

Appendix 2: Household Survey Results

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q01 Where did you last undertake your main food and grocery shopping?									
<i>Excl. Nulls & SFT</i>									
Zone 1									
Aldi, Holliers Walk, Hinckley, LE10 1QW	3.4%	28	15.0%	21	11.5%	7	0.0%	0	0.0%
Aldi, Watling Street, Hinckley, LE10 3ED	0.4%	3	0.9%	1	3.8%	2	0.0%	0	0.0%
Asda, Barwell Lane, Hinckley, LE10 1SS	4.8%	40	14.7%	21	20.4%	12	8.7%	4	0.0%
Iceland, Rugby Road, Hinckley, LE10 0QD	0.6%	5	3.4%	5	0.0%	0	0.0%	0	0.0%
Lidl, Coventry Road, Hinckley, LE10 0JX	1.5%	13	8.3%	12	1.4%	1	0.0%	0	0.0%
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	2.6%	21	11.6%	17	7.3%	4	1.1%	0	0.0%
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0QG	3.9%	32	20.4%	29	3.8%	2	0.5%	0	0.0%
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	1.4%	12	8.0%	12	0.0%	0	0.0%	0	0.0%
Zone 2									
Co-op, Main Street, Newbold Verdon, Leicester, LE9 9NP	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%
Co-op, Pochin Street, Croft, Leicester, LE9 3HA	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%
Co-op, Wood Street, Earl Shilton, LE9 7ND	0.3%	2	0.0%	0	3.9%	2	0.0%	0	0.0%
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	3.5%	29	6.9%	10	7.4%	4	21.6%	10	2.1%
Co-op, Main Street, Broughton Astley, Leicester, LE9 6RE	0.2%	2	0.0%	0	0.5%	0	3.7%	2	0.0%
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	5.4%	45	0.0%	0	1.4%	1	0.0%	0	31.0%
Asda (Express), Lutterworth Road, Blaby, LE8 4DX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%
Attfield's Farm Shop, Whetstone Lodge, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Co-op, Cambridge Road, Whetstone, Blaby, LE8 6LF	0.2%	2	0.0%	0	0.0%	0	2.7%	1	0.0%
Co-op, Dog And Gun Lane, Lutterworth Road, Whetstone, LE8 6LJ	0.3%	3	0.0%	0	0.0%	0	0.5%	0	0.0%
Co-op, Main Street, Countesthorpe, Leicester, LE8 5QX	0.1%	1	0.0%	0	0.0%	0	0.3%	0	0.0%
Iceland, Johns Court, Blaby, LE8 4DJ	0.7%	6	0.0%	0	0.0%	0	0.0%	0	5.0%
Tesco Express, King William IV, The Square, Countesthorpe, LE8 5RN	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	3.3%	28	0.0%	0	0.0%	0	0.0%	0	14.2%
Co-op, London Road, Leicester, LE2 2PN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%
Iceland, Saffron Lane, Leicester, LE2 6UL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.6%
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	2.3%	19	0.0%	0	0.0%	0	0.0%	0	4.9%
Asda, Leicester Road, Oadby Frith, Leicester, LE2 4AH	4.3%	36	0.0%	0	0.0%	0	0.3%	0	15.8%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Farmfoods, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Blaby Road, Wigston, LE18 4SE	1.0%	9	0.0%	0	0.0%	0	0.3%	0	2.6%
Lidl, Harborough Road, Oadby, Leicester, LE2 4LA	1.7%	14	0.0%	0	0.0%	0	0.0%	0	2.5%
Marks and Spencer (M&S) (Foodhall), The Parade, Leicester Road, Oadby, LE2 4DF	1.9%	15	0.0%	0	0.0%	0	0.0%	0	5.1%
Morrisons Daily, Bull Head Street, Wigston, LE18 1PA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	2.1%	18	0.0%	0	0.0%	0	2.8%	3	0.3%
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	4.5%	38	0.0%	0	0.0%	0	2.4%	3	9.4%
Tesco Superstore, Blaby Road, South Wigston, Wigston, LE18 4SE	9.0%	75	2.4%	3	0.0%	0	5.5%	2	9.1%
Zone 7									
Co-op, Old Bakery Close, Station Road, Ratby, LE6 0HF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	3.3%	28	0.0%	0	5.5%	3	0.0%	0	2.0%
One Stop, Main Street, Kirby Muxloe, Leicester, LE9 2AL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Dominion Road, Glenfield, Leicester, LE3 8FB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8									
Aldi, Meridian Way, Braunstone, LE19 1LW	2.9%	24	0.0%	0	0.0%	0	0.0%	0	2.2%
Asda, Narborough Road South, Fosse Park Avenue, Braunstone, Leicester, LE3 2LL	8.5%	71	1.1%	2	7.1%	4	4.3%	2	17.2%
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	2.1%	17	0.0%	0	0.0%	0	0.0%	5	0.0%
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	10.7%	89	0.0%	0	15.1%	9	14.5%	6	8.6%
Outside Survey Area									
Aldi, Abbey Lane, Humphreys Way, Leicester, LE4 0BR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Adcock Road, Coalville, LE67 3NU	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%
Aldi, Allendale Road, Loughborough, LE11 2FF	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Beaumont Centre, Beaumont Leys, Leicester, LE4 1DE	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Rugby Road, Lutterworth, LE17 4HN	0.3%	3	0.0%	0	0.0%	0	6.5%	3	0.0%
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%
Aldi, St Georges Way, Leicester, LE1 1SG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Swinfen Vale, Sence Valley Road, Ellistown, LE67 1HU	0.2%	1	0.0%	0	1.4%	1	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%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Asda, Brade Drive, Coventry, CV2 2PN	0.7%	6	4.1%	6	0.0%	0	0.0%	0	0.0%
Asda, Leicester Abbey Lane, Exploration Drive, Leicester, LE4 5NU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Newtown Road, Nuneaton, CV11 4FL	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%
Asda, Phoenix Park Way, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Lindfield, Haywards Heath, RH16 2HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.1%
Iceland, Belgrave Gate, Leicester, LE1 3GP	0.2%	1	0.0%	0	0.0%	0	0.0%	1	0.0%
Lidl, Station Avenue, Loughborough, LE11 5HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Marks and Spencer (M&S) (Foodhall), Binley Shopping Centre, Binley, Coventry, CV3 2TA	0.1%	1	0.9%	1	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%
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.4%
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	1.3%	11	0.9%	1	1.4%	1	17.6%	8	1.2%
Morrisons Superstore, Whitwick Road, Coalville, LE67 3JN	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%
Sainsbury's Local, London Road, Leicester, LE2 1ED	0.3%	3	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%
Tesco Express, Haymarket Centre, Belgrave Gate, Leicester, LE1 3HP	0.4%	4	0.0%	0	0.5%	0	0.0%	0	0.0%
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	1.4%	11	0.0%	0	3.9%	2	0.0%	0	0.5%
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.2%	1	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	0.3%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, New Park Street, Leicester, LE3 5NJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%
The Company Shop, Distribution Park, Leicester, LE3 1UT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%
Waitrose, Granite Way, Mountsorrel, Loughborough, LE12 7TZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	0.7%	6	0.0%	0	0.0%	0	11.6%	5	0.6%
Others									
Weighted base:	832		143		58		44		104
Sample:	826		108		86		95		93

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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Q02 Which retailer do you usually use for your main food internet / delivery shopping?

Those that said 'Internet / delivery' at Q01

Amazon	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	0	0.0%	0	0.0%	0		
Asda	20.9%	17	6.6%	1	36.5%	3	0.0%	0	0.0%	0	0.0%	0	83.0%	4	17.4%	3	36.2%	6
Iceland	0.5%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	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	18.5%	15	27.9%	5	2.9%	0	0.0%	0	11.0%	1	42.0%	4	0.0%	0	2.4%	0	29.1%	5
Ocado	9.1%	7	0.0%	0	14.6%	1	0.0%	0	5.5%	0	5.3%	0	8.5%	0	26.0%	4	3.2%	0
Sainsbury's	18.9%	15	4.4%	1	37.3%	3	40.0%	0	83.5%	5	15.8%	1	0.0%	0	7.3%	1	18.9%	3
Tesco	25.3%	20	58.9%	11	0.0%	0	20.0%	0	0.0%	0	10.6%	1	0.0%	0	46.9%	8	3.2%	0
Waitrose	6.4%	5	0.0%	0	8.7%	1	40.0%	0	0.0%	0	26.3%	2	0.0%	0	0.0%	0	9.4%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		80		19		9		1		6		9		4		16		16
Sample:		86		15		14		5		8		13		5		14		12

Q03 How do you normally receive your main food internet / delivery shopping?

Those that said 'Internet / delivery' at Q01

Home delivered	100.0%	80	100.0%	19	100.0%	9	100.0%	1	100.0%	6	100.0%	9	100.0%	4	100.0%	16	100.0%	16
Click and collect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deliveroo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uber Eats Grocery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		80		19		9		1		6		9		4		16		16
Sample:		86		15		14		5		8		13		5		14		12

Q04 How do you normally travel to (STORE MENTIONED AT Q01)?

Not those that said 'Internet / delivery' at Q01

Private vehicle (car / van / motorcycle / scooter / moped: as passenger, driver or taxi)	89.1%	741	79.1%	113	88.9%	52	97.9%	43	93.8%	98	86.7%	149	94.1%	125	90.1%	58	91.4%	103
Bus (including the busway or guided bus), minibus or coach	2.6%	22	0.9%	1	5.2%	3	0.0%	0	0.0%	0	7.6%	13	1.4%	2	0.6%	0	1.8%	2
Walk	7.0%	58	17.8%	26	5.9%	3	2.1%	1	4.0%	4	4.3%	7	2.2%	3	9.3%	6	6.8%	8
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Motorcycle scooter / disability vehicle	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	9	2.2%	3	0.0%	0	0.0%	0	2.2%	2	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Weighted base:		832		143		58		44		104		172		133		65		113
Sample:		826		108		86		95		93		144		114		86		100

Meanscore: [Time in minutes]**Q05 How long did your last journey to (STORE MENTIONED AT Q01) take?**

Not those that said 'Internet / delivery' at Q01

1 - 10 minutes	61.6%	513	77.3%	111	30.9%	18	57.0%	25	41.3%	43	61.7%	106	65.9%	88	51.3%	33	79.0%	89
11 - 20 minutes	26.3%	219	17.7%	25	44.9%	26	29.2%	13	38.1%	40	24.2%	42	23.3%	31	35.1%	23	17.5%	20
21 - 30 minutes	10.0%	83	3.8%	6	14.2%	8	8.1%	4	20.0%	21	13.6%	23	7.9%	10	13.6%	9	1.8%	2
31 - 40 minutes	0.5%	4	0.0%	0	4.5%	3	0.5%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.4%	0
41 - 50 minutes	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
51 - 60 minutes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.4%	0
Over an hour	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
(Don't know / can't remember)	1.4%	12	0.6%	1	5.5%	3	5.1%	2	0.6%	1	0.3%	0	2.4%	3	0.0%	0	0.9%	1
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		11.93		10.11		16.44		12.17		15.18		12.13		10.99		12.58		9.37
Weighted base:		832		143		58		44		104		172		133		65		113
Sample:		826		108		86		95		93		144		114		86		100

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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Meanscore: [£]

Q06 How much did you spend on your last main food and grocery shopping at (STORE MENTIONED AT Q01)?

£1 - £5	0.4%	3	2.0%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£6 - £10	0.2%	2	0.3%	0	0.4%	0	1.0%	0	0.3%	0	0.0%	0	0.3%	0	0.0%	0	
£11 - £15	0.4%	4	0.0%	0	0.0%	0	0.5%	0	0.3%	0	0.8%	1	0.3%	0	1.9%	2	
£16 - £20	0.6%	5	0.3%	0	0.0%	0	0.5%	0	0.3%	0	1.6%	3	0.5%	1	0.5%	0	
£21 - £25	1.1%	10	1.0%	2	4.6%	3	1.0%	0	0.0%	0	0.5%	1	0.8%	1	1.5%	1	
£26 - £30	3.1%	28	1.5%	2	1.2%	1	2.6%	1	3.9%	4	6.0%	11	2.1%	3	2.9%	2	
£31 - £35	2.0%	18	0.5%	1	0.4%	0	1.6%	1	2.7%	3	1.8%	3	2.7%	4	1.5%	1	
£36 - £40	3.8%	35	6.8%	11	3.7%	2	0.5%	0	2.8%	3	6.3%	11	2.9%	4	2.4%	2	
£41 - £45	1.3%	12	1.8%	3	0.4%	0	1.6%	1	0.3%	0	0.3%	0	2.1%	3	2.9%	2	
£46 - £50	8.2%	75	11.2%	18	4.8%	3	4.7%	2	11.2%	12	7.2%	13	6.5%	9	12.7%	10	
£51 - £60	9.2%	84	8.4%	14	7.7%	5	13.6%	6	7.2%	8	11.2%	20	11.2%	15	6.0%	5	
£61 - £70	9.1%	83	13.4%	22	8.0%	5	10.7%	5	6.8%	7	11.7%	21	6.7%	9	11.2%	9	
£71 - £80	10.2%	93	9.3%	15	7.1%	5	16.1%	7	13.0%	14	7.8%	14	11.4%	16	11.1%	9	
£81 - £90	5.9%	54	10.4%	17	5.5%	4	2.1%	1	8.2%	9	6.0%	11	5.2%	7	2.0%	2	
£91 - £100	13.9%	126	14.2%	23	19.1%	13	5.7%	3	13.1%	14	5.8%	10	16.2%	22	26.2%	21	
£101 - £110	3.8%	35	2.4%	4	1.2%	1	1.6%	1	11.4%	13	4.9%	9	2.3%	3	3.5%	3	
£111 - £120	5.1%	46	2.9%	5	4.9%	3	9.1%	4	7.6%	8	4.1%	7	6.2%	9	5.3%	4	
£121 - £130	2.5%	22	2.8%	5	2.4%	2	1.0%	0	0.3%	0	0.0%	0	4.2%	6	0.0%	0	
£131 - £140	1.9%	17	2.6%	4	2.0%	1	1.6%	1	3.2%	4	1.6%	3	0.0%	0	0.0%	0	
£141 - £150	5.1%	47	0.3%	0	6.5%	4	2.1%	1	5.3%	6	6.1%	11	6.5%	9	1.9%	2	
£151 - £175	1.6%	14	1.5%	2	2.9%	2	2.1%	1	0.3%	0	0.3%	0	0.0%	0	4.0%	3	
£176 - £200	1.5%	14	2.4%	4	0.0%	0	0.5%	0	0.6%	1	0.8%	1	2.5%	3	0.0%	0	
£201 - £225	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.8%	1	0.0%	0	0.0%	0	
£226 - £250	0.2%	2	0.0%	0	2.9%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£251 - £275	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	
£276 - £300	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	
£301+	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / can't remember)	4.7%	43	3.7%	6	4.0%	3	18.8%	8	0.9%	1	4.9%	9	3.5%	5	2.0%	2	
(Refused)	3.8%	35	0.5%	1	7.8%	5	0.0%	0	0.3%	0	9.3%	17	5.8%	8	0.5%	0	
Mean:		85.43		79.75		100.40		80.65		86.26		78.44		86.16		79.80	
Weighted base:		912		162		67		45		110		181		137		81	
Sample:		912		123		100		100		101		157		119		100	

Meanscore: [Number of times per week]

Q07 How often do you do your main food shopping at (STORE MENTIONED AT Q01)?

7 times a week	0.2%	2	0.3%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.3%	0	0.0%	0	0.4%	0
4-6 times a week	0.9%	8	2.2%	4	0.0%	0	1.0%	0	2.1%	2	0.3%	0	0.3%	0	1.0%	1	0.4%	0
2-3 times a week	11.3%	103	7.9%	13	7.3%	5	5.2%	2	8.9%	10	12.5%	23	20.5%	28	9.4%	8	11.1%	14
Once a week	59.5%	543	54.7%	88	52.4%	35	51.4%	23	74.3%	82	62.1%	112	61.7%	85	56.5%	46	55.6%	71
Once a fortnight	15.5%	141	25.8%	42	16.4%	11	15.5%	7	7.0%	8	9.1%	16	11.1%	15	26.8%	22	15.9%	20
Once a month	7.6%	70	4.3%	7	11.1%	7	8.2%	4	3.9%	4	10.3%	19	5.6%	8	4.9%	4	13.1%	17
Less than once a month	1.6%	15	0.5%	1	9.2%	6	11.3%	5	0.9%	1	0.0%	0	0.3%	0	1.5%	1	0.0%	0
Have only used once	1.2%	11	2.1%	3	0.4%	0	5.8%	3	2.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.2%	20	2.1%	3	3.1%	2	1.6%	1	0.0%	0	4.7%	8	0.3%	0	0.0%	0	3.6%	5
Mean:		1.08		1.06		0.86		0.87		1.20		1.09		1.24		1.00		1.04
Weighted base:		912		162		67		45		110		181		137		81		129
Sample:		912		123		100		100		101		157		119		100		112

Q08 Do you make 'top up' shopping trips in between your main food shopping trip? Top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.

Yes	81.0%	739	77.2%	125	81.2%	55	73.3%	33	86.3%	95	73.5%	133	86.3%	118	85.2%	69	86.2%	111
No	19.0%	173	22.8%	37	18.8%	13	26.7%	12	13.7%	15	26.5%	48	13.7%	19	14.8%	12	13.8%	18
Weighted base:		912		162		67		45		110		181		137		81		129
Sample:		912		123		100		100		101		157		119		100		112

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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Q09 Where did you last undertake your 'top up' shopping?

Those who do top-up shopping at Q08 AND Excl. Nulls & SFT

Zone 1

Aldi, Holliers Walk, Hinckley, LE10 1QW	1.0%	7	2.0%	2	9.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Watling Street, Hinckley, LE10 3ED	2.1%	15	9.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Asda, Barwell Lane, Hinckley, LE10 1SS	2.1%	15	5.9%	7	15.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Castle Street, Hinckley, Leicester, LE10 1DB	0.2%	1	1.0%	1	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	0.1%	0	0.3%	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	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Boyslade Road, Burbage, Hinckley, LE10 2RF	0.6%	4	3.6%	4	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	0.2%	1	1.0%	1	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	1.4%	10	8.0%	10	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	0.1%	0	0.3%	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	0.9%	7	5.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Coventry Road, Hinckley, LE10 0JX	1.4%	10	8.3%	10	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	1.2%	8	6.0%	8	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Stoke Road, Hinckley, LE10 0EA	0.3%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Tudor Road, Hinckley, LE10 0ED	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Clifton Way, Hinckley, LE10 0XN	1.4%	10	8.1%	10	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	2.6%	19	15.0%	19	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	2.7%	19	14.6%	18	0.5%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Pots Pantry, Wolvey Road, Burbage, Hinckley, LE10 2JJ	0.1%	0	0.3%	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 0BJ	0.1%	0	0.3%	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	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Zone 2

Co-op, High Street, Desford, Leicester, LE9 9JF	1.4%	10	0.0%	0	19.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Newbold Verdon, Leicester, LE9 9NP	0.4%	3	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Newbold Road, Desford, LE9 9GT	0.2%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Co-op, Pochin Street, Croft, Leicester, LE9 3HA	0.3%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wood Street, Earl Shilton, LE9 7ND	1.4%	10	0.3%	0	17.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Express, Station Road, Earl Shilton,	0.3%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Leicester, LE9 7GF									
Local shops, Newbold Verdon Village Centre	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%
Premier Stores, Pochin Street, Croft, Leicester, LE9 3HA	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%
Spar, Main Street, Huncote, Leicester, LE9 3AU	0.3%	2	0.0%	0	3.5%	2	0.0%	0	0.0%
The Village Store, Main Street, Newbold Verdon, Leicester, LE9 9NP	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	2.5%	18	2.7%	3	0.5%	0	42.4%	14	0.0%
Co-op, Main Street, Broughton Astley, Leicester, LE9 6RE	1.3%	10	0.0%	0	0.0%	0	29.5%	10	0.0%
Gilmorton Village Shop, Main Street, Gilmorton, Lutterworth, LE17 5LS	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%
Mace Makes It Easy, Dunton Road, Broughton Astley, Leicester, LE9 6PW	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%
Milners Bakery, Main Street, Leicester, LE9 6RE	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%
Ullesthorpe Post Office, Main Street, Ullesthorpe, Lutterworth, LE17 5BT	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	2.2%	16	0.0%	0	0.0%	0	0.0%	9	1.8%
Asda (Express), Lutterworth Road, Blaby, LE8 4DX	0.3%	2	0.0%	0	0.0%	0	0.0%	2	0.0%
Attfield's Farm Shop, Whetstone Lodge, Countesthorpe Road, Leicester, LE8 6LD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Cambridge Road, Whetstone, Blaby, LE8 6LF	1.5%	11	0.0%	0	0.0%	0	0.0%	9	0.0%
Co-op, Dog And Gun Lane, Lutterworth Road, Whetstone, LE8 6LJ	1.0%	7	0.0%	0	0.0%	0	0.0%	3	2.7%
Co-op, High Street, Fleckney, Leicester, LE8 8AJ	0.6%	5	0.0%	0	0.0%	0	0.0%	5	4.9%
Co-op, Main Street Cosby Leicester, LE9 1UU	0.7%	5	0.0%	0	0.0%	0	0.7%	4	0.0%
Co-op, Main Street, Countesthorpe, Leicester, LE8 5QX	3.7%	27	0.0%	0	0.0%	0	0.7%	27	28.4%
Iceland, Johns Court, Blaby, LE8 4DJ	0.8%	6	0.0%	0	0.0%	0	0.0%	5	5.6%
Local shops, Countesthorpe Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Milners Bakery, Beaumont House, Lutterworth Road, Blaby, LE8 4DN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%
Morrisons Daily, Forge Corner, Blaby, Leicester, LE8 4FZ	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%
Nisa Local, Croft Road, Cosby, Leicester, LE9 1RE	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%
Premier Stores, Kilby Road, Fleckney, Leicester, LE8 8BP	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%
Savers, Forge Corner, Enderby Road, Blaby, Leicester, LE8 4FZ	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%
Tesco Express, King William IV, The Square,	0.4%	3	0.0%	0	0.0%	0	0.0%	3	3.0%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Countesthorpe, LE8 5RN									
Zone 5									
Aldi, Aylestone Road, Leicester, LE2 8TD	1.8%	13	0.0%	0	0.0%	0	0.0%	0	9.9%
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Hillsborough Road, Glen Parva, Leicester, LE2 9PT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, London Road, Leicester, LE2 2PN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Sturdee Road, Eyres Monsell, Leicester, LE2 9DB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dee Bee Fruit Stores, Eastwood Road, Leicester, LE2 8DD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Saffron Lane, Leicester, LE2 6UL	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Welford Road, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Knighton Church Road, Leicester, LE2 3JP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Eastwood Road, Aylestone, Leicester, LE2 8DD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier Stores, Welford Road, Knighton, Leicester, LE2 6BL	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
S&D Enterprise, Carvers Corner, Grange Drive, Glen Parva, Leicester, LE2 9PE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Aberdale Road, Leicester, LE2 6GB	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Lutterworth Road, Aylestone, Leicester, LE2 8PH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6									
Aldi, Bull Head Street, Wigston, LE18 1PA	0.9%	7	0.0%	0	0.0%	0	2.9%	3	0.0%
Asda, Leicester Road, Oadby Frith, Leicester, LE2 4AH	1.9%	14	0.0%	0	0.0%	0	0.0%	0	3.9%
Co-op, Blaby Road, Butch Dept, Wigston, LE18 4PB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%
Co-op, Launceston Road, Wigston, Leicester, LE18 2GL	0.8%	6	0.0%	0	0.0%	0	0.0%	0	5.1%
Lidl, Blaby Road, Wigston, LE18 4SE	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.7%
Lidl, Harborough Road, Oadby, Leicester, LE2 4LA	2.0%	14	0.0%	0	0.0%	0	0.0%	0	7.4%
Londis, St Thomas Road, South Wigston, Leicester, LE18 4TA	0.2%	1	0.0%	0	0.0%	0	0.0%	1	0.0%
Marks and Spencer (M&S) (Foodhall), The Parade, Leicester Road, Oadby, LE2 4DF	3.6%	26	0.0%	0	0.0%	0	0.0%	0	11.5%
Morrisons Daily, Bull Head Street, Wigston, LE18 1PA	0.5%	3	0.0%	0	0.0%	0	3.6%	3	0.0%
One Stop, Shire Court Gloucester Crescent, Wigston, LE18 4XJ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.1%
Pride Superstore, Lansdowne Grove, South Wigston, Leicester, LE18 4LX	0.2%	1	0.0%	0	0.0%	0	0.0%	1	1.3%
Sainsbury's Local, Leicester Road, Wigston, Leicester, LE18 1JX	0.8%	6	0.0%	0	0.0%	0	0.0%	1	1.0%
Sainsbury's Local, Moat	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%
									Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Street, Wigston, Leicester, LE18 2GE									
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.9%	7	0.0%	0	0.0%	0	1.0%	1	0.0%
South Wigston Post Ofice, Canal Street, Wigston, LE18 4PN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Queens Drive, Wigston, LE18 2DG	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Aylestone Lane, LE18 1BD	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Uplands Road, Oadby, Leicester, LE2 4NW	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Blaby Road, South Wigston, Wigston, LE18 4SE	2.5%	18	0.0%	0	0.0%	0	0.7%	2	0.0%
Wigston Deli, Carlton Drive, Wigston, LE18 1DF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wilson B Ragg Butchers, London Road, Oadby, Leicester, LE2 5DG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7									
Co-op, Laundon Way, Groby, Leicester, LE6 0YG	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Leicester Road, Groby, Leicester, LE6 0DJ	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Old Bakery Close, Station Road, Ratby, LE6 0HF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Faire Convenience Store, Faire Road, Glenfield, Leicester, LE3 8ED	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moores of Ratby, Station Road, Ratby, LE6 0JQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	2.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Main Street, Kirby Muxloe, Leicester, LE9 2AL	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Underwood Court, Elm Tree Avenue, Glenfield, Leicester, LE3 8SG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
S J Langton, The Square, Glenfield, Leicester, LE3 8DQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Dominion Road, Glenfield, Leicester, LE3 8FB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8									
Aldi, Meridian Way, Braunstone, LE19 1LW	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Narborough Road South, Fosse Park Avenue, Braunstone, Leicester, LE3 2LL	2.5%	18	0.0%	0	0.0%	0	5.2%	5	0.0%
Co-op, Cross Street, Enderby, Leicester, LE19 4NJ	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Hinckley Road, Leicester Forest East, Leicester, LE3 3GH	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Mill Lane, Enderby Leicester, LE19 4NW	0.6%	4	0.0%	0	0.0%	0	0.3%	0	0.0%
Co-op, Narborough Road, Leicester, LE3 2QR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Station Road,	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Narborough, Leicester, LE19 2HR									
Co-op, Turnbull Drive, Braunstone, Leicester, LE3 2JW	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%
Macks Garage, Fox Hunter Island, Leicester Road, Enderby, Leicester, LE19 2BF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	1.0%	7	0.0%	0	0.5%	0	0.0%	0	1.2%
Nisa Local, Hinckley Road, Leicester, LE3 3JT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%
One Stop, Watergate Lane, Braunstone Town, Leicester, LE3 2XQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	2.2%	16	0.0%	0	0.5%	0	0.0%	0	4.4%
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	3.2%	23	0.0%	0	5.0%	3	0.0%	0	0.0%
Tesco Express, Hinckley Road, Leicester Forest East, Leicester, LE3 3JT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%
Outside Survey Area									
Aldi, Allendale Road, Loughborough, LE11 2FF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Beaumont Centre, Beaumont Leys, Leicester, LE4 1DE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.6%
Aldi, Hinckley Road, Walsgrave on Sowe, Coventry, CV2 2TW	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%
Aldi, Rugby Road, Lutterworth, LE17 4HN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Company Shop, Distribution Park, Leicester, LE3 1UT	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.4%
Co-op, Copper Beech Road, Nuneaton, CV10 9FB	0.4%	3	2.4%	3	0.0%	0	0.0%	0	0.0%
Co-op, Cropston Road, Anstey, Leicester, LE7 7BP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.0%
Co-op, Linden Drive, Lutterworth, Leicester, LE17 4SS	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%
Co-op, Sharmon Crescent, Leicester, LE3 6NW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Home Bargains, Devonshire Square, Loughborough, LE11 3DW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Home Bargains, Hildreds Shopping Centre, Skegness, PE25 3NU	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%
Iceland, Beaumont Centre, Beaumont Leys, Leicester, LE4 1DF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Iceland, Narborough Road, Leicester, LE3 0PE	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
KP Supermarket, Melbourne Road, Leicester, LE2 0DT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Market, Market Place, Leicester, LE1 5GF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Loughborough Road, Leicester, LE4 5PN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	1.7%	12	0.0%	0	0.0%	0	0.0%	0	3.9%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	0.6%	4	0.0%	0	0.0%	0	13.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Whitwick Road, Coalville, LE67 3JN	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
Pak Foods, Chesterfield Road, Leicester, LE5 5LH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Hinckley Road, Leicester, LE3 0TG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's Local, Queens Road, Leicester, LE2 1TT	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	10	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Queens Road, Nuneaton, CV11 5LZ	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.7%	3	0.0%	0	0.0%	0
Sanjay Foods, Belgrave Industrial Estate, MacDonald Road, Leicester, LE4 5HD	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
Scattergood J & Son, Sharmon Crescent, Leicester, LE3 6NW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Express, Downing Drive, Evington, Leicester, LE5 6LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hinckley Road, Leicester, LE3 0TF	1.3%	9	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	2.3%	2
Tesco Express, London Road, Leicester, LE2 0QD	0.4%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Melton Road, Leicester, LE4 6PN	0.1%	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	0.5%	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	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	3.0%	2	0.0%	0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
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%	0	0.0%	0	0.5%	0	0.5%	0
The Company Shop, Distribution Park, Leicester, LE3 1UT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Waitrose, Granite Way, Mountsorrel, Loughborough, LE12 7TZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	1.2%	1	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	0.2%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Springfield Street, Market Harborough, LE16 8BD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Yours Supermarket, Belgrave Gate, Leicester, LE1 3HT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Others																		
Weighted base:		721		125		54		32		94		128		114		65		108
Sample:		677		89		75		66		82		114		86		75		90

Column %ges.

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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Meanscore: [£]

Q10 How much did you spend on your last top-up food and grocery shopping at (STORE MENTIONED AT Q09)?

Those who do top-up shopping at Q08 excluding those that said 'Don't know / can't remember' at Q09

£1 - £5	8.6%	62	3.9%	5	12.6%	7	12.1%	4	4.7%	4	9.2%	12	9.8%	11	12.1%	8	10.0%	11
£6 - £10	16.2%	118	25.0%	31	21.7%	12	5.7%	2	4.4%	4	12.4%	16	14.1%	17	20.7%	13	20.9%	23
£11 - £15	11.6%	85	10.3%	13	8.8%	5	7.1%	2	19.6%	19	8.3%	11	11.4%	13	16.8%	11	10.1%	11
£16 - £20	18.4%	134	25.3%	32	11.7%	6	12.8%	4	26.8%	25	19.2%	25	15.5%	18	6.7%	4	17.8%	20
£21 - £25	5.7%	42	3.0%	4	5.0%	3	10.8%	4	9.0%	8	2.2%	3	3.7%	4	5.4%	4	11.3%	13
£26 - £30	14.9%	109	15.2%	19	12.4%	7	16.1%	5	22.0%	21	11.1%	14	23.9%	28	17.7%	12	2.7%	3
£31 - £35	1.6%	12	0.3%	0	1.0%	1	1.4%	0	4.0%	4	1.1%	1	0.3%	0	0.6%	0	4.0%	4
£36 - £40	5.4%	39	6.5%	8	3.4%	2	3.5%	1	3.4%	3	8.5%	11	7.7%	9	4.7%	3	1.3%	1
£41 - £45	0.3%	2	0.0%	0	0.5%	0	2.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
£46 - £50	4.8%	35	2.0%	2	5.5%	3	2.8%	1	0.3%	0	4.8%	6	5.4%	6	9.3%	6	8.9%	10
£51 - £60	0.9%	7	0.0%	0	0.5%	0	1.4%	0	1.3%	1	1.1%	1	0.0%	0	3.0%	2	1.3%	1
£61 - £70	1.2%	9	0.0%	0	0.5%	0	0.0%	0	0.3%	0	3.1%	4	0.0%	0	0.0%	0	3.7%	4
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.1%	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
£91 - £100	0.6%	4	2.8%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.1%	37	5.0%	6	6.2%	3	24.2%	8	1.3%	1	5.4%	7	3.4%	4	1.8%	1	5.7%	6
(Refused)	4.6%	34	0.7%	1	9.6%	5	0.0%	0	2.8%	3	13.0%	17	4.8%	6	0.6%	0	1.8%	2
Mean:		22.38		21.95		20.21		22.42		22.37		23.99		22.03		22.13		22.73
Weighted base:		729		125		55		33		94		129		117		65		111
Sample:		690		89		78		70		82		115		88		75		93

Meanscore: [Number of times per week]

Q11 How often do you do your top-up food shopping at (STORE MENTIONED AT Q09)?

Those who do top-up shopping at Q08 excluding those that said 'Don't know / can't remember' at Q09

7 times a week	2.7%	20	0.3%	0	3.5%	2	1.4%	0	1.3%	1	1.8%	2	3.1%	4	5.6%	4	5.6%	6
4-6 times a week	2.3%	16	3.8%	5	5.5%	3	3.5%	1	2.9%	3	1.8%	2	1.6%	2	0.0%	0	0.5%	0
2-3 times a week	31.0%	226	35.0%	44	25.7%	14	22.7%	8	42.4%	40	19.3%	25	46.6%	55	27.2%	18	21.5%	24
Once a week	44.0%	321	42.0%	52	40.9%	22	55.5%	18	46.9%	44	44.8%	58	36.2%	42	47.1%	31	47.3%	52
Once a fortnight	12.9%	94	15.2%	19	15.4%	8	13.3%	4	4.0%	4	18.5%	24	6.8%	8	17.1%	11	13.8%	15
Once a month	3.0%	22	1.6%	2	3.0%	2	0.7%	0	1.7%	2	4.7%	6	4.2%	5	1.8%	1	4.0%	4
Less than once a month	0.9%	6	0.7%	1	2.5%	1	2.1%	1	0.3%	0	1.8%	2	0.3%	0	0.6%	0	0.0%	0
Have only used once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.2%	23	1.3%	2	3.6%	2	0.7%	0	0.3%	0	7.3%	9	1.3%	1	0.6%	0	7.3%	8
Mean:		1.65		1.61		1.72		1.48		1.80		1.36		1.89		1.64		1.63
Weighted base:		729		125		55		33		94		129		117		65		111
Sample:		690		89		78		70		82		115		88		75		93

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q12 Where did you last buy clothing or footwear goods?									
<i>Excl. Nulls & SFT</i>									
Zone 1									
Asda, Barwell Lane, Hinkley, LE10 1SS	0.9%	5	4.4%	5	1.5%	1	0.0%	0	0.0%
Burbage Village Centre	0.3%	2	1.5%	2	0.0%	0	0.0%	0	0.0%
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.4%	2	0.0%	0	0.0%	0	2.9%	2	0.0%
Hinckley Town Centre	3.8%	25	17.6%	19	7.0%	4	6.7%	2	0.0%
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.1%	1	0.4%	0	0.5%	0	0.0%	0	0.0%
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	0.3%	2	1.5%	2	0.5%	0	0.0%	0	0.0%
Zone 2									
Earl Shilton Town Centre	0.4%	2	0.0%	0	4.1%	2	0.0%	0	0.0%
Newbold Verdon Village Centre	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%
Zone 3									
Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Zone 4									
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blaby Town Centre	0.2%	2	0.0%	0	0.0%	0	0.8%	0	0.0%
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Countesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%
Zone 5									
Zone 6									
Asda, Leicester Road, Oadby Frith, Leicester, LE2 4AH	1.9%	12	0.0%	0	0.0%	0	0.0%	0	3.2%
Oadby Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	4	7.5%
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Blaby Road, South Wigston, Wigston, LE18 4SE	1.6%	10	0.0%	0	0.0%	0	0.0%	2	8.1%
Wigston Town Centre	1.3%	8	0.0%	0	0.0%	0	0.4%	0	3.3%
Zone 7									
Glenfield Village Centre	0.4%	2	0.0%	0	3.8%	2	0.0%	0	0.0%
Kirby Muxloe Village Centre	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%
Zone 8									
Asda, Narborough Road South, Fosse Park Avenue, Braunstone, Leicester, LE3 2LL	1.2%	8	0.0%	0	3.5%	2	0.8%	0	3.1%
Enderby Village Centre	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	54.2%	349	46.1%	49	54.0%	30	52.0%	15	66.4%
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	2.1%	14	3.0%	3	3.9%	2	4.2%	1	0.0%
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore,	2.3%	15	0.0%	0	1.5%	1	0.8%	0	0.0%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Grove Farm Triangle, Enderby, Leicester, LE19 1WT									
Outside Survey Area									
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	0.5%	3	2.8%	3	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%
Barnardo's ,Stephenson Drive, Leicester, LE3 9AE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.4%
Birmingham City Centre	0.5%	3	2.8%	3	0.0%	0	0.0%	0	0.0%
Birstall Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.7%
Coalville Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Coventry City Centre	0.5%	3	3.1%	3	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%
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	0.4%	3	0.0%	0	0.0%	0	6.1%	2	0.0%
Designer Outlet East Midlands, South Normanton, Alfreton, DE55 2JW	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	0.9%	6	1.5%	2	1.5%	1	0.8%	0	0.4%
Driffield Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.4%	3	0.4%	0	0.0%	0	7.6%	2	0.0%
Holt Town Centre	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Junction 10 Retail Park, Bentley Mill Way, Walsall, WS2 0LE	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Kenilworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	13.5%	87	1.9%	2	8.0%	4	2.5%	1	17.8%
Loughborough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lutterworth Town Centre	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%
Maldon Town Centre, ZZZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Market Harborough Town Centre	2.1%	14	3.2%	3	0.5%	0	5.9%	2	1.8%
Marks and Spencer (M&S), Elliott's Field Retail Park, Rugby, CV21 1SR	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.2%	2	0.0%	0	0.5%	0	0.0%	0	0.0%
Meadowhall Shopping Centre, Sheffield, S9 1EP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.1%	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	0.0%	0	0.0%
Newquay Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	1	1.1%
Nottingham City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nuneaton Town Centre	0.6%	4	3.9%	4	0.0%	0	0.0%	0	0.0%
Padstow Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Poole Town Centre	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Royal Leamington Spa Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	1	1.1%
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sheffield City Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	5.2%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Silverburn Shopping Centre, Barrhead Road, Glasgow, G53 6AG	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.7%	0 0.0% 0
Skipton Town Centre	0.1%	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
Southampton City Centre	0.1%	1 0.0%	0 0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Stow-on-the-Wold Town Centre	0.3%	2 0.0%	0 0.0%	0 6.5%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Stratford-upon-Avon Town Centre	0.2%	1 0.4%	0 0.0%	0 0.0%	0 0.0%	0 0.4%	0 0.4%	0 0.0%	0 0.0% 0
Sutton-on-Sea Town Centre	0.1%	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 Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.7%	5 0.0%	0 2.9%	2 0.0%	0 3.2%	3 0.0%	0 0.4%	0 0.0%	0 0.0% 0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0% 0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0 0.0%	0 0.0%	0 0.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB	0.5%	3 2.8%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Weston Favell Shopping Centre, Wellingborough Road, Northampton, NN3 8JZ	0.1%	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
Whitwick Retail Park, Whitwick Road, Coalville, LE67 3JN	0.1%	1 0.0%	0 1.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Winchester City Centre	0.1%	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
Others									
Weighted base:		643	107	55	28	86	127	104	54
Sample:		645	83	80	64	71	116	82	71
									81
									78

Column %ges.

Weighted:

August 2024

Q13 Where did you last buy books, stationery, CDs, DVDs?
Excl. Nulls & SFT

Zone 1

Asda, Barwell Lane, Hinkley, LE10 1SS	1.2%	5	6.0%	4	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burbage Village Centre	0.1%	0	0.6%	0	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%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	1.3%	0
Hinckley Town Centre	11.8%	54	56.6%	41	21.4%	9	4.7%	1	0.5%	0	0.0%	0	0.0%	0	5.9%	3
Sapcote Village Centre	0.2%	1	1.1%	1	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	0.6%	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	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Zone 2

Desford Village Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl Shilton Town Centre	0.7%	3	0.6%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbold Verdon Village Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Zone 3

Palmers at Ullesthorpe, Lutterworth Road, Ullesthorpe, LE17 5DR	0.1%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Zone 4

Blaby Town Centre	2.0%	9	0.0%	0	0.6%	0	0.0%	0	0.9%	1	5.7%	5	0.9%	1	0.0%	0
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0

Zone 5

Countesthorpe Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0

Zone 6

Aylestone Local Centre, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Asda, Leicester Road, Oadby Frith, Leicester, LE2 4AH	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	4.3%	4	0.0%	0

Zone 7

B&Q, Bull Head Street, Wigston, LE18 1PA	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Oadby Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.1%	1	3.1%	3	0.0%	0

Zone 8

Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.7%	1	7.1%	6	0.0%	0
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.7%	1	7.1%	6	0.0%	0

Zone 9

Tesco Superstore, Blaby Road, South Wigston, Wigston, LE18 4SE	5.4%	24	0.0%	0	0.0%	0	1.6%	0	5.7%	4	5.0%	4	19.2%	16	0.0%	0
Wigston Town Centre	3.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	8	8.7%	7	0.0%	0

Zone 10

Glenfield Village Centre	0.9%	4	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%	0
Groby Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%	0

Zone 11

Kirby Muxloe Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.6%	3	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Zone 12

Ratby Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Asda, Narborough Road South, Fosse Park Avenue, Braunstone, Leicester, LE3 2LL	3.6%	17	0.0%	0	0.0%	0	6.3%	1	10.9%	8	1.1%	1	0.0%	0	6.4%	3

Zone 13

Braunstone Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Enderby Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1

Zone 14

Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	36.0%	164	23.5%	17	47.2%	20	44.7%	7	50.3%	35	24.9%	21	38.6%	32	31.6%	15
Narborough Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0

Zone 15

Palmers at Enderby, St	0.4%	2	0.0%	0	1.3%	1	0.0%	0	0.5%	0	0.0%	0	0.4%	0	0.0%	0
Narborough Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Johns, Enderby, Leicester, LE19 2BS																		
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	1.3%	6	0.0%	0	1.3%	1	3.1%	0	3.8%	3	0.6%	0	0.0%	0	0.8%	0	3.8%	1
Outside Survey Area																		
Alnwick Castle, Alnwick, NE66 1NQ	0.1%	0	0.0%	0	0.0%	0	1.6%	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	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnstaple Town Centre	0.1%	0	0.0%	0	0.0%	0	1.6%	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%	4	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.6%	0	0.0%	0	6.6%	3	0.0%	0
Birmingham City Centre	0.6%	3	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridlington Town Centre, ZZZ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Coalville Town Centre	0.1%	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
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	0.4%	2	0.0%	0	0.0%	0	11.3%	2	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%	2	0.0%	0	5.5%	2	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%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Holt Town Centre	0.1%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Inverness City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	14.6%	66	0.0%	0	2.5%	1	3.1%	0	15.8%	11	30.9%	26	5.6%	5	32.3%	16	19.1%	8
Loughborough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Lutterworth Town Centre	0.2%	1	0.0%	0	0.6%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	2.9%	13	0.0%	0	0.0%	0	6.3%	1	3.6%	3	7.7%	6	4.0%	3	0.0%	0	0.0%	0
Markfield Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Nuneaton Town Centre	0.1%	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
Queens Road, Leicester, LE2 1TT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.1%	0	0.0%	0	0.0%	0	1.6%	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%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	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
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.6%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.6%	1	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%	0	0.0%	0	0.0%	0	0.0%	0
Truro City Centre	0.1%	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
Westcotes Local Centre, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Whitby Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Others																		
Weighted base:	455		72		43		15		70		84		84		48		40	
Sample:	440		54		52		36		54		77		70		53		44	

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q14 Where did you last buy small household goods such as home furnishings, jewellery, glass and china items?									
<i>Excl. Nulls & SFT</i>									
Zone 1									
Asda, Barwell Lane, Hinkley, LE10 1SS	1.4%	7	3.9%	3	10.6%	4	0.0%	0	0.0%
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%
Hinckley Town Centre	3.7%	19	18.7%	16	7.2%	2	0.0%	0	0.0%
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	1.8%	9	10.0%	9	0.8%	0	0.0%	0	0.0%
Zone 2									
Earl Shilton Town Centre	0.5%	2	0.0%	0	6.6%	2	0.0%	0	0.0%
Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%
Zone 3									
Broughton Astley Village Centre	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Blaby Town Centre	1.1%	6	0.0%	0	0.0%	0	3.5%	1	0.0%
Countesthorpe Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5									
Asda, Aylestone Road, Aylestone, Leicester, LE2 8JB	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoneygate Local Centre, Leicester	0.3%	1	0.0%	0	0.0%	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	0.0%
Asda, Leicester Road, Oadby Frith, Leicester, LE2 4AH	1.4%	7	0.0%	0	0.0%	0	0.0%	1	0.0%
B&M, The Arcade, Leicestershire, LE18 1NZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Oadby Town Centre	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Blaby Road, South Wigston, Wigston, LE18 4SE	2.5%	13	0.0%	0	0.0%	0	0.4%	0	0.0%
Wigston Town Centre	1.4%	7	0.0%	0	2.3%	1	0.0%	0	0.0%
Zone 7									
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8									
Asda, Narborough Road South, Fosse Park Avenue, Braunstone, Leicester, LE3 2LL	3.0%	15	0.0%	0	2.3%	1	0.0%	0	3.0%
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	33.4%	169	40.2%	35	41.0%	14	38.5%	8	46.9%
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	1.3%	6	0.0%	0	3.9%	1	4.7%	1	5.0%
Narborough Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Palmers at Enderby, St	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Johns, Enderby, Leicester, LE19 2BS																		
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	2.2%	11	0.5%	0	2.3%	1	0.0%	0	7.2%	5	3.6%	3	0.0%	0	0.8%	0	2.1%	1
Outside Survey Area																		
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	2.1%	10	0.0%	0	0.0%	0	0.0%	0	3.4%	2	4.7%	4	0.0%	0	3.8%	2	3.1%	1
Airport Retail Park, London Road, Coventry, CV3 4RP	0.4%	2	1.9%	2	0.0%	0	1.2%	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	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	0.1%	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
B&M, Belgrave Road, Leicestershire, LE4 6AR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Raw Dykes Road, Leicester, LE2 7JZ	2.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	14	0.0%	0	0.0%	0	1.0%	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%	0	0.0%	0	0.8%	0	0.0%	0
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.8%	2	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Dunelm, Regent Street, Nuneaton, CV11 4BL	1.1%	5	5.2%	5	1.6%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	1.4%	7	0.9%	1	0.0%	0	21.2%	4	1.7%	1	0.0%	0	0.4%	0	0.0%	0	1.0%	0
Giltbrook Shopping Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP	4.0%	20	5.3%	5	5.6%	2	0.0%	0	0.0%	0	8.3%	8	3.2%	3	5.5%	3	0.0%	0
Great Yarmouth Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
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	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Homebase, Putney Road (off Welford Road), Leicester, LE2 7TF	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
Leicester City Centre	12.7%	64	0.5%	0	2.4%	1	15.6%	3	1.3%	1	32.6%	31	14.9%	14	21.6%	11	6.2%	3
Long Eaton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Town Centre	0.2%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre, ZZZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Market Harborough Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.4%	0	0.0%	0	0.0%	0
Matalan, Beaumont Way, Beaumont Leys, Leicester, LE4 1DS	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
Nuneaton Town Centre	1.6%	8	8.6%	8	1.6%	1	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	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shefford City Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	4
St Andrews Town Centre	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
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Technology Park, Technology Drive, Rugby, CV21 1GN	0.2%	1	0.0%	0	0.0%	0	4.7%	1	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	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
The Secondhand Warehouse, Lothair Road, Leicester, LE2 7QE	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.5%	0 0.0%	0 0.0%	0 0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	7.7%	39 3.4%	3 3.9%	1 1.2%	0 5.6%	4 7.9%	7 10.8%	10 18.9%	10 5.2%
York City Centre	0.0%	0 0.0%	0 0.0%	0 1.2%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Others									
Weighted base:	506	88	35	20	73	94	96	52	48
Sample:	434	60	45	43	56	72	65	54	39

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q15 Where did you last buy goods such as toys, games, bicycles and recreational goods?									
<i>Excl. Nulls & SFT</i>									
Zone 1									
Asda, Barwell Lane, Hinkley, LE10 1SS	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Croft Car Boot, Broughton Road, Stoney Stanton, LE9 4JA	0.7%	2	0.0%	0	0.0%	0	3.6%	2	0.0%
Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	2.1%	7	5.6%	4	1.1%	0	0.0%	0	0.0%
Hinckley Town Centre Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	9.0%	32	40.0%	28	9.1%	2	0.0%	0	0.0%
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%
Zone 2									
Zone 3									
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.2%	1	0.0%	0	0.0%	0	7.6%	1	0.0%
Ashby Parva Village Centre Broughton Astley Village Centre	0.2%	1	0.0%	0	0.0%	0	7.6%	1	0.0%
0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4									
Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Blaby Town Centre Countesthorpe Village Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	2	0.8%
0.8%	3	0.0%	0	0.0%	0	0.0%	3	0.0%	0
Zone 5									
Aylestone Local Centre, Leicester	0.1%	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%	0	0.0%
Zone 6									
Asda, Leicester Road, Oadby Frith, Leicester, LE2 4AH	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Oadby Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7									
Tesco Superstore, Blaby Road, South Wigston, Wigston, LE18 4SE	2.8%	10	0.0%	0	0.0%	0	3.9%	3	0.0%
Wigston Town Centre	2.9%	10	0.0%	0	4.4%	1	0.0%	0	0.0%
Zone 8									
Glenfield Village Centre	0.7%	2	0.0%	0	8.6%	2	0.0%	0	0.0%
Aldi, Meridian Way, Braunstone, LE19 1LW	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Narborough Road South, Fosse Park Avenue, Braunstone, Leicester, LE3 2LL	4.9%	17	0.0%	0	1.1%	0	0.0%	0	18.5%
City Cycles, Narborough Road South, Braunstone Town, Leicester, LE3 2FQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	29.6%	104	39.1%	27	43.5%	11	44.3%	4	27.7%
Narborough Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	1.5%	5	0.0%	0	2.2%	1	2.5%	0	3.9%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Outside Survey Area																		
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	5.0%	18	0.0%	0	0.0%	0	0.0%	0	11.2%	8	11.3%	7	0.5%	0	6.3%	1	5.6%	1
Airport Retail Park, London Road, Coventry, CV3 4RP	0.5%	2	2.3%	2	0.0%	0	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	2.3%	2	0.0%	0	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	0.6%	0	0.0%	0	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%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	5	0.0%	0	0.0%	0	0.0%	0
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW	0.1%	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
Bungay Town Centre	0.1%	0	0.0%	0	0.0%	0	2.5%	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	0.6%	0	0.0%	0	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	0.0%	0	1.1%	0	0.0%	0	0.0%	0	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	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.2%	1	0.6%	0	0.0%	0	2.5%	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%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.9%	0
Halfords, Foleshill Road, Coventry, CV1 4NU	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Putney Road, Leicester, LE2 7TF	1.6%	6	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Hunstanton Town Centre	0.4%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Leicester City Centre	18.2%	64	0.0%	0	4.4%	1	0.0%	0	9.8%	7	42.0%	25	35.7%	26	18.8%	4	5.6%	1
Loughborough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Lutterworth Town Centre	0.3%	1	0.0%	0	0.0%	0	10.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	0.5%	2	0.6%	0	0.0%	0	2.5%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	0.1%	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
Newton Retail Park, Nuneaton, CV11 4FN	0.2%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.1%	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
Plymouth City Centre	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths, Devonshire Road, Leicester, LE4 0BG	3.1%	11	0.0%	0	0.0%	0	10.1%	1	0.9%	1	0.8%	0	6.3%	5	6.3%	1	11.1%	3
Solihull Town Centre	0.8%	3	4.2%	3	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	0.5%	2	0.0%	0	0.0%	0	2.5%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.9%	0
St Margarets Retail Park, Devonshire Road, Leicester, LE4 0BG	1.1%	4	0.6%	0	5.5%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	8.3%	2	0.0%	0
Technology Park, Technology Drive, Rugby, CV21 1GN	0.2%	1	0.0%	0	0.0%	0	7.6%	1	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%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2	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	0.0%	0	0.0%	0	0.5%	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%	0	0.5%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Truro City Centre	0.1%	0 0.0%	0 1.1%	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	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.1%	0 0.0%
Others									
Weighted base:	351	70	24	9	69	60	72	19	27
Sample:	264	43	30	18	39	42	43	29	20

Weighted:

August 2024

Q16 Where did you last buy chemist goods, including health and beauty products?

Excl. Nulls & SFT

Zone 1

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Aldi, Holliers Walk, Hinckley, LE10 1QW	0.4%	4	0.0%	0	5.9%	4	0.0%	0	0.0%
Asda, Barwell Lane, Hinckley, LE10 1SS	1.4%	11	5.1%	7	6.8%	4	0.0%	0	0.0%
Burbage Village Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%
Hinckley Pharmacy, Tilton Road, Burbage, Hinckley, LE10 2SE	0.4%	3	2.3%	3	0.0%	0	0.0%	0	0.0%
Hinckley Town Centre	10.9%	88	49.1%	71	25.8%	16	3.1%	1	0.0%
Lidl, Coventry Road, Hinckley, LE10 0JX	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.4%	3	1.1%	2	2.7%	2	0.0%	0	0.0%
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	0.9%	8	5.0%	7	0.4%	0	0.0%	0	0.0%
Stoney Stanton Village Centre	0.9%	7	4.9%	7	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.6%	5	3.5%	5	0.0%	0	0.0%	0	0.0%

Zone 2

Desford Village Centre	0.4%	3	0.0%	0	5.7%	3	0.0%	0	0.0%
Earl Shilton Town Centre	1.0%	8	0.0%	0	13.7%	8	0.0%	0	0.0%
Newbold Verdon Village Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%

Zone 3

Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.7%	6	3.3%	5	0.9%	1	1.8%	1	0.0%
Broughton Astley Village Centre	1.2%	9	0.0%	0	0.4%	0	24.1%	9	0.0%
Ullesthorpe Village Centre	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%

Zone 4

Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Blaby Town Centre	2.9%	24	0.0%	0	0.0%	0	3.7%	1	11.1%
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Zone 5

Cosby Village Centre	0.6%	5	2.2%	3	0.0%	0	0.0%	0	0.0%
Countesthorpe Village Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleckney Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Whetstone Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%

Zone 6

Aldi, Aylestone Road, Leicester, LE2 8TD	0.6%	5	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%	0	0.0%
Brookvale Pharmacy, Meadvale Road, Leicester, LE2 3WN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Clarendon Park Local Centre, Leicester	0.2%	1	0.0%	0	0.0%	0	0.3%	0	0.0%
Eyres Monsell Local Centre, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Glen Parva District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Knighton Local Centre, Leicester	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Saffron Pharmacy, Saffron Lane, Leicester, LE2 6UL	0.5%	4	0.0%	0	0.0%	0	2.6%	3	0.6%
Stoneygate Local Centre, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Zone 7

Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Leicester Road, Oadby	0.7%	5	0.0%	0	0.0%	0	0.0%	4	0.0%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Frith, Leicester, LE2 4AH									
Little Hill Pharmacy, Launceston Road, Wigston, LE18 2GL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Daily, Bull Head Street, Wigston, LE18 1PA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Oadby Town Centre	5.6%	45	0.0%	0	0.0%	0	1.2%	1	9.3%
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.1%	1	0.0%	0	0.0%	0	0.3%	0	0.6%
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	1.9%	15	0.0%	0	0.0%	0	0.9%	1	4.9%
Severn Pharmacy, Severn Road, Oadby, LE2 4FY	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%
Tesco Superstore, Blaby Road, South Wigston, Wigston, LE18 4SE	4.1%	33	2.4%	3	0.0%	0	4.4%	2	3.8%
Well Pharmacy, Two Steeple Medical Centre, Abington Close, Wigston, LE18 2EW	0.5%	4	0.0%	0	0.0%	0	2.6%	3	0.0%
Wigston Town Centre	7.8%	63	0.0%	0	0.0%	0	6.2%	6	12.6%
Zone 7									
Glenfield Village Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Groby Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirby Muxloe Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Ratby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8									
Aldi, Meridian Way, Braunstone, LE19 1LW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Narborough Road South, Fosse Park Avenue, Braunstone, Leicester, LE3 2LL	4.3%	35	0.0%	0	2.2%	1	1.8%	1	9.3%
Braunstone Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Enderby Village Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	23.4%	188	15.7%	23	20.4%	12	28.0%	11	45.8%
Leicester Forest East Local Centre	0.2%	2	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%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Narborough Village Centre	2.0%	16	0.0%	0	2.7%	2	0.0%	0	0.0%
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	2.1%	17	0.0%	0	2.7%	2	2.5%	1	0.9%
Savers, Narborough Road, Leicester, LE3 2QR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sonicchem Pharmacy, Monica Road, Braunstone Town, Leicester, LE3 2PR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Copt Oak Court, Narborough, LE19 3WY	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%
Outside Survey Area									
Abdul Enterprise, Green Lane Road, Leicester, LE5 3TJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Arena Shopping Park,	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Rowley's Green, Coventry, CV6 6LN									
Asda, Barkby Thorpe Lane, Thurmaston, LE4 8GN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%
Asda, Newtown Road, Nuneaton, CV11 4FL	0.1%	0	0.3%	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	0.3%	0	0.0%
B&M, Raw Dykes Road, Leicester, LE2 7JZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	1.2%	9	0.0%	0	0.0%	0	0.0%	0	10.9%
Coalville Town Centre	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	0.2%	1	0.0%	0	0.0%	0	0.0%	1	0.0%
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	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%
Leicester City Centre	8.9%	72	1.1%	2	1.8%	1	10.2%	4	24.2%
Loughborough Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%
Lutterworth Town Centre	0.8%	6	0.0%	0	0.4%	0	16.0%	6	0.0%
Market Harborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%
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%
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Whitwick Road, Coalville, LE67 3JN	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%
Newton Retail Park, Nuneaton, CV11 4FN	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%
Nottingham City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nuneaton Town Centre	0.1%	1	0.6%	1	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	0.6%
Scattergood J & Son, Sharmon Crescent, Braunstone Frith, Leicester, LE3 6NW	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%	1	0.0%	0	0.0%	0	0.0%	0	1.8%
Tesco Express, Hinckley Road, Leicester, LE3 0TF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.0%
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Park Road, Loughborough, LE11 2EX	0.2%	1	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	0.5%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.6%
Warwickshire Shopping	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Park, Binley, Coventry, CV3 2SB									
Westcotes Local Centre, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others									
Weighted base:	805	144	61	38	105	150	131	67	110
Sample:	799	107	85	87	94	131	110	85	100

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q17 Where did you last buy electrical items, such as televisions, washing machines and computers?									
<i>Excl. Nulls & SFT</i>									
Zone 1									
Asda, Barwell Lane, Hinkley, LE10 1SS	0.2%	1	0.9%	1	0.6%	0	0.0%	0	0.0%
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	0.2%	1	0.9%	1	0.6%	0	0.0%	0	0.0%
Burbage Village Centre	0.8%	4	5.0%	4	0.0%	0	0.0%	0	0.0%
Hinckley Town Centre	2.0%	12	6.7%	6	13.1%	6	0.0%	0	0.0%
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.1%	1	0.5%	0	0.6%	0	0.0%	0	0.0%
Sainsbury's Superstore, Rugby Road, Hinckley, Leicestershire, LE10 0QG	1.2%	7	7.3%	7	0.6%	0	0.0%	0	0.0%
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.5%	3	3.3%	3	0.0%	0	0.0%	0	0.0%
Zone 2									
Earl Shilton Town Centre	0.3%	2	0.0%	0	3.6%	2	0.0%	0	0.0%
Zone 3									
Zone 4									
Blaby Town Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.7%
Fleckney Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	1	1.1%
Zone 5									
Zone 6									
Asda, Leicester Road, Oadby Frith, Leicester, LE2 4AH	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.9%
B&Q, Bull Head Street, Wigston, LE18 1PA	0.3%	2	0.0%	0	0.0%	0	0.0%	1	0.5%
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.7%	4	0.0%	0	0.0%	0	1.1%	1	3.9%
South Wigston Village Centre	1.7%	10	0.0%	0	0.0%	0	0.0%	2	3.2%
Tesco Superstore, Blaby Road, South Wigston, Wigston, LE18 4SE	0.4%	2	0.0%	0	0.0%	0	0.0%	3	4.4%
Wigston Town Centre	1.9%	11	0.0%	0	0.6%	0	0.0%	4	5.5%
Zone 7									
Glenfield Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Groby Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8									
Asda, Narborough Road South, Fosse Park Avenue, Braunstone, Leicester, LE3 2LL	0.7%	4	0.0%	0	0.0%	0	0.0%	3	0.9%
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	66.7%	393	59.9%	54	67.0%	30	46.2%	14	72.2%
Littlethorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	1.9%	11	0.0%	0	0.6%	0	1.6%	0	4.4%
Outside Survey Area									
Anstey Village Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Arena Shopping Park, Rowley's Green, Coventry, CV6 6LN	0.8%	5	5.1%	5	0.0%	0	0.0%	0	0.0%
B&M, Euro Business Park, Rockingham Road,	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%

Column %ges.

Weighted:

August 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Leicestershire, LE16 7QF																		
B&Q, Devonshire Road, Leicester, LE4 0BG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	1.8%	10	0.0%	0	0.6%	0	0.8%	0	3.0%	3	4.6%	5	0.4%	0	0.0%	0	2.4%	
Coalville Town Centre	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Costco, Westmoreland Avenue, Thurmaston, LE4 8PH	0.8%	5	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	2.5%	1	0.0%	
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.4%	2	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Kenilworth Town Centre	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Leicester City Centre	6.9%	41	2.3%	2	7.8%	4	3.9%	1	9.0%	8	10.8%	11	3.6%	4	11.2%	5	7.2%	
Loughborough Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	
Lutterworth Town Centre	3.2%	19	3.8%	3	0.6%	0	37.6%	11	0.4%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	
Market Harborough Town Centre	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%	
Marks Electrical Showroom, Boston Road, Leicester, LE4 1AU	0.9%	5	0.0%	0	1.2%	1	0.0%	0	0.4%	0	1.4%	1	0.0%	0	4.3%	2	1.2%	
Morrisons Superstore, Whitwick Road, Coalville, LE67 3JN	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Rugby Town Centre	0.1%	0	0.5%	0	0.0%	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%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.2%	3	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%	0	0.0%	0	0.6%	0	0.0%	
Tesco Extra, Beaumont Leys Shopping Centre, Leicester, LE4 1DE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	
Others																		
Weighted base:		589		90		45		30		90		104		101		46		82
Sample:		588		68		67		68		72		92		83		62		76

Weighted:

August 2024

Q18 Where did you last buy DIY or gardening goods?
Excl. Nulls & SFT

Zone 1

B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	10.5%	71	45.4%	55	20.1%	10	13.7%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	1		
Burbage Village Centre	0.2%	1	1.0%	1	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	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0		
Go Fix Direct, Coventry Road, Hinckley, LE10 0JU	0.1%	0	0.3%	0	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%	20	7.7%	9	9.3%	5	7.9%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0		
Hinckley Town Centre Sapcote Garden Centre, Hinckley Road, Sapcote, Leicester, LE9 4LG	4.6%	31	12.7%	15	24.8%	12	2.6%	1	0.0%	0	0.0%	0	4.3%	3	0.0%	0		
0.9%	6	0.7%	1	0.0%	0	1.9%	1	2.6%	2	1.1%	1	0.0%	0	0.6%	0	0.6%	0	
Sapcote Village Centre Screwfix Hinckley, Apex Court, Maple Drive, Hinckley, LE10 3BE	1.2%	8	1.7%	2	2.8%	1	3.2%	1	0.4%	0	0.0%	0	2.5%	3	0.0%	0	0.6%	0
0.4%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sharnford Garden Centre, Coventry Road, Sharnford, LE10 3PG	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoney Stanton Village Centre	1.4%	9	7.7%	9	0.0%	0	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	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Zone 2

Huncote Village Centre	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.3%	2	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Village Centre	0.3%	2	0.0%	0	0.0%	0	5.2%	2	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	0.6%	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%	4	1.0%	1	0.0%	0	8.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix Broughton Astley, Box Road, Broughton Astley, LE9 6TJ	0.8%	6	0.7%	1	0.6%	0	12.7%	5	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	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0

Zone 4

Aldi, Brackley Court, Welford Road, Blaby, LE8 4HY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	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	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaby Town Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	2.1%	14	0.0%	0	0.6%	0	0.6%	0	3.3%	3	1.5%	2	4.6%	5	0.0%	0	4.7%	4
Countesthorpe Village Centre	1.8%	12	0.0%	0	0.0%	0	0.0%	0	9.4%	8	0.0%	0	3.4%	4	0.0%	0	0.0%	0
Screwfix Blaby, Lutterworth Road, Blaby, LE8 4BY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Zone 5

Aldi, Aylestone Road, Leicester, LE2 8TD	0.1%	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
Aldi, Bull Head Street, Wigston, LE18 1PA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Asda, Leicester Road, Oadby Frith, Leicester, LE2 4AH	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	2.5%	3	0.0%	0	0.0%	0

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
B&Q, Bull Head Street, Wigston, LE18 1PA	13.3%	91	0.0%	0	0.6%	0	3.2%	1	20.6%	18	28.5%	36	29.4%	33	0.0%	0	2.4%	2
Oadby Town Centre	2.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	7	7.8%	9	0.0%	0	0.6%	0
Screwfix Wigston, Chartwell Drive, Wigston, LE18 2FL	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Blaby Road, South Wigston, Wigston, LE18 4SE	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.0%	0	0.0%	0	0.0%	0
Wickes, Blaby Road, South Wigston, Wigston, LE18 4SE	3.1%	21	0.0%	0	0.0%	0	0.0%	0	3.6%	3	8.7%	11	5.7%	6	0.0%	0	0.6%	0
Wigston Town Centre	2.1%	14	0.0%	0	0.6%	0	0.6%	0	2.6%	2	1.1%	1	8.4%	9	0.0%	0	0.6%	0
Zone 7																		
Groby Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Ratby Village Centre	0.1%	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
Zone 8																		
Asda, Narborough Road South, Fosse Park Avenue, Braunstone, Leicester, LE3 2LL	2.2%	15	0.0%	0	0.0%	0	0.0%	0	14.4%	13	0.4%	0	0.0%	0	0.0%	0	2.4%	2
Enderby Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.6%	0
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	4.4%	30	10.7%	13	13.2%	6	5.5%	2	8.7%	8	0.0%	0	0.3%	0	0.6%	0	0.6%	0
Hawgrip Plant Centre & Nursery, Seine Lane, Enderby, Leicester, LE19 4PD	2.5%	17	0.0%	0	2.2%	1	1.3%	0	0.4%	0	0.4%	0	0.3%	0	2.4%	2	15.8%	13
Littlethorpe Village Centre	0.1%	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
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough Village Centre	0.8%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	1.8%	1	0.6%	0
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	6.0%	41	1.0%	1	7.6%	4	4.6%	2	2.9%	3	7.3%	9	4.1%	5	2.4%	2	19.6%	16
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.3%	0	0.0%	0	0.6%	0
Outside Survey Area																		
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	1.8%	12	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0	5.3%	6	0.0%	0	1.8%	1
Anstey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
B&M, Raw Dykes Road, Leicester, LE2 7JZ	0.1%	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
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.3%	2	1.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Devonshire Road, Leicester, LE4 0BG	11.7%	80	0.0%	0	1.1%	1	0.0%	0	1.1%	1	9.1%	12	2.8%	3	59.9%	40	28.8%	24
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.2%	2	0.0%	0	3.3%	2	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	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.4%	0	2.7%	3	0.0%	0	0.0%	0
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	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%	0	0.0%	0	0.0%	0	0.6%	0
Daymans DIY, King Richards Road, Leicester, LE3 5QG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
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%	0	0.0%	0	0.0%	0	0.6%	0

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Dobbies Garden Centre, Hardwick Road, King's Lynn, PE30 4WQ	0.2%	1	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%
Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton, LE9 8JE	2.8%	19	3.0%	4	9.0%	4	0.0%	0	0.0%
Dulux Decorator Centre, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Evington Local Centre, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Hilltop Garden Centre, Shilton Lane, Coventry, CV7 9LH	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%
Homebase, Putney Road (off Welford Road), Leicester, LE2 7TF	3.4%	23	0.0%	0	0.0%	0	0.0%	0	1.2%
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.1%	1	0.0%	0	0.0%	0	2.6%	1	0.0%
Leicester City Centre	2.8%	19	0.0%	0	1.1%	1	0.0%	0	5.4%
Lutterworth Town Centre	0.1%	1	0.0%	0	0.0%	0	2.6%	1	0.0%
Market Harborough Town Centre	0.6%	4	0.0%	0	0.0%	0	2.6%	1	0.0%
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.1%	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	0.4%	0	0.0%
Screwfix Leicester, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.2%	1	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	0.6%	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%
Tamworth Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Technology Park, Technology Drive, Rugby, CV21 1GN	0.9%	6	0.0%	0	0.0%	0	8.5%	3	0.0%
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Toolstation, Freemens Common, Commercial Square, Leicester, LE2 7SR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Toolstation, Ravensbridge Drive, Leicester, LE4 0BX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Dents Road, Ashby-de-la-Zouch, LE65 1JS	0.1%	1	0.0%	0	1.7%	1	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%	0	0.0%
Wickes, Westmoreland Avenue, Thurcaston, Leicester, LE4 8PH	0.6%	4	2.6%	3	0.0%	0	0.0%	0	0.0%
Others									
Weighted base:	683		122		49		37		87
Sample:	684		93		71		76		80

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q19 Where did you last buy furniture, carpets and floor coverings?									
<i>Excl. Nulls & SFT</i>									
Zone 1									
Apollo Carpets, Coventry Road, Hinckley, LE10 0NE	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
B&Q, New Buildings, Hinckley, Leicester, LE10 1HN	0.6%	4	0.0%	0	0.6%	0	0.0%	0	0.0%
Burbage Village Centre Hinckley Retail Park, Stoke Road, Hinckley, LE10 0GL	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%
Hinckley Town Centre	0.6%	3	3.5%	3	0.0%	0	0.0%	0	0.0%
Zone 2									
Croft Village Centre	2.4%	14	0.4%	0	5.0%	2	8.3%	2	2.6%
Earl Shilton Town Centre	0.3%	2	0.0%	0	3.7%	2	0.0%	0	0.0%
Newbold Verdon Village Centre	0.8%	5	0.0%	0	10.9%	5	0.0%	0	0.0%
Zone 3									
Broughton Astley Village Centre	0.5%	3	0.0%	0	0.0%	0	8.9%	2	0.4%
Zone 4									
Blaby Industrial Park, Winchester Avenue, Blaby, LE8 4GZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blaby Town Centre	0.3%	1	0.0%	0	0.0%	0	0.4%	0	0.0%
Cherry Lane Glebe, Foston Road, Countesthorpe, Leicester, LE8 5QP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Countesthorpe Village Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.4%
Zone 5									
Aylestone Local Centre, Leicester	1.9%	11	0.0%	0	0.0%	0	0.0%	0	3.1%
Clarendon Park Local Centre, Leicester	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
United Carpets & Beds, Aylestone Road, Leicester, LE2 8TB	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%
Zone 6									
Oadby Town Centre	1.1%	6	0.0%	0	0.6%	0	0.0%	0	1.1%
South Wigston Village Centre	2.8%	16	0.0%	0	0.0%	0	0.0%	0	4.8%
Wickes, Blaby Road, South Wigston, Wigston, LE18 4SE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%
Wigston Town Centre	3.2%	18	0.0%	0	0.0%	0	0.9%	3	10.2%
Zone 7									
Glenfield Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Ratby Village Centre	1.6%	10	0.0%	0	7.2%	3	0.0%	0	0.0%
Zone 8									
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	44.0%	254	37.8%	37	40.0%	17	20.5%	6	74.1%
Marks and Spencer (M&S), Fosse Park Shopping Centre, Leicester, LE19 1HQ	0.4%	2	0.0%	0	2.5%	1	0.0%	0	0.5%
Narborough Village Centre	1.3%	7	0.4%	0	0.0%	0	0.0%	0	1.0%
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Survey Area									
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT	1.0%	6	0.4%	0	0.6%	0	0.0%	0	1.0%
Ambleside Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%
Anstey Village Centre	2.0%	12	0.0%	0	2.5%	1	0.0%	0	0.5%
Attleborough Town Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%
B&Q, Devonshire Road, Leicester, LE4 0BG	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.2%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
B&Q, Jubilee Drive, Belton Road, Loughborough, LE11 5XS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bailey's of Wistow, Wistow Rural Centre, Kibworth Road, Leicester, LE8 0QF	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%
Barwell Village Centre	0.3%	2	0.0%	0	0.0%	0	7.0%	2	0.0%
Beaumont Shopping Centre, Beaumont Leys, Leicester, LE4 1DS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Birstall Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Chryste Carpets, Vulcan Court, Vulcan Way, Coalville, LE67 3FW	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Colourbank (Bed & Flooring Store), Cavendish Road, Leicester, LE2 7PH	1.7%	10	0.0%	0	1.9%	1	2.6%	1	0.0%
Colourbank (Bed & Flooring Store), Crest Rise, Leicester, LE4 9EX	0.8%	4	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	0.6%	0	0.0%	0	0.0%
Coventry City Centre	0.2%	1	1.3%	1	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	0.9%	0	0.0%
Dunelm, Regent Street, Nuneaton, CV11 4BL	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.8%	4	0.4%	0	0.6%	0	8.1%	2	0.0%
Evington Local Centre, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Giltbrook Shopping Park, Ikea Way, Giltbrook, Nottingham, NG16 2RP	3.9%	22	0.0%	0	2.5%	1	0.9%	0	3.9%
Homebase, Putney Road (off Welford Road), Leicester, LE2 7TF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%
IKEA Birmingham, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Leicester City Centre	7.9%	45	0.0%	0	1.3%	1	10.3%	3	3.5%
Llanidloes Town Centre	0.5%	3	3.0%	3	0.0%	0	0.0%	0	0.0%
Local Leicester Furniture, Abbey Gate, Leicester, LE4 0AA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lutterworth Town Centre	1.4%	8	0.4%	0	0.0%	0	25.5%	7	0.7%
Market Harborough Town Centre	1.0%	6	0.0%	0	0.0%	0	0.9%	0	1.1%
Nottingham City Centre	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Nuneaton Town Centre	0.4%	2	2.1%	2	0.0%	0	0.0%	0	0.0%
Rainbow Carpets & Flooring, East Park Road, Leicester, LE5 4QD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%
Solihull Town Centre	0.5%	3	3.0%	3	0.0%	0	0.0%	0	0.0%
St George's Shopping Park, St George's Way, Leicester, LE1 1SG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%
St Margarets Retail Park, Devonshire Road, Leicester, LE4 0BG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	1.2%	7	0.0%	0	0.0%	0	0.0%	0	1.5%
Toons Carpet & Furniture, Burton Road, Castle Gresley, Swadlincote, DE11 9HQ	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Warwickshire Shopping	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Park, Binley, Coventry, CV3 2SB									
Others									
Weighted base: 576 98 43 27 87 94 101 59 68 Sample: 529 69 64 50 66 78 74 63 65									
Q20 Which of the following forms of shopping do you carry out? [MR/PR]									
Internet	63.5%	579	68.6%	111	57.5%	39	52.6%	24	76.0%
Portable internet shopping e.g. through a mobile phone	52.2%	476	71.5%	116	56.3%	38	58.2%	26	35.5%
TV Shopping (None of these)	3.0% 17.6%	28 161	2.3% 14.5%	4 23	4.0% 23.1%	3 16	1.0% 19.5%	0 9	0.9% 8.7%
Weighted base: Sample:	912 912		162 123		67 100		45 100		110 101
104 50.1% 84 57.7% 100 60.2% 83 71.8% 58 60.1% 77 90 30.3% 39 50.1% 42 60.8% 49 58.7% 65 1 7.2% 13 0.8% 26 17.4% 14 17.0% 22 42 18.6% 181 137 81 129 119 100 112 107 105 139 112 67 81 105 81 72 123 93.7% 11 3.1% 3 5.0% 3 1.4% 1 1 0.0% 4 3.2% 4 3.5% 2 8.0% 9 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 61 85.8% 61 85.8% 92 0 4.8% 5 2 8.0% 9 3 1.4% 1 67 107 72 80									
Q21 For your last internet or TV order, how did you receive your goods?									
Those who shop via digital channels at Q20									
Home delivery	90.4%	679	94.1%	130	86.9%	45	83.5%	30	93.2%
Delivery to place of work	1.7%	13	4.4%	6	0.0%	0	0.0%	0	1.0%
Collection at a store	3.9%	29	0.0%	0	2.1%	1	11.5%	4	4.9%
Collection at a click and collect hub	3.8%	29	1.5%	2	11.1%	6	0.0%	0	1.9%
Collection at an other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.2%	2	0.0%	0	0.0%	0	5.0%	2	0.0%
Weighted base: Sample:	751 646		138 86		52 69		36 72		100 81
123 93.7% 11 3.1% 3 5.0% 3 1.4% 1 1 0.0% 4 3.2% 4 3.5% 2 8.0% 9 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 61 85.8% 61 85.8% 92 0 4.8% 5 2 8.0% 9 3 1.4% 1 67 107 72 80									
Q22 Have you visited any of the following centres in the last 6 months? [MR/PR]									
Those who shop via digital channels at Q20									
Blaby Town Centre	33.2%	303	10.8%	17	20.8%	14	47.5%	21	75.4%
Enderby	13.8%	125	9.2%	15	15.9%	11	15.4%	7	7.9%
Glenfield	14.5%	132	7.0%	11	28.0%	19	1.6%	1	4.3%
Narborough	12.9%	117	8.8%	14	18.4%	12	9.8%	4	10.8%
Stoney Stanton	9.8%	89	31.7%	51	18.6%	13	6.9%	3	11.9%
(Don't visit any of these centres)	45.7%	417	62.1%	100	42.1%	28	42.5%	19	20.3%
Weighted base: Sample:	912 912		162 123		67 100		45 100		110 101
122 93.7% 11 3.1% 3 5.0% 3 1.4% 1 1 0.0% 4 3.2% 4 3.5% 2 8.0% 9 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 61 85.8% 61 85.8% 92 0 4.8% 5 2 8.0% 9 3 1.4% 1 67 107 72 80									
Q23 Which of those centres have you visited the most in the last 6 month?									
Those who visit a centre at Q22									
Blaby town centre	50.0%	247	5.8%	4	18.1%	7	73.8%	19	94.2%
Enderby	9.5%	47	16.0%	10	17.8%	7	13.4%	3	0.0%
Glenfield	19.4%	96	0.0%	0	39.3%	15	0.9%	0	0.0%
Narborough	9.9%	49	6.1%	4	16.5%	6	3.6%	1	3.0%
Stoney Stanton	11.3%	56	72.1%	44	8.3%	3	8.3%	2	2.8%
Weighted base: Sample:	495 479		61 36		39 57		26 53		88 81
83 76.3% 2 4.4% 4 0.0% 0 0.0% 0 63 73.2% 4 2.3% 3 0.5% 0 0.0% 0 36 4.6% 2 4.4% 3 3.7% 2 4.4% 3 37.6% 30 3 40.7% 1 17.9% 1 10.0% 5 1.7% 1 10.0% 6 89.3% 62 3.8% 3 1 17.9% 1 10.0% 5 1.7% 1 10.0% 6 89.3% 62 3.8% 3 69 80 79 72									

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q24 What do you like about (CENTRE MENTIONED AT Q23)? [MR]									
<i>Those who visit a centre at Q22</i>									
Close to home	28.5%	141	25.9%	16	9.0%	4	15.4%	35	25.5%
Shops - good range of supermarkets	12.4%	62	2.7%	2	16.1%	6	3.6%	1	8.0%
Familiar / know where everything is	11.8%	58	18.6%	11	10.4%	4	0.9%	0	13.0%
Nice atmosphere / friendly people	8.2%	41	20.6%	13	2.1%	1	0.0%	0	18.0%
Quiet / not busy	7.6%	38	17.1%	11	6.1%	2	0.0%	0	10.8%
Attractive environment / nice place	7.4%	37	1.3%	1	0.7%	0	5.4%	1	15.0%
Shops - good range of non-food shops generally	7.1%	35	2.7%	2	16.9%	7	9.0%	2	6.4%
Parking - it's easy to find a space	6.4%	32	1.3%	1	1.4%	1	2.7%	1	8.4%
Good for a day out	5.3%	26	0.0%	0	5.0%	2	0.0%	0	17.1%
Good range of other services (e.g. library, hairdresser, vets etc.)	5.1%	25	3.3%	2	13.3%	5	3.6%	1	3.7%
Shops - good range of independent shops	4.9%	24	5.5%	3	0.7%	0	7.4%	2	0.0%
Close to work / en route to work	4.9%	24	10.8%	7	7.5%	3	10.7%	3	2.8%
Traditional / quaint	4.2%	21	7.5%	5	0.0%	0	0.0%	0	5.8%
Good cafés / restaurants	4.1%	20	0.0%	0	3.5%	1	5.4%	1	5.8%
You can get everything you need there	3.7%	18	5.5%	3	2.8%	1	0.0%	0	6.7%
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.2%	16	2.0%	1	8.5%	3	9.2%	2	0.0%
Shops - good range of bakers / butchers / greengrocers	3.2%	16	0.0%	0	10.0%	4	3.6%	1	3.2%
Good layout / shops close together	2.7%	13	5.2%	3	6.1%	2	3.6%	1	0.7%
Clean streets / well maintained	2.6%	13	5.8%	4	0.0%	0	0.0%	0	2.8%
Parking - it's cheap	2.6%	13	0.0%	0	0.7%	0	0.9%	0	0.0%
Easy to get to on foot	2.0%	10	0.0%	0	0.0%	0	0.0%	0	1.1%
Shops - good range of charity shops	1.9%	9	0.0%	0	0.7%	0	2.7%	1	2.8%
Easy to get to by car	1.8%	9	0.0%	0	0.0%	0	2.7%	1	0.7%
Close to family / friends	1.8%	9	5.2%	3	4.8%	2	0.9%	0	3.1%
Palmers at Enderby Garden Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - good range of quality shops	1.6%	8	0.0%	0	0.0%	0	0.9%	0	0.0%
Good pubs / bars	1.6%	8	6.8%	4	0.7%	0	7.7%	2	0.0%
Shops - good range of 'high street' retailers	1.2%	6	0.0%	0	0.0%	0	6.3%	2	0.0%
Easy to get to by bus	1.1%	5	0.0%	0	1.4%	1	0.0%	0	0.4%
Shops - good range of affordable shops	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Good for financial services (e.g. banks / building societies)	0.8%	4	0.0%	0	0.7%	0	0.0%	0	0.6%
Shops - good range of clothing shops	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons store	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Good takeaways	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.6%
Parking - it's free	0.4%	2	0.7%	0	2.1%	1	0.9%	0	0.0%
Bib's Hardware store	0.3%	1	2.0%	1	0.0%	0	0.9%	0	0.0%
Narborough Hall	0.2%	1	0.7%	0	0.0%	0	2.7%	1	0.0%
Easy to get to by train	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland store	0.2%	1	0.0%	0	0.0%	0	3.6%	1	0.0%
Savers store	0.1%	1	0.0%	0	0.0%	0	2.7%	1	0.0%
Aldi store	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.4%
Greggs bakers	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Hays travel store	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
(Nothing)	8.1%	40	5.5%	3	8.3%	3	24.5%	6	5.8%
(Don't know)	2.0%	10	5.6%	3	5.4%	2	0.0%	0	0.0%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Weighted base:	495	61	39	26	88	83	50	69	80
Sample:	479	36	57	53	81	61	40	79	72

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q25 Is there anything you dislike about (CENTRE MENTIONED AT Q23)? [MR]									
<i>Those who visit a centre at Q22</i>									
Traffic congestion	7.8%	38	13.6%	8	4.2%	2	0.9%	0	0.0%
Parking - no free parking	6.6%	33	0.7%	0	1.4%	1	14.7%	4	10.0%
Shops - need more / better range of non-food shops generally	6.2%	31	15.8%	10	7.5%	3	7.0%	2	3.6%
Too many charity shops	4.3%	21	0.0%	0	5.0%	2	3.6%	1	3.6%
Parking - expensive parking	3.9%	19	0.0%	0	1.4%	1	13.8%	4	4.0%
Not enough financial services (e.g. banks / building societies)	3.5%	17	0.0%	0	0.0%	0	2.7%	1	11.1%
Not attractive / poor environment	3.0%	15	0.0%	0	0.0%	0	0.9%	0	5.3%
Parking - not enough spaces available	2.8%	14	1.3%	1	2.8%	1	4.5%	1	2.8%
Shops - need more quality shops	2.3%	12	10.6%	7	5.4%	2	0.0%	0	2.8%
Shops - need more / better range of supermarkets	2.2%	11	2.0%	1	0.0%	0	0.9%	0	3.7%
Needs an update / revamp	1.9%	10	0.0%	0	5.0%	2	0.9%	0	8.4%
Shops - need more bakers / butchers / greengrocers	1.6%	8	0.0%	0	0.0%	0	0.0%	0	2.6%
Too busy / noisy	1.4%	7	7.6%	5	0.0%	0	0.9%	0	0.0%
Shops - need more independent shops	1.3%	7	0.0%	0	5.4%	2	0.0%	0	0.4%
Too many hairdressers / barbers	1.2%	6	0.0%	0	0.0%	0	0.0%	0	2.5%
Dirty streets / poorly maintained	1.2%	6	0.0%	0	0.7%	0	0.0%	0	3.8%
Hard to get to by bus	1.0%	5	0.7%	0	0.0%	0	0.0%	0	0.0%
Too much housebuilding	0.8%	4	6.3%	4	0.0%	0	0.0%	0	0.0%
Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.8%
Too many empty shops	0.7%	3	0.0%	0	0.0%	0	0.9%	0	1.4%
Not enough / poor quality public toilets	0.7%	3	0.0%	0	0.0%	0	2.7%	1	0.7%
Too many coffee shops.	0.6%	3	0.0%	0	0.0%	0	0.9%	0	0.0%
Poor road layout	0.5%	3	2.7%	2	0.0%	0	0.0%	0	1.1%
Lack of undercover shopping	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%
Poor atmosphere / unfriendly people	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.7%
Shops - need more / better clothes shops	0.4%	2	0.0%	0	0.0%	0	0.4%	0	0.0%
Can't pay for parking with cash	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.4%
Hasn't got a centre	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%
Doesn't have a Waitrose store	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%
Car parking machine is difficult to use / doesn't always work	0.2%	1	0.0%	0	0.0%	0	0.9%	0	0.4%
Not enough other services (e.g. library, hairdresser, vets etc.)	0.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Too far away	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%
Not enough / poor quality cafés / restaurants	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%
Shops - need more 'high street' retailers	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.4%
Too many beggars	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too many betting shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
The one-way system	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Traffic pollution / poor air quality	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Not enough / poor quality pubs / bars	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - need more affordable shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Poor layout / shops too far apart	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Traffic is too fast	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.6%	0 0.0%	0 0.0%
Lack of parks / green spaces.	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.6%	0 0.0%	0 0.0%
It floods too often	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.7%	0 0.0%	0 0.0%	0 0.0%
Have to pay for toilets	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Poor disabled access	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Too many estate agents	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Nothing)	59.5%	295 49.5%	30 72.3%	28 52.9%	14 56.2%	49 64.8%	54 61.3%	30 66.2%	46 54.6%
(Don't know)	3.4%	17 11.5%	7 0.7%	0 1.8%	0 0.0%	0 1.1%	1 12.8%	6 1.7%	1 0.6%
Weighted base:	495	61	39	26	88	83	50	69	80
Sample:	479	36	57	53	81	61	40	79	72

Q26 Why haven't you visited any of these centres in the last 6 months? [MR]*Those who don't visit a centre at Q22*

Too far away from home	20.0%	83 21.2%	21 23.3%	7 2.5%	0 5.7%	1 31.1%	31 14.3%	12 6.7%	1 20.0%	10
Lack of choice and range of food shops	6.6%	27 1.2%	1 0.0%	0 2.5%	0 0.0%	0 4.2%	4 24.0%	21 0.0%	0 1.0%	0
Don't drive / have access to a car	4.9%	21 9.7%	10 6.7%	2 3.7%	1 2.8%	1 1.9%	2 2.1%	2 20.2%	2 3.0%	1
Health / disability reasons	3.8%	16 0.8%	1 2.9%	1 2.5%	0 1.4%	0 4.3%	4 1.7%	1 10.1%	1 13.0%	6
Poor public transport access	3.3%	14 3.2%	3 12.6%	4 1.2%	0 0.0%	0 2.4%	2 0.4%	0 3.4%	0 7.1%	3
Lack of choice and range of non-food shops	3.1%	13 1.6%	2 0.0%	0 2.5%	0 0.0%	0 4.2%	4 7.2%	6 0.0%	0 1.0%	0
Don't know what's there / unfamiliar with those places	2.4%	10 3.3%	3 1.0%	0 2.5%	0 0.0%	0 4.5%	4 0.0%	0 0.0%	0 3.0%	1
Prefer Fosse Park	2.1%	9 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.6%	3 0.0%	0 11.4%	6
Too busy to visit them	1.4%	6 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.3%	3 26.1%	3 0.0%	0
Inconveniently located car parking	1.0%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.0%	3 0.0%	0 3.0%	1
Poor choice of services (hairdressers, banks etc)	0.7%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.3%	3 0.0%	0 0.0%	0
Lack of public toilets	0.6%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.0%	3 0.0%	0 0.0%	0
Expensive car parking	0.6%	2 0.0%	0 1.0%	0 1.2%	0 1.4%	0 0.5%	0 1.3%	1 0.0%	0 0.0%	0
Lack of car parking spaces	0.2%	1 0.0%	0 0.0%	0 0.0%	0 4.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Prefer using the internet for shopping / services	0.2%	1 0.0%	0 0.0%	0 0.0%	0 4.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Too many road works	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.5%	0 0.0%	0 0.0%	0 0.0%	0
Traffic congestion	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
(Nothing, no reason to visit)	56.5%	236 64.5%	65 55.6%	16 85.3%	16 84.4%	19 52.1%	51 46.5%	41 40.3%	5 47.5%	23
(Don't know)	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.5%	0 0.0%	0 0.0%	0 0.0%	0
Weighted base:	417	100	28	19	22	98	88	12	49	
Sample:	433	87	43	47	20	96	79	21	40	

Q27 Which of these leisure activities do you participate in? [MR/PR]

Indoor sports or health and fitness activity	26.6%	243 31.5%	51 22.6%	15 35.6%	16 14.0%	15 21.1%	38 32.0%	44 32.4%	26 28.5%	37
Cinema	48.7%	444 56.2%	91 49.5%	33 40.7%	18 47.5%	52 51.3%	93 49.7%	68 50.3%	41 36.9%	47
Restaurant	74.9%	683 74.5%	121 63.0%	42 71.5%	32 89.1%	98 77.0%	139 71.9%	99 78.4%	63 68.7%	88
Pub / bars / nightclubs	57.5%	524 67.9%	110 56.9%	38 51.5%	23 69.6%	77 55.2%	100 43.0%	59 68.8%	56 48.1%	62
Ten pin bowling	14.5%	132 11.3%	18 7.3%	5 11.0%	5 26.6%	29 15.0%	27 12.9%	18 16.3%	13 12.9%	17
Casino	0.8%	8 0.3%	0 0.0%	0 1.6%	1 2.2%	2 0.0%	0 3.0%	4 0.0%	0 0.0%	0
Theatres / concert halls / museums / art galleries and other cultural facilities	44.6%	407 39.4%	64 57.8%	39 48.0%	22 33.2%	37 51.9%	94 30.1%	41 64.1%	52 45.8%	59
(None mentioned)	12.0%	110 10.5%	17 19.1%	13 14.6%	7 7.9%	9 10.9%	20 9.8%	13 6.9%	6 20.2%	26
Weighted base:	912	162	67	45	110	181	137	81	129	
Sample:	912	123	100	100	101	157	119	100	112	

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q28 Where did you last visit for indoor sports or health and fitness activity?									
<i>Those that said 'Indoor sports or health and fitness activity' at Q27 AND Excl. Nulls & SFT</i>									
Zone 1									
Bodywize Evolved, Burbage Road, Burbage, LE10 2TP	0.2%	0	0.8%	0	0.0%	0	0.0%	0	0.0%
Fields Health & Fitness Club, Wheatfield Way, Hinckley, LE10 1YG	2.6%	6	12.0%	6	0.0%	0	0.0%	0	0.0%
Hinckley Leisure Centre, Argents Mead, Hinckley, LE10 1BZ	4.9%	12	14.7%	8	18.1%	3	8.9%	1	0.0%
Hinckley Town Centre	3.4%	8	11.6%	6	15.0%	2	0.0%	0	0.0%
Sapcote Village Centre	0.5%	1	2.4%	1	0.0%	0	0.0%	0	0.0%
Sketchley Grange Hotel & Spa, Sketchley Lane, Burbage, Hinckley, LE10 3HU	3.1%	7	14.4%	7	0.0%	0	0.0%	0	0.0%
Snap Fitness, Rugby Road, The Crescent, Hinckley, LE10 0QD	3.7%	9	13.0%	7	13.8%	2	0.0%	0	0.0%
The Gym Group, Hawley Road, Hinckley, LE10 0PR	0.5%	1	2.4%	1	0.0%	0	0.0%	0	0.0%
The Meeting Centre, Marchant Road, Hinckley, LE10 0LQ	1.2%	3	5.8%	3	0.0%	0	0.0%	0	0.0%
Wolvey Village Centre	1.5%	3	6.8%	3	0.0%	0	0.0%	0	0.0%
Zone 2									
Desford Village Centre	1.5%	4	0.0%	0	13.8%	2	0.0%	0	0.0%
Earl Shilton Town Centre	0.2%	0	0.8%	0	0.0%	0	0.0%	0	0.0%
Forest Hill Golf Club, Markfield Lane, Botcheston, Leicester, LE9 9FH	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%
Huncote Leisure Centre, Sports Field Lane, Huncote, Leicester, LE9 3BN	1.1%	3	0.0%	0	5.3%	1	4.4%	1	0.0%
Zone 3									
Broughton Astley Village Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	0	0.0%
Broughton Atley Leisure Centre, Broughton Way, Leicester, LE9 6AZ	5.0%	12	8.6%	4	0.0%	0	3.0%	0	22.2%
Leire Village Centre	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%
Ullesthorpe Court Hotel & Golf Club, Frolesworth Road, Ullesthorpe, LE17 5BZ	0.3%	1	0.0%	0	0.0%	0	4.5%	1	0.0%
Zone 4									
Blaby Bowling Club, Leicester Road, Blaby, Leicester, LE8 4GQ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blaby Golf Centre, Lutterworth Road, Blaby, LE8 4DP	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blaby Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	2.1%
Cosby Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Countesthorpe Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Fleckney Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	16.0%
Tusk Fitness, Blaby Golf Course, LE8 4DP	1.0%	2	0.0%	0	0.0%	0	0.0%	0	16.0%
Zone 5									
Active Leicester, Aylestone Leisure Centre, Knighton Lane East, Leicester, LE2 6LU	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%
Aylestone Leisure Centre, Saffron Lane, Leicester, LE2 6UD	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.8%
Aylestone Local Centre, Leicester	2.5%	6	0.0%	0	0.0%	0	0.0%	0	16.3%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Hella Gym, Southfields Drive, Leicester, LE2 6QS	1.3%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 11.7%	3 0.0% 0
Knighton Local Centre, Leicester	0.2%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.3%	0 0.0%	0 0.0%	0 0.0% 0
Manor Road Sports Centre, Manor Road, Oadby, LE2 2LL	0.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.7%	1 0.0%	0 0.0% 0
University of Leicester Sport & Active Life, Manor Road, Oadby, Leicester, LE2 2LL	0.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.8%	1 0.0%	0 0.0%	0 0.0% 0
Zone 6									
Hamilton's Honour, London Road, Oadby, Leicester, LE2 5DL	1.2%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 7.0%	3 0.0%	0 0.0% 0
Oadby Town Centre Parklands Leisure Centre, Washbrook Lane, Wigston Road, Oadby, Leicester, LE2 5QG	0.6% 7.4%	1 0.0% 18 0.0%	0 0.0% 0 0.0%	0 0.0% 0 10.7%	0 0.0% 2 2.1%	0 3.8% 0 0.0%	1 0.0% 0 38.5%	0 0.0% 16 0.0%	0 0.0% 0 0.0% 0
South Wigston Village Centre	0.1%	0 0.0%	0 0.0%	0 1.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
The Fitness Bank, Cornwall Road, South Wigston, Leicester, LE18 4XH	1.9%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.8%	1 7.6%	3 0.0%	0 0.0% 0
The Gym Group, Harborough Road, Oadby, Leicester, LE2 4LA	2.5%	6 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 14.6%	6 0.0%	0 0.0% 0
Wigston Pool & Fitness Centre, Station Road, Wigston, LE18 2DP	2.8%	7 0.0%	0 0.0%	0 0.0%	0 2.1%	0 0.0%	0 15.6%	6 0.0%	0 0.0% 0
Wigston Town Centre	0.6%	1 0.0%	0 0.0%	0 0.0%	0 2.1%	0 0.0%	0 1.8%	1 1.5%	0 0.0% 0
Zone 7									
Glenfield Village Centre	1.4%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 12.4%	3 0.0% 0
Groby Sports Hall, Ratby Road, Groby, Leicester, LE6 0FP	0.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 4.5%	1 0.0% 0
Groby Village Centre	0.2%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.5%	0 0.0% 0
Kirby Muxloe Village Centre	0.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.5%	0 1.4% 0
Progress Works Gym, Station Road, Glenfield, Leicester, LE3 8BR	0.7%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 6.0%	2 0.0% 0
Zone 8									
Braunstone Town Centre	0.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.3%	0 0.9%	0 0.0%	0 0.0% 0
David Lloyd, Carlton Park, Narborough, Leicester, LE19 0LF	3.4%	8 0.0%	0 1.8%	0 5.9%	1 2.1%	0 9.2%	3 0.0%	0 11.7%	3 0.0% 0
David Lloyd, Meridian Leisure Park, Lubbesthorpe Way, Leicester, LE19 1JZ	1.9%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.3%	0 0.0%	0 0.0%	0 11.2% 4
Enderby Lawn Tennis Club, Mill Lane, Enderby, Leicester, LE19 4LX	0.1%	0 0.0%	0 1.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Enderby Leisure Centre & Golf Centre, Mill Lane, Enderby, Leicester, LE19 4LX	14.7%	35 6.8%	3 7.1%	1 13.3%	2 29.3%	4 8.9%	3 7.6%	3 9.0%	2 41.4% 15
Enderby Village Centre	0.9%	2 0.0%	0 0.0%	0 1.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 5.4% 2
Living Well, Junction Approach, Leicester, LE19 1WQ	0.3%	1 0.0%	0 0.0%	0 0.0%	0 2.1%	0 1.3%	0 0.0%	0 0.0%	0 0.0% 0
Narborough Village Centre	2.1%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 13.9% 5
Outside Survey Area									
Active Leicester, Braunstone Leisure Centre, Hamelin Road, Leicester, LE3 1JN	0.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.0%	1 1.4% 0
Active Leicester, Leicester Leys Leisure Centre, Beaumont Way, Beaumont Leys, Leicester, LE4 1DS	3.2%	8 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 12.8%	3 11.5% 4
Leicester City Centre	2.1%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.6%	1 0.0%	0 15.4%	4 0.0% 0
Leicester Indoor Bowls & Social Club, Slater Street,	0.1%	0 0.0%	0 0.0%	0 0.0%	0 2.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Leicester, LE3 5AS									
Lutterworth Leisure Centre, Coventry Road, Lutterworth, LE17 4RB	1.7%	4	0.0%	0	0.0%	0	25.2%	4	0.0%
Lutterworth Tennis Club, Hall Park, Bitteswell, Lutterworth, LE17 4LN	0.3%	1	0.0%	0	0.0%	0	4.4%	1	0.0%
Lutterworth Town Centre Market Bosworth Town Centre	0.9%	2	0.0%	0	0.0%	0	13.7%	2	0.0%
Nuffield Health Leicester Fitness & Wellbeing Gym, Byford Way, Leicester, LE4 0DZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nuneaton Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Gym Group, Middleway Retail Park, Burton-on-Trent, DE14 1NB	0.3%	1	0.0%	0	5.3%	1	0.0%	0	0.0%
The Gym Group, Raw Dykes Road (off Aylestone Road), Leicester, LE2 7JZ	1.7%	4	0.0%	0	0.0%	0	0.0%	4	0.0%
Thornton Village Centre	4.4%	10	0.0%	0	12.8%	2	0.0%	0	0.0%
Victoria Park, London Road, Leicester, LE1 7RY	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%
Whitwick and Coalville Leisure Centre, Stephenson Way, Coalville, LE67 3FE	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Others									
Weighted base:	238		51		15		16		
Sample:	186		25		17		28		
							15		
							37		
							41		
							26		
							21		
							37		

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q29 Which cinema did you last visit?									
<i>Those that said 'Cinema' at Q27 AND Excl. Nulls & SFT</i>									
Zone 1									
Cineworld, The Crescent, Station Road, Hinckley, LE10 1AW	16.3%	70	58.9%	51	57.1%	17	13.8%	3	0.0%
Zone 2									
Newbold Verdon Library Cinema, Main Street, Newbold Verdon, LE9 9NP	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Zone 8									
Vue Cinema, Meridian Leisure Park, Leicester, LE19 1JZ	42.6%	183	4.7%	4	28.2%	8	54.5%	10	62.3%
Outside Survey Area									
Cineworld, Junction One, Leicester Road, Rugby, CV21 1RW	1.5%	7	3.6%	3	0.0%	0	18.9%	3	0.0%
Cineworld, Marlborough Gate, Milton Keynes, MK9 3XS	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%
Clarendon Park Cinema, Meeting House, Queens Road, Leicester, LE2 1WP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Odeon Luxe, Freemans Park, Aylestone Road, Leicester, LE2 7LB	11.6%	50	0.0%	0	0.0%	0	0.0%	3	25.0%
Odeon, Bermuda Park, St Davids Way, Nuneaton, CV10 7SD	2.0%	9	7.4%	6	7.3%	2	0.0%	0	0.0%
Odeon, Cattle Market, Loughborough, LE11 3DL	0.2%	1	0.0%	0	2.8%	1	0.0%	0	0.0%
Odeon, New Street, Birmingham, B2 4NU	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Odeon, SkyDome, Croft Road, Coventry, CV1 3AZ	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Phoenix Cinema and Art Centre, Phoenix Square, Midland Street, Leicester, LE1 1TG	9.8%	42	0.0%	0	3.7%	1	1.3%	0	9.1%
Showcase Cinema de Lux Coventry, Gielgud Way, Walsgrave on Sowe, Coventry, CV2 2SZ	4.4%	19	21.3%	19	0.0%	0	1.3%	0	0.0%
Showcase Cinema de Lux Nottingham, Redfield Way, Nottingham, NG7 2UW	0.6%	2	0.0%	0	0.0%	0	0.0%	2	4.7%
Showcase Cinema de Luxe, Highcross Lane, Leicester, LE1 4SD	9.8%	42	3.6%	3	0.0%	0	8.9%	2	18.4%
Others									
Weighted base:	430		87		29		18		52
Sample:	331		50		35		31		38

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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Q30 Where did you last visit to go to a café or restaurant?

Those that said 'Restaurant' at Q27 AND Excl. Nulls & SFT

Zone 1

Barnacles Restaurant & Bar Bistro, Watling Street, Hinckley, LE10 3JA	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Burbage Village Centre Hinckley Town Centre	1.4%	9	7.5%	9	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marina Brewers Fayre, Wharf Farm, Coventry Road, Hinckley, LE10 0NB	8.7%	58	42.6%	50	18.4%	7	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Miller & Carter Hinckley, Watling Street, Burbage, Hinckley, LE10 2JQ	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Pesto at the Axe & Compass, Five Ways, Wolvley, Hinckley, LE10 3HG	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Sapcote Village Centre Sharnford Village Centre	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Stanton Lakes, Broughton Road, Stoney Stanton, LE9 4JA	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Stoney Stanton Village Centre	0.4%	2	1.0%	1	0.7%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.6%	0
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Wolvley Village Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Zone 2

Desford Village Centre Earl Shilton Town Centre	1.8%	12	0.0%	0	17.8%	7	0.0%	0	1.0%	1	0.0%	0	2.9%	3	1.9%	1
Elmsthorpe Village Centre	0.4%	3	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Huncote Village Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbold Verdon Village Centre	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Pesto at the White Horse, Leicester Lane, Desford, Leicester, LE9 9JJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
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The Windmill Inn, Brascote, Newbold Verdon, Leicester, LE9 9LE	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Thurlaston Garden Centre, Croft Road, Thurlaston, Leicester, LE9 7TB	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
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Thurlaston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.6%	0
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Zone 3

Broughton Astley Village Centre	1.2%	8	1.0%	1	6.5%	2	12.3%	4	0.3%	0	0.0%	0	0.4%	0	0.0%	0
Bruntingthorpe Village Centre	0.1%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0

Claybrooke Magna Village Centre	0.1%	1	0.0%	0	0.7%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Dunton Bassett Village Centre	0.1%	1	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
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Gilmorton Village Centre Leire Village Centre	1.2%	8	0.0%	0	0.0%	0	16.9%	5	1.6%	2	0.4%	0	0.0%	0	0.0%	0
Peatling Parva Village Centre	1.1%	7	0.0%	0	0.0%	0	11.2%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3
The Mill On The Soar, Coventry Road, Broughton Astley, Leicester, LE9 6QD	0.2%	1	0.3%	0	0.0%	0	1.5%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0

Ullesthorpe Court Hotel & Golf Club, Frolesworth Road, Ullesthorpe, LE17 5BZ	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Ullesthorpe Village Centre	0.1%	1	0.3%	0	0.0%	0	0.8%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
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Arnesby Village Centre Attfield's Farm Shop & Cafe, Countesthorpe Road, Leicester, LE8 6LD	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Blaby Town Centre Cherry Lane Glebe, Foston Road, Countesthorpe,	1.9%	13	0.0%	0	0.7%	0	0.0%	0	1.9%	2	3.6%	5	4.0%	4	0.0%	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	

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Leicester, LE8 5QP									
Cosy Village Centre	0.6%	4	0.0%	0	0.0%	0	3.0%	1	3.0%
Countesthorpe Village Centre	5.4%	35	0.0%	0	0.0%	0	35.1%	34	0.0%
Kilby Village Centre	0.4%	3	0.0%	0	0.0%	0	2.8%	3	0.0%
Peatling Magna Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Whetstone Village Centre	1.9%	13	0.0%	0	0.0%	0	4.5%	1	6.5%
Zone 5									
Aylestone Local Centre, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Clarendon Park Road, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	1	0.0%
Glen Parva District Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Heritage India, Welford Road, Leicester, LE2 6EH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Knighton Local Centre, Leicester	0.3%	2	0.0%	0	0.0%	0	0.3%	0	1.1%
Stoneygate Local Centre, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6									
Bella Italia, Leicester Road, Wigston, LE18 1JW	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.7%
Brocks Hill Country Park, Washbrook Lane, Oadby, Leicester, LE2 5JJ	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%
Fox Pond Pub & Grill, Glen Rise, Oadby, Leicester, LE2 4RG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%
Hinglish, Shire Court, Gloucester Crescent, Wigston, LE18 4XJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oadby Town Centre	7.8%	52	0.0%	0	0.0%	0	0.8%	0	7.7%
South Wigston Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wigston Town Centre	3.6%	24	0.0%	0	0.0%	0	0.0%	3	6.4%
Zone 7									
Bradgate Park, Newtown Linford, Leicester, LE6 0HE	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Glenfield Village Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	1.1%
Groby Village Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirby Muxloe Village Centre	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Newtown Linford Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ratby Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8									
Braunstone Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Enderby Village Centre	1.2%	8	0.0%	0	2.1%	1	0.0%	0	0.7%
Everards Meadows, Cooper Way, Leicester, LE19 2AN	0.4%	2	0.0%	0	0.0%	0	2.3%	1	0.0%
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	10.7%	71	8.2%	10	7.6%	3	9.4%	3	15.4%
Grove Farm, Barton Close, Enderby, Leicester, LE19 1SJ	0.5%	3	0.0%	0	0.7%	0	0.0%	0	0.0%
Leicester Forest East Local Centre	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%
Meridian Leisure Park, Lubbesthorpe Way, Braunstone Town, Leicester, LE19 1JZ	2.3%	15	0.0%	0	0.0%	0	2.8%	3	3.4%
Narborough Village Centre	3.0%	20	0.3%	0	2.1%	1	0.0%	0	2.7%
Palmers at Enderby, St Johns, Enderby, Leicester, LE19 2BS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Survey Area									
Anstey Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch Town Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%
Attleborough Town Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Barrow upon Soar Village Centre	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.9%	1 0.0% 0
Barston Village Centre	0.4%	3 2.5%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Bedworth Town Centre	0.2%	2 1.4%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Belgrave Road, Leicester	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0% 0
Berkhamsted Town Centre	0.1%	0 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Birmingham City Centre	0.5%	4 0.0%	0 0.0%	0 2.3%	1 0.0%	0 0.0%	0 2.9%	3 0.0%	0 0.0% 0
Bitteswell Village Centre	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.7%	1 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Bournemouth Town Centre	0.0%	0 0.0%	0 0.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Burton Overy Village Centre	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
Cambridge City Centre	0.3%	2 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.4%	0 0.4%	0 0.0%	0 0.0% 0
Cardiff City Centre	0.3%	2 0.0%	0 0.0%	0 0.0%	0 2.3%	2 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Castle Donington Town Centre	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
Central London / West End	0.8%	5 0.0%	0 0.0%	0 0.0%	0 0.3%	0 3.9%	5 0.0%	0 0.0%	0 0.0% 0
Chester City Centre	0.1%	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
Chorleywood Village Centre	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
Coalville Town Centre	0.1%	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
Coleorton Village Centre	0.1%	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
Cotesbach Village Centre	0.6%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 4.4% 4
Coventry City Centre	0.7%	4 2.9%	3 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Cropston Village Centre	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.3%	1 0.0% 0
Edinburgh City Centre	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0% 0
Enfield Town Centre	0.0%	0 0.0%	0 0.0%	0 0.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Evington Local Centre, Leicester	0.5%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.1%	3 0.0%	0 0.0% 0
Evington Road, Leicester	0.1%	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
Fort William Town Centre	0.1%	0 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Freemen's Common Local Centre, Leicester, LE2 7TD	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.7%	1 0.0%	0 0.0%	0 0.0% 0
Gloucester City Centre	0.1%	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
Great Glen Village Centre	0.5%	3 0.0%	0 0.0%	0 0.0%	0 0.7%	1 2.2%	3 0.0%	0 0.0%	0 0.0% 0
Gunley Village Centre	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Hambleton Village Centre	0.1%	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
Harwood Dale Village Centre	0.1%	0 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Hayle Town Centre	0.0%	0 0.0%	0 0.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Isleworth Town Centre	0.0%	0 0.0%	0 0.0%	0 0.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Kenilworth Town Centre	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Keswick Town Centre	0.2%	1 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Kettering Town Centre	0.1%	1 0.0%	0 0.0%	0 2.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Kibworth Beauchamp Village Centre	0.3%	2 0.0%	0 0.0%	0 2.3%	1 1.0%	1 0.4%	0 0.0%	0 0.0%	0 0.0% 0
Kilworth House Theatre, Lutterworth Road, Lutterworth, LE17 6JE	0.4%	3 2.5%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Leicester City Centre	17.1%	113 8.4%	10 18.9%	7 0.8%	0 6.7%	7 28.1%	37 5.6%	5 20.0%	13 39.9% 35
Lichfield City Centre	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0% 0
Llandudno Town Centre	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Looe Town Centre	0.0%	0 0.0%	0 0.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Loughborough Town Centre	0.1%	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
Lutterworth Golf Club, Rugby Road, Lutterworth, LE17 4HN	0.1%	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
Lutterworth Town Centre	0.7%	5 0.3%	0 0.0%	0 10.2%	3 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Market Bosworth Town Centre	0.3%	2 1.0%	1 1.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.6% 0
Market Harborough Town Centre	1.9%	13 2.7%	3 0.0%	0 5.3%	2 1.3%	1 3.2%	4 1.9%	2 0.0%	0 0.6% 0
Markfield Village Centre	0.1%	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
Newquay Town Centre	0.1%	1 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0% 0
North Kilworth Village Centre	0.1%	1 0.0%	0 0.0%	0 2.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Nuneaton Town Centre	0.6%	4 3.2%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Oakham Town Centre	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.7%	1 0.0%	0 0.0%	0 0.0% 0
Padstow Town Centre	0.0%	0 0.0%	0 0.0%	0 0.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Queens Road, Leicester	0.1%	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
Rebecca's Kitchen, B4027, Stretton under Fosse, CV23 0PE	0.1%	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
Royal Leamington Spa Town Centre	0.1%	0 0.0%	0 0.0%	0 1.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Rugby Town Centre	0.2%	1 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0

Column %ges.

Weighted:

August 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Shearsby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sheepy Magna Village Centre	0.5%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	
Sheringham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	
Skegness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Somerby Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	
Stoke Golding Village Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Stratford-upon-Avon Town Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sunnyside Garden Centre, Leicester Road, Ibstock, LE67 6HL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	
Sutton Coldfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sutton-in-Ashfield Town Centre	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Swannington Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	
Swithland Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	
Syston Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	
The Bulls Head at Abbots Oak, Warren Hills Road, Coalville, LE67 4UY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	
The Copt Oak, Whitwick Road, Copt Oak, Markfield, LE67 9QB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	
The Harrow Inn, Melton Road, Thurmaston, LE4 8EB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	
The Ladybridge Beefeater, Bonehill Road, Tamworth, B78 3HE	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
The Long Shoot, A5, Nuneaton, CV11 6JH	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
The Royal Oak, London Road, Coventry, CV3 4AL	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Toby Carvery, Forest Road, Loughborough, LE11 3HU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	
Tur Langton Village Centre	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%	
Welham Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	
Weymouth Town Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Wistow Rural Centre, Kibworth Road, Wistow, LE8 0QF	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%	
Withybrook Village Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Woodhouse Eaves Village Centre	0.5%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	
Others																		
Weighted base:		661		117		38		31		98		130		97		63		87
Sample:		610		84		59		62		85		104		79		67		70

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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Q31 Where did you last visit to go to pubs, bars or nightclubs?

Those that said 'Pub / bars / nightclubs' at Q27 AND Excl. Nulls & SFT

Zone 1

Burbage Village Centre	2.1%	11	9.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	11.7%	60	48.5%	53	18.1%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Sapcote Village Centre	0.4%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharnford Village Centre	0.3%	1	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoney Stanton Village Centre	2.8%	15	11.0%	12	3.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0

Zone 2

Botchaston Village Centre	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croft Village Centre	0.4%	2	0.4%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Desford Village Centre	2.9%	15	0.0%	0	31.8%	11	0.0%	0	0.0%	0	0.5%	0	5.1%	3
Earl Shilton Town Centre	1.0%	5	0.0%	0	12.7%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Elmsthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Huncote Village Centre	0.3%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbold Verdon Village Centre	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Zone 3

The Bulls Head, Hinckley Road, Leicester, LE9 9JE	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
The Windmill Inn, Brascole, Newbold Verdon, Leicester, LE9 9LE	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurlaston Village Centre	0.1%	1	0.0%	0	1.5%	1	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	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Village Centre	2.0%	10	2.7%	3	0.8%	0	23.7%	5	1.3%	1	0.0%	0	0.7%	0
Bruntingthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Claybrooke Magna Village Centre	0.2%	1	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Dunton Bassett Village Centre	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Gilmorton Village Centre	1.2%	6	0.0%	0	0.0%	0	20.7%	5	0.0%	0	0.0%	0	0.0%	1
Leire Village Centre	0.8%	4	0.0%	0	0.8%	0	15.9%	3	0.0%	0	0.0%	0	0.0%	0
Peatling Parva Village Centre	0.2%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Ullsthorpe Village Centre	0.6%	3	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	2.1%	1

Zone 4

Blaby Town Centre	2.0%	10	0.0%	0	0.0%	0	0.0%	0	4.5%	3	4.8%	5	0.7%	0
Cosby Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Countesthorpe Village Centre	7.0%	36	0.0%	0	0.0%	0	0.0%	0	48.8%	36	0.0%	0	0.0%	0
Kilby Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Peatling Magna Village Centre	0.2%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Whetstone Village Centre	2.1%	11	0.0%	0	0.0%	0	0.0%	0	11.7%	9	0.0%	0	0.7%	0

Zone 5

Aylestone Local Centre, Leicester	2.4%	12	0.0%	0	0.0%	0	0.0%	0	11.2%	11	0.7%	0	0.0%	0
Glen Parva District Centre	2.7%	14	0.0%	0	0.0%	0	1.1%	0	0.4%	0	13.6%	13	0.0%	0
Knighton Local Centre, Leicester	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.4%	0	4.4%	4	0.0%	0
Stoneygate Local Centre, Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Cow and Plough, Gartree Road, Oadby, Leicester, LE2 2FB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Zone 6

Oadby Town Centre	9.1%	46	0.0%	0	0.0%	0	0.0%	0	0.4%	0	17.7%	17	51.1%	29
South Wigston Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
The Fairfield Inn, Gloucester Crescent, Wigston, LE18 4YE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Wigston Town Centre	4.0%	20	0.0%	0	0.0%	0	0.0%	0	3.1%	2	4.3%	4	23.0%	13

Zone 7

Glenfield Village Centre	2.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	12
Groby Village Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	8
Kirby Muxloe Village Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	8
Newtown Linford Village	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	5.9%	3

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Centre									
Ratby Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8									
Braunstone Town Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Enderby Village Centre	0.6%	3	0.4%	0	0.0%	0	0.0%	0	0.0%
Everards Meadows, Cooper Way, Leicester, LE19 2AN	0.7%	3	0.0%	0	0.8%	0	0.0%	0	0.0%
Fosse Shopping Park (includes Fosse Park West), Leicester, LE19 1HY	1.0%	5	3.2%	3	0.0%	0	0.0%	0	0.0%
Grove Farm, Barton Close, Enderby, Leicester, LE19 1SJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Forest East Local Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Littlethorpe Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Meridian Leisure Park, Lubbesthorpe Way, Braunstone Town, Leicester, LE19 1JZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Narborough Village Centre	4.8%	25	0.8%	1	0.8%	0	0.0%	0	0.0%
Outside Survey Area									
Abergavenny Town Centre	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%
Attleborough Town Centre	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Barrow upon Soar Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Brinklow Village Centre	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Bristol City Centre	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Burton Overy Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge City Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%
Carlisle City Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%
Central London / West End	0.3%	2	0.0%	0	0.8%	0	0.0%	0	0.0%
Charnwood Arms, Beveridge Lane, Bardon Hill, Coalville, LE67 1TB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coleorton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry City Centre	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Cropston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Evington Local Centre, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Evington Road, Leicester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Falmouth Town Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%
Foxton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Glen Village Centre	0.9%	5	0.0%	0	0.0%	0	0.4%	0	4.5%
Gumley Village Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%
Ibstock Town Centre	0.6%	3	2.9%	3	0.0%	0	0.0%	0	0.0%
Keyham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kibworth Beauchamp Village Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%
Lamport Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	5.2%
Leicester City Centre	12.0%	61	6.1%	7	3.8%	1	1.1%	0	6.5%
Liverpool City Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%
Loughborough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lutterworth Town Centre	0.3%	1	0.0%	0	0.0%	0	3.2%	1	0.9%
Market Bosworth Town Centre	0.2%	1	0.0%	0	3.0%	1	0.0%	0	0.0%
Market Harborough Town Centre	0.3%	1	0.0%	0	0.0%	0	0.4%	0	0.0%
Markfield Village Centre	0.7%	4	0.0%	0	0.8%	0	0.0%	0	0.0%
Mowsley Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newark-on-Trent Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nuneaton Town Centre	0.7%	4	3.3%	4	0.0%	0	0.0%	0	0.0%
Perranporth Town Centre	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%
Rugby Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shearsby Village Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%
Sheringham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%
Skegness Town Centre	0.3%	1	0.0%	0	0.0%	0	1.1%	0	0.0%
Somerby Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend Town Centre	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Stoke Golding Village Centre	0.1%	1 0.4%	0 0.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Swannington Village Centre	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.7%	0 0.0%
Tenby Town Centre	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.7%	0 0.0%
The Bulls Head at Abbots Oak, Warren Hills Road, Coalville, LE67 4UY	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.7%	0 0.0%
The Long Shoot, A5, Nuneaton, CV11 6JH	0.1%	0 0.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
The Old Horse, London Road, Leicester, LE2 1NE	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.5%	0 0.0%	0 0.0%	0 0.0%
The Waterside Inn, Sileby Road, Mountsorrel, LE12 7BB	0.1%	0 0.0%	0 0.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Thornton Village Centre	0.1%	0 0.0%	0 0.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Tur Langton Village Centre	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.5%	0 0.0%	0 0.0%	0 0.0%
Welham Village Centre	0.5%	3 0.0%	0 0.0%	0 0.0%	0 3.7%	3 0.0%	0 0.0%	0 0.0%	0 0.0%
Weymouth Town Centre	0.1%	0 0.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Woodhouse Eaves Village Centre	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.1%	1 0.0%
Others									
Weighted base:	511	109	35	22	73	99	56	55	61
Sample:	447	68	51	52	52	73	49	50	52

Q32 Where did you last visit to go ten-pin bowling?

Those that said 'Ten pin bowling' at Q27 AND Excl. Nulls & SFT

Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
Hollywood Bowl, Lubbesthorpe Way, Leicester, LE19 1JZ	66.1%	83 24.0%	4 22.0%	1 43.9%	2 57.8%	17 84.5%	20 64.3%	11 97.0%
Outside Survey Area								
Coventry City Centre	4.0%	5 23.4%	4 0.0%	0 11.0%	0 0.0%	0 0.0%	0 3.0%	0 0.0%
Lane 7, Grand Central Station, Great Central Street, Leicester, LE1 4JT	16.5%	21 0.0%	0 56.1%	3 0.0%	0 42.2%	12 0.0%	0 33.6%	6 0.0%
Leicester City Centre	3.6%	5 19.4%	3 5.5%	0 0.0%	0 0.0%	0 0.0%	0 2.2%	0 0.0%
Nuneaton Bowl, The Bermuda Park, St Davids Way, Nuneaton, CV10 7SD	0.3%	0 2.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Nuneaton Town Centre	4.9%	6 28.6%	5 16.4%	1 5.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Olympia Leisure, Foreshore Road, Scarborough, YO11 1NU	0.3%	0 2.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Skegness Bowl, Grand Parade, Skegness, PE25 2UE	2.9%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 15.5%	4 0.0%	0 0.0%
Tenpin, Star City, Birmingham, B7 5SB	1.3%	2 0.0%	0 0.0%	0 39.6%	2 0.0%	0 0.0%	0 0.0%	0 0.0%
Others								
Weighted base:	126	18	5	4	29	24	17	13
Sample:	78	11	6	8	13	12	9	10

Column %ges.

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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Q33 Where did you last visit to play casino?

Those that said 'Casino' at Q27 AND Excl. Nulls & SFT

Zone 1**Zone 2****Zone 3****Zone 4****Zone 5****Zone 6****Zone 7****Zone 8****Outside Survey Area**

Coventry City Centre	10.3%	0	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Genting Casino, East Bond Street, Leicester, LE1 4SU	27.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Grosvenor Casino, Highcross Street, Leicester, LE1 4NN	62.0%	2	0.0%	0	0.0%	0	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Others

Weighted base:	4	0	0	0	2	0	1	0	0
Sample:	3	1	0	0	1	0	1	0	0

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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Q34 Where did you last visit for theatres / concert halls / museums / art galleries and other cultural facilities?

Those that said 'Theatres / concert halls / museums / art galleries and other cultural facilities' at Q27 AND Excl. Nulls & SFT

Zone 1

Hinckley Town Centre	6.7%	26	32.2%	20	9.0%	3	0.0%	0	0.0%	0	0.0%	0	8.0%	3	0.8%	0	0.0%	0
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Zone 2**Zone 3****Zone 4****Zone 5****Zone 6****Zone 7****Zone 8****Outside Survey Area**

Anstey Village Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0		
Bedford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0		
Birmingham City Centre	3.7%	14	2.0%	1	12.7%	4	8.0%	2	2.6%	1	4.5%	4	0.0%	0	0.8%	0	2.6%	1
Brighton City Centre	0.8%	3	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4
Central London / West End	10.0%	39	17.9%	11	0.0%	0	10.0%	2	22.1%	8	8.1%	7	1.0%	0	9.9%	5	8.7%	5
Chichester City Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compton Verney Village Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry Building Society Arena, Judds Lane, Coventry, CV6 6GE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1		
Coventry City Centre	1.6%	6	8.9%	5	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cromer Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
De Montfort Hall, Granville Road, Leicester, LE1 7RU	0.6%	2	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Derby City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Glasgow City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Great Malvern Town Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth Town Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	0.1%	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
Kilworth House Theatre, Lutterworth Road, Lutterworth, LE17 6JE	1.6%	6	0.0%	0	0.8%	0	1.1%	0	2.6%	1	0.0%	0	9.8%	3	2.3%	1	0.0%	0
Leeds City Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	64.3%	249	18.7%	11	68.1%	24	56.5%	12	63.1%	23	83.2%	74	71.6%	25	73.5%	38	72.4%	42
Lichfield City Centre	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Loughborough Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.6%	1
Lutterworth Town Centre	0.5%	2	0.0%	0	0.0%	0	3.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Midlands Arts Centre, Cannon Hill Park, Birmingham, B12 9QH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle upon Tyne City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre, Isle of Wight	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	2.1%	8	0.0%	0	5.6%	2	0.0%	0	6.2%	2	0.0%	0	9.5%	3	0.8%	0	0.0%	0
Nuneaton Town Centre	0.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Oxford City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheringham Town Centre	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.8%	3	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.9%	3	3.3%	2	3.1%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royal Air Force Museum Midlands, Lysander Avenue, Cosford, Shifnal, TF11 8UP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Ullapool Village Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
V&A Dundee, Riverside Esplanade, Dundee, DD1 4EZ	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Wattisham Station Heritage, Wattisham Airfield, Ipswich, IP7 7RA	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%
Woodhall Spa Village Centre	0.1%	0 0.0%	0 0.0%	0 1.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Others									
Weighted base:	387	61	35	21	37	88	36	51	58
Sample:	399	47	47	49	37	74	41	58	46

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q35 Which leisure facilities would you like to see more of in the area? [MR]									
More / better leisure facilities / activities for teenagers	7.5%	69	9.4%	15	7.8%	5	2.1%	1	7.3%
More / better leisure facilities / activities for young children	7.0%	64	5.2%	8	2.4%	2	0.5%	0	8.2%
Swimming pool - indoor	6.7%	61	0.8%	1	2.8%	2	30.6%	14	7.4%
More / better parks / green spaces	5.6%	51	2.4%	4	0.0%	0	0.0%	0	9.9%
Play spaces / park facilities	4.8%	44	2.8%	5	0.0%	0	0.0%	0	21.5%
More children facilities / activities	4.6%	42	2.0%	3	0.0%	0	0.0%	0	13.3%
Better shopping facilities	4.0%	36	2.1%	3	0.4%	0	0.0%	0	11.0%
More / better leisure facilities / activities for families	3.7%	34	0.3%	0	0.0%	0	0.0%	0	4.3%
More / better leisure facilities / activities for the elderly	3.6%	33	1.0%	2	0.0%	0	0.5%	0	9.0%
Restaurants	2.6%	24	1.8%	3	0.4%	0	0.0%	0	4.5%
Swimming pool - outdoor	2.5%	23	0.8%	1	0.0%	0	7.9%	4	0.0%
More sports facilities (football pitches, tennis courts, etc.)	2.5%	23	4.1%	7	1.6%	1	0.0%	0	4.8%
More outdoor entertainment / events (includes festivals)	2.4%	22	2.0%	3	0.8%	1	0.0%	0	4.7%
Cinema	2.1%	20	8.5%	14	0.8%	1	0.0%	0	2.4%
Bars / pubs	2.0%	18	3.8%	6	0.8%	1	0.0%	0	0.3%
Health and fitness venues (including gyms)	1.8%	17	0.0%	0	0.0%	0	0.0%	0	2.2%
Ten-pin bowling alley	1.7%	15	8.6%	14	0.4%	0	0.0%	0	0.3%
Cycle paths / area	1.7%	15	0.0%	0	0.4%	0	1.6%	1	2.2%
Cafes	1.6%	15	2.2%	4	0.0%	0	0.0%	0	0.0%
Cheaper prices to access leisure facilities	1.5%	14	0.0%	0	0.0%	0	1.6%	1	2.2%
Leisure centre	1.4%	13	0.3%	0	0.0%	0	0.5%	0	7.7%
Theatre	1.3%	12	0.0%	0	0.4%	0	0.0%	0	2.4%
Crazy golf	1.1%	10	0.0%	0	0.0%	0	0.0%	0	2.4%
Better disability access at leisure facilities	1.0%	9	1.0%	2	0.0%	0	0.0%	0	0.3%
Don't close the local cinema	1.0%	9	5.6%	9	0.0%	0	0.0%	0	0.0%
More / better walking areas / footpaths / bridleways	1.0%	9	0.0%	0	4.6%	3	0.0%	0	0.3%
Indoor soft play areas	0.9%	9	0.0%	0	0.0%	0	4.5%	5	2.0%
Improved public transport to leisure facilities	0.9%	8	2.1%	3	1.2%	1	0.5%	0	0.0%
Comedy clubs	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.1%
Live music venues	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.8%
Soft play areas	0.7%	7	4.1%	7	0.0%	0	0.0%	0	0.0%
Hotels	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.2%
Don't close the local golf course	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.4%
Skateboarding	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.1%
Climbing centres	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Dance facilities	0.4%	4	0.0%	0	0.8%	1	0.0%	0	0.0%
More / better car parking at leisure facilities	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Bingo venues	0.4%	3	2.1%	3	0.0%	0	0.0%	0	0.0%
More green spaces / woodland	0.4%	3	0.0%	0	0.0%	0	0.5%	0	0.0%
Better library / library open longer	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Community centres	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%
Ice rink	0.3%	3	0.0%	0	0.8%	1	0.0%	0	2.2%
Museum / art galleries	0.3%	3	0.0%	0	0.0%	0	0.5%	0	0.0%
Karting	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Ski / snow centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Earlier / later opening hours at leisure facilities	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Extreme sports	0.3%	3	0.0%	0	3.8%	3	0.0%	0	0.0%
Trampoline parks	0.3%	2	0.0%	0	0.0%	0	2.2%	2	0.0%
Outdoor gyms	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Martial arts	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
More information of what's available	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
More types of classes available	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BMX track	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%
Improve / update the current leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(None)	52.0%	474	43.9%	71	66.0%	44	60.6%	27	31.3%
(Don't know)	5.7%	52	11.6%	19	7.8%	5	5.1%	2	14.0%
Weighted base:	912		162		67		45		110
Sample:	912		123		100		100		101

Q36 How do you normally travel when visiting leisure destinations?

Car / van (as driver)	60.6%	553	57.9%	94	59.4%	40	58.3%	26	78.6%	86	55.8%	101	64.1%	88	74.4%	60	44.6%	57
Car / van (as passenger)	9.1%	83	14.7%	24	8.8%	6	14.2%	6	3.5%	4	7.5%	13	9.4%	13	8.4%	7	7.7%	10
Bus, minibus or coach	6.3%	57	2.2%	4	9.6%	6	0.5%	0	3.4%	4	10.3%	19	6.0%	8	4.4%	4	9.9%	13
Motorcycle, scooter or moped	0.2%	2	0.0%	0	0.4%	0	0.0%	0	0.3%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Walk	6.2%	57	9.0%	15	1.2%	1	7.7%	3	2.8%	3	6.9%	13	5.2%	7	4.5%	4	9.1%	12
Taxi	1.5%	13	2.1%	3	1.2%	1	0.0%	0	0.3%	0	3.9%	7	0.0%	0	0.5%	0	1.2%	1
Train	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.3%	0	0.0%	0	2.8%	4
Bicycle	0.6%	5	0.5%	1	0.0%	0	0.0%	0	2.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.5%	32	3.2%	5	3.1%	2	3.1%	1	5.5%	6	0.3%	0	7.3%	10	1.0%	1	4.4%	6
(Don't visit leisure destinations)	11.0%	100	10.5%	17	16.2%	11	14.6%	7	3.5%	4	10.9%	20	7.7%	11	6.9%	6	20.2%	26
Weighted base:	912		162		67		45		110		181		137		81		129	
Sample:	912		123		100		100		101		157		119		100		112	

GEN Gender of respondent.

Male	29.1%	265	36.3%	59	28.7%	19	29.7%	13	27.8%	31	24.3%	44	24.7%	34	36.1%	29	27.9%	36
Female	70.9%	647	63.7%	103	71.3%	48	70.3%	32	72.2%	79	75.7%	137	75.3%	103	63.9%	52	72.1%	93
Weighted base:	912		162		67		45		110		181		137		81		129	
Sample:	912		123		100		100		101		157		119		100		112	

AGE Could I ask how old you are please?

18 – 24 years	9.4%	86	11.8%	19	6.2%	4	4.0%	2	20.1%	22	6.0%	11	12.5%	17	3.8%	3	6.0%	8
25 – 34 years	10.5%	96	9.8%	16	9.3%	6	8.1%	4	17.9%	20	8.1%	15	18.7%	26	7.6%	6	3.0%	4
35 – 44 years	18.2%	166	23.6%	38	13.6%	9	8.8%	4	19.5%	21	13.2%	24	27.2%	37	8.3%	7	19.7%	25
45 – 54 years	18.7%	171	21.8%	35	23.1%	16	15.0%	7	14.5%	16	20.6%	37	13.5%	19	24.6%	20	16.7%	22
55 – 64 years	18.8%	171	15.8%	26	21.6%	15	24.9%	11	12.0%	13	26.4%	48	8.0%	11	19.0%	15	25.4%	33
65+ years	24.3%	222	17.2%	28	26.1%	18	39.1%	18	15.9%	17	25.7%	47	20.1%	28	36.7%	30	29.1%	37
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	912		162		67		45		110		181		137		81		129	
Sample:	912		123		100		100		101		157		119		100		112	

CAR How many cars / motorcycles does your household own / have access to?

None	10.6%	97	18.5%	30	15.8%	11	4.2%	2	2.9%	3	16.6%	30	3.8%	5	5.9%	5	8.7%	11
1	38.3%	349	34.7%	56	22.3%	15	34.2%	15	33.3%	37	47.9%	87	43.6%	60	33.0%	27	41.1%	53
2	33.8%	308	27.9%	45	31.9%	22	45.0%	20	44.3%	49	20.4%	37	37.8%	52	46.4%	38	35.6%	46
3	10.3%	94	9.3%	15	17.5%	12	8.4%	4	13.5%	15	11.8%	21	8.0%	11	9.8%	8	6.7%	9
4+	3.3%	30	5.3%	9	5.4%	4	4.2%	2	6.0%	7	1.3%	2	2.7%	4	1.5%	1	1.9%	2
(Refused)	3.7%	33	4.3%	7	7.0%	5	4.0%	2	0.0%	0	2.0%	4	4.1%	6	3.5%	3	6.0%	8
Weighted base:	912		162		67		45		110		181		137		81		129	
Sample:	912		123		100		100		101		157		119		100		112	

Weighted:

August 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
QUOTA Zone									
Zone 1	17.7%	162	100.0%	162	0.0%	0	0.0%	0	0.0%
Zone 2	7.4%	67	0.0%	0	100.0%	67	0.0%	0	0.0%
Zone 3	5.0%	45	0.0%	0	0.0%	0	100.0%	45	0.0%
Zone 4	12.1%	110	0.0%	0	0.0%	0	100.0%	110	0.0%
Zone 5	19.8%	181	0.0%	0	0.0%	0	100.0%	181	0.0%
Zone 6	15.1%	137	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7	8.9%	81	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8	14.1%	129	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		912		162		67		45	
Sample:		912		123		100		100	
PC Postcode Sector									
LE10 0	9.1%	83	51.3%	83	0.0%	0	0.0%	0	0.0%
LE10 1	0.5%	5	3.0%	5	0.0%	0	0.0%	0	0.0%
LE10 2	2.7%	24	15.1%	24	0.0%	0	0.0%	0	0.0%
LE10 3	1.7%	16	9.8%	16	0.0%	0	0.0%	0	0.0%
LE17 5	2.2%	20	0.0%	0	0.0%	0	44.4%	20	0.0%
LE18 1	4.8%	44	0.0%	0	0.0%	0	0.0%	0	0.0%
LE18 2	2.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%
LE18 3	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%
LE18 4	2.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%
LE19 2	3.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%
LE19 3	2.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%
LE19 4	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
LE2 2	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
LE2 3	6.6%	61	0.0%	0	0.0%	0	0.0%	61	0.0%
LE2 4	3.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%
LE2 5	2.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%
LE2 6	4.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%
LE2 8	4.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%
LE2 9	3.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%
LE3 2	4.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%
LE3 3	2.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%
LE3 8	2.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%
LE6 0	4.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%
LE8 4	5.5%	51	0.0%	0	0.0%	0	45.9%	51	0.0%
LE8 5	2.2%	20	0.0%	0	0.0%	0	18.4%	20	0.0%
LE8 6	1.2%	11	0.0%	0	0.0%	0	10.1%	11	0.0%
LE8 8	0.7%	7	0.0%	0	0.0%	0	6.2%	7	0.0%
LE9 1	0.9%	8	0.0%	0	0.0%	0	7.3%	8	0.0%
LE9 2	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%
LE9 3	1.0%	9	0.0%	0	13.6%	9	0.0%	0	0.0%
LE9 4	3.7%	34	20.7%	34	0.0%	0	0.0%	0	0.0%
LE9 6	2.8%	25	0.0%	0	0.0%	0	55.6%	25	0.0%
LE9 7	3.1%	28	0.0%	0	42.1%	28	0.0%	0	0.0%
LE9 9	3.3%	30	0.0%	0	44.2%	30	0.0%	0	0.0%
Weighted base:		912		162		67		45	
Sample:		912		123		100		101	

Column %ges.