Richards Road, Leicester, LE3 5QG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Desborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Designer Outlet East Midlands, South Normanton, Alfreton, DE55 2JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Hardwick Road, King's Lynn, PE30 4WQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Loughborough Road, Rothley, LE7 7NL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Driffield Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulux Decorator Centre, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunelm, Regent Street, Nuneaton, CV11 4BL	1.1	0.9	0.1	0.1	0.0	0.0	0.0	0.0	0.0
East Midlands Airport, Derby, DE74 2SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	1.6	0.2	0.0	1.1	0.2	0.0	0.0	0.0	0.1
Evington Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Giltbrook Shopping Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP	3.5	1.0	0.4	0.0	0.0	1.3	0.4	0.4	0.0
Go Outdoors, Bishop									

Destination	Total Household (£m)	Zone 1 Household (£m)	Zone 2 Household (£m)	Zone 3 Household (£m)	Zone 4 Household (£m)	Zone 5 Household (£m)	Zone 6 Household (£m)	Zone 7 CDs/DVDs (%)	Zone 8 CDs/DVDs (%)
Nottingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nuneaton Town Centre	1.6	1.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Padstow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plymouth City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poole Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queens Road, Leicester, LE2 1TT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Royal Leamington Spa Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Devonshire Road, Leicester, LE4 0BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southampton City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
St Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stapleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stow-on-the-Wold Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton-on-Sea Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Syston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Technology Park, Technology Drive, Rugby, CV21 1GN	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	6.3	0.6	0.3	0.1	0.6	1.3	1.3	1.5	0.7
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Truro City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westcotes Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weston Favell Shopping Centre, Wellington Road, Northampton, NN3 8JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Sub-Total	34.9	4.8	1.0	2.7	1.5	12.5	4.2	4.5	3.7
Total	90.1	17.8	6.6	5.1	11.3	16.1	12.1	8.0	12.9

Notes:

a. Market shares derived from NEMS household survey

Table 15: Toys, Games, Bicycles and Recreational Goods Shopping Patterns

Destination	Total Toys (%)	Zone 1 Toys (%)	Zone 2 Toys (%)	Zone 3 Toys (%)	Zone 4 Toys (%)	Zone 5 Toys (%)	Zone 6 Toys (%)	Zone 7 Toys (%)	Zone 8 Toys (%)
Study Area									
Zone 1									
Aldi, Holliers Walk, Hinckley, LE10 1QW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Barwell Lane, Hinckley, LE10 1SS	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burbage Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.7%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	2.1%	5.6%	1.1%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%
Hinckley Town Centre	9.0%	40.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%
Lidl, Coventry Road, Hinckley, LE10 0JX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	0.9%	1.7%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sapcote Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoney Stanton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Sword Drive, Hinckley, LE10 0GL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 1	12.9%	47.9%	19.2%	0.0%	3.6%	0.0%	4.3%	0.0%	5.6%
Zone 2									
Croft Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Desford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Earl Shilton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmesthorpe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Huncote Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbold Verdon Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.2%	0.0%	0.0%	7.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashby Parva Village Centre	0.2%	0.0%	0.0%	7.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Broughton Astley Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Claybrooke Magna Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunton Bassett Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gilmorton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leire Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sharnford Tractors, Lodge Farm, Broughton Road, Frolesworth, Lutterworth, LE17 5EH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ullesthorp Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 3	0.5%	0.0%	0.0%	15.2%	0.0%	0.0%	0.0%	0.0%	1.9%
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	1.4%	0.0%	0.0%	0.0%	7.2%	0.0%	0.0%	0.0%	0.0%
Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blaby Town Centre	1.3%	0.0%	0.0%	0.0%	3.6%	0.8%	0.0%	0.0%	5.6%
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cosby Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countesthorpe Village Centre	0.8%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%
Fleckney Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whetstone Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 4	3.5%	0.0%	0.0%	0.0%	14.8%	0.8%	0.0%	0.0%	5.6%
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aylestone Local Centre, Leicester	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clarendon Park Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eyres Monsell Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Glen Parva District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Knighton Local Centre, Leicester	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoneygate Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 5	0.3%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Leicester Road, Oadby Firth, Leicester, LE2 4AH	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%
B&M, The Arcade, Leicestershire, LE18 1NZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0%	0.0%	0.0%</						

Destination	Total Toys (%)	Zone 1 Toys (%)	Zone 2 Toys (%)	Zone 3 Toys (%)	Zone 4 Toys (%)	Zone 5 Toys (%)	Zone 6 Toys (%)	Zone 7 Toys (%)	Zone 8 Toys (%)
Enderby Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	29.6%	39.1%	43.5%	44.3%	27.7%	20.0%	16.9%	21.3%	53.7%
Hawgrip Plant Centre & Nursery, Seine Lane, Enderby, Leicester, LE19 4PD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leicester Forest East Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Littlethorpe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Narborough Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.3%	0.0%	2.2%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	1.5%	0.0%	2.2%	2.5%	3.9%	2.3%	0.0%	2.1%	0.0%
Savers, Narborough Road, Leicester, LE3 2QR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sonichem Pharmacy, Monica Road, Braunstone Town, Leicester, LE3 2PR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 8	37.5%	39.1%	49.1%	46.8%	50.1%	23.9%	20.8%	39.6%	61.1%
Blaby Authority Area Sub-Total	41.7%	39.1%	57.6%	46.8%	64.9%	24.6%	20.8%	41.6%	66.6%
Inside Survey Area Sub-Total	63.0%	87.0%	81.3%	62.0%	72.4%	33.8%	50.5%	41.6%	74.0%
Outside Survey Area									
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	5.0%	0.0%	0.0%	0.0%	11.2%	11.3%	0.5%	6.3%	5.6%
Abdul Enterprise, Green Lane Road, Leicester, LE5 3TJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Airport Retail Park, London Road, Coventry, CV3 4RP	0.5%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alberts Archives Vintage and Loved, Evergreen Fields, North Kilworth, Lutterworth, LE17 6NE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alnwick Castle, Alnwick, NE66 1NQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ambleside Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Anstey Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	0.5%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Barkby Thorpe Lane, Thurmaston, LE4 8GN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Leicester Abbey Lane, Exploration Drive, Leicester, LE4 5NU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Newtown Road, Nuneaton, CV11 4FL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attleborough Angling Centre, Anker Court, Nuneaton, CV11 6SD	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attleborough Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Belgrave Road, Leicestershire, LE4 6AR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Euro Business Park, Rockingham Road, Leicestershire, LE16 7QF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Raw Dykes Road, Leicester, LE2 7JZ	1.5%	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%	0.0%
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bailey's of Wistow, Wistow Rural Centre, Kibworth Road, Leicester, LE8 0QF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnardo's, Stephenson Drive, Leicester, LE3 9AE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnstaple Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barwell Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%
Bedworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birstall Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridlington Town Centre, ZZZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bungay Town Centre	0.1%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%
Central London / West End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chryste Carpets, Vulcan Court, Vulcan Way, Coalville, LE67 3FW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coalville Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coles Plant Centre, Uppingham Road, Thurnby, Leicester, LE7 9QB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colourbank (Bed & Flooring Store), Cavendish Road, Leicester, LE2 7PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colourbank (Bed & Flooring Store), Crest Rise, Leicester, LE4 9EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookes Furniture, Goosemoor Lane, Erdington, Birmingham, B23 5PN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, South Oak Way, Reading, RG2 6UE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coventry City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cross Point Business Park, Olivier Way, Coventry, CV2 2SH	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Daymans DIY, King Richards Road, Leicester, LE3 5QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Desborough Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Designer Outlet East Midlands, South Normanton, Alfreton, DE55 2JW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Hardwick Road, King's Lynn, PE30 4WQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Loughborough Road, Rothley, LE7 7NL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Driffield Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Dulux Decorator Centre, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunelm, Regent Street, Nuneaton, CV11 4BL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Midlands Airport, Derby, DE74 2SA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edinburgh City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.2%	0.6%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Evington Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Giltbrook Shopping Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Go Outdoors, Bishop Meadow Road, Loughborough, LE11 5RE	0.3%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	1.9%
Great Glen Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Yarmouth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Foleshill Road, Coventry, CV1 4NU	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Putney Road, Leicester, LE2 7TF	1.6%	0.0%	0.0%	0.0%	3.9%	0.0%	3.9%	0.0%	0.0%
Hilltop Garden Centre, Shilton Lane, Coventry, CV7 9LH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holme Tree Bespoke Furniture, Tom Bill Way, Ashby-de-la-Zouch, LE65 2UY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holt Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Home Bargains, Belton Road West Extension, Loughborough, LE11 5XH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Putney Road (off Welford Road), Leicester, LE2 7TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hunstanton Town Centre	0.4%								

Destination	Total Toys (%)	Zone 1 Toys (%)	Zone 2 Toys (%)	Zone 3 Toys (%)	Zone 4 Toys (%)	Zone 5 Toys (%)	Zone 6 Toys (%)	Zone 7 Toys (%)	Zone 8 Toys (%)
Nottingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nuneaton Town Centre	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Padstow Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plymouth City Centre	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poole Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queens Road, Leicester, LE2 1TT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Royal Leamington Spa Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rugby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheffield City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Skipton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smyths, Devonshire Road, Leicester, LE4 0BG	3.1%	0.0%	0.0%	10.1%	0.9%	0.8%	6.3%	6.3%	11.1%
Solihull Town Centre	0.8%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southampton City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Andrews Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.5%	0.0%	0.0%	2.5%	0.0%	1.6%	0.0%	0.0%	1.9%
St Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	1.1%	0.6%	5.5%	0.0%	0.0%	0.8%	0.0%	8.3%	0.0%
Stapleton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stow-on-the-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-upon-Avon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sutton-on-Sea Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Syston Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Technology Park, Technology Drive, Rugby, CV21 1GN	0.2%	0.0%	0.0%	7.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.4%	0.0%
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Truro City Centre	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westcotes Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weston Favell Shopping Centre, Wellington Road, Northampton, NN3 8JZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
York City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Survey Area Sub-Total	37.0%	13.0%	18.7%	38.0%	27.6%	66.2%	49.5%	58.4%	26.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

a. Market shares derived from NEMS household survey

Table 16: Toys, Games, Bicycles and Recreational Goods Expenditure

Destination	Total Toys (£m)	Zone 1 Toys (£m)	Zone 2 Toys (£m)	Zone 3 Toys (£m)	Zone 4 Toys (£m)	Zone 5 Toys (£m)	Zone 6 Toys (£m)	Zone 7 Toys (%)	Zone 8 Toys (%)
Study Area									
Zone 1									
Aldi, Holliers Walk, Hinckley, LE10 1QW									
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Barwell Lane, Hinckley, LE10 1SS	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burbage Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.8	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	2.9	1.8	0.2	0.0	0.0	0.0	0.9	0.0	0.0
Hinckley Town Centre	15.6	13.1	1.2	0.0	0.0	0.0	0.0	0.0	1.3
Lidl, Coventry Road, Hinckley, LE10 0JX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	1.7	0.6	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sapcote Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoney Stanton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Sword Drive, Hinckley, LE10 0GL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1	21.3	15.7	2.6	0.0	0.8	0.0	0.9	0.0	1.3
Zone 2									
Croft Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Desford Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Earl Shilton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elmesthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huncote Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newbold Verdon Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.9	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Ashby Parva Village Centre	0.9	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Broughton Astley Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Claybrooke Magna Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunton Bassett Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gilmorton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leire Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sharnford Tractors, Lodge Farm, Broughton Road, Frolesworth, Lutterworth, LE17 5EH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ullesthorp Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	2.1	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.4
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	1.7	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0
Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaby Town Centre	2.3	0.0	0.0	0.0	0.8	0.2	0.0	0.0	1.3
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cosby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Countesthorpe Village Centre	1.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Fleckney Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whetstone Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 4	5.0	0.0	0.0	0.0	3.5	0.2	0.0	0.0	1.3
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aylestone Local Centre, Leicester	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clarendon Park Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eyres Monsell Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glen Parva District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knighton Local Centre, Leicester	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoneygate Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 5	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Leicester Road, Oadby Firth, Leicester, LE2 4AH	0.8	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
B&M, The Arcade, Leicestershire, LE18 1NZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Bull Head Street, Wigston, LE18 1PA									

Destination	Total Toys (£m)	Zone 1 Toys (£m)	Zone 2 Toys (£m)	Zone 3 Toys (£m)	Zone 4 Toys (£m)	Zone 5 Toys (£m)	Zone 6 Toys (£m)	Zone 7 Toys (%)	Zone 8 Toys (%)
Enderby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	54.5	12.8	5.9	5.0	6.6	5.0	3.5	3.3	12.4
Hawgrip Plant Centre & Nursery, Seine Lane, Enderby, Leicester, LE19 4PD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leicester Forest East Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Littlethorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Narborough Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.5	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	2.4	0.0	0.3	0.3	0.9	0.6	0.0	0.3	0.0
Savers, Narborough Road, Leicester, LE3 2QR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sonicchem Pharmacy, Monica Road, Braunstone Town, Leicester, LE3 2PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 8	67.2	12.8	6.7	5.3	11.9	6.0	4.3	6.2	14.1
Blaby Authority Area Sub-Total	73.7	12.8	7.8	5.3	15.5	6.2	4.3	6.5	15.4
Inside Survey Area Sub-Total	106.2	28.5	11.1	7.0	17.2	8.4	10.4	6.5	17.1
Outside Survey Area									
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	7.8	0.0	0.0	0.0	2.7	2.8	0.1	1.0	1.3
Abdul Enterprise, Green Lane Road, Leicester, LE5 3TJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Airport Retail Park, London Road, Coventry, CV3 4RP	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberts Archives Vintage and Loved, Evergreen Fields, North Kilworth, Lutterworth, LE17 6NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alnwick Castle, Alnwick, NE66 1NQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Anstey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Barkby Thorpe Lane, Thurmaston, LE4 8GN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Leicester Abbey Lane, Exploration Drive, Leicester, LE4 5NU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Newtown Road, Nuneaton, CV11 4FL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attleborough Angling Centre, Anker Court, Nuneaton, CV11 6SD	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attleborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Belgrave Road, Leicestershire, LE4 6AR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Euro Business Park, Rockingham Road, Leicestershire, LE16 7QF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Raw Dykes Road, Leicester, LE2 7JZ	2.2	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Devonshire Road, Leicester, LE4 0BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bailey's of Wistow, Wistow Rural Centre, Kibworth Road, Leicester, LE8 0QF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barnardo's, Stephenson Drive, Leicester, LE3 9AE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barnstaple Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barwell Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Bedworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birstall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridlington Town Centre, ZZZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bungay Town Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Central London / West End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chryste Carpets, Vulcan Court, Vulcan Way, Coalville, LE67 3FW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coalville Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coles Plant Centre, Uppingham Road, Thurnby, Leicester, LE7 9QB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colourbank (Bed & Flooring Store), Cavendish Road, Leicester, LE2 7PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colourbank (Bed & Flooring Store), Crest Rise, Leicester, LE4 9EX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cookes Furniture, Goosemoor Lane, Erdington, Birmingham, B23 5PN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costco, South Oak Way, Reading, RG2 6UE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coventry City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cross Point Business Park, Olivier Way, Coventry, CV2 2SH	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Daymans DIY, King Richards Road, Leicester, LE3 5QG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Desborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Designer Outlet East Midlands, South Normanton, Alfreton, DE55 2JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Hardwick Road, King's Lynn, PE30 4WQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Loughborough Road, Rothley, LE7 7NL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Driffield Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Dulux Decorator Centre, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunelm, Regent Street, Nuneaton, CV11 4BL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Midlands Airport, Derby, DE74 2SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.5	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Evington Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Giltbrook Shopping Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Bishop Meadow Road, Loughborough, LE11 5RE	0.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.4
Great Glen Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Yarmouth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halfords, Foleshill Road, Coventry, CV1 4NU	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Halfords, Putney Road, Leicester, LE2 7TF	1.7	0.0	0.0	0.0	0.9	0.0	0.8	0.0	0.0
Hilltop Garden Centre, Shilton Lane, Coventry, CV7 9LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holme Tree Bespoke Furniture, Tom Bill Way, Ashby-de-la-Zouch, LE65 2UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holt Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Belton Road West Extension, Loughborough, LE11 5XH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Putney Road (off Welford Road), Leicester, LE2 7TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunstanton Town Centre	0.5	0.0							

Destination	Total Toys (£m)	Zone 1 Toys (£m)	Zone 2 Toys (£m)	Zone 3 Toys (£m)	Zone 4 Toys (£m)	Zone 5 Toys (£m)	Zone 6 Toys (£m)	Zone 7 Toys (%)	Zone 8 Toys (%)
Nottingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nuneaton Town Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plymouth City Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Poole Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queens Road, Leicester, LE2 1TT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Royal Leamington Spa Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Devonshire Road, Leicester, LE4 0BG	6.4	0.0	0.0	1.1	0.2	0.2	1.3	1.0	2.6
Solihull Town Centre	1.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southampton City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	1.1	0.0	0.0	0.3	0.0	0.4	0.0	0.0	0.4
St Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	2.4	0.2	0.8	0.0	0.0	0.2	0.0	1.3	0.0
Stapleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stow-on-the-Wold Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton-on-Sea Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Syston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Technology Park, Technology Drive, Rugby, CV21 1GN	0.9	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	1.6	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Truro City Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westcotes Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weston Favell Shopping Centre, Wellington Road, Northampton, NN3 8JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Sub-Total	59.5	4.3	2.6	4.3	6.6	16.5	10.2	9.2	6.0
Total	165.7	32.7	13.6	11.2	23.8	25.0	20.6	15.7	23.1

Notes:

a. Market shares derived from NEMS household survey

Table 17: Health and Beauty Goods Shopping Patterns

Destination	Total Health (%)	Zone 1 Health (%)	Zone 2 Health (%)	Zone 3 Health (%)	Zone 4 Health (%)	Zone 5 Health (%)	Zone 6 Health (%)	Zone 7 Health (%)	Zone 8 Health (%)
Study Area									
Zone 1									
Aldi, Holliers Walk, Hinckley, LE10 1QW	0.4%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Barwell Lane, Hinckley, LE10 1SS	1.4%	5.1%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burbage Village Centre	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.4%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Town Centre	10.9%	49.1%	25.8%	3.1%	0.0%	0.0%	0.0%	0.0%	0.5%
Lidl, Coventry Road, Hinckley, LE10 0JX	0.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.4%	1.1%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	0.9%	5.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sapcote Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoney Stanton Village Centre	0.9%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.6%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Sword Drive, Hinckley, LE10 0GL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 1	16.3%	72.5%	41.6%	3.1%	0.0%	0.0%	0.0%	0.0%	0.5%
Zone 2									
Croft Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Desford Village Centre	0.4%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Earl Shilton Town Centre	1.0%	0.0%	13.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmesthorpe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Huncote Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbold Verdon Village Centre	0.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 2	1.5%	0.0%	20.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.7%	3.3%	0.9%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashby Parva Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broughton Astley Village Centre	1.2%	0.0%	0.4%	24.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Claybrooke Magna Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunton Bassett Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gilmorton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leire Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sharnford Tractors, Lodge Farm, Broughton Road, Frolesworth, Lutterworth, LE17 5EH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ullesthorne Village Centre	0.1%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 3	2.0%	3.3%	1.3%	27.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	0.2%	0.0%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	0.0%
Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blaby Town Centre	2.9%	0.0%	0.0%	3.7%	11.1%	4.5%	0.3%	0.0%	3.2%
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Cosby Village Centre	0.6%	2.2%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Countesthorpe Village Centre	1.3%	0.0%	0.0%	0.0%	9.8%	0.0%	0.0%	0.0%	0.0%
Fleckney Village Centre	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whetstone Village Centre	0.2%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 4	5.3%	2.2%	0.0%	3.7%	24.9%	5.4%	0.6%	0.0%	3.2%
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	0.6%	0.0%	0.0%	0.0%	0.0%	1.3%	2.0%	0.0%	0.0%
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aylestone Local Centre, Leicester	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.2%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
Clarendon Park Local Centre, Leicester	0.2%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%	0.0%	0.0%
Eyres Monsell Local Centre, Leicester	0.2%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
Glen Parva District Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
Knighton Local Centre, Leicester	0.6%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.5%	0.0%	0.0%	0.0%	2.6%	0.6%	0.0%	0.0%	0.0%
Stoneygate Local Centre, Leicester	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 5	2.4%	0.0%	0.0%	0.0%	2.9%	8.9%	2.0%	0.0%	0.0%
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Asda, Leicester Road, Oadby Firth, Leicester, LE2 4AH	0.7%	0.0%	0.0%	0.0%	0.0%	1.3%	2.7%	0.0%	0.0%
B&M, The Arcade, Leicestershire, LE18 1NZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Hill Pharmacy, Launceston Road, Wigston, LE18 2GL	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
Morrisons Daily, Bull Head Street, Wigston, LE18 1PA	0.4%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%
Oadby Town Centre	5.6%	0.0%	0.0%	0.0%	1.2%	9.3%	22.8%	0.0%	0.0%
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.1%	0.0%	0.0%	0.0%					

Destination	Total Health (%)	Zone 1 Health (%)	Zone 2 Health (%)	Zone 3 Health (%)	Zone 4 Health (%)	Zone 5 Health (%)	Zone 6 Health (%)	Zone 7 Health (%)	Zone 8 Health (%)
Enderby Village Centre	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	23.4%	15.7%	20.4%	28.0%	45.8%	16.4%	17.1%	19.5%	31.4%
Hawgrip Plant Centre & Nursery, Seine Lane, Enderby, Leicester, LE19 4PD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leicester Forest East Local Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
Littlethorpe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.5%
Narborough Village Centre	2.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	13.2%
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	2.1%	0.0%	2.7%	2.5%	0.9%	0.3%	0.0%	1.8%	10.5%
Savers, Narborough Road, Leicester, LE3 2QR	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Sonicchem Pharmacy, Monica Road, Braunstone Town, Leicester, LE3 2PR	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 8	33.7%	15.7%	29.3%	32.9%	56.0%	18.0%	19.3%	28.2%	80.3%
Blaby Authority Area Sub-Total	42.0%	17.9%	29.3%	36.6%	80.9%	23.4%	19.9%	63.5%	83.9%
Inside Survey Area Sub-Total	85.5%	96.0%	92.4%	71.9%	98.8%	68.0%	96.4%	63.5%	84.3%
Outside Survey Area									
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abdul Enterprise, Green Lane Road, Leicester, LE5 3TJ	0.2%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alberts Archives Vintage and Loved, Evergreen Fields, North Kilworth, Lutterworth, LE17 6NE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alnwick Castle, Alnwick, NE66 1NQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ambleside Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Anstey Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Barkby Thorpe Lane, Thurmaston, LE4 8GN	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Asda, Leicester Abbey Lane, Exploration Drive, Leicester, LE4 5NU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Newtown Road, Nuneaton, CV11 4FL	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attleborough Angling Centre, Anker Court, Nuneaton, CV11 6SD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attleborough Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Belgrave Road, Leicestershire, LE4 6AR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Euro Business Park, Rockingham Road, Leicestershire, LE16 7QF	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
B&M, Raw Dykes Road, Leicester, LE2 7JZ	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bailey's of Wistow, Wistow Rural Centre, Kibworth Road, Leicester, LE8 0QF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnardo's, Stephenson Drive, Leicester, LE3 9AE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnstaple Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barwell Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	1.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	10.9%	1.3%
Bedworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birstall Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridlington Town Centre, ZZZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bungay Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London / West End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chryste Carpets, Vulcan Court, Vulcan Way, Coalville, LE67 3FW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coalville Town Centre	0.1%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coles Plant Centre, Uppingham Road, Thurnby, Leicester, LE7 9QB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colourbank (Bed & Flooring Store), Cavendish Road, Leicester, LE2 7PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colourbank (Bed & Flooring Store), Crest Rise, Leicester, LE4 9EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookes Furniture, Goosemoor Lane, Erdington, Birmingham, B23 5PN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, South Oak Way, Reading, RG2 6UE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	0.2%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
Coventry City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cross Point Business Park, Olivier Way, Coventry, CV2 2SH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Daymans DIY, King Richards Road, Leicester, LE3 5QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Desborough Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Designer Outlet East Midlands, South Normanton, Alfreton, DE55 2JW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Hardwick Road, King's Lynn, PE30 4WQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Loughborough Road, Rothley, LE7 7NL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Driffield Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dulux Decorator Centre, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunelm, Regent Street, Nuneaton, CV11 4BL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Midlands Airport, Derby, DE74 2SA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edinburgh City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Evington Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Giltbrook Shopping Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Go Outdoors, Bishop Meadow Road, Loughborough, LE11 5RE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Glen Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Yarmouth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Foleshill Road, Coventry, CV1 4NU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Putney Road, Leicester, LE2 7TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilltop Garden Centre, Shilton Lane, Coventry, CV7 9LH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holme Tree Bespoke Furniture, Tom Bill Way, Ashby-de-la-Zouch, LE65 2UY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holt Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Home Bargains, Belton Road West Extension, Loughborough, LE11 5XH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Homebase, Putney Road (off Welford Road), Leicester, LE2 7TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hunstanton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA Birmingham, Park Lane, Wednesbury, WS10 9SF	0.0%	0.0%	0.						

Destination	Total Health (%)	Zone 1 Health (%)	Zone 2 Health (%)	Zone 3 Health (%)	Zone 4 Health (%)	Zone 5 Health (%)	Zone 6 Health (%)	Zone 7 Health (%)	Zone 8 Health (%)
Nottingham City Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Nuneaton Town Centre	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Padstow Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plymouth City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poole Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queens Road, Leicester, LE2 1TT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Royal Leamington Spa Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rugby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheffield City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Skipton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smyths, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Solihull Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southampton City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Andrews Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%
St Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stapleton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stow-on-the-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-upon-Avon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sutton-on-Sea Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Syston Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Technology Park, Technology Drive, Rugby, CV21 1GN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.4%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	3.0%	0.9%
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.2%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.2%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Truro City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westcotes Local Centre, Leicester	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Weston Favell Shopping Centre, Wellington Road, Northampton, NN3 8JZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
York City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Survey Area Sub-Total	14.5%	4.0%	7.6%	28.1%	1.2%	32.0%	3.6%	36.5%	15.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

a. Market shares derived from NEMS household survey

Table 18: Health and Beauty Goods Expenditure

Destination	Total Health (£m)	Zone 1 Health (£m)	Zone 2 Health (£m)	Zone 3 Health (£m)	Zone 4 Health (£m)	Zone 5 Health (£m)	Zone 6 Health (£m)	Zone 7 Health (%)	Zone 8 Health (%)
Study Area									
Zone 1									
Aldi, Holliers Walk, Hinckley, LE10 1QW	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Barwell Lane, Hinckley, LE10 1SS	2.2	1.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burbage Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Town Centre	17.1	14.0	2.8	0.3	0.0	0.0	0.0	0.0	0.1
Lidl, Coventry Road, Hinckley, LE10 0JX	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.6	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	1.5	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sapcote Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoney Stanton Village Centre	1.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Sword Drive, Hinckley, LE10 0GL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1	25.5	20.7	4.4	0.3	0.0	0.0	0.0	0.0	0.1
Zone 2									
Croft Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Desford Village Centre	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Earl Shilton Town Centre	1.5	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Elmesthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huncote Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newbold Verdon Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	2.2	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	1.2	0.9	0.1	0.2	0.0	0.0	0.0	0.0	0.0
Ashby Parva Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broughton Astley Village Centre	2.1	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0
Claybrooke Magna Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunton Bassett Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gilmorton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leire Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sharnford Tractors, Lodge Farm, Broughton Road, Frolesworth, Lutterworth, LE17 5EH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ullesthorp Village Centre	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	3.5	0.9	0.1	2.4	0.0	0.0	0.0	0.0	0.0
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	0.3	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0
Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaby Town Centre	4.3	0.0	0.0	0.3	2.1	1.2	0.1	0.0	0.6
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Cosby Village Centre	0.9	0.6	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Countesthorpe Village Centre	1.9	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0
Fleckney Village Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whetstone Village Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Sub Total Zone 4	7.8	0.6	0.0	0.3	4.7	1.4	0.1	0.0	0.6
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	0.7	0.0	0.0	0.0	0.0	0.3	0.4	0.0	0.0
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aylestone Local Centre, Leicester	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Clarendon Park Local Centre, Leicester	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0
Eyres Monsell Local Centre, Leicester	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Glen Parva District Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Knighton Local Centre, Leicester	0.8	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.7	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0
Stoneygate Local Centre, Leicester	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 5	3.2	0.0	0.0	0.0	0.5	2.3	0.4	0.0	0.0
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Asda, Leicester Road, Oadby Firth, Leicester, LE2 4AH	0.9	0.0	0.0	0.0	0.0	0.3	0.5	0.0	0.0
B&M, The Arcade, Leicestershire, LE18 1NZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Hill Pharmacy, Launceston Road, Wigston, LE18 2GL	0.1	0.0	0.0						

Destination	Total Health (£m)	Zone 1 Health (£m)	Zone 2 Health (£m)	Zone 3 Health (£m)	Zone 4 Health (£m)	Zone 5 Health (£m)	Zone 6 Health (£m)	Zone 7 Health (%)	Zone 8 Health (%)
Enderby Village Centre	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	34.3	4.5	2.2	2.4	8.7	4.2	3.4	2.6	6.3
Hawgrip Plant Centre & Nursery, Seine Lane, Enderby, Leicester, LE19 4PD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leicester Forest East Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Littlethorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Narborough Village Centre	2.9	0.0	0.3	0.0	0.0	0.0	0.0	0.0	2.6
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	3.1	0.0	0.3	0.2	0.2	0.1	0.0	0.2	2.1
Savers, Narborough Road, Leicester, LE3 2QR	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sonicchem Pharmacy, Monica Road, Braunstone Town, Leicester, LE3 2PR	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 8	49.3	4.5	3.1	2.8	10.7	4.6	3.8	3.8	16.0
Blaby Authority Area Sub-Total	62.1	5.1	3.1	3.1	15.4	6.0	3.9	8.6	16.7
Inside Survey Area Sub-Total	124.3	27.4	9.9	6.2	18.8	17.6	19.0	8.6	16.8
Outside Survey Area									
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abdul Enterprise, Green Lane Road, Leicester, LE5 3TJ	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberts Archives Vintage and Loved, Evergreen Fields, North Kilworth, Lutterworth, LE17 6NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alnwick Castle, Alnwick, NE66 1NQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Anstey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Barkby Thorpe Lane, Thurmaston, LE4 8GN	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Asda, Leicester Abbey Lane, Exploration Drive, Leicester, LE4 5NU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Newtown Road, Nuneaton, CV11 4FL	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attleborough Angling Centre, Anker Court, Nuneaton, CV11 6SD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attleborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Belgrave Road, Leicestershire, LE4 6AR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Euro Business Park, Rockingham Road, Leicestershire, LE16 7QF	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
B&M, Raw Dykes Road, Leicester, LE2 7JZ	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Devonshire Road, Leicester, LE4 0BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bailey's of Wistow, Wistow Rural Centre, Kibworth Road, Leicester, LE8 0QF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barnardo's, Stephenson Drive, Leicester, LE3 9AE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barnstaple Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barwell Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	1.8	0.0	0.0	0.0	0.0	0.1	0.0	1.5	0.3
Bedworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birstall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridlington Town Centre, ZZ2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bungay Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London / West End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chrysie Carpets, Vulcan Court, Vulcan Way, Coalville, LE67 3FW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coalville Town Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Coles Plant Centre, Uppingham Road, Thurnby, Leicester, LE7 9QB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colourbank (Bed & Flooring Store), Cavendish Road, Leicester, LE2 7PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colourbank (Bed & Flooring Store), Crest Rise, Leicester, LE4 9EX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cookes Furniture, Goosemoor Lane, Erdington, Birmingham, B23 5PN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costco, South Oak Way, Reading, RG2 6UE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Coventry City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cross Point Business Park, Olivier Way, Coventry, CV2 2SH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Daymans DIY, King Richards Road, Leicester, LE3 5QG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Desborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Designer Outlet East Midlands, South Normanton, Alfreton, DE55 2JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Hardwick Road, King's Lynn, PE30 4WQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Loughborough Road, Rothley, LE7 7NL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Driffield Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulux Decorator Centre, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunelm, Regent Street, Nuneaton, CV11 4BL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Midlands Airport, Derby, DE74 2SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Evington Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Giltbrook Shopping Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Bishop Meadow Road, Loughborough, LE11 5RE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Glen Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Yarmouth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halfords, Foleshill Road, Coventry, CV1 4NU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halfords, Putney Road, Leicester, LE2 7TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hilltop Garden Centre, Shilton Lane, Coventry, CV7 9LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holme Tree Bespoke Furniture, Tom Bill Way, Ashby-de-la-Zouch, LE65 2UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holt Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Belton Road West Extension, Loughborough, LE11 5XH	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Homebase, Putney Road (off Welford Road), Leicester, LE2 7TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunstanton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA Birmingham, Park Lane, Wednesbury, WS10 9SF	0.0	0.0	0.0	0.0</td					

Destination	Total Health (£m)	Zone 1 Health (£m)	Zone 2 Health (£m)	Zone 3 Health (£m)	Zone 4 Health (£m)	Zone 5 Health (£m)	Zone 6 Health (£m)	Zone 7 Health (%)	Zone 8 Health (%)
Nottingham City Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nuneaton Town Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plymouth City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poole Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queens Road, Leicester, LE2 1TT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Royal Leamington Spa Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Devonshire Road, Leicester, LE4 0BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southampton City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
St Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stapleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stow-on-the-Wold Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton-on-Sea Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Syston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Technology Park, Technology Drive, Rugby, CV21 1GN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.7	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.2
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Truro City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westcotes Local Centre, Leicester	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Weston Favell Shopping Centre, Wellington Road, Northampton, NN3 8JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Sub-Total	21.6	1.1	0.8	2.4	0.2	8.3	0.7	4.9	3.1
Total	145.9	28.6	10.7	8.6	19.0	25.8	19.7	13.6	19.9

Notes:

a. Market shares derived from NEMS household survey

Table 19: Electrical Goods Shopping Patterns

Destination	Total Elec (%)	Zone 1 Elec (%)	Zone 2 Elec (%)	Zone 3 Elec (%)	Zone 4 Elec (%)	Zone 5 Elec (%)	Zone 6 Elec (%)	Zone 7 Elec (%)	Zone 8 Elec (%)
Study Area									
Zone 1									
Aldi, Holliers Walk, Hinckley, LE10 1QW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Barwell Lane, Hinckley, LE10 1SS	0.2%	0.9%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	0.2%	0.9%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burbage Village Centre	0.8%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Town Centre	2.0%	6.7%	13.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Coventry Road, Hinckley, LE10 0JX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.1%	0.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	1.2%	7.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sapcote Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoney Stanton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.5%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Sword Drive, Hinckley, LE10 0GL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 1	4.9%	24.5%	15.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2									
Croft Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Desford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Earl Shilton Town Centre	0.3%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmesthorpe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Huncote Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbold Verdon Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 2	0.3%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashby Parva Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broughton Astley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Claybrooke Magna Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunton Bassett Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gilmorton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leire Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sharnford Tractors, Lodge Farm, Broughton Road, Frolesworth, Lutterworth, LE17 5EH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ullesthorp Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blaby Town Centre	0.1%	0.0%	0.0%	0.8%	0.7%	0.0%	0.0%	0.0%	0.0%
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cosby Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countesthorpe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fleckney Village Centre	0.2%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whetstone Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 4	0.3%	0.0%	0.0%	0.8%	1.8%	0.0%	0.0%	0.0%	0.0%
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aylestone Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clarendon Park Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eyres Monsell Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Glen Parva District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Knighton Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoneygate Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Leicester Road, Oadby Firth, Leicester, LE2 4AH	0.8%	0.0%	0.0%	0.0%	0.0%	0.9%	3.9%	0.0%	0.0%
B&M, The Arcade, Leicestershire, LE18 1NZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Bull Head Street, Wigston, LE18 1PA	0.3%	0.0%	0.0%	0.0%	1.1%	0.5%	0.4%	0.0%	0.0%
Little Hill Pharmacy, Launceston Road, Wigston, LE18 2GL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Daily, Bull Head Street, Wigston, LE18 1PA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oadby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.5%	0.0%	0.0%						

Destination	Total Elec (%)	Zone 1 Elec (%)	Zone 2 Elec (%)	Zone 3 Elec (%)	Zone 4 Elec (%)	Zone 5 Elec (%)	Zone 6 Elec (%)	Zone 7 Elec (%)	Zone 8 Elec (%)
Enderby Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	66.7%	59.9%	67.0%	46.2%	72.2%	67.5%	70.3%	59.0%	74.6%
Hawgrip Plant Centre & Nursery, Seine Lane, Enderby, Leicester, LE19 4PD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leicester Forest East Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Littlethorpe Village Centre	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Narborough Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	1.9%	0.0%	0.6%	1.6%	4.4%	4.9%	0.0%	0.9%	1.2%
Savers, Narborough Road, Leicester, LE3 2QR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sonichem Pharmacy, Monica Road, Braunstone Town, Leicester, LE3 2PR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 8	69.4%	59.9%	67.6%	49.3%	79.6%	73.3%	70.7%	59.8%	75.8%
Blaby Authority Area Sub-Total	70.3%	59.9%	67.6%	50.1%	81.3%	73.3%	70.7%	66.7%	76.4%
Inside Survey Area Sub-Total	81.9%	84.4%	87.3%	50.1%	86.6%	81.9%	92.1%	66.7%	78.9%
Outside Survey Area									
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abdul Enterprise, Green Lane Road, Leicester, LE5 3TJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alberts Archives Vintage and Loved, Evergreen Fields, North Kilworth, Lutterworth, LE17 6NE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alnwick Castle, Alnwick, NE66 1NQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ambleside Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Anstey Village Centre	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%	0.0%
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	0.8%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Barkby Thorpe Lane, Thurmaston, LE4 8GN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Leicester Abbey Lane, Exploration Drive, Leicester, LE4 5NU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Newtown Road, Nuneaton, CV11 4FL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attleborough Angling Centre, Anker Court, Nuneaton, CV11 6SD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attleborough Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Belgrave Road, Leicestershire, LE4 6AR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Euro Business Park, Rockingham Road, Leicestershire, LE16 7QF	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
B&M, Raw Dykes Road, Leicester, LE2 7JZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Devonshire Road, Leicester, LE4 0BG	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bailey's of Wistow, Wistow Rural Centre, Kibworth Road, Leicester, LE8 0QF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnardo's, Stephenson Drive, Leicester, LE3 9AE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnstaple Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barwell Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	1.8%	0.0%	0.6%	0.8%	3.0%	4.6%	0.4%	0.0%	2.4%
Bedworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birstall Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridlington Town Centre, ZZZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bungay Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London / West End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chryste Carpets, Vulcan Court, Vulcan Way, Coalville, LE67 3FW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coalville Town Centre	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Coles Plant Centre, Uppingham Road, Thurnby, Leicester, LE7 9QB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colourbank (Bed & Flooring Store), Cavendish Road, Leicester, LE2 7PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colourbank (Bed & Flooring Store), Crest Rise, Leicester, LE4 9EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookes Furniture, Goosemoor Lane, Erdington, Birmingham, B23 5PN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, South Oak Way, Reading, RG2 6UE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	0.8%	3.5%	0.0%	0.0%	0.0%	0.0%	0.4%	2.5%	0.0%
Coventry City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cross Point Business Park, Olivier Way, Coventry, CV2 2SH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Daymans DIY, King Richards Road, Leicester, LE3 5QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Desborough Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Designer Outlet East Midlands, South Normanton, Alfreton, DE55 2JW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Hardwick Road, King's Lynn, PE30 4WQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Loughborough Road, Rothley, LE7 7NL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Driffield Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dulux Decorator Centre, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunelm, Regent Street, Nuneaton, CV11 4BL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Midlands Airport, Derby, DE74 2SA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edinburgh City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Evington Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Giltbrook Shopping Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Go Outdoors, Bishop Meadow Road, Loughborough, LE11 5RE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Glen Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Yarmouth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Foleshill Road, Coventry, CV1 4NU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Putney Road, Leicester, LE2 7TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilltop Garden Centre, Shilton Lane, Coventry, CV7 9LH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holme Tree Bespoke Furniture, Tom Bill Way, Ashby-de-la-Zouch, LE65 2UY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holt Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Home Bargains, Belton Road West Extension, Loughborough, LE11 5XH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Putney Road (off Welford Road), Leicester, LE2 7TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hunstanton Town Centre	0.0%								

Destination	Total Elec (%)	Zone 1 Elec (%)	Zone 2 Elec (%)	Zone 3 Elec (%)	Zone 4 Elec (%)	Zone 5 Elec (%)	Zone 6 Elec (%)	Zone 7 Elec (%)	Zone 8 Elec (%)
Nottingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nuneaton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Padstow Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plymouth City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poole Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queens Road, Leicester, LE2 1TT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Royal Leamington Spa Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rugby Town Centre	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheffield City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Skipton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smyths, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Solihull Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southampton City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Andrews Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.8%	0.0%	0.0%	0.0%	0.0%	1.4%	3.2%	0.0%	0.0%
St Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stapleton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stow-on-the-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-upon-Avon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sutton-on-Sea Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Syston Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Tamworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Technology Park, Technology Drive, Rugby, CV21 1GN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.2%	0.0%	0.6%	0.0%	0.4%	0.0%	0.0%	0.0%	0.9%
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Truro City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westcotes Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weston Favell Shopping Centre, Wellington Road, Northampton, NN3 8JZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
York City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Survey Area Sub-Total	18.1%	15.6%	12.7%	49.9%	13.4%	18.1%	7.9%	33.3%	21.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

a. Market shares derived from NEMS household survey

Table 20: Electrical Goods Expenditure

Destination	Total Elec (£m)	Zone 1 Elec (£m)	Zone 2 Elec (£m)	Zone 3 Elec (£m)	Zone 4 Elec (£m)	Zone 5 Elec (£m)	Zone 6 Elec (£m)	Zone 7 Elec (%)	Zone 8 Elec (%)
Local Leicester Furniture, Abbey Gate, Leicester, LE4 0AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Eaton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Town Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Lutterworth Town Centre	5.1	1.0	0.1	3.1	0.1	0.0	0.0	0.0	0.8
Maldon Town Centre, ZZZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Bosworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Harborough Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Markfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencer (M&S), Elliott's Field Retail Park, Rugby, CV21 1SR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks Electrical Showroom, Boston Road, Leicester, LE4 1AU	1.3	0.0	0.1	0.0	0.1	0.3	0.0	0.5	0.2
Matalan, Beaumont Way, Beaumont Leys, Leicester, LE4 1DS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meadowhall Shopping Centre, Sheffield, S9 1EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons Superstore, Whitwick Road, Coalville, LE67 3JN	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Newquay Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newton Retail Park, Nuneaton, CV11 4FN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nottingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nuneaton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plymouth City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poole Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queens Road, Leicester, LE2 1TT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Royal Leamington Spa Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Devonshire Road, Leicester, LE4 0BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southampton City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.9	0.0	0.0	0.0	0.0	0.3	0.6	0.0	0.0
St Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stapleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stow-on-the-Wold Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton-on-Sea Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Syston Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Tamworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Technology Park, Technology Drive, Rugby, CV21 1GN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Maidenswell Avenue, Hamilton, Leicester, LE5 1BJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.2	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Truro City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westcotes Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weston Favell Shopping Centre, Wellington Road, Northampton, NN3 8JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Sub-Total	25.8	4.1	1.3	4.2	2.4	4.4	1.4	4.0	3.9
Total	135.8	26.5	10.4	8.3	17.8	24.5	17.8	12.1	18.4

Notes:

a. Market shares derived from NEMS household survey

Table 21: DIY or Gardening Goods Shopping Patterns

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)
Study Area									
Zone 1									
Aldi, Holliers Walk, Hinckley, LE10 1QW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Barwell Lane, Hinckley, LE10 1SS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	10.5%	45.4%	20.1%	13.7%	0.0%	0.0%	0.0%	0.0%	1.8%
Burbage Village Centre	0.2%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.4%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	2.9%	7.7%	9.3%	7.9%	0.0%	0.0%	2.5%	0.0%	0.0%
Hinckley Town Centre	4.6%	12.7%	24.8%	2.6%	0.0%	0.0%	0.0%	4.3%	0.0%
Lidl, Coventry Road, Hinckley, LE10 0JX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	0.9%	0.7%	0.0%	1.9%	2.6%	1.1%	0.0%	0.6%	0.6%
Sapcote Village Centre	1.2%	1.7%	2.8%	3.2%	0.4%	0.0%	2.5%	0.0%	0.6%
Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	0.4%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoney Stanton Village Centre	1.4%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Sword Drive, Hinckley, LE10 0GL	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 1	22.5%	79.6%	57.4%	29.9%	5.8%	1.1%	5.1%	4.9%	3.0%
Zone 2									
Croft Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Desford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Earl Shilton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmesthorpe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Huncote Village Centre	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbold Verdon Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 2	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.3%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashby Parva Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broughton Astley Village Centre	0.3%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Claybrooke Magna Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunton Bassett Village Centre	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Gilmorton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leire Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.7%	1.0%	0.0%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.8%	0.7%	0.6%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Sharnford Tractors, Lodge Farm, Broughton Road, Frolesworth, Lutterworth, LE17 5EH	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
Ullesthorp Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 3	2.3%	1.7%	0.6%	32.8%	0.0%	0.0%	0.0%	0.0%	1.8%
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	0.4%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%
Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blaby Town Centre	1.2%	0.0%	0.0%	0.0%	8.0%	1.1%	0.0%	0.0%	0.0%
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	2.1%	0.0%	0.6%	0.6%	3.3%	1.5%	4.6%	0.0%	4.7%
Cosby Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countesthorpe Village Centre	1.8%	0.0%	0.0%	0.0%	9.4%	0.0%	3.4%	0.0%	0.0%
Fleckney Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.3%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%
Whetstone Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 4	5.8%	0.0%	0.6%	0.6%	26.4%	2.6%	8.0%	0.0%	4.7%
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	0.1%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aylestone Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clarendon Park Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eyres Monsell Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Glen Parva District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Knighton Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoneygate Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 5	0.1%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Asda, Leicester Road, Oadby Firth, Leicester, LE2 4AH	1.0%	0.0%	0.0%	0.0%	0.0%	2.9%	2.5%	0.0%	0.0%
B&M, The Arcade, Leicestershire, LE18 1NZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Bull Head Street, Wigston, LE18 1PA	13.3%	0.0%	0.6						

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)
Enderby Village Centre	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.6%
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	4.4%	10.7%	13.2%	5.5%	8.7%	0.0%	0.3%	0.6%	0.6%
Hawgrip Plant Centre & Nursery, Seine Lane, Enderby, Leicester, LE19 4PD	2.5%	0.0%	2.2%	1.3%	0.4%	0.4%	0.3%	2.4%	15.8%
Leicester Forest East Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Littlethorpe Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	0.3%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%
Narborough Village Centre	0.8%	0.0%	0.6%	0.0%	0.0%	2.7%	0.0%	1.8%	0.6%
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	6.0%	1.0%	7.6%	4.6%	2.9%	7.3%	4.1%	2.4%	19.6%
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.5%	0.0%	0.0%	0.0%	3.1%	0.0%	0.3%	0.0%	0.6%
Savers, Narborough Road, Leicester, LE3 2QR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sonicchem Pharmacy, Monica Road, Braunstone Town, Leicester, LE3 2PR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 8	17.4%	11.7%	23.6%	11.4%	32.1%	10.7%	7.8%	7.2%	40.8%
Blaby Authority Area Sub-Total	23.5%	11.7%	24.2%	12.0%	58.5%	13.2%	15.8%	10.1%	45.5%
Inside Survey Area Sub-Total	71.4%	93.0%	83.8%	78.6%	91.1%	64.5%	78.3%	15.0%	54.5%
Outside Survey Area									
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	1.8%	0.0%	0.0%	0.0%	5.6%	0.0%	5.3%	0.0%	1.8%
Abdul Enterprise, Green Lane Road, Leicester, LE5 3TJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alberts Archives Vintage and Loved, Evergreen Fields, North Kilworth, Lutterworth, LE17 6NE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alnwick Castle, Alnwick, NE66 1NQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ambleside Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Anstey Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Barkby Thorpe Lane, Thurmaston, LE4 8GN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Leicester Abbey Lane, Exploration Drive, Leicester, LE4 5NU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Newtown Road, Nuneaton, CV11 4FL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attleborough Angling Centre, Anker Court, Nuneaton, CV11 6SD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attleborough Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Belgrave Road, Leicestershire, LE4 6AR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Euro Business Park, Rockingham Road, Leicestershire, LE16 7QF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Raw Dykes Road, Leicester, LE2 7JZ	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.3%	1.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Devonshire Road, Leicester, LE4 0BG	11.7%	0.0%	1.1%	0.0%	1.1%	9.1%	2.8%	59.9%	28.8%
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.2%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bailey's of Wistow, Wistow Rural Centre, Kibworth Road, Leicester, LE8 0QF	0.6%	0.0%	0.0%	0.0%	0.4%	0.4%	2.7%	0.0%	0.0%
Barnardo's, Stephenson Drive, Leicester, LE3 9AE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnstaple Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barwell Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%
Bedworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birstall Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridlington Town Centre, ZZZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bungay Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London / West End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chryste Carpets, Vulcan Court, Vulcan Way, Coalville, LE67 3FW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coalville Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coles Plant Centre, Uppingham Road, Thurnby, Leicester, LE7 9QB	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Colourbank (Bed & Flooring Store), Cavendish Road, Leicester, LE2 7PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colourbank (Bed & Flooring Store), Crest Rise, Leicester, LE4 9EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookes Furniture, Goosemoor Lane, Erdington, Birmingham, B23 5PN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, South Oak Way, Reading, RG2 6UE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coventry City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cross Point Business Park, Olivier Way, Coventry, CV2 2SH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Daymans DIY, King Richards Road, Leicester, LE3 5QG	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Desborough Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Designer Outlet East Midlands, South Normanton, Alfreton, DE55 2JW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Dobbies Garden Centre, Hardwick Road, King's Lynn, PE30 4WQ	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Dobbies Garden Centre, Loughborough Road, Rothley, LE7 7NL	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	2.8%	3.0%	9.0%	0.0%	0.4%	0.7%	0.0%	9.0%	4.7%
Driffield Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dulux Decorator Centre, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunelm, Regent Street, Nuneaton, CV11 4BL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Midlands Airport, Derby, DE74 2SA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edinburgh City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.1%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Evington Local Centre, Leicester	0.1%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Giltbrook Shopping Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Go Outdoors, Bishop Meadow Road, Loughborough, LE11 5RE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Glen Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Yarmouth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Foleshill Road, Coventry, CV1 4NU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Putney Road, Leicester, LE2 7TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilltop Garden Centre, Shilton Lane, Coventry, CV7 9LH	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holme Tree Bespoke Furniture, Tom Bill Way, Ashby-de-la-Zouch, LE65 2UY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holt Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Home Bargains, Belton Road West Extension, Loughborough, LE11 5XH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Putney Road (off Welford Road), Leicester, LE2 7TF	3.4%	0.0%	0.0%	0.0%	0.0%	16.6%	1.0%	0.0%	1.2%
Hunstanton Town Centre	0.0%	0.0%							

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)
Nottingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nuneaton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Padstow Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
Plymouth City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poole Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queens Road, Leicester, LE2 1TT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Royal Leamington Spa Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rugby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheffield City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Skipton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smyths, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Solihull Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southampton City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Andrews Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stapleton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stow-on-the-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-upon-Avon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Sutton-on-Sea Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Syston Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Technology Park, Technology Drive, Rugby, CV21 1GN	0.9%	0.0%	0.0%	8.5%	0.0%	0.0%	2.8%	0.0%	0.0%
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Truro City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westcotes Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weston Favell Shopping Centre, Wellington Road, Northampton, NN3 8JZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.1%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.6%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Winchester City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
York City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Survey Area Sub-Total	28.6%	7.0%	16.2%	21.4%	8.9%	35.5%	21.7%	85.0%	45.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

a. Market shares derived from NEMS household survey

Table 22: DIY or Gardening Goods Expenditure

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (%)	Zone 8 DIY (%)
Study Area									
Zone 1									
Aldi, Holliers Walk, Hinckley, LE10 1QW									
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Barwell Lane, Hinckley, LE10 1SS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	7.8	5.9	1.1	0.6	0.0	0.0	0.0	0.0	0.2
Burbage Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	2.1	1.0	0.5	0.4	0.0	0.0	0.2	0.0	0.0
Hinckley Town Centre	3.4	1.6	1.4	0.1	0.0	0.0	0.0	0.3	0.0
Lidl, Coventry Road, Hinckley, LE10 0JX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	0.6	0.1	0.0	0.1	0.2	0.1	0.0	0.0	0.1
Sapcote Village Centre	0.8	0.2	0.2	0.2	0.0	0.0	0.2	0.0	0.1
Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoney Stanton Village Centre	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Sword Drive, Hinckley, LE10 0GL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1	16.5	10.3	3.2	1.4	0.5	0.1	0.4	0.3	0.3
Zone 2									
Croft Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Desford Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Earl Shilton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elmesthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huncote Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newbold Verdon Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Ashby Parva Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broughton Astley Village Centre	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Claybrooke Magna Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunton Bassett Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gilmorton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leire Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.5	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.7	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Sharnford Tractors, Lodge Farm, Broughton Road, Frolesworth, Lutterworth, LE17 5EH	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Ullesthorp Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	2.0	0.2	0.0	1.6	0.0	0.0	0.0	0.0	0.2
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaby Town Centre	0.8	0.0	0.0	0.0	0.7	0.1	0.0	0.0	0.0
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	1.3	0.0	0.0	0.0	0.3	0.2	0.4	0.0	0.4
Cosby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Countesthorpe Village Centre	1.1	0.0	0.0	0.0	0.9	0.0	0.3	0.0	0.0
Fleckney Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Whetstone Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 4	3.8	0.0	0.0	0.0	2.4	0.3	0.7	0.0	0.4
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aylestone Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clarendon Park Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eyres Monsell Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glen Parva District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knighton Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoneygate Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 5	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Leicester Road, Oadby Firth, Leicester, LE2 4AH	0.5	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.0
B&M, The Arcade, Leicestershire, LE18 1NZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Bull Head Street, Wigston, LE18 1PA	7.9	0.0	0.0						

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (%)	Zone 8 DIY (%)
Enderby Village Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	3.3	1.4	0.7	0.3	0.8	0.0	0.0	0.0	0.1
Hawgrip Plant Centre & Nursery, Seine Lane, Enderby, Leicester, LE19 4PD	1.8	0.0	0.1	0.1	0.0	0.0	0.0	0.2	1.4
Leicester Forest East Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Littlethorpe Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Narborough Village Centre	0.5	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.1
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	4.0	0.1	0.4	0.2	0.3	0.8	0.4	0.2	1.7
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1
Savers, Narborough Road, Leicester, LE3 2QR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sonicem Pharmacy, Monica Road, Braunstone Town, Leicester, LE3 2PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 8	12.1	1.5	1.3	0.5	2.9	1.2	0.7	0.5	3.5
Blaby Authority Area Sub-Total	16.1	1.5	1.3	0.6	5.3	1.4	1.4	0.6	3.9
Inside Survey Area Sub-Total	48.0	12.0	4.6	3.7	8.2	7.0	6.7	1.0	4.7
Outside Survey Area									
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	1.1	0.0	0.0	0.0	0.5	0.0	0.5	0.0	0.2
Abdul Enterprise, Green Lane Road, Leicester, LE5 3TJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberts Archives Vintage and Loved, Evergreen Fields, North Kilworth, Lutterworth, LE17 6NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alnwick Castle, Alnwick, NE66 1NQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Anstey Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Barkby Thorpe Lane, Thurmaston, LE4 8GN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Leicester Abbey Lane, Exploration Drive, Leicester, LE4 5NU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Newtown Road, Nuneaton, CV11 4FL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attleborough Angling Centre, Anker Court, Nuneaton, CV11 6SD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attleborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Belgrave Road, Leicestershire, LE4 6AR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Euro Business Park, Rockingham Road, Leicestershire, LE16 7QF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Raw Dykes Road, Leicester, LE2 7JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.3	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
B&Q, Devonshire Road, Leicester, LE4 0BG	7.7	0.0	0.1	0.0	0.1	1.0	0.2	3.8	2.5
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Bailey's of Wistow, Wistow Rural Centre, Kibworth Road, Leicester, LE8 0QF	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Barnardo's, Stephenson Drive, Leicester, LE3 9AE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barnstaple Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barwell Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Bedworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birstall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridlington Town Centre, ZZZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bungay Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London / West End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chryste Carpets, Vulcan Court, Vulcan Way, Coalville, LE67 3FW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coalville Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coles Plant Centre, Uppingham Road, Thurnby, Leicester, LE7 9QB	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Colourbank (Bed & Flooring Store), Cavendish Road, Leicester, LE2 7PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colourbank (Bed & Flooring Store), Crest Rise, Leicester, LE4 9EX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cookes Furniture, Goosemoor Lane, Erdington, Birmingham, B23 5PN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costco, South Oak Way, Reading, RG2 6UE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coventry City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cross Point Business Park, Olivier Way, Coventry, CV2 2SH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Daymans DIY, King Richards Road, Leicester, LE3 5QG	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Desborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Designer Outlet East Midlands, South Normanton, Alfreton, DE55 2JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Dobbies Garden Centre, Hardwick Road, King's Lynn, PE30 4WQ	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Loughborough Road, Rothley, LE7 7NL	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	2.0	0.4	0.5	0.0	0.0	0.1	0.0	0.6	0.4
Driffield Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulux Decorator Centre, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Dunelm, Regent Street, Nuneaton, CV11 4BL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Midlands Airport, Derby, DE74 2SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Evington Local Centre, Leicester	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Giltbrook Shopping Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0</								

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (%)	Zone 8 DIY (%)
Nottingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nuneaton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plymouth City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poole Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queens Road, Leicester, LE2 1TT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Royal Leamington Spa Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Devonshire Road, Leicester, LE4 0BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southampton City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stapleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stow-on-the-Wold Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton-on-Sea Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Syston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Technology Park, Technology Drive, Rugby, CV21 1GN	0.6	0.0	0.0	0.4	0.0	0.0	0.2	0.0	0.0
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Truro City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westcotes Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weston Favell Shopping Centre, Wellington Road, Northampton, NN3 8JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Winchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Sub-Total	18.7	0.9	0.9	1.0	0.8	3.9	1.9	5.4	3.9
Total	66.6	12.9	5.5	4.7	9.0	10.9	8.6	6.4	8.6

Notes:

a. Market shares derived from NEMS household survey

Table 23: Furniture, Carpets and Floor Coverings Shopping Patterns

Destination	Total Furn (%)	Zone 1 Furn (%)	Zone 2 Furn (%)	Zone 3 Furn (%)	Zone 4 Furn (%)	Zone 5 Furn (%)	Zone 6 Furn (%)	Zone 7 Furn (%)	Zone 8 Furn (%)
Study Area									
Zone 1									
Aldi, Holliers Walk, Hinckley, LE10 1QW									
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Barwell Lane, Hinckley, LE10 1SS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	0.6%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%
Burbage Village Centre	0.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	0.6%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley Town Centre	8.8%	42.6%	18.9%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Coventry Road, Hinckley, LE10 0JX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sapcote Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoney Stanton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Sword Drive, Hinckley, LE10 0GL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 1	10.3%	47.8%	19.5%	3.5%	0.0%	0.0%	0.0%	5.7%	0.0%
Zone 2									
Croft Village Centre	2.4%	0.4%	5.0%	8.3%	2.6%	0.0%	0.0%	0.0%	9.6%
Desford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Earl Shilton Town Centre	0.3%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmesthorpe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Huncote Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbold Verdon Village Centre	0.8%	0.0%	10.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 2	3.5%	0.4%	19.6%	8.3%	2.6%	0.0%	0.0%	0.0%	9.6%
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashby Parva Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broughton Astley Village Centre	0.5%	0.0%	0.0%	8.9%	0.4%	0.0%	0.0%	0.0%	0.0%
Claybrooke Magna Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunton Bassett Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gilmorton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leire Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sharnford Tractors, Lodge Farm, Broughton Road, Frolesworth, Lutterworth, LE17 5EH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ullesthorp Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 3	0.5%	0.0%	0.0%	8.9%	0.4%	0.0%	0.0%	0.0%	0.0%
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Blaby Town Centre	0.3%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	2.0%	0.0%
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Cosby Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countesthorpe Village Centre	0.1%	0.0%	0.0%	0.9%	0.4%	0.0%	0.0%	0.0%	0.0%
Fleckney Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whetstone Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 4	0.5%	0.0%	0.0%	0.9%	0.7%	0.0%	0.4%	2.0%	0.7%
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aylestone Local Centre, Leicester	1.9%	0.0%	0.0%	0.0%	3.1%	0.0%	3.0%	0.0%	8.0%
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clarendon Park Local Centre, Leicester	0.7%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.7%
Eyres Monsell Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Glen Parva District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Knighton Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoneygate Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.5%	0.0%	0.0%	0.0%	0.0%	2.5%	0.4%	0.0%	0.0%
Sub Total Zone 5	3.1%	0.0%	0.0%	0.0%	3.1%	6.5%	3.4%	0.0%	8.7%
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Leicester Road, Oadby Firth, Leicester, LE2 4AH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, The Arcade, Leicestershire, LE18 1NZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0%	0.0							

Destination	Total Furn (%)	Zone 1 Furn (%)	Zone 2 Furn (%)	Zone 3 Furn (%)	Zone 4 Furn (%)	Zone 5 Furn (%)	Zone 6 Furn (%)	Zone 7 Furn (%)	Zone 8 Furn (%)
Enderby Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	44.0%	37.8%	40.0%	20.5%	74.1%	37.4%	53.3%	24.6%	38.7%
Hawgrip Plant Centre & Nursery, Seine Lane, Enderby, Leicester, LE19 4PD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leicester Forest East Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Littlethorpe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	0.4%	0.0%	2.5%	0.0%	0.0%	0.5%	0.4%	0.7%	0.0%
Narborough Village Centre	1.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Savers, Narborough Road, Leicester, LE3 2QR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sonichem Pharmacy, Monica Road, Braunstone Town, Leicester, LE3 2PR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total Zone 8	45.8%	38.3%	42.5%	20.5%	74.1%	37.9%	53.7%	25.3%	49.8%
Blaby Authority Area Sub-Total	48.1%	38.3%	49.7%	21.4%	74.8%	38.4%	54.0%	38.2%	50.5%
Inside Survey Area Sub-Total	72.9%	86.4%	89.4%	43.0%	90.4%	58.7%	69.7%	44.6%	80.9%
Outside Survey Area									
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	1.0%	0.4%	0.6%	0.0%	0.0%	1.0%	0.0%	6.9%	0.0%
Abdul Enterprise, Green Lane Road, Leicester, LE5 3TJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alberts Archives Vintage and Loved, Evergreen Fields, North Kilworth, Lutterworth, LE17 6NE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alnwick Castle, Alnwick, NE66 1NQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ambleside Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
Anstey Village Centre	2.0%	0.0%	2.5%	0.0%	0.0%	0.5%	0.0%	15.5%	1.5%
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Barkby Thorpe Lane, Thurmaston, LE4 8GN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Leicester Abbey Lane, Exploration Drive, Leicester, LE4 5NU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Newtown Road, Nuneaton, CV11 4FL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attleborough Angling Centre, Anker Court, Nuneaton, CV11 6SD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Attleborough Town Centre	0.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Belgrave Road, Leicestershire, LE4 6AR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Euro Business Park, Rockingham Road, Leicestershire, LE16 7QF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Raw Dykes Road, Leicester, LE2 7JZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Devonshire Road, Leicester, LE4 0BG	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Bailey's of Wistow, Wistow Rural Centre, Kibworth Road, Leicester, LE8 0QF	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
Barnardo's, Stephenson Drive, Leicester, LE3 9AE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnstaple Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barwell Village Centre	0.3%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%
Bedworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birstall Village Centre	0.6%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%
Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridlington Town Centre, ZZZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bungay Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London / West End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chryste Carpets, Vulcan Court, Vulcan Way, Coalville, LE67 3FW	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%
Coalville Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coles Plant Centre, Uppingham Road, Thurnby, Leicester, LE7 9QB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colourbank (Bed & Flooring Store), Cavendish Road, Leicester, LE2 7PH	1.7%	0.0%	1.9%	2.6%	0.0%	5.0%	3.0%	0.0%	0.7%
Colourbank (Bed & Flooring Store), Crest Rise, Leicester, LE4 9EX	0.8%	0.0%	0.0%	0.0%	0.0%	4.2%	0.4%	0.0%	0.0%
Cookes Furniture, Goosemoor Lane, Erdington, Birmingham, B23 5PN	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, South Oak Way, Reading, RG2 6UE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coventry City Centre	0.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cross Point Business Park, Olivier Way, Coventry, CV2 2SH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Daymans DIY, King Richards Road, Leicester, LE3 5QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Desborough Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Designer Outlet East Midlands, South Normanton, Alfreton, DE55 2JW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Hardwick Road, King's Lynn, PE30 4WQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Loughborough Road, Rothley, LE7 7NL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Driffield Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dulux Decorator Centre, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunelm, Regent Street, Nuneaton, CV11 4BL	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Midlands Airport, Derby, DE74 2SA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edinburgh City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.8%	0.4%	0.6%	8.1%	0.0%	0.0%	0.4%	2.0%	0.0%
Evington Local Centre, Leicester	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Giltbrook Shopping Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP	3.9%	0.0%	2.5%	0.9%	3.9%	2.0%	14.4%	2.0%	0.0%
Go Outdoors, Bishop Meadow Road, Loughborough, LE11 5RE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Glen Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Yarmouth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Foleshill Road, Coventry, CV1 4NU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Halfords, Putney Road, Leicester, LE2 7TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilltop Garden Centre, Shilton Lane, Coventry, CV7 9LH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holme Tree Bespoke Furniture, Tom Bill Way, Ashby-de-la-Zouch, LE65 2UY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holt Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Home Bargains, Belton Road West Extension, Loughborough, LE11 5XH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Putney Road (off Welford Road), Leicester, LE2 7TF	0.2%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
Hunstanton Town Centre	0.0%								

Destination	Total Furn (%)	Zone 1 Furn (%)	Zone 2 Furn (%)	Zone 3 Furn (%)	Zone 4 Furn (%)	Zone 5 Furn (%)	Zone 6 Furn (%)	Zone 7 Furn (%)	Zone 8 Furn (%)
Nottingham City Centre	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nuneaton Town Centre	0.4%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Padstow Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plymouth City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poole Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queens Road, Leicester, LE2 1TT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.2%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
Royal Leamington Spa Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rugby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheffield City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Skipton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smyths, Devonshire Road, Leicester, LE4 0BG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Solihull Town Centre	0.5%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southampton City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Andrews Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.7%	0.0%
St Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Stapleton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stow-on-the-Wold Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-upon-Avon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sutton-on-Sea Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Syston Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Technology Park, Technology Drive, Rugby, CV21 1GN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	1.2%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	7.6%
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Truro City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westcotes Local Centre, Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weston Favell Shopping Centre, Wellington Road, Northampton, NN3 8JZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitby Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
York City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Survey Area Sub-Total	27.1%	13.6%	10.6%	57.0%	9.6%	41.3%	30.3%	55.4%	19.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

a. Market shares derived from NEMS household survey

Table 24: Furniture, Carpets and Floor Coverings Expenditure

Destination	Total Furn (£m)	Zone 1 Furn (£m)	Zone 2 Furn (£m)	Zone 3 Furn (£m)	Zone 4 Furn (£m)	Zone 5 Furn (£m)	Zone 6 Furn (£m)	Zone 7 Furn (%)	Zone 8 Furn (%)
Study Area									
Zone 1									
Aldi, Holliers Walk, Hinckley, LE10 1QW									
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Barwell Lane, Hinckley, LE10 1SS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Burbage Village Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Town Centre	9.4	7.9	1.4	0.2	0.0	0.0	0.0	0.0	0.0
Lidl, Coventry Road, Hinckley, LE10 0JX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sapcote Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoney Stanton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Sword Drive, Hinckley, LE10 0GL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1	10.9	8.8	1.4	0.2	0.0	0.0	0.0	0.5	0.0
Zone 2									
Croft Village Centre	2.6	0.1	0.4	0.5	0.3	0.0	0.0	0.0	1.3
Desford Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Earl Shilton Town Centre	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Elmesthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huncote Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newbold Verdon Village Centre	0.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	3.6	0.1	1.4	0.5	0.3	0.0	0.0	0.0	1.3
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashby Parva Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broughton Astley Village Centre	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Claybrooke Magna Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunton Bassett Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gilmorton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leire Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sharnford Tractors, Lodge Farm, Broughton Road, Frolesworth, Lutterworth, LE17 5EH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ullesthorp Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Blaby Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cosby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Countesthorpe Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Fleckney Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whetstone Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 4	0.5	0.0	0.0	0.1	0.1	0.0	0.0	0.2	0.1
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aylestone Local Centre, Leicester	1.8	0.0	0.0	0.0	0.4	0.0	0.4	0.0	1.0
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clarendon Park Local Centre, Leicester	0.8	0.0	0.0	0.0	0.7	0.0	0.0	0.1	0.0
Eyres Monsell Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glen Parva District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knighton Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoneygate Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Sub Total Zone 5	3.1	0.0	0.0	0.4	1.1	0.4	0.0	1.1	
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Leicester Road, Oadby Firth, Leicester, LE2 4AH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, The Arcade, Leicestershire, LE18 1NZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0	0.0	0.0	0.0</					

Destination	Total Furn (£m)	Zone 1 Furn (£m)	Zone 2 Furn (£m)	Zone 3 Furn (£m)	Zone 4 Furn (£m)	Zone 5 Furn (£m)	Zone 6 Furn (£m)	Zone 7 Furn (%)	Zone 8 Furn (%)
Enderby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	41.1	7.0	2.9	1.3	9.5	6.5	6.8	2.1	5.1
Hawgrip Plant Centre & Nursery, Seine Lane, Enderby, Leicester, LE19 4PD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leicester Forest East Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Littlethorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	0.4	0.0	0.2	0.0	0.0	0.1	0.0	0.1	0.0
Narborough Village Centre	1.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Savers, Narborough Road, Leicester, LE3 2QR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sonicem Pharmacy, Monica Road, Braunstone Town, Leicester, LE3 2PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 8	43.0	7.1	3.1	1.3	9.5	6.5	6.8	2.2	6.5
Blaby Authority Area Sub-Total	45.0	7.1	3.6	1.3	9.6	6.6	6.9	3.3	6.6
Inside Survey Area Sub-Total	70.1	16.0	6.5	2.7	11.5	10.1	8.9	3.8	10.6
Outside Survey Area									
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	0.9	0.1	0.0	0.0	0.0	0.2	0.0	0.6	0.0
Abdul Enterprise, Green Lane Road, Leicester, LE5 3TJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberts Archives Vintage and Loved, Evergreen Fields, North Kilworth, Lutterworth, LE17 6NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alnwick Castle, Alnwick, NE66 1NQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Anstey Village Centre	1.8	0.0	0.2	0.0	0.0	0.1	0.0	1.3	0.2
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Barkby Thorpe Lane, Thurmaston, LE4 8GN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Leicester Abbey Lane, Exploration Drive, Leicester, LE4 5NU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Newtown Road, Nuneaton, CV11 4FL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attleborough Angling Centre, Anker Court, Nuneaton, CV11 6SD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attleborough Town Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Belgrave Road, Leicestershire, LE4 6AR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Euro Business Park, Rockingham Road, Leicestershire, LE16 7QF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Raw Dykes Road, Leicester, LE2 7JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Devonshire Road, Leicester, LE4 0BG	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Bailey's of Wistow, Wistow Rural Centre, Kibworth Road, Leicester, LE8 0QF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barnardo's, Stephenson Drive, Leicester, LE3 9AE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barnstaple Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barwell Village Centre	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Bedworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birstall Village Centre	0.6	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridlington Town Centre, ZZZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bungay Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London / West End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chryste Carpets, Vulcan Court, Vulcan Way, Coalville, LE67 3FW	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Coalville Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coles Plant Centre, Uppingham Road, Thurnby, Leicester, LE7 9QB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colourbank (Bed & Flooring Store), Cavendish Road, Leicester, LE2 7PH	1.6	0.0	0.1	0.2	0.0	0.9	0.4	0.0	0.1
Colourbank (Bed & Flooring Store), Crest Rise, Leicester, LE4 9EX	0.8	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Cookes Furniture, Goosemoor Lane, Erdington, Birmingham, B23 5PN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costco, South Oak Way, Reading, RG2 6UE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coventry City Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cross Point Business Park, Olivier Way, Coventry, CV2 2SH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Daymans DIY, King Richards Road, Leicester, LE3 5QG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Desborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Designer Outlet East Midlands, South Normanton, Alfreton, DE55 2JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Hardwick Road, King's Lynn, PE30 4WQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Loughborough Road, Rothley, LE7 7NL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Driffield Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulux Decorator Centre, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunelm, Regent Street, Nuneaton, CV11 4BL	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Midlands Airport, Derby, DE74 2SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.8	0.1	0.0	0.5	0.0	0.0	0.0	0.2	0.0
Evington Local Centre, Leicester	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Giltbrook Shopping Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP									

Destination	Total Furn (£m)	Zone 1 Furn (£m)	Zone 2 Furn (£m)	Zone 3 Furn (£m)	Zone 4 Furn (£m)	Zone 5 Furn (£m)	Zone 6 Furn (£m)	Zone 7 Furn (%)	Zone 8 Furn (%)
Nottingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nuneaton Town Centre	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plymouth City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poole Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queens Road, Leicester, LE2 1TT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Royal Leamington Spa Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Devonshire Road, Leicester, LE4 0BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southampton City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0
St Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Stapleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stow-on-the-Wold Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton-on-Sea Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Syston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Technology Park, Technology Drive, Rugby, CV21 1GN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	1.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	1.0
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Truro City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westcotes Local Centre, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weston Favell Shopping Centre, Wellington Road, Northampton, NN3 8JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Sub-Total	26.3	2.5	0.8	3.6	1.2	7.1	3.9	4.8	2.5
Total	96.4	18.5	7.2	6.2	12.8	17.3	12.7	8.6	13.1

Notes:

a. Market shares derived from NEMS household survey

Table 25: All Comparison Goods Expenditure

Destination	Total (£m)	Zone 1 Total (£m)	Zone 2 Total (£m)	Zone 3 Total (£m)	Zone 4 Total (£m)	Zone 5 Total (£m)	Zone 6 Total (£m)	Zone 7 Total (%)	Zone 8 Total (%)	Inflow Allowance (%)	Inflow Allowance (£m)	Total Inc. Inflow (£m)
Study Area												
Zone 1												
Aldi, Holliers Walk, Hinckley, LE10 1QW	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Asda, Barwell Lane, Hinckley, LE10 1SS	7.2	5.4	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.2
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	8.6	6.1	1.2	0.6	0.0	0.0	0.0	0.5	0.2	0.0	0.0	8.6
Burbage Village Centre	2.5	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	2.4	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.1	0.0	0.0	2.4
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	5.8	3.5	0.8	0.4	0.0	0.0	1.1	0.0	0.0	0.0	0.0	5.8
Hinckley Town Centre	72.0	57.4	10.9	1.7	0.0	0.0	0.0	0.7	1.4	0.0	0.0	72.0
Lidl, Coventry Road, Hinckley, LE10 0JX	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	1.2	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	7.7	6.4	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7
Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	0.6	0.1	0.0	0.1	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.6
Sapcote Village Centre	1.0	0.4	0.2	0.2	0.0	0.0	0.2	0.0	0.1	0.0	0.0	1.0
Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoney Stanton Village Centre	2.5	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	2.1	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Wickes, Sword Drive, Hinckley, LE10 0GL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1	115.8	88.4	17.5	3.0	2.6	0.1	1.3	1.2	1.8	-	0.0	115.8
Zone 2												
Croft Village Centre	2.6	0.1	0.4	0.5	0.3	0.0	0.0	0.0	1.3	0.0	0.0	2.6
Desford Village Centre	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Earl Shilton Town Centre	3.6	0.1	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Elmesthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huncote Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newbold Verdon Village Centre	1.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub Total Zone 2	8.1	0.2	5.8	0.5	0.3	0.0	0.0	0.0	1.3	-	0.0	8.1
Zone 3												
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	2.3	0.9	0.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Ashby Parva Village Centre	0.9	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Broughton Astley Village Centre	3.5	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.4	0.0	0.0	3.5
Claybrooke Magna Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunton Bassett Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gilmorton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leire Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.9	0.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.7	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Sharnford Tractors, Lodge Farm, Broughton Road, Frolesworth, Lutterworth, LE17 5EH	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2
Ullesthorpe Village Centre	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub Total Zone 3	8.5	1.3	0.2	6.4	0.0	0.0	0.0	0.0	0.6	-	0.0	8.5
Zone 4												
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	3.0	0.0	0.0	0.0	2.8	0.2	0.0	0.0	0.0	0.0	0.0	3.0
Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.3
Blaby Town Centre	11.1	0.0	0.0	0.7	3.9	2.9	0.1	0.5	3.0	0.0	0.0	11.1
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	1.6	0.0	0.0	0.0	0.3	0.3	0.5	0.0	0.4	0.0	0.0	1.6
Cosby Village Centre	0.9	0.6	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.9

Destination	Total (£m)	Zone 1 Total (£m)	Zone 2 Total (£m)	Zone 3 Total (£m)	Zone 4 Total (£m)	Zone 5 Total (£m)	Zone 6 Total (£m)	Zone 7 Total (%)	Zone 8 Total (%)	Inflow Allowance (%)	Inflow Allowance (£m)	Total Inc. Inflow (£m)
Countesthorpe Village Centre	4.7	0.0	0.0	0.1	4.3	0.0	0.3	0.0	0.0	0.0	0.0	4.7
Fleckney Village Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Whetstone Village Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Sub Total Zone 4	22.5	0.6	0.1	0.8	12.6	3.6	0.9	0.5	3.5	-	0.0	22.5
Zone 5												
Aldi, Aylestone Road, Leicester, LE2 8TD	0.8	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.8
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.4
Aylestone Local Centre, Leicester	2.2	0.0	0.0	0.0	0.4	0.3	0.4	0.0	1.0	0.0	0.0	2.2
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Clarendon Park Local Centre, Leicester	1.0	0.0	0.0	0.0	0.1	0.9	0.0	0.0	0.1	0.0	0.0	1.0
Eyres Monsell Local Centre, Leicester	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Glen Parva District Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Knighton Local Centre, Leicester	1.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	1.0
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.7	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.7
Stoneygate Local Centre, Leicester	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.5	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.5
Sub Total Zone 5	7.5	0.0	0.0	0.0	0.9	4.2	1.2	0.0	1.1	-	0.0	7.5
Zone 6												
Aldi, Bull Head Street, Wigston, LE18 1PA	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Asda, Leicester Road, Oadby Frith, Leicester, LE2 4AH	9.1	0.0	0.0	0.0	0.1	3.1	5.8	0.0	0.0	0.0	0.0	9.1
B&M, The Arcade, Leicestershire, LE18 1NZ	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
B&Q, Bull Head Street, Wigston, LE18 1PA	8.5	0.0	0.0	0.2	2.0	3.2	2.9	0.0	0.2	0.0	0.0	8.5
Little Hill Pharmacy, Launceston Road, Wigston, LE18 2GL	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Morrisons Daily, Bull Head Street, Wigston, LE18 1PA	0.6	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.6
Oadby Town Centre	13.5	0.0	0.0	0.0	0.4	5.0	7.4	0.0	0.7	0.0	0.0	13.5
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	2.9	0.0	0.0	0.0	0.1	0.0	2.7	0.0	0.1	0.0	0.0	2.9
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	5.4	0.0	0.0	0.0	0.5	1.7	3.2	0.0	0.0	0.0	0.0	5.4
Screwfix Wigston, Chartwell Drive, Wigston, LE18 2FL	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Severn Pharmacy, Severn Road, Oadby, LE2 4FY	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
South Wigston Village Centre	4.7	0.0	0.0	0.0	1.1	0.9	1.3	0.0	1.4	0.0	0.0	4.7
Tesco Superstore, Blaby Road, South Wigston, Wigston, LE18 4SE	17.1	0.7	0.0	0.4	2.3	2.8	10.9	0.0	0.0	0.0	0.0	17.1
Well Pharmacy, Two Steeples Medical Centre, Abington Close, Wigston, LE18 2EW	0.7	0.0	0.0	0.0	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.7
Wickes, Blaby Road, South Wigston, Wigston, LE18 4SE	2.1	0.0	0.0	0.0	0.3	1.2	0.5	0.0	0.1	0.0	0.0	2.1
Wigston Town Centre	26.6	0.0	0.8	0.1	2.2	10.5	11.5	0.1	1.4	0.0	0.0	26.6
Sub Total Zone 8	91.8	0.7	0.9	0.7	9.5	29.3	46.9	0.1	3.8	-	0.0	91.8
Zone 7												
Glenfield Village Centre	4.9	0.0	2.1	0.0	0.0	0.1	0.0	2.7	0.1	0.0	0.0	4.9
Groby Village Centre	1.3	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	1.3
Kirby Muxloe Village Centre	1.1	0.0	0.2	0.0	0.0	0.0	0.0	0.8	0.1	0.0	0.0	1.1
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	3.3	0.6	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	3.3
Ratby Village Centre	1.6	0.0	0.5	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	1.6
Sub Total Zone 7	12.3	0.6	2.8	0.0	0.0	0.1	0.0	8.6	0.2	-	0.0	12.3
Zone 8												
Aldi, Meridian Way, Braunstone, LE19 1LW	2.6	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.1	0.0	0.0	2.6
Asda, Narborough Road South, Fosse Park Avenue, Braunstone, Leicester, LE3 2LL	23.3	0.0	1.1	0.5	11.4	0.8	1.7	1.5	6.2	25.0	7.8	31.0
Braunstone Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.6
City Cycles, Narborough Road South, Braunstone Town, Leicester, LE3 2FQ	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Enderby Village Centre	2.1	0.0	0.2	0.0	0.0	0.0	0.2	0.0	1.7	0.0	0.0	2.1
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	404.9	72.5	32.8	23.3	67.4	58.1	52.1	27.6	71.0	32.0	190.5	595.4
Hawgrip Plant Centre & Nursery, Seine Lane, Enderby, Leicester, LE19 4PD	1.8	0.0	0.1	0.1	0.0	0.0	0.0	0.2	1.4	0.0	0.0	1.8
Leicester Forest East Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4
Littlethorpe Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	7.1	1.4	1.1	0.8	0.8	0.6	0.4	1.8	0.3	32.0	3.3	10.4
Narborough Village Centre	5.5	0.1	0.3	0.0	0.0	0.3	0.0	0.1	4.7	0.0	0.0	5.5
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	5.5	0.3	0.9	0.3	0.3	1.1	0.4	0.2	1.9	0.0	0.0	5.5
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	16.9	0.1	1.1	0.9	3.3	3.8	0.0	2.1	5.4	25.0	5.6	22.5
Savers, Narborough Road, Leicester, LE3 2QR	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Sonchem Pharmacy, Monica Road, Braunstone Town, Leicester, LE3 2PR	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2

Destination	Total (£m)	Zone 1 Total (£m)	Zone 2 Total (£m)	Zone 3 Total (£m)	Zone 4 Total (£m)	Zone 5 Total (£m)	Zone 6 Total (£m)	Zone 7 Total (%)	Zone 8 Total (%)	Inflow Allowance (%)	Inflow Allowance (£m)	Total Inc. Inflow (£m)
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub Total Zone 8	471.3	74.3	37.9	26.0	83.3	65.0	54.9	36.0	93.9	-	207.2	678.5
Blaby Authority Area Sub-Total	506.1	75.5	40.8	26.7	95.9	68.7	55.8	45.1	97.6		207.2	713.3
Inside Survey Area Sub-Total	737.8	166.0	65.2	37.3	109.2	102.4	105.2	46.4	106.1		207.2	945.1
Outside Survey Area												
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	11.7	0.1	0.0	0.0	3.5	3.8	0.6	1.9	1.8	0.0	0.0	11.7
Abdul Enterprise, Green Lane Road, Leicester, LE5 3TJ	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Airport Retail Park, London Road, Coventry, CV3 4RP	1.2	1.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Alberts Archives Vintage and Loved, Evergreen Fields, North Kilworth, Lutterworth, LE17 6NE	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.4
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Alnwick Castle, Alnwick, NE66 1NQ	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Ambleside Town Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Anstey Village Centre	3.1	0.0	0.2	0.0	0.0	0.1	0.0	2.6	0.2	0.0	0.0	3.1
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	3.5	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5
Asda, Barkby Thorpe Lane, Thurmaston, LE4 8GN	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.3
Asda, Leicester Abbey Lane, Exploration Drive, Leicester, LE4 5NU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Newtown Road, Nuneaton, CV11 4FL	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Attleborough Angling Centre, Anker Court, Nuneaton, CV11 6SD	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Attleborough Town Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
B&M, Belgrave Road, Leicestershire, LE4 6AR	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
B&M, Euro Business Park, Rockingham Road, Leicestershire, LE16 7QF	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
B&M, Raw Dykes Road, Leicester, LE2 7JZ	4.9	0.0	0.0	0.0	0.0	4.7	0.0	0.0	0.1	0.0	0.0	4.9
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.3	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
B&Q, Devonshire Road, Leicester, LE4 0BG	8.3	0.0	0.1	0.0	0.1	1.0	0.2	4.3	2.6	0.0	0.0	8.3
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2
Bailey's of Wistow, Wistow Rural Centre, Kibworth Road, Leicester, LE8 0QF	0.3	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.3
Barnardo's ,Stephenson Drive, Leicester, LE3 9AE	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Barnstaple Town Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Barwell Village Centre	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	7.9	0.0	0.1	0.3	0.5	1.5	0.2	4.5	0.9	0.0	0.0	7.9
Bedworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	1.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Birstall Village Centre	1.1	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	1.1
Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Bridlington Town Centre, ZZZ	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3
Bungay Town Centre	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Central London / West End	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.0	0.0	0.0	1.2
Chryste Carpets, Vulcan Court, Vulcan Way, Coalville, LE67 3FW	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.4
Coalville Town Centre	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Coles Plant Centre, Uppingham Road, Thurnby, Leicester, LE7 9QB	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Colourbank (Bed & Flooring Store), Cavendish Road, Leicester, LE2 7PH	1.6	0.0	0.1	0.2	0.0	0.9	0.4	0.0	0.1	0.0	0.0	1.6
Colourbank (Bed & Flooring Store), Crest Rise, Leicester, LE4 9EX	0.8	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.8
Cookes Furniture, Goosemoor Lane, Erdington, Birmingham, B23 5PN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costco, South Oak Way, Reading, RG2 6UE	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	1.5	0.9	0.0	0.0	0.0	0.2	0.1	0.3	0.0	0.0	0.0	1.5
Coventry City Centre	1.6	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Cross Point Business Park, Olivier Way, Coventry, CV2 2SH	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Daymans DIY, King Richards Road, Leicester, LE3 5QG	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Desborough Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	1.7	0.0	0.0	1.3	0.0	0.0	0.0	0.4	0.0	0.0	0.0	1.7
Designer Outlet East Midlands, South Normanton, Alfreton, DE55 2JW	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Dobbies Garden Centre, Hardwick Road, King's Lynn, PE30 4WQ	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Dobbies Garden Centre, Loughborough Road, Rothley, LE7 7NL	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	4.7	1.1	1.2	0.1	0.1	0.4	0.0	0.7	1.0	0.0	0.0	4.7
Driffield Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Dulux Decorator Centre, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Dunelm, Regent Street, Nuneaton, CV11 4BL	1.2	1.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2

Destination	Total (£m)	Zone 1 Total (£m)	Zone 2 Total (£m)	Zone 3 Total (£m)	Zone 4 Total (£m)	Zone 5 Total (£m)	Zone 6 Total (£m)	Zone 7 Total (%)	Zone 8 Total (%)	Inflow Allowance (%)	Inflow Allowance (£m)	Total In- flow (£m)
Edinburgh City Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	4.5	0.6	0.0	3.1	0.2	0.2	0.1	0.2	0.1	0.0	0.0	4.5
Evington Local Centre, Leicester	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Giltbrook Shopping Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP	6.6	1.0	0.6	0.1	0.5	1.7	2.2	0.6	0.0	0.0	0.0	6.6
Go Outdoors, Bishop Meadow Road, Loughborough, LE11 5RE	0.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.4	0.0	0.0	0.6
Great Glen Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Yarmouth Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Halfords, Foleshill Road, Coventry, CV1 4NU	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Halfords, Putney Road, Leicester, LE2 7TF	1.7	0.0	0.0	0.0	0.9	0.0	0.8	0.0	0.0	0.0	0.0	1.7
Hilltop Garden Centre, Shilton Lane, Coventry, CV7 9LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holme Tree Bespoke Furniture, Tom Bill Way, Ashby-de-la-Zouch, LE65 2UY	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Holt Town Centre	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2
Home Bargains, Belton Road West Extension, Loughborough, LE11 5XH	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Homebase, Putney Road (off Welford Road), Leicester, LE2 7TF	2.3	0.0	0.0	0.0	0.0	2.1	0.1	0.0	0.1	0.0	0.0	2.3
Hunstanton Town Centre	0.5	0.0	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.5
IKEA Birmingham, Park Lane, Wednesbury, WS10 9SF	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Inverness City Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Junction 10 Retail Park, Bentley Mill Way, Walsall, WS2 0LE	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.7	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Kenilworth Town Centre	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Leicester City Centre	107.9	1.9	3.4	3.1	11.2	43.9	15.2	17.5	11.8	0.0	0.0	107.9
Llanidloes Town Centre	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Local Leicester Furniture, Abbey Gate, Leicester, LE4 0AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Eaton Town Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Loughborough Town Centre	2.1	0.0	0.0	0.0	0.0	0.2	0.0	1.0	0.9	0.0	0.0	2.1
Lutterworth Town Centre	10.3	1.1	0.1	8.1	0.2	0.0	0.0	0.0	0.8	0.0	0.0	10.3
Maldon Town Centre, ZZZ	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.5
Market Bosworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Harborough Town Centre	10.2	1.6	0.1	1.5	1.4	3.7	0.9	0.0	0.9	0.0	0.0	10.2
Markfield Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Marks and Spencer (M&S), Elliott's Field Retail Park, Rugby, CV21 1SR	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.5	0.0	0.1	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.5
Marks Electrical Showroom, Boston Road, Leicester, LE4 1AU	1.3	0.0	0.1	0.0	0.1	0.3	0.0	0.5	0.2	0.0	0.0	1.3
Matalan, Beaumont Way, Beaumont Leys, Leicester, LE4 1DS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meadowhall Shopping Centre, Sheffield, S9 1EP	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.9	0.0	0.0	0.0	0.0	0.8	0.1	0.0	0.0	0.0	0.0	0.9
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Morrisons Superstore, Whitwick Road, Coalville, LE67 3JN	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3
Newquay Town Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Newton Retail Park, Nuneaton, CV11 4FN	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Nottingham City Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Nuneaton Town Centre	4.2	4.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2
Padstow Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.4
Parsons Nurseries, Leicester Road, Leicester, LE7 9FD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plymouth City Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Poole Town Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Queens Road, Leicester, LE2 1TT	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Royal Leamington Spa Town Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Rugby Town Centre	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sainsbury's Superstore, Greenclose Lane, Loughborough, LE11 5AS	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.5
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Screwfix Lutterworth, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seamer Road Retail Park, Seamer Road, Scarborough, YO12 4DH	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sheffield City Centre	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Silverburn Shopping Centre, Barhead Road, Glasgow, G53 6AG	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Skipton Town Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Smyths, Devonshire Road, Leicester, LE4 0BG	6.4	0.0</										

Destination	Total (£m)	Zone 1 Total (£m)	Zone 2 Total (£m)	Zone 3 Total (£m)	Zone 4 Total (£m)	Zone 5 Total (£m)	Zone 6 Total (£m)	Zone 7 Total (%)	Zone 8 Total (%)	Inflow Allowance (%)	Inflow Allowance (£m)	Total Inc. Inflow (£m)
Southampton City Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
St Andrews Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	2.8	0.0	0.0	0.3	0.0	1.0	0.6	0.5	0.4	0.0	0.0	2.8
St Margarets Retail Park, Devonshire Road, Leicester, LE4 0BG	2.5	0.2	0.8	0.0	0.0	0.2	0.0	1.4	0.0	0.0	0.0	2.5
Stapleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stow-on-the-Wold Town Centre	0.8	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Stratford-upon-Avon Town Centre	0.5	0.2	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.5
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton-on-Sea Town Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Syston Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Tamworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Technology Park, Technology Drive, Rugby, CV21 1GN	1.7	0.0	0.0	1.5	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.7
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	4.4	0.0	0.6	0.0	0.9	0.2	0.1	2.3	0.2	0.0	0.0	4.4
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.8	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.8
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
The Langton Greenhouse & Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	8.3	0.6	0.5	0.1	0.7	1.5	1.4	1.7	1.8	0.0	0.0	8.3
Toolstation, Freemen's Common, Commercial Square, Leicester, LE2 7SR	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Truro City Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	1.6	1.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	1.6
Warwickshire Shopping Park, Binley, Coventry, CV3 2SB	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Westcotes Local Centre, Leicester	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2
Weston Favell Shopping Centre, Wellingborough Road, Northampton, NN3 8JZ	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Whitby Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wickes, St Georges Retail Park, St Georges Way, Leicester, LE1 1SG	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, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4
Winchester City Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
York City Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Outside Survey Area Sub-Total	265.9	29.4	10.7	24.1	22.4	74.4	27.4	44.5	33.0	0.0	0.0	265.9
Total	1003.7	195.5	75.9	61.4	131.6	176.8	132.6	90.9	139.1	207.2	207.2	1210.9

Notes:

a. Market shares derived from NEMS household survey

Table 26ai: Estimated capacity for additional comparison goods floorspace in Blaby Authority Area

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2024	713.3	506.1	207.2	0.0
2029	802.3	587.4	240.6	25.7
2034	912.1	685.9	280.9	54.6
2039	1,037.0	802.0	328.4	93.4
2041	1,091.7	854.1	349.7	112.2
Study Area Market Share (%)		50.4%		

Notes:

a. Allows for increased turnover efficiency as set out in Figure 4b of Experian Retail Planner Briefing Note 21 (February 2024)

b. Assumes constant market share claimed by Blaby facilities of 50.4% of Study Area expenditure

Table 26bi: Gross quantitative capacity for additional comparison goods floorspace in Blaby Authority Area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq.m net)	
		Min ¹	Max ²
2024	0.0	0	0
2029	25.7	3,800	6,500
2034	54.6	7,100	12,200
2039	93.4	10,700	18,400
2041	112.2	12,200	20,900

Notes:

a. Average sales density assumed to be £6,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Blaby

b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Blaby

c. Allows for increased turnover efficiency as set out in Figure 4b of Experian Retail Planner Briefing Note 21 (February 2024)

Table 26ci: Extant comparison goods commitments in Blaby Authority Area

Location	Reference	Proposal	Gross Floorspace (sq m)	Net Sales floorspace (sq.m)	Net Comparison Goods floorspace (sq.m)	Estimated Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)
Zone 8							
Lubbesthorpe	11/0100/1/OX	Outline application for 4,250 dwellings, a mixed use district centre and two mixed use local centres featuring a supermarket, retail, commercial, employment, leisure, health, community and residential uses, non-residential institutions	1,230	984	984	6,000	5.9
Lubbesthorpe	11/0100/1/OX		620	496	496	3,500	1.7
							7.6

Notes:

a. Gross and net sales areas derived from planning application where available

b. Where net sales area not confirmed, Nexus Planning professional judgement applied

c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2023

Table 26di: Net quantitative capacity for additional comparison goods floorspace in Blaby Authority Area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2024	0.0	7.6	-7.6	-1,300	-2,200
2029	25.7	8.6	17.1	2,500	4,400
2034	54.6	9.8	44.8	5,800	10,000
2039	93.4	11.1	82.3	9,400	16,200
2041	112.2	11.7	100.5	10,900	18,800

Notes:

a. Average sales density assumed to be £6,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Blaby

b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Blaby

c. Allows for increased turnover efficiency as set out in Figure 4b of Experian Retail Planner Briefing Note 21 (February 2024)

d. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)

Table 26aii: Estimated capacity for additional comparison goods floorspace at Blaby Town Centre

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2024	14.2	14.2	0.0	0.0
2029	15.9	16.5	0.0	0.5
2034	18.1	19.2	0.0	1.1
2039	20.6	22.5	0.0	1.9
2041	21.7	23.9	0.0	2.2
Study Area Market Share (%)		1.4%		

Notes:

- a. Allows for increased turnover efficiency as set out in Figure 4b of Experian Retail Planner Briefing Note 21 (February 2024)
- b. Assumes constant market share claimed by Blaby Town Centre facilities of 1.4% of Study Area expenditure

Table 26bii: Gross quantitative capacity for additional comparison goods floorspace in Blaby Town Centre

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq.m net)	
		Min ¹	Max ²
2024	0.0	0	0
2029	0.5	100	100
2034	1.1	100	200
2039	1.9	200	400
2042	2.2	200	400

Notes:

- a. Average sales density assumed to be £6,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Blaby
- b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Blaby
- c. Allows for increased turnover efficiency as set out in Figure 4b of Experian Retail Planner Briefing Note 21 (February 2024)