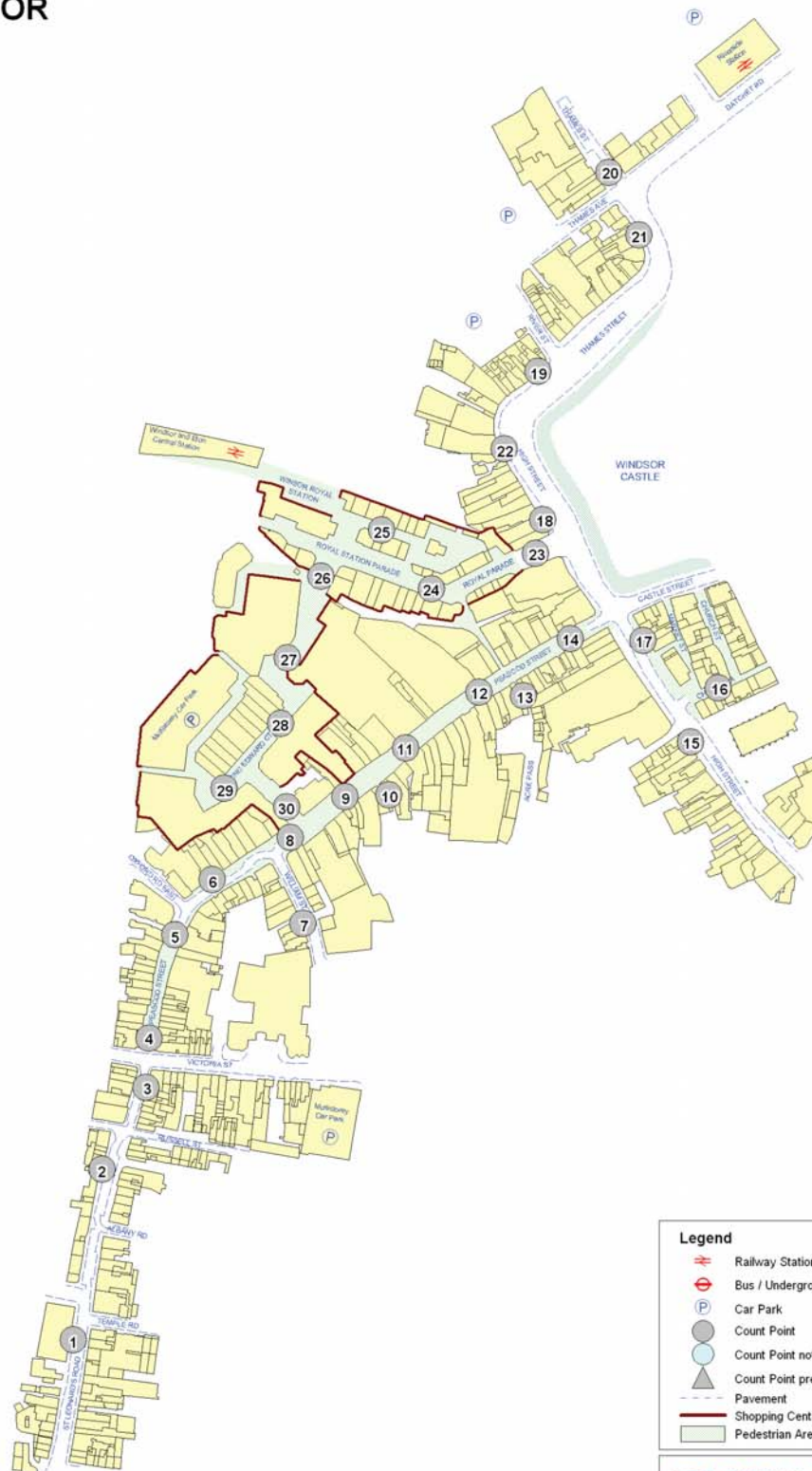


Appendix A

Plan of pedestrian footfall count points in Windsor Town Centre



Legend

	Railway Station
	Bus / Underground Station
	Car Park
	Count Point
	Count Point not at ground level
	Count Point precedes date of plan
	Pavement
	Shopping Centre
	Pedestrian Area

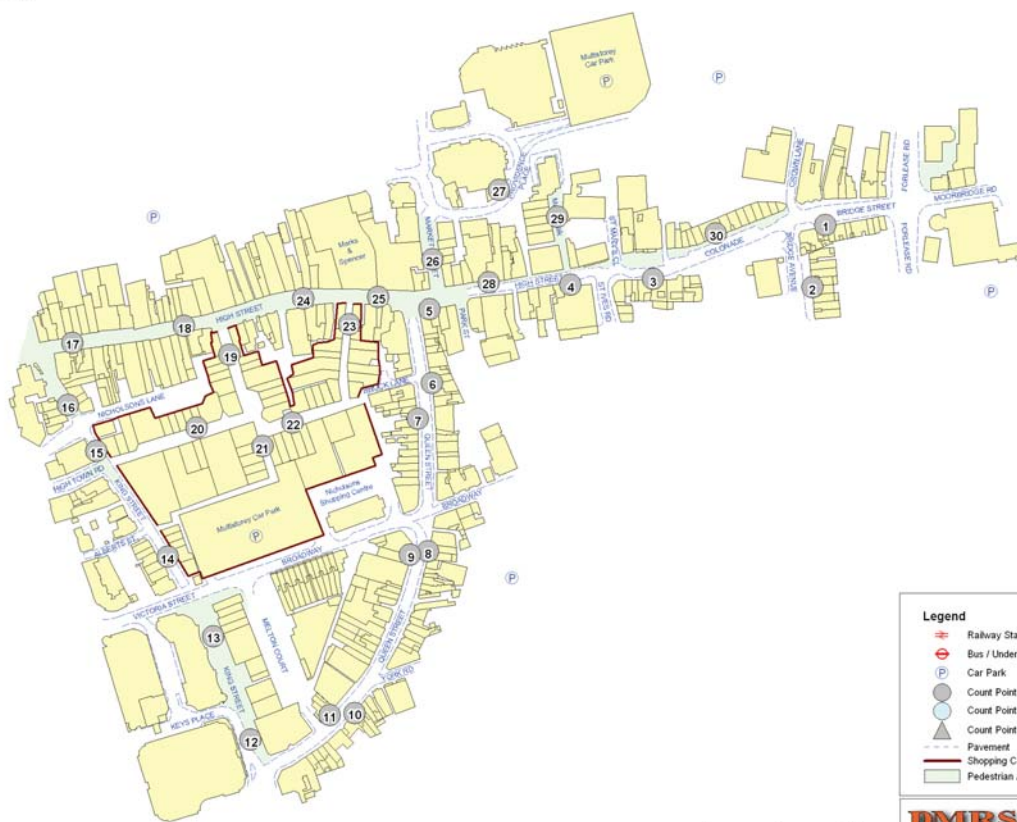


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Appendix B

Plan of pedestrian footfall count points in Maidenhead Town Centre

MAIDENHEAD



- Legend**
- Railway Station
 - Bus / Underground Station
 - Car Park
 - Count Point
 - Count Point not at ground level
 - Count Point precedes date of plan
 - Pavement
 - Shopping Centre
 - Pedestrian Area

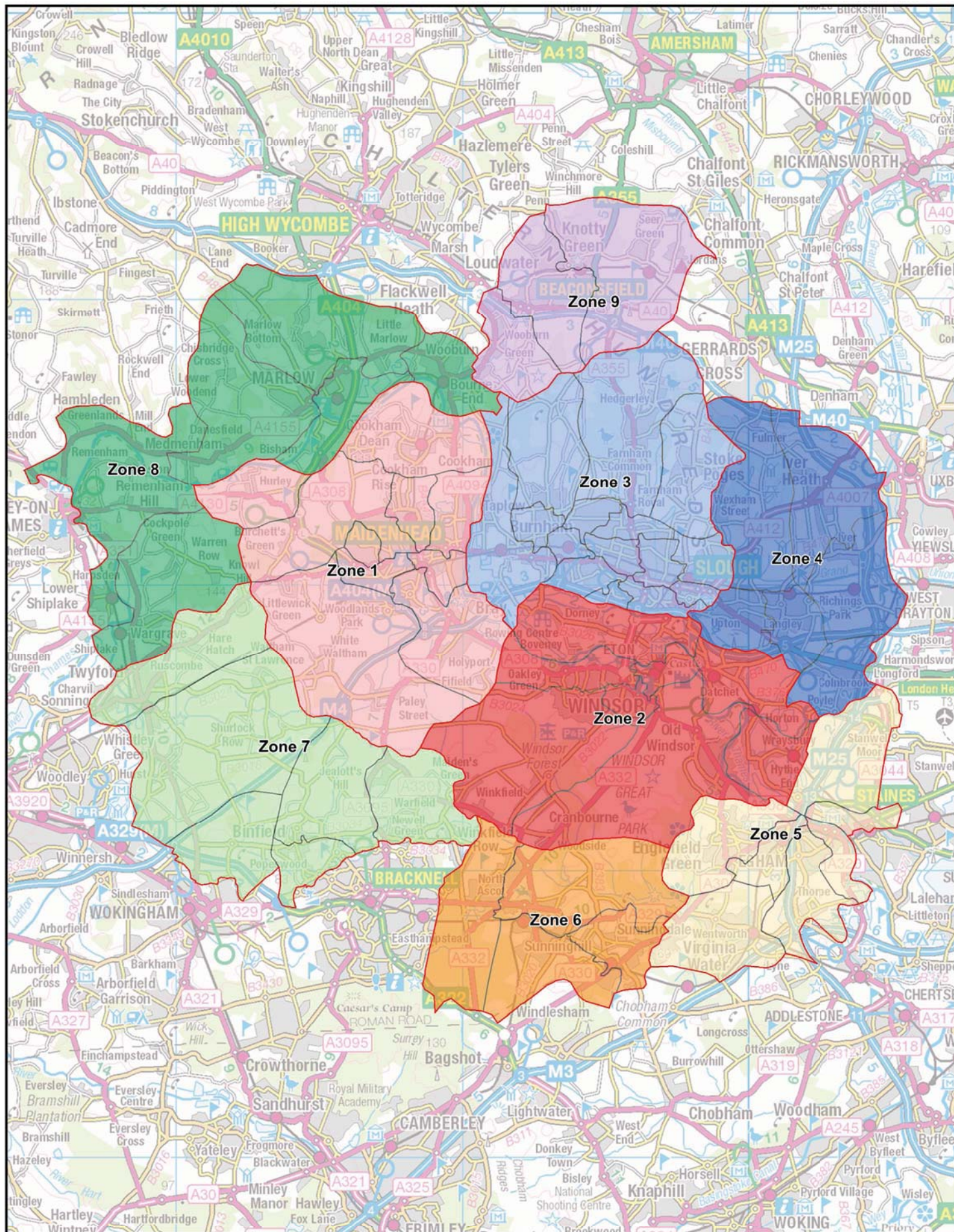


Survey Date: November 2014

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Appendix C

Plan of catchment area



Catchment Area Zones



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Web: <http://www.pbinsight.com/>

Appendix D(i)

RECAP Model Tables for Scenario 1



The Retail Capacity forecasting Model

Project:	RBWM Retail and Town Centre Study 2015	Number:	1504WF00
Client:	Royal Borough of Windsor and Maidenhead	Status:	REVISED FINAL (SCENARIO 1)
Date of Latest Revision:	16.12.15	File:	RBWM RECAP Model 2015

Retail Locations Modelled:	Windsor Town Centre
	Maidenhead Town Centre
	Ascot District Centre
	Sunningdale District Centre
	Non-central stores in Borough

Scenarios Modelled:	1	Baseline - Market shares indicated by the Household Interview Survey 2015, adjusted by C&W as necessary, remain unchanged throughout the forecasting period.

Notes: **Price basis is 2012 prices.**
Rounded figures are displayed in all tables.

Catchment Area Population and Expenditure	
---	--

Table: 1

CATCHMENT AREA POPULATION FORECASTS

Zone	Postcode Sectors	Base Year	Forecasting Years			
		2014	2016	2021	2026	2031
1	SL6 1-9	74,331	75,587	78,826	81,929	85,044
2	SL4 1-6, TW19 5, SL3 9	54,052	55,073	57,871	60,574	63,273
3	SL6 0, SL1 1-9, SL2 1-5	131,926	134,544	141,719	148,549	155,456
4	SL3 0, SL3 6-8, SL0 0, SL0 9	53,006	53,991	56,656	59,165	61,695
5	GU25 4, TW18 3-4, TW19 6, TW20 0, TW20 8-9	44,493	45,345	47,968	50,505	53,080
6	SL5 0, SL5 7-9	24,148	24,713	26,221	27,604	28,990
7	RG10 0, RG10 9, RG40 5, RG42 4-6	24,546	24,912	25,909	26,800	27,713
8	RG10 8, SL7 1-3, SL8 5, RG9 3	34,124	34,511	35,363	36,218	37,082
9	HP9 1-2, HP10 0	22,969	23,340	24,387	25,393	26,394
TOTAL		463,595	472,016	494,920	516,738	538,726

Sources:

Pitney Bowes - Geolinsight Report for RBWM Catchment Area, February 2015
--

Pitney Bowes population forecasts are only up to 2025. Forecasts for 2026 and 2031 extrapolated by trend projection.

Table: 2

CATCHMENT AREA PER CAPITA EXPENDITURE

Price Basis:						2012 Prices				
Catchment Zone	CONVENIENCE GOODS					COMPARISON GOODS				
	Per Capita Expenditure Including Special Form of Trading					Per Capita Expenditure Including Special Form of Trading				
	Base Year	Forecasting Years				Base Year	Forecasting Years			
	2014	2016	2021	2026	2031	2014	2016	2021	2026	2031
1	1,955	1,970	2,021	2,075	2,119	3,716	4,018	4,797	5,603	6,398
2	1,927	1,938	1,974	2,012	2,042	3,690	3,979	4,716	5,474	6,227
3	1,890	1,896	1,924	1,956	1,978	3,224	3,474	4,113	4,771	5,422
4	1,914	1,924	1,961	2,002	2,033	3,422	3,692	4,386	5,099	5,806
5	1,888	1,895	1,925	1,955	1,974	3,642	3,914	4,613	5,332	6,041
6	1,898	1,900	1,918	1,938	1,949	3,749	4,022	4,719	5,435	6,150
7	1,985	2,004	2,065	2,131	2,186	3,936	4,262	5,105	5,985	6,851
8	1,950	1,979	2,064	2,155	2,234	3,846	4,189	5,078	6,015	6,925
9	1,915	1,930	1,978	2,027	2,069	3,791	4,099	4,883	5,690	6,492
Catchment Area Average	1,918	1,929	1,969	2,012	2,045	3,559	3,841	4,563	5,309	6,046
Expenditure on Special Forms of Trading (%)	4.8	5.5	6.0	7.0	7.5	13.5	15.0	17.0	18.0	18.5
Catchment Zone	Per Capita Expenditure EXCLUDING Special Form of Trading					Per Capita Expenditure EXCLUDING Special Form of Trading				
	Base Year	Forecasting Years				Base Year	Forecasting Years			
	2014	2016	2021	2026	2031	2014	2016	2021	2026	2031
	1	1,861	1,862	1,899	1,930	1,960	3,214	3,416	3,981	4,594
2	1,835	1,831	1,856	1,871	1,889	3,192	3,382	3,914	4,488	5,075
3	1,799	1,791	1,809	1,819	1,830	2,789	2,953	3,414	3,912	4,419
4	1,822	1,818	1,844	1,862	1,880	2,960	3,139	3,640	4,182	4,732
5	1,798	1,791	1,809	1,818	1,825	3,150	3,327	3,829	4,372	4,923
6	1,807	1,796	1,803	1,802	1,803	3,243	3,419	3,917	4,457	5,012
7	1,890	1,894	1,941	1,982	2,022	3,405	3,623	4,237	4,908	5,583
8	1,857	1,870	1,940	2,004	2,066	3,327	3,560	4,215	4,932	5,644
9	1,823	1,824	1,860	1,885	1,913	3,279	3,484	4,053	4,666	5,291
Catchment Area Average	1,826	1,823	1,851	1,871	1,892	3,079	3,265	3,787	4,353	4,928

Source: Pitney Bowes 'GeoInsight Report' for the Catchment Area, February 2015; with interpolation for 2016, and 2021, and trend-based extrapolation to 2026 and 2031, by C&W. SFT deductions by C&W, based on forecasts by Oxford Economics & Verdict Research Limited.

CATCHMENT AREA EXPENDITURE FORECASTS

Sources: RECAP Tables 1 and 2

Per Capita Comparison Goods Expenditure in 2014 for the catchment area as a whole									2012	Prices
	Clothing & footwear	Furniture & floor coverings	Household textiles	Domestic appliances	Audio-visual & computer equipment	DIY goods & decorating supplies	Chemist's goods, medical & beauty products	All other comparison goods	Total Comparison Goods	
Including SFT (£)	926	321	92	142	327	143	523	1,085	3,559	
Deduction for SFT (%)	9.5	5.5	10.0	15.5	32.0	6.0	4.5	19.0	13.5	
Excluding SFT (£)	838	303	83	120	222	134	499	879	3,079	

Source:	Pitney Bowes 'GeoInsight Report' for the catchment area, February 2015.
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Catchment Zone	Clothing & footwear (£000)	Furniture/ floorcovrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden prdcts (£000)	Chemists, medcl & beauty goods (£000)	All other comprsn gds (£000)
1	65,033	23,540	6,426	9,312	17,256	10,431	38,760	68,201
2	46,963	16,999	4,640	6,724	12,461	7,533	27,990	49,251
3	100,167	36,258	9,897	14,342	26,578	16,067	59,699	105,046
4	42,716	15,462	4,220	6,116	11,334	6,852	25,459	44,796
5	38,155	13,811	3,770	5,463	10,124	6,120	22,740	40,013
6	21,315	7,716	2,106	3,052	5,656	3,419	12,704	22,354
7	22,749	8,234	2,248	3,257	6,036	3,649	13,558	23,857
8	30,904	11,187	3,053	4,425	8,200	4,957	18,419	32,410
9	20,504	7,422	2,026	2,936	5,440	3,289	12,220	21,503
TOTALS	388,506	140,629	38,386	55,627	103,085	62,316	231,549	407,430

Sources: RECAP Tables 1 and 4

Scenario	1
Windsor Town Centre	

Table: **6**
CONVENIENCE GOODS MARKET SHARES IN

2014

2014 Allocations to Windsor Town Centre Indicated by household interview survey			
Zones	Main Food Q5	Top-up convenience Q8	WEIGHTED AVERAGE
	Expenditure weighting		
	70 (%)	30 (%)	100 (%)
1	1.1	0.0	0.8
2	22.1	18.9	21.1
3	1.6	1.6	1.6
4	2.9	2.8	2.9
5	3.0	0.4	2.2
6	0.6	0.6	0.6
7	0.0	0.0	0.0
8	0.0	0.0	0.0
9	0.0	0.0	0.0

Sources: Household Interview Survey 2015.
 Expenditure weighting by C&W.

Table: **7**
COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2014

2014 Allocations to Windsor Town Centre Indicated by Household Interview Survey									
Zones	Clothing & footwear Q9	Furniture/ flocvrgs etc Q10	Household Textiles Q11	Household Appliances Q12	Audio-visual equipment Q13	Hardware, DIY, garden products Q14	Chemists, medci & beauty goods Q15	All other comparison gds Q16	WEIGHTED AVERAGE
	Expenditure weighting								
	838 (%)	303 (%)	83 (%)	120 (%)	222 (%)	134 (%)	499 (%)	879 (%)	3,079 (%)
1	18.3	1.6	2.9	1.0	1.3	0.0	1.0	5.8	7.2
2	52.1	3.6	15.5	7.9	8.0	7.0	48.0	35.8	34.1
3	19.1	1.6	4.5	1.4	1.3	0.0	5.0	9.5	9.1
4	26.1	0.7	3.6	0.0	0.6	0.0	6.3	13.3	12.1
5	21.1	3.5	5.1	0.0	1.3	0.5	2.5	12.0	10.2
6	36.8	8.3	15.3	1.4	0.8	0.8	7.7	24.1	19.5
7	6.9	0.0	0.0	0.0	0.0	0.0	2.3	1.3	2.6
8	4.7	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.7
9	5.5	0.0	0.8	1.4	0.0	0.0	0.0	1.4	2.0

Sources: Household Interview Survey 2015 (adjusted by C&W to account for new Bracknell Town Centre committed retail development).
 RECAP Table 4 for expenditure weights.

8

[illegible]

Sources: RECAP Model.
C&W for market share corrections.

9

2014

Sources: RECAP Model

10

Scenario:	1	Location:	Windsor Town Centre
-----------	---	-----------	---------------------

Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2014 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2031 (£000)	2014 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2031 (£000)
1	1,383	1,407	1,497	1,581	1,667	14,334	15,491	18,830	22,584	26,608
2	24,794	25,210	26,846	28,338	29,875	53,481	57,743	70,222	84,284	99,547
3	4,747	4,820	5,126	5,405	5,689	29,437	31,783	38,705	46,491	54,959
4	2,897	2,944	3,134	3,304	3,480	17,261	18,640	22,686	27,214	32,114
5	2,399	2,436	2,604	2,754	2,907	12,615	13,578	16,531	19,874	23,519
6	436	444	473	497	523	14,094	15,209	18,486	22,145	26,156
7	0	0	0	0	0	1,671	1,805	2,195	2,631	3,095
8	0	0	0	0	0	2,271	2,457	2,981	3,573	4,186
9	0	0	0	0	0	1,506	1,626	1,977	2,370	2,793
TOTALS	36,657	37,263	39,679	41,881	44,140	146,671	158,332	192,613	231,164	272,978

Sources:	RECAP Model
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Table:

11

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2014

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Waitrose (King Edward Court)	1,976	77	1,522	12,211	18,579
Marks & Spencer (Peascod Street)	902	93	839	10,900	9,144
Morrisons M Local (Peascod Street)	312	90	281	12,420	3,488
Other convenience goods shops and stores	1,629	85	1,385	5,000	6,923
ALL STORES	4,819		4,026	9,472	38,134

Sources: IGD, Experian Goad, C&W, Verdict Research.

Table:

12

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2014

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	-		-	#DIV/0!	-
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
Vacant ('Prime') Town Centre Comparison Goods Floorspace	228	85	194	6,000	1,163
ALL STORES AND SCHEMES	228		194	6,000	1,163

Sources: Experian Goad. C&W, based on Verdict Research and Retail Rankings.

Table: **13**
FORECAST RETAIL CAPACITY

Scenario:	1					Location:	Windsor Town Centre				
Baseline - Market shares indicated by the Household Interview Survey 2015, adjusted by C&W as necessary, remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in						2014	Comparison Goods:	2.50	% pa	2014 to 2026	
	CONVENIENCE GOODS						COMPARISON GOODS				
	2014	2016	2021	2026	2031	2014	2016	2021	2026	2031	
Residents' Spending £000	36,657	37,263	39,679	41,881	44,140	146,671	158,332	192,613	231,164	272,978	
Plus visitors' spending (%)	5.0	5.0	5.0	5.0	5.0	8.0	8.0	8.0	8.0	8.0	
Total spending (£000)	38,490	39,126	41,663	43,975	46,347	158,405	170,998	208,022	249,657	294,816	
Existing shop floorspace (sq m net)	4,026	4,026	4,026	4,026	4,026	26,975	26,975	26,975	26,975	26,975	
Sales per sq m net (£)	9,561	9,472	9,472	9,472	9,472	5,872	6,169	6,980	7,897	8,935	
Sales from extg flrspace (£000)	38,490	38,134	38,134	38,134	38,134	158,405	166,424	188,294	213,037	241,032	
Available spending to support new shops (£000)	0	992	3,530	5,841	8,214	0	4,574	19,728	36,620	53,784	
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	1,222	1,382	1,564	1,769	
Net available spending for new shops (£000)	0	992	3,530	5,841	8,214	0	3,352	18,346	35,057	52,015	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,304	7,132	8,069	9,130	
Capacity for new shop flrspace (sq m net)	0	83	294	487	684	0	532	2,572	4,344	5,697	
Market Share of Catchment Area Expenditure	4.3%	4.3%	4.3%	4.3%	4.3%	10.3%	10.3%	10.3%	10.3%	10.3%	

Sources: RECAP Model. Experian Goad for Comparison Goods Floorspace.

Notes: Includes allowance for vacant Class A1 floorspace in Windsor Town Centre.

Scenario	1
Maidenhead Town Centre	

Table: **14**
CONVENIENCE GOODS MARKET SHARES IN

2014

2014 Allocations to Maidenhead Town Centre Indicated by household interview survey			
Zones	Main Food Q5	Top-up convenience Q8	WEIGHTED AVERAGE
	Expenditure weighting		
	70 (%)	30 (%)	100 (%)
1	63.0	33.1	54.0
2	3.6	1.2	2.9
3	3.0	2.3	2.8
4	0.0	0.0	0.0
5	0.0	0.0	0.0
6	0.0	0.0	0.0
7	0.8	0.7	0.8
8	3.6	2.8	3.4
9	1.5	0.0	1.1

Sources: Household Interview Survey 2015.
 Expenditure weighting by C&W.

Table: **15**
COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2014

2014 Allocations to Maidenhead Town Centre Indicated by Household Interview Survey									
Zones	Clothing & footwear Q9	Furniture/ floorcrgs etc Q10	Household Textiles Q11	Household Appliances Q12	Audio-visual equipment Q13	Hardware, DIY, garden products Q14	Chemists, medci & beauty goods Q15	All other comparison gds Q16	WEIGHTED AVERAGE
	Expenditure weighting								
	838 (%)	303 (%)	83 (%)	120 (%)	222 (%)	134 (%)	499 (%)	879 (%)	3,079 (%)
1	25.4	8.4	10.4	11.4	7.8	7.8	57.8	17.3	23.7
2	0.4	0.0	1.0	0.0	0.7	1.0	0.9	0.4	0.5
3	3.2	0.9	1.1	0.8	0.9	0.3	2.4	1.4	1.9
4	0.4	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.2
5	0.0	0.0	0.0	0.0	1.0	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	0.0
7	2.4	0.0	0.8	0.8	1.5	0.6	3.6	1.9	2.0
8	3.5	0.0	0.7	1.3	2.0	0.0	5.1	2.7	2.8
9	0.0	0.0	0.8	0.0	0.0	0.0	0.6	2.6	0.9

Sources: Household Interview Survey 2015.
 RECAP Table 4 for expenditure weights.

Table:

16

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Maidenhead Town Centre							
Baseline - Market shares indicated by the Household Interview Survey 2015, adjusted by C&W as necessary, remain unchanged throughout the forecasting period.										
Market shares correction factors:		Convenience Goods:					100% of survey indicated figures			
		Comparison Goods:					130% of survey indicated figures			
Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2014 (%)	2016 (%)	2021 (%)	2026 (%)	2031 (%)	2014 (%)	2016 (%)	2021 (%)	2026 (%)	2031 (%)
1	54	54	54	54	54	31	31	31	31	31
2	3	3	3	3	3	1	1	1	1	1
3	3	3	3	3	3	2	2	2	2	2
4	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0
7	1	1	1	1	1	3	3	3	3	3
8	3	3	3	3	3	4	4	4	4	4
9	1	1	1	1	1	1	1	1	1	1

Sources:

RECAP Model.
C&W for market share corrections.

Table:

17

COMPARISON GOODS SALES BY GOODS TYPE IN**2014**

Catchment Zones	2014 Sales in Maidenhead Town Centre							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1	21,474	2,571	869	1,380	1,750	1,058	29,124	15,338
2	244	0	60	0	113	98	327	256
3	4,167	424	142	149	311	63	1,863	1,912
4	222	0	0	32	59	0	0	0
5	0	0	0	0	132	0	0	0
6	0	0	0	0	0	0	0	0
7	710	0	23	34	118	28	635	589
8	1,406	0	28	75	213	0	1,221	1,138
9	0	0	21	0	0	0	95	727
TOTALS	28,223	2,995	1,143	1,670	2,696	1,247	33,265	19,960
MARKET SHARES	7.3%	2.1%	3.0%	3.0%	2.6%	2.0%	14.4%	4.9%

Sources:

RECAP Model.

Table:

18

FORECAST RETAIL SALES

FORECAST RETAIL SALES										
Scenario:	1	Location: Maidenhead Town Centre								
Baseline - Market shares indicated by the Household Interview Survey 2015, adjusted by C&W as necessary, remain unchanged throughout the forecasting period.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2014 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2031 (£000)	2014 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2031 (£000)
1	74,699	75,989	80,852	85,365	90,004	74,060	80,035	97,287	116,682	137,476
2	2,975	3,025	3,221	3,401	3,585	1,725	1,863	2,265	2,719	3,211
3	7,120	7,230	7,689	8,108	8,534	7,359	7,946	9,676	11,623	13,740
4	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0
7	464	472	503	531	560	2,507	2,707	3,293	3,946	4,642
8	1,901	1,936	2,058	2,178	2,298	4,541	4,915	5,962	7,145	8,372
9	419	426	454	479	505	753	813	988	1,185	1,396
TOTALS	87,578	89,078	94,777	100,061	105,486	90,946	98,279	119,472	143,300	168,837

Sources:

RECAP Model.

Table:

19

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2014

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Sainsbury's (Providence Place)	4,383	65	2,849	12,695	36,167
Tesco Metro (Nicholsons Centre)	1,437	66	948	11,379	10,792
Waitrose (Moorbridge Road)	2,348	77	1,808	12,211	22,077
Marks & Spencer (High Street)	1,073	93	998	10,900	10,877
Iceland (Nicholsons Centre)	475	96	456	7,341	3,347
Other convenience goods shops and stores	1,233	85	1,048	5,000	5,240
ALL STORES	10,949		8,107	10,916	88,501

Sources: IGD, Experian Goad, C&W, Verdict Research.

Table:

20

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2014

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
Land West of Crown Lane; Application Ref. 12/02762/OUT	314	85	267	5,000	1,335
ALL STORES	314		267	5,000	1,335
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
Vacant ('Prime') Town Centre Comparison Goods Floorspace	399	85	339	6,000	2,035
The Landing; Application Ref. 15/00420/OUT	n/a	n/a	1,073	6,000	6,438
ALL STORES AND SCHEMES	399		1,412	6,000	8,473

Sources: Experian Goad. C&W, based on Verdict Research and Retail Rankings.

Table: **21**
FORECAST RETAIL CAPACITY

Scenario:	1					Location: Maidenhead Town Centre				
Baseline - Market shares indicated by the Household Interview Survey 2015, adjusted by C&W as necessary, remain unchanged throughout the forecasting period.										
Growth in sales per sq m from shop floorspace existing in 2014						Comparison Goods: 2.50 % pa		2014 to 2026		
	CONVENIENCE GOODS					COMPARISON GOODS				
	2014	2016	2021	2026	2031	2014	2016	2021	2026	2031
Residents' Spending £000	87,578	89,078	94,777	100,061	105,486	90,946	98,279	119,472	143,300	168,837
Plus visitors' spending (%)	-	-	-	-	-	1.0	1.0	1.0	1.0	1.0
Total spending (£000)	87,578	89,078	94,777	100,061	105,486	91,855	99,262	120,667	144,733	170,526
Existing shop floorspace (sq m net)	8,107	8,107	8,107	8,107	8,107	20,429	20,429	20,072	20,072	20,072
Sales per sq m net (£)	10,802	10,916	10,916	10,916	10,916	4,496	4,724	5,345	6,047	6,842
Sales from extg flrspace (£000)	87,578	88,501	88,501	88,501	88,501	91,855	96,505	107,279	121,376	137,326
Available spending to support new shops (£000)	0	577	6,276	11,560	16,985	0	2,756	13,388	23,356	33,199
Less sales capacity of committed new floorspace (£000)	0	1,335	1,335	1,335	1,335	0	2,138	9,586	10,846	12,271
Net available spending for new shops (£000)	0	(758)	4,941	10,226	15,651	0	618	3,802	12,510	20,928
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,304	7,132	8,069	9,130
Capacity for new shop flrspace (sq m net)	0	(63)	412	852	1,304	0	98	533	1,550	2,292
Market Share of Catchment Area Expenditure	10.3%	10.4%	10.3%	10.3%	10.4%	6.4%	6.4%	6.4%	6.4%	6.4%

Sources: RECAP Model. Experian Goad for Comparison Goods Floorspace.

Notes: Includes allowance for vacant Class A1 floorspace in Maidenhead Town Centre.
 Forecasts assume that The Landing committed retail development will open by (the forecasting year of) 2021.

Scenario	1
Ascot District Centre	

Table: **22**
CONVENIENCE GOODS MARKET SHARES IN

2014

2014 Allocations to Ascot District Centre Indicated by household interview survey			
Zones	Main Food Q5	Top-up convenience Q8	WEIGHTED AVERAGE
	Expenditure weighting		
	70 (%)	30 (%)	100 (%)
1	0.0	0.0	0.0
2	0.8	0.8	0.8
3	0.0	0.0	0.0
4	0.0	0.0	0.0
5	0.0	0.0	0.0
6	5.7	40.0	16.0
7	0.6	0.0	0.4
8	0.0	0.0	0.0
9	0.0	0.0	0.0

Sources: Household Interview Survey 2015.
Expenditure weighting by C&W.

Table: **23**
COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2014

2014 Allocations to Ascot District Centre Indicated by Household Interview Survey									
Zones	Clothing & footwear Q9	Furniture/ floretrgs etc Q10	Household Textiles Q11	Household Appliances Q12	Audio-visual equipment Q13	Hardware, DIY, garden products Q14	Chemists, medci & beauty goods Q15	All other comparison gds Q16	WEIGHTED AVERAGE
	Expenditure weighting								
	838 (%)	303 (%)	83 (%)	120 (%)	222 (%)	134 (%)	499 (%)	879 (%)	3,079 (%)
1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
6	0.0	4.3	0.0	0.6	0.0	1.4	26.6	5.3	6.3
7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Sources: Household Interview Survey 2015.
RECAP Table 4 for expenditure weights.

Table: 24
MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:		1	Location:		Ascot District Centre					
Baseline - Market shares indicated by the Household Interview Survey 2015, adjusted by C&W as necessary, remain unchanged throughout the forecasting period.										
Market shares correction factors:					Convenience Goods:		110% of survey indicated figures			
					Comparison Goods:		110% of survey indicated figures			
Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2014	2016	2021	2026	2031	2014	2016	2021	2026	2031
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	0	0	0	0	0	0	0	0	0	0
2	1	1	1	1	1	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0
6	18	18	18	18	18	7	7	7	7	7
7	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0

Sources: RECAP Model.
C&W for market share corrections.

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2014

Sources:	RECAP Model
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Sources:	RECAP Model
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Table:

27

SALES CAPACITY OF EXISTING**MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN****2014**

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Tesco Express (High Street)	232	90	209	11,379	2,376
Budgens (Hermitage Parade, High Street)	836	85	711	7,000	4,974
Other convenience goods shops and stores	279	85	237	5,000	1,186
ALL STORES	1,347		1,157	7,380	8,536

Sources:

IGD, Experian Goad, C&W, Verdict Research.

Table:

28

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS**2014**

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	-		-	#DIV/0!	-
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-	#DIV/0!	-

Sources:

Table: **29**
FORECAST RETAIL CAPACITY

Scenario:	1					Location: Ascot District Centre				
Baseline - Market shares indicated by the Household Interview Survey 2015, adjusted by C&W as necessary, remain unchanged throughout the forecasting period.										
Growth in sales per sq m from shop floorspace existing in 2014						Comparison Goods: 2.50 % pa		2014 to 2026		
	CONVENIENCE GOODS					COMPARISON GOODS				
	2014	2016	2021	2026	2031	2014	2016	2021	2026	2031
Residents' Spending £000	8,844	8,996	9,582	10,088	10,604	5,481	5,915	7,189	8,612	10,172
Plus visitors' spending (%)	1.0	1.0	1.0	1.0	1.0	10.0	10.0	10.0	10.0	10.0
Total spending (£000)	8,932	9,086	9,677	10,189	10,711	6,029	6,506	7,908	9,473	11,189
Existing shop floorspace (sq m net)	1,157	1,157	1,157	1,157	1,157	1,833	1,833	1,833	1,833	1,833
Sales per sq m net (£)	7,723	7,380	7,380	7,380	7,380	3,290	3,456	3,911	4,425	5,006
Sales from extg flrspace (£000)	8,932	8,536	8,536	8,536	8,536	6,029	6,335	7,167	8,109	9,174
Available spending to support new shops (£000)	0	550	1,142	1,653	2,175	0	171	741	1,364	2,015
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0
Net available spending for new shops (£000)	0	550	1,142	1,653	2,175	0	171	741	1,364	2,015
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	4,500	4,728	5,349	6,052	6,847
Capacity for new shop flrspace (sq m net)	0	46	95	138	181	0	36	139	225	294
Market Share of Catchment Area Expenditure	1.0%	1.0%	1.0%	1.0%	1.0%	0.4%	0.4%	0.4%	0.4%	0.4%

Sources: RECAP Model. Experian Goad for Comparison Goods Floorspace.

Notes:

Scenario	1
Sunningdale District Centre	

Table: **30**
CONVENIENCE GOODS MARKET SHARES IN

2014

2014 Allocations to Sunningdale District Centre Indicated by household interview survey			
Zones	Main Food Q5	Top-up convenience Q8	WEIGHTED AVERAGE
	Expenditure weighting		
	70 (%)	30 (%)	100 (%)
1	0.0	0.0	0.0
2	0.3	0.0	0.2
3	0.0	0.2	0.1
4	0.0	0.0	0.0
5	4.0	0.9	3.1
6	22.1	25.7	23.2
7	0.0	0.0	0.0
8	0.0	0.0	0.0
9	0.0	0.0	0.0

Sources: Household Interview Survey 2015.
 Expenditure weighting by C&W.

Table: **31**
COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2014

2014 Allocations to Sunningdale District Centre Indicated by Household Interview Survey									
Zones	Clothing & footwear Q9	Furniture/ flocvrgs etc Q10	Household Textiles Q11	Household Appliances Q12	Audio-visual equipment Q13	Hardware, DIY, garden products Q14	Chemists, medci & beauty goods Q15	All other comparison gds Q16	WEIGHTED AVERAGE
	Expenditure weighting								
	838 (%)	303 (%)	83 (%)	120 (%)	222 (%)	134 (%)	499 (%)	879 (%)	3,079 (%)
1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.1
2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	0.0	2.6	0.0	0.6	0.0	4.7	22.8	0.0	4.2
7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Sources: Household Interview Survey 2015.
 RECAP Table 4 for expenditure weights.

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MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

[illegible]

Sources: RECAP Model.
C&W for market share corrections.

33

2014

Sources:	RECAP Model
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Scenario:	1	Location:	Sunningdale District Centre
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Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2014 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2031 (£000)	2014 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2031 (£000)
1	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0
5	3,199	3,249	3,472	3,672	3,876	0	0	0	0	0
6	12,651	12,869	13,707	14,426	15,160	5,481	5,915	7,189	8,612	10,172
7	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0
TOTALS	15,850	16,117	17,179	18,099	19,036	5,481	5,915	7,189	8,612	10,172

Sources:	RECAP Model
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Table:

35

SALES CAPACITY OF EXISTING**MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN****2014**

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Waitrose (London Road)	1,451	77	1,117	12,211	13,643
Other convenience goods shops and stores	585	85	497	5,000	2,486
ALL STORES	2,036		1,615	9,990	16,129

Sources:

IGD, Experian Goad, C&W, Verdict Research.

Table:

36

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS**2014**

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	-		-	#DIV/0!	-
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-	#DIV/0!	-

Sources:

Table: **37**
FORECAST RETAIL CAPACITY

Scenario:	1		Location: Sunningdale District Centre							
Baseline - Market shares indicated by the Household Interview Survey 2015, adjusted by C&W as necessary, remain unchanged throughout the forecasting period.										
Growth in sales per sq m from shop floorspace existing in 2014					Comparison Goods:	2.50 % pa		2014 to 2026		
	CONVENIENCE GOODS					COMPARISON GOODS				
	2014	2016	2021	2026	2031	2014	2016	2021	2026	2031
Residents' Spending £000	15,850	16,117	17,179	18,099	19,036	5,481	5,915	7,189	8,612	10,172
Plus visitors' spending (%)	1.0	1.0	1.0	1.0	1.0	20.0	20.0	20.0	20.0	20.0
Total spending (£000)	16,009	16,278	17,351	18,280	19,226	6,577	7,097	8,627	10,334	12,206
Existing shop floorspace (sq m net)	1,615	1,615	1,615	1,615	1,615	1,838	1,838	1,838	1,838	1,838
Sales per sq m net (£)	9,915	9,990	9,990	9,990	9,990	3,579	3,761	4,255	4,814	5,446
Sales from extg flrspace (£000)	16,009	16,129	16,129	16,129	16,129	6,577	6,910	7,818	8,846	10,008
Available spending to support new shops (£000)	0	149	1,221	2,150	3,097	0	187	808	1,488	2,198
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0
Net available spending for new shops (£000)	0	149	1,221	2,150	3,097	0	187	808	1,488	2,198
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	4,500	4,728	5,349	6,052	6,847
Capacity for new shop flrspace (sq m net)	0	12	102	179	258	0	40	151	246	321
Market Share of Catchment Area Expenditure	1.9%	1.9%	1.9%	1.9%	1.9%	0.4%	0.4%	0.4%	0.4%	0.4%

Sources: RECAP Model. Experian Goad for Comparison Goods Floorspace.

Notes:

Scenario	1
Non-central stores in Borough	

Table: **38**

CONVENIENCE GOODS MARKET SHARES IN

2014

2014 Allocations to			
Non-central stores in Borough			
Indicated by household interview survey			
Zones	Main Food Q5	Top-up convenience Q8	WEIGHTED AVERAGE
	Expenditure weighting		
	70 (%)	30 (%)	100 (%)
1	16.5	34.8	22.0
2	28.4	34.1	30.1
3	1.1	1.2	1.1
4	0.5	1.4	0.8
5	1.5	1.2	1.4
6	0.8	0.0	0.6
7	0.0	0.6	0.2
8	0.6	2.5	1.2
9	0.0	0.0	0.0

Sources: Household Interview Survey 2015.
Expenditure weighting by C&W.

Table: **39**

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2014

2014 Allocations to									
Non-central stores in Borough									
Indicated by Household Interview Survey									
Zones	Clothing & footwear Q9	Furniture/ floodvrgs etc Q10	Household Textiles Q11	Household Appliances Q12	Audio-visual equipment Q13	Hardware, DIY, garden products Q14	Chemists, medcl & beauty goods Q15	All other comparison gds Q16	WEIGHTED AVERAGE
	Expenditure weighting								
	838 (%)	303 (%)	83 (%)	120 (%)	222 (%)	134 (%)	499 (%)	879 (%)	3,079 (%)
1	0.0	6.7	2.0	4.9	2.7	46.7	1.5	0.0	3.4
2	1.1	0.7	0.8	1.3	0.7	5.7	9.7	1.6	2.8
3	0.0	0.0	0.2	0.7	0.5	1.3	0.0	0.0	0.1
4	0.0	2.2	0.6	0.0	1.1	0.0	0.0	0.0	0.3
5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	0.0	0.0	0.8	0.0	0.8	0.0	0.0	0.0	0.1
7	0.0	1.1	0.0	0.6	0.0	4.0	0.0	0.0	0.3
8	0.0	1.3	0.0	1.1	0.0	5.2	0.0	0.0	0.4
9	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.1

Sources: Household Interview Survey 2015. RECAP Table 4 for expenditure weights.

Table: 40

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Non-central stores in Borough							
Baseline - Market shares indicated by the Household Interview Survey 2015, adjusted by C&W as necessary, remain unchanged throughout the forecasting period.										
Market shares correction factors:		Convenience Goods:					50	% of survey indicated figures		
		Comparison Goods:					120	% of survey indicated figures		
Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2014 (%)	2016 (%)	2021 (%)	2026 (%)	2031 (%)	2014 (%)	2016 (%)	2021 (%)	2026 (%)	2031 (%)
1	11	11	11	11	11	4	4	4	4	4
2	15	15	15	15	15	3	3	3	3	3
3	1	1	1	1	1	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0
5	1	1	1	1	1	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0
8	1	1	1	1	1	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0

Sources: RECAP Model.
C&W for market share corrections.

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2014

MARKET SHARES	0.2%	1.9%	0.7%	1.5%	1.0%	11.5%	1.7%	0.2%
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RECAP Model

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FORECAST RETAIL SALES

Baseline - Market shares indicated by the Household Interview Survey 2015, adjusted by C&W as necessary, remain unchanged throughout the forecasting period.

RECAP Model

	Floorspace (sq m)	Ratio (%)	Floorspace (sq m)	Density (£ p sq m net)	(£000)
ALL STORES AND SCHEMES	-		-		-

Sources:

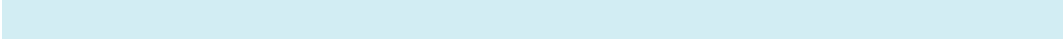


Table: **46**
FORECAST RETAIL CAPACITY

Scenario:	1					Location:	Non-central stores in Borough				
Baseline - Market shares indicated by the Household Interview Survey 2015, adjusted by C&W as necessary, remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in 2014						Comparison Goods:	2.50 % pa		2014 to 2026		
	CONVENIENCE GOODS						COMPARISON GOODS				
	2014	2016	2021	2026	2031		2014	2016	2021	2026	2031
Residents' Spending £000	33,900	34,473	36,694	38,739	40,839		14,732	15,915	19,349	23,212	27,373
Plus visitors' spending (%)	-	-	-	-	-		-	-	-	-	-
Total spending (£000)	33,900	34,473	36,694	38,739	40,839		14,732	15,915	19,349	23,212	27,373
Existing shop floorspace (sq m net)	3,849	3,849	3,849	3,849	3,849		6,500	6,500	6,500	6,500	6,500
Sales per sq m net (£)	8,808	8,489	8,489	8,489	8,489		2,266	2,421	2,739	3,099	3,506
Sales from extg flrspace (£000)	33,900	32,672	32,672	32,672	32,672		14,732	15,735	17,802	20,142	22,789
Available spending to support new shops (£000)	0	1,801	4,022	6,066	8,166		0	180	1,547	3,070	4,584
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0		0	0	0	0	0
Net available spending for new shops (£000)	0	1,801	4,022	6,066	8,166		0	180	1,547	3,070	4,584
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000		3,500	3,677	4,160	4,707	5,326
Capacity for new shop flrspace (sq m net)	0	150	335	506	681		0	49	372	652	861
Market Share of Catchment Area Expenditure	4.0%	4.0%	4.0%	4.0%	4.0%		1.0%	1.0%	1.0%	1.0%	1.0%

Sources: RECAP Model. Experian Goad for Comparison Goods Floorspace.

Notes:

Combined Market Shares for Royal Borough of Windsor and Maidenhead

Table:

47

TOTAL MARKET SHARES BY COMPARISON GOODS TYPE IN

2014

SHOPPING LOCATION	COMPARISON GOODS TYPE							
	Clothing & footwear	Furniture/ floorcrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY & garden goods	Chemists, medical & beauty goods	All other comparison goods
Windsor Town Centre	20.1%	1.8%	4.8%	1.5%	1.6%	0.8%	7.9%	10.8%
Maidenhead Town Centre	7.3%	2.1%	3.0%	3.0%	2.6%	2.0%	14.4%	4.9%
Ascot District Centre	0.0%	0.3%	0.0%	0.0%	0.0%	0.1%	1.6%	0.3%
Sunningdale District Centre	0.0%	0.2%	0.0%	0.1%	0.0%	0.5%	2.4%	0.0%
TOTALS RBWM CENTRES	27.3%	4.4%	7.7%	4.6%	4.2%	3.5%	26.3%	16.0%
Non-central stores in Borough	0.2%	1.9%	0.7%	1.5%	1.0%	11.5%	1.7%	0.2%
TOTALS RBWM CENTRES & NON-CENTRAL STORES	27.5%	6.4%	8.5%	6.1%	5.2%	15.0%	28.0%	16.2%

Sources:

RECAP Model

Notes:

The totals are not always equal to the sum of the individual figures, owing to rounding.

Appendix D(ii)

RECAP Model Tables for Scenario 2

The Retail Capacity forecasting Model

Project:	RBWM Retail and Town Centre Study 2015	Number:	1504WF00
Client:	Royal Borough of Windsor and Maidenhead	Status:	REVISED FINAL (SCENARIO 2)
Date of Latest Revision:	16.12.15	File:	RBWM RECAP Model 2015

[illegible]

Scenarios Modelled:	2	Forecasts assuming the development of 500 residential units in Maidenhead Town Centre (i.e. Zone 1) by 2021, 900 additional units by 2026, and 900 additional units by 2031.

Notes: **Price basis is 2012 prices.**
Rounded figures are displayed in all tables.

Catchment Area Population and Expenditure	
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Table: 1

CATCHMENT AREA POPULATION FORECASTS

Zone	Postcode Sectors	Base Year	Forecasting Years			
		2014	2016	2021	2026	2031
1	SL6 1-9	74,331	75,587	79,976	85,149	90,334
2	SL4 1-6, TW19 5, SL3 9	54,052	55,073	57,871	60,574	63,273
3	SL6 0, SL1 1-9, SL2 1-5	131,926	134,544	141,719	148,549	155,456
4	SL3 0, SL3 6-8, SL0 0, SL0 9	53,006	53,991	56,656	59,165	61,695
5	GU25 4, TW18 3-4, TW19 6, TW20 0, TW20 8-9	44,493	45,345	47,968	50,505	53,080
6	SL5 0, SL5 7-9	24,148	24,713	26,221	27,604	28,990
7	RG10 0, RG10 9, RG40 5, RG42 4-6	24,546	24,912	25,909	26,800	27,713
8	RG10 8, SL7 1-3, SL8 5, RG9 3	34,124	34,511	35,363	36,218	37,082
9	HP9 1-2, HP10 0	22,969	23,340	24,387	25,393	26,394
TOTAL		463,595	472,016	496,070	519,958	544,016

Sources:

Pitney Bowes - Geolinsight Report for RBWM Catchment Area, February 2015
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Pitney Bowes population forecasts are only up to 2025. Forecasts for 2026 and 2031 extrapolated by trend projection. Zone 1 population forecasts adjusted by C&W to account for 500 new residential units in Maidenhead Town Centre by 2021, 900 additional units by 2026, and 900 additional units by 2031 (assuming 2.3 persons per household in accordance with 2011 Census data for the Maidenhead Town Centre output area).

Table: 2

CATCHMENT AREA PER CAPITA EXPENDITURE

Price Basis:						2012 Prices				
Catchment Zone	CONVENIENCE GOODS					COMPARISON GOODS				
	Per Capita Expenditure Including Special Form of Trading					Per Capita Expenditure Including Special Form of Trading				
	Base Year	Forecasting Years				Base Year	Forecasting Years			
	2014	2016	2021	2026	2031	2014	2016	2021	2026	2031
1	1,955	1,970	2,021	2,075	2,119	3,716	4,018	4,797	5,603	6,398
2	1,927	1,938	1,974	2,012	2,042	3,690	3,979	4,716	5,474	6,227
3	1,890	1,896	1,924	1,956	1,978	3,224	3,474	4,113	4,771	5,422
4	1,914	1,924	1,961	2,002	2,033	3,422	3,692	4,386	5,099	5,806
5	1,888	1,895	1,925	1,955	1,974	3,642	3,914	4,613	5,332	6,041
6	1,898	1,900	1,918	1,938	1,949	3,749	4,022	4,719	5,435	6,150
7	1,985	2,004	2,065	2,131	2,186	3,936	4,262	5,105	5,985	6,851
8	1,950	1,979	2,064	2,155	2,234	3,846	4,189	5,078	6,015	6,925
9	1,915	1,930	1,978	2,027	2,069	3,791	4,099	4,883	5,690	6,492
Catchment Area Average	1,918	1,929	1,969	2,012	2,045	3,559	3,841	4,563	5,309	6,046
Expenditure on Special Forms of Trading (%)	4.8	5.5	6.0	7.0	7.5	13.5	15.0	17.0	18.0	18.5
Catchment Zone	Per Capita Expenditure EXCLUDING Special Form of Trading					Per Capita Expenditure EXCLUDING Special Form of Trading				
	Base Year	Forecasting Years				Base Year	Forecasting Years			
	2014	2016	2021	2026	2031	2014	2016	2021	2026	2031
	1	1,861	1,862	1,899	1,930	1,960	3,214	3,416	3,981	4,594
2	1,835	1,831	1,856	1,871	1,889	3,192	3,382	3,914	4,488	5,075
3	1,799	1,791	1,809	1,819	1,830	2,789	2,953	3,414	3,912	4,419
4	1,822	1,818	1,844	1,862	1,880	2,960	3,139	3,640	4,182	4,732
5	1,798	1,791	1,809	1,818	1,825	3,150	3,327	3,829	4,372	4,923
6	1,807	1,796	1,803	1,802	1,803	3,243	3,419	3,917	4,457	5,012
7	1,890	1,894	1,941	1,982	2,022	3,405	3,623	4,237	4,908	5,583
8	1,857	1,870	1,940	2,004	2,066	3,327	3,560	4,215	4,932	5,644
9	1,823	1,824	1,860	1,885	1,913	3,279	3,484	4,053	4,666	5,291
Catchment Area Average	1,826	1,823	1,851	1,871	1,892	3,079	3,265	3,787	4,353	4,928

Source: Pitney Bowes 'GeoInsight Report' for the Catchment Area, February 2015; with interpolation for 2016, and 2021, and trend-based extrapolation to 2026 and 2031, by C&W. SFT deductions by C&W, based on forecasts by Oxford Economics & Verdict Research Limited.

CATCHMENT AREA EXPENDITURE FORECASTS

Sources: BECAP Tables 1 and 2

Per Capita Comparison Goods Expenditure in 2012 Prices									
2014 for the catchment area as a whole									
	Clothing & footwear	Furniture & floor coverings	Household textiles	Domestic appliances	Audio-visual & computer equipment	DIY goods & decorating supplies	Chemist's goods, medical & beauty products	All other comparison goods	Total Comparison Goods
Including SFT (£)	926	321	92	142	327	143	523	1,085	3,559
Deduction for SFT (%)	9.5	5.5	10.0	15.5	32.0	6.0	4.5	19.0	13.5
Excluding SFT (£)	838	303	83	120	222	134	499	879	3,079

Table: 5

CATCHMENT AREA COMPARISON GOODS EXPENDITURE BY GOODS TYPE IN 2014

Sources: RECAP Tables 1 and 4

Scenario	2
Maidenhead Town Centre	

Table: **6**
CONVENIENCE GOODS MARKET SHARES IN

2014

2014 Allocations to Maidenhead Town Centre Indicated by household interview survey			
Zones	Main Food Q5	Top-up convenience Q8	WEIGHTED AVERAGE
	Expenditure weighting		
	70 (%)	30 (%)	100 (%)
1	63.0	33.1	54.0
2	3.6	1.2	2.9
3	3.0	2.3	2.8
4	0.0	0.0	0.0
5	0.0	0.0	0.0
6	0.0	0.0	0.0
7	0.8	0.7	0.8
8	3.6	2.8	3.4
9	1.5	0.0	1.1

Sources: Household Interview Survey 2015.
Expenditure weighting by C&W.

Table: **7**
COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2014

2014 Allocations to Maidenhead Town Centre Indicated by Household Interview Survey									
Zones	Clothing & footwear Q9	Furniture/ floorcrgs etc Q10	Household Textiles Q11	Household Appliances Q12	Audio-visual equipment Q13	Hardware, DIY, garden products Q14	Chemists, medci & beauty goods Q15	All other comparison gds Q16	WEIGHTED AVERAGE
	Expenditure weighting								
	838 (%)	303 (%)	83 (%)	120 (%)	222 (%)	134 (%)	499 (%)	879 (%)	3,079 (%)
1	25.4	8.4	10.4	11.4	7.8	7.8	57.8	17.3	23.7
2	0.4	0.0	1.0	0.0	0.7	1.0	0.9	0.4	0.5
3	3.2	0.9	1.1	0.8	0.9	0.3	2.4	1.4	1.9
4	0.4	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.2
5	0.0	0.0	0.0	0.0	1.0	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	0.0
7	2.4	0.0	0.8	0.8	1.5	0.6	3.6	1.9	2.0
8	3.5	0.0	0.7	1.3	2.0	0.0	5.1	2.7	2.8
9	0.0	0.0	0.8	0.0	0.0	0.0	0.6	2.6	0.9

Sources: Household Interview Survey 2015.
RECAP Table 4 for expenditure weights.

Table: **8**
MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:		2		Location:		Maidenhead Town Centre				
Forecasts assuming the development of 500 residential units in Maidenhead Town Centre (i.e. Zone 1) by 2021, 900 additional units by 2026, and 900 additional units by 2031.										
Market shares correction factors:				Convenience Goods:			100		% of survey indicated figures	
				Comparison Goods:			130		% of survey indicated figures	
Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2014	2016	2021	2026	2031	2014	2016	2021	2026	2031
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	54	54	54	54	54	31	31	31	31	31
2	3	3	3	3	3	1	1	1	1	1
3	3	3	3	3	3	2	2	2	2	2
4	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0
7	1	1	1	1	1	3	3	3	3	3
8	3	3	3	3	3	4	4	4	4	4
9	1	1	1	1	1	1	1	1	1	1

Sources: RECAP Model.
C&W for market share corrections.

Table:

9

COMPARISON GOODS SALES BY GOODS TYPE IN 2014

Catchment Zones	2014 Sales in Maidenhead Town Centre							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1	21,474	2,571	869	1,380	1,750	1,058	29,124	15,338
2	244	0	60	0	113	98	327	256
3	4,167	424	142	149	311	63	1,863	1,912
4	222	0	0	32	59	0	0	0
5	0	0	0	0	132	0	0	0
6	0	0	0	0	0	0	0	0
7	710	0	23	34	118	28	635	589
8	1,406	0	28	75	213	0	1,221	1,138
9	0	0	21	0	0	0	95	727
TOTALS	28,223	2,995	1,143	1,670	2,696	1,247	33,265	19,960
MARKET SHARES	7.3%	2.1%	3.0%	3.0%	2.6%	2.0%	14.4%	4.9%

Sources:

RECAP Model.

Table:

10

FORECAST RETAIL SALES

FORECAST RETAIL SALES										
Scenario:	2		Location: Maidenhead Town Centre							
Forecasts assuming the development of 500 residential units in Maidenhead Town Centre (i.e. Zone 1) by 2021, 900 additional units by 2026, and 900 additional units by 2031.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2014 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2031 (£000)	2014 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2031 (£000)
1	74,699	75,989	82,031	88,720	95,602	74,060	80,035	98,707	121,268	146,028
2	2,975	3,025	3,221	3,401	3,585	1,725	1,863	2,265	2,719	3,211
3	7,120	7,230	7,689	8,108	8,534	7,359	7,946	9,676	11,623	13,740
4	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0
7	464	472	503	531	560	2,507	2,707	3,293	3,946	4,642
8	1,901	1,936	2,058	2,178	2,298	4,541	4,915	5,962	7,145	8,372
9	419	426	454	479	505	753	813	988	1,185	1,396
TOTALS	87,578	89,078	95,957	103,417	111,085	90,946	98,279	120,892	147,885	177,389

Sources:

RECAP Model.

Table:

11

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2014

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Sainsbury's (Providence Place)	4,383	65	2,849	12,695	36,167
Tesco Metro (Nicholsons Centre)	1,437	66	948	11,379	10,792
Waitrose (Moorbridge Road)	2,348	77	1,808	12,211	22,077
Marks & Spencer (High Street)	1,073	93	998	10,900	10,877
Iceland (Nicholsons Centre)	475	96	456	7,341	3,347
Other convenience goods shops and stores	1,233	85	1,048	5,000	5,240
ALL STORES	10,949		8,107	10,916	88,501

Sources: IGD, Experian Goad, C&W, Verdict Research.

Table:

12

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2014

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
Land West of Crown Lane; Application Ref. 12/02762/OUT	314	85	267	5,000	1,335
ALL STORES	314		267	5,000	1,335
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
Vacant ('Prime') Town Centre Comparison Goods Floorspace	399	85	339	6,000	2,035
The Landing; Application Ref. 15/00420/OUT	n/a	n/a	1,073	6,000	6,438
ALL STORES AND SCHEMES	399		1,412	6,000	8,473

Sources: Experian Goad. C&W, based on Verdict Research and Retail Rankings.

Table: **13**
FORECAST RETAIL CAPACITY

Scenario:	2					Location: Maidenhead Town Centre				
Forecasts assuming the development of 500 residential units in Maidenhead Town Centre (i.e. Zone 1) by 2021, 900 additional units by 2026, and 900 additional units by 2031.										
Growth in sales per sq m from shop floorspace existing in						Comparison Goods: 2.50 % pa		2014 to 2026		
	CONVENIENCE GOODS					COMPARISON GOODS				
	2014	2016	2021	2026	2031	2014	2016	2021	2026	2031
Residents' Spending £000	87,578	89,078	95,957	103,417	111,085	90,946	98,279	120,892	147,885	177,389
Plus visitors' spending (%)	-	-	-	-	-	1.0	1.0	1.0	1.0	1.0
Total spending (£000)	87,578	89,078	95,957	103,417	111,085	91,855	99,262	122,101	149,364	179,163
Existing shop floorspace (sq m net)	8,107	8,107	8,107	8,107	8,107	20,429	20,429	20,072	20,072	20,072
Sales per sq m net (£)	10,802	10,916	10,916	10,916	10,916	4,496	4,724	5,345	6,047	6,842
Sales from extg flrspace (£000)	87,578	88,501	88,501	88,501	88,501	91,855	96,505	107,279	121,376	137,326
Available spending to support new shops (£000)	0	577	7,455	14,915	22,584	0	2,756	14,821	27,988	41,836
Less sales capacity of committed new floorspace (£000)	0	1,335	1,335	1,335	1,335	0	2,138	9,586	10,846	12,271
Net available spending for new shops (£000)	0	(758)	6,121	13,581	21,249	0	618	5,235	17,142	29,565
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,304	7,132	8,069	9,130
Capacity for new shop flrspace (sq m net)	0	(63)	510	1,132	1,771	0	98	734	2,124	3,238
Market Share of Catchment Area Expenditure	10.3%	10.4%	10.4%	10.6%	10.8%	6.4%	6.4%	6.4%	6.5%	6.6%

Sources: RECAP Model. Experian Goad for Comparison Goods Floorspace.

Notes: Includes allowance for vacant Class A1 floorspace in Maidenhead Town Centre.
Forecasts assume that The Landing committed retail development will open by (the forecasting year of) 2021.

Appendix E

Results of 2015 household interview survey

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Q01 Excluding Christmas shopping trips, which town or district centre does your household use the most for shopping and services?										
Ascot District Centre	0.5%	9	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Beaconsfield Town Centre	3.8%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	3.0%	47	0.6%	1	0.6%	1	0.0%	0	0.0%	51
Camberley Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.4%	7	0.3%	1	0.3%	1	0.7%	3	0.0%	0
Egham Town Centre	3.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Road (Slough)	0.9%	14	0.0%	0	0.0%	0	33.1%	49	0.6%	0
District Centre										
Henley-on-Thames Town Centre	1.0%	17	1.4%	4	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	3.8%	61	5.6%	15	0.0%	0	0.0%	0	0.0%	16
Maidenhead Town Centre	14.6%	234	71.3%	185	1.8%	3	8.4%	38	0.0%	0
Marlow Town Centre	3.5%	55	2.0%	5	0.0%	0	0.2%	1	0.0%	0
Reading Town Centre	4.3%	68	5.9%	15	0.0%	0	1.2%	5	0.5%	0
Slough Town Centre	23.2%	371	0.5%	1	9.4%	18	58.2%	267	45.3%	81
Staines Town Centre	6.9%	111	0.0%	0	11.9%	22	1.0%	5	4.4%	8
Sunningdale District Centre	0.7%	11	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Taplow Out-of-Town; including Sainsbury's (Lake End Road) and Bishop Centre including Tesco	0.7%	11	0.2%	1	1.2%	2	1.7%	8	0.0%	0
Uxbridge Town Centre	3.7%	59	0.0%	0	0.0%	0	2.5%	11	24.9%	45
Windsor Town Centre	19.5%	313	9.7%	25	70.4%	133	14.9%	68	20.7%	37
Wokingham Town Centre	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Other	1.3%	21	0.6%	2	1.9%	4	1.6%	7	0.5%	1
Internet	1.0%	17	1.6%	4	1.5%	3	0.5%	2	0.5%	1
Mail order	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.9%	15	0.0%	0	0.0%	0	2.1%	10	1.5%	3
Twyford	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loudwater	0.3%	4	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Bourne End	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	8	0.0%	0	0.4%	1	0.3%	1	1.2%	2
Weighted base:	1601	260	189	459	179	147	85	85	117	80
Sample:	1601	261	211	348	180	150	110	111	120	110

Q02 Why doesn't your household shop in Slough Town Centre? [MR]

Those who did not answer 'Slough' at Q01

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Slough is too far away	39.5% 486	42.9% 111	25.6% 44	2.7% 22	8.3% 23	68.8% 100	63.8% 6	64.7% 7	51.7% 12	61.4% 49
Unattractive environment / not a very nice place	12.7% 156	14.8% 38	12.7% 22	19.3% 58	23.0% 40	4.1% 1	7.8% 1	8.3% 4	10.5% 7	6.0% 5
Poor range of non-food shops	12.4% 152	7.1% 18	7.0% 12	30.0% 58	40.8% 40	1.0% 1	7.5% 6	4.7% 4	6.3% 7	6.7% 5
Don't live in Slough	6.1% 75	8.7% 22	6.9% 12	1.5% 3	2.8% 3	7.1% 10	3.2% 3	9.4% 8	7.0% 8	7.4% 6
Poor range of food shops	5.2% 64	5.6% 14	1.5% 3	13.5% 26	9.1% 9	1.0% 1	3.2% 3	2.3% 2	3.2% 4	3.7% 3
Doesn't feel safe	4.0% 50	3.6% 9	4.8% 8	6.4% 12	7.6% 7	2.0% 3	2.8% 2	3.1% 3	3.9% 5	0.0% 0
Difficult to park near shops	4.0% 49	1.6% 4	6.2% 11	9.1% 17	7.9% 8	2.2% 3	3.0% 3	2.0% 2	1.1% 1	0.6% 0
Traffic congestion makes it difficult to get to by car	2.1% 26	2.0% 5	0.0% 0	4.1% 8	0.0% 0	2.7% 4	3.5% 3	2.0% 2	3.0% 3	0.8% 1
Nothing about the place appeals to me	1.7% 21	0.0% 0	2.7% 5	1.1% 2	2.2% 2	1.0% 1	3.0% 3	1.4% 1	2.0% 2	5.3% 4
Too busy / crowded	1.5% 19	2.6% 7	1.7% 3	2.1% 4	0.0% 0	0.4% 1	0.0% 0	0.8% 1	2.8% 3	0.8% 1
Streets are dirty	1.4% 18	0.6% 2	2.4% 4	2.7% 5	5.6% 5	0.0% 0	0.0% 0	0.8% 1	0.8% 1	0.0% 0
Car parking too expensive	1.4% 18	1.0% 3	3.2% 6	2.2% 4	2.5% 2	0.0% 0	0.0% 0	0.6% 0	1.1% 1	1.5% 1
Too many cheap shops, not enough quality retailers	1.1% 13	0.0% 0	0.0% 0	6.1% 12	1.7% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Public transport is lacking	1.0% 12	0.0% 0	1.5% 3	0.0% 0	0.6% 1	0.0% 0	2.0% 2	4.0% 3	2.8% 3	0.8% 1
Poor range of services	0.9% 11	0.0% 0	0.0% 0	4.6% 9	0.0% 0	1.0% 1	0.0% 0	0.0% 0	0.0% 0	1.5% 1
Too many religious groups / charity collectors / DVD sellers	0.8% 10	0.6% 2	0.0% 0	2.4% 5	3.1% 3	1.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Lack of a particular shop or service	0.7% 8	0.0% 0	0.4% 1	0.6% 1	3.8% 4	1.0% 1	0.0% 0	0.0% 0	0.0% 0	1.4% 1
The population has changed too much	0.6% 7	0.3% 1	0.4% 1	1.9% 4	1.8% 2	0.0% 0	0.6% 0	0.0% 0	0.0% 0	0.0% 0
Too spread out	0.5% 6	0.6% 2	1.2% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.8% 2	0.0% 0
No reason to visit	0.4% 5	0.6% 2	0.8% 1	0.4% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.5% 1
I have mobility issues	0.3% 4	0.0% 0	0.8% 1	1.2% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.6% 1	0.0% 0
Poor access for the disabled	0.3% 4	0.0% 0	0.0% 0	0.4% 1	0.9% 1	0.5% 1	0.0% 0	0.6% 0	0.6% 1	0.6% 0
Streets are badly maintained	0.3% 4	0.3% 1	0.3% 1	0.4% 1	0.0% 0	0.5% 1	0.0% 0	0.0% 0	0.0% 0	0.8% 1
Poorly designed town layout	0.1% 2	0.6% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Lack of familiarity	0.1% 1	0.0% 0	0.3% 1	0.0% 0	0.0% 0	0.4% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Not enough seats/litter bins / public telephones/public toilets	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.6% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(No particular reason)	16.9% 208	21.3% 55	27.4% 47	20.1% 39	13.8% 14	10.0% 15	11.7% 10	8.9% 7	12.5% 14	9.2% 7
(Don't know)	1.7% 21	1.8% 5	3.0% 5	1.0% 2	1.3% 1	1.5% 2	4.0% 3	0.0% 0	0.7% 1	1.6% 1
Weighted base:	1230	259	172	192	98	145	85	85	116	80
Sample:	1289	259	190	145	97	148	110	111	119	110

Q03 What do you like about the town or district centre you use the most for shopping and services? [MR]

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19
Easy to get to from home	35.4%	568	46.5%	121	26.3%	50	30.0%	138	27.2%	49	53.5%	79	25.8%	22	33.6%	28	44.8%	53	35.9%	29
Good non-food shops	26.5%	425	21.9%	57	30.8%	58	23.4%	108	33.1%	59	19.0%	28	39.1%	33	34.1%	29	35.4%	42	14.0%	11
Good food shops	18.8%	302	18.6%	48	21.5%	41	12.3%	57	20.3%	36	16.9%	25	20.4%	17	27.6%	23	31.2%	37	21.9%	17
Attractive environment	10.4%	167	7.1%	18	16.8%	32	11.2%	51	15.5%	28	2.9%	4	16.2%	14	6.6%	6	10.4%	12	2.9%	2
Easy to park the car	7.9%	126	5.6%	15	9.9%	19	6.8%	31	8.4%	15	8.0%	12	9.5%	8	9.3%	8	11.0%	13	7.1%	6
Close to home	3.3%	53	0.5%	1	3.8%	7	5.6%	26	2.4%	4	2.8%	4	1.4%	1	0.0%	0	0.8%	1	10.4%	8
Easy to get round	2.9%	47	2.9%	7	2.1%	4	4.6%	21	3.6%	6	0.0%	0	1.2%	1	1.9%	2	3.9%	5	1.3%	1
Good cafes, restaurants or public houses	2.9%	47	3.7%	9	5.0%	9	2.9%	13	0.8%	1	1.0%	2	4.8%	4	3.1%	3	4.1%	5	0.0%	0
Clean streets	2.6%	42	0.9%	2	3.2%	6	3.5%	16	6.6%	12	0.0%	0	1.6%	1	0.8%	1	1.7%	2	2.6%	2
Particular shop or service - Waitrose	1.8%	28	1.7%	4	1.2%	2	0.3%	1	0.5%	1	4.5%	7	4.1%	3	2.9%	2	1.3%	2	7.0%	6
Particular shop or service - other	1.7%	28	0.3%	1	2.0%	4	2.9%	13	1.3%	2	0.4%	1	5.6%	5	0.0%	0	0.6%	1	2.2%	2
Good safety / security	1.6%	26	0.6%	1	2.1%	4	2.2%	10	2.2%	4	0.5%	1	0.8%	1	0.8%	1	3.8%	4	0.0%	0
Good public transport	1.5%	25	1.7%	4	1.8%	3	0.0%	0	2.7%	5	0.4%	1	2.9%	2	8.7%	7	0.9%	1	1.2%	1
Compact shopping environment	1.5%	23	0.7%	2	1.9%	4	1.3%	6	1.3%	2	0.5%	1	3.4%	3	2.0%	2	2.9%	3	1.4%	1
Good range of financial or personal services	1.5%	23	2.1%	6	3.3%	6	0.8%	4	0.8%	1	1.3%	2	3.5%	3	1.9%	2	0.0%	0	0.0%	0
Well maintained streets	1.2%	20	1.3%	3	1.1%	2	0.9%	4	2.8%	5	0.0%	0	1.8%	2	1.4%	1	1.4%	2	0.8%	1
Easy to get to from work	1.1%	18	1.6%	4	0.7%	1	0.7%	3	0.0%	0	2.2%	3	1.8%	2	1.4%	1	1.7%	2	1.4%	1
Familiarity / habit	1.1%	17	0.7%	2	2.9%	5	0.3%	1	1.6%	3	0.0%	0	2.3%	2	0.8%	1	2.1%	2	0.6%	0
Has everything I need	1.0%	16	0.3%	1	1.0%	2	1.1%	5	0.0%	0	0.7%	1	2.0%	2	1.9%	2	0.6%	1	3.5%	3
Particular shop or service - Tesco	0.9%	14	0.6%	2	0.0%	0	1.3%	6	1.2%	2	0.7%	1	0.6%	0	0.0%	0	2.1%	2	1.2%	1
Particular shop or service - Marks and Spencer	0.8%	13	1.5%	4	0.3%	1	1.2%	6	0.5%	1	0.0%	0	2.0%	2	0.6%	0	0.0%	0	0.0%	0
Traffic free pedestrian area	0.7%	11	0.9%	2	0.0%	0	0.2%	1	0.5%	1	1.1%	2	2.1%	2	0.0%	0	2.8%	3	0.8%	1
More convenient for my needs	0.7%	11	1.0%	3	0.8%	1	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.5%	1
Particular shop or service - Sainsbury's	0.6%	10	0.3%	1	0.3%	1	1.0%	5	0.5%	1	0.5%	1	0.0%	0	0.0%	0	1.1%	1	1.6%	1
Street entertainment / event / lots going on	0.6%	9	0.8%	2	0.7%	1	0.7%	3	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Find it to be a friendly place	0.6%	9	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.6%	1	2.8%	3	0.8%	1
Good market	0.4%	7	0.3%	1	0.4%	1	0.5%	2	0.4%	1	0.0%	0	1.6%	1	0.0%	0	0.7%	1	0.0%	0
Uncover shopping environment	0.4%	7	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.0%	0	1.5%	1	0.6%	0	1.6%	2	1.3%	1
Better value retailers	0.4%	6	0.0%	0	2.6%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good atmosphere	0.4%	6	0.0%	0	0.4%	1	0.5%	2	0.9%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Quieter / not as busy as elsewhere	0.4%	6	0.6%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1	1.2%	1
Good range of independent stores	0.4%	6	0.0%	0	0.0%	0	0.2%	1	0.5%	1	0.5%	1	0.8%	1	0.6%	0	0.7%	1	1.4%	1

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Cheaper parking than elsewhere	0.4%	6	0.0%	0	0.4%	1	0.3%	1	1.0%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.8%	1
Particular shop or service - John Lewis	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.7%	2	0.8%	1
Other	0.2%	3	0.0%	0	0.0%	0	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good accessibility	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better quality retailers	0.1%	2	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	13.9%	223	13.0%	34	9.1%	17	21.9%	101	15.0%	27	10.1%	15	7.0%	6	10.8%	9	5.9%	7	9.9%	8
(Don't know)	0.7%	11	0.8%	2	1.1%	2	0.2%	1	0.4%	1	0.5%	1	1.4%	1	0.8%	1	0.8%	1	2.6%	2
Weighted base:	1601	260	189	459	179	147	85	85	117	80	110	111	120	110	111	120	110	110	110	110
Sample:	1601	261	211	348	180	150	110	111	120	110	110	111	120	110	111	120	110	110	110	110

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q04 What do you dislike about the town or district centre you use the most for shopping and services? [MR]																				
Nothing or very little	44.2%	708	28.8%	75	50.9%	97	46.7%	214	49.6%	89	37.5%	55	50.1%	43	35.6%	30	51.9%	61	55.8%	44
Poor range of non-food shops	18.3%	293	41.5%	108	7.4%	14	18.4%	84	12.1%	22	18.9%	28	14.2%	12	11.2%	9	6.4%	8	10.7%	9
Car parking too expensive	9.4%	151	7.7%	20	14.2%	27	5.6%	26	9.5%	17	12.2%	18	11.5%	10	19.9%	17	8.6%	10	8.6%	7
Difficult to park near shops	7.8%	125	6.5%	17	11.3%	21	5.3%	24	8.2%	15	9.7%	14	9.0%	8	8.1%	7	10.0%	12	9.7%	8
Poor range of food shops	6.8%	108	17.6%	46	1.9%	4	3.4%	16	6.0%	11	14.4%	21	6.4%	5	3.1%	3	2.3%	3	0.8%	1
Unattractive environment / not a very nice place	5.3%	85	6.9%	18	2.7%	5	7.6%	35	4.9%	9	2.0%	3	6.7%	6	7.4%	6	3.3%	4	0.0%	0
Traffic congestion makes it difficult to get to by car	2.6%	42	1.4%	4	0.0%	0	2.7%	12	0.4%	1	4.5%	7	4.3%	4	10.1%	9	2.4%	3	4.5%	4
Too busy/crowded	2.3%	36	0.8%	2	1.9%	4	2.4%	11	2.5%	5	3.2%	5	0.0%	0	6.0%	5	3.1%	4	1.8%	1
Streets are dirty	1.7%	27	0.2%	1	1.2%	2	3.6%	17	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Too many vacant units	1.6%	26	3.8%	10	0.3%	1	2.9%	13	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough quality retailers	1.1%	17	0.0%	0	1.2%	2	2.7%	12	0.4%	1	0.0%	0	0.0%	0	1.4%	1	0.6%	1	0.0%	0
Lack of a particular shop or service - other	1.1%	17	0.6%	2	1.0%	2	0.8%	4	3.2%	6	0.9%	1	1.5%	1	0.0%	0	1.3%	2	0.0%	0
Doesn't feel safe	1.0%	16	0.3%	1	0.8%	1	1.6%	7	3.1%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lack of a particular shop or service - clothes retailers	0.9%	15	1.3%	3	0.7%	1	0.2%	1	2.0%	4	2.4%	3	0.0%	0	0.0%	0	0.6%	1	1.6%	1
Too many discount or pound stores	0.9%	14	1.1%	3	0.0%	0	1.1%	5	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many religious groups / charity collectors / DVD sellers	0.9%	14	0.0%	0	0.8%	1	1.3%	6	2.9%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of a particular shop or service - Independent Retailers	0.8%	12	0.9%	2	0.0%	0	0.6%	3	0.0%	0	1.0%	1	0.6%	0	0.6%	0	3.3%	4	0.8%	1
Lack of a particular shop or service - Department store	0.7%	12	3.3%	9	0.3%	1	0.4%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streets are badly maintained	0.7%	11	0.8%	2	0.9%	2	0.8%	4	0.7%	1	0.5%	1	0.0%	0	0.6%	0	0.0%	0	0.8%	1
Poor range of services	0.7%	11	1.1%	3	0.0%	0	1.1%	5	0.0%	0	0.0%	0	0.8%	1	1.4%	1	0.7%	1	0.0%	0
Lack of a particular shop or service - Large supermarket	0.7%	10	0.3%	1	1.4%	3	0.6%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Too many charity shops	0.6%	10	1.1%	3	0.0%	0	1.0%	4	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lack of a particular shop or service - John Lewis	0.6%	10	0.9%	2	2.4%	5	0.3%	1	0.9%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Too many coffee shops	0.5%	9	1.5%	4	0.8%	1	0.0%	0	0.5%	1	0.0%	0	1.8%	2	0.0%	0	0.8%	1	0.0%	0
Poor access for the disabled	0.5%	9	0.2%	1	0.3%	1	0.5%	2	0.4%	1	0.5%	1	0.6%	0	2.8%	2	0.8%	1	0.0%	0
Danger from vehicles in some streets/not fully pedestrianised	0.5%	8	0.0%	0	1.5%	3	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	2.3%	2
Too many fast food outlets	0.5%	8	0.3%	1	1.7%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Poor access by public transport	0.4%	6	0.0%	0	0.4%	1	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9				
Lack of a particular shop or service - Debenhams	6	1.6%	4	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Not enough covered shopping areas	5	0.6%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1
Too much regeneration work going on	5	0.4%	1	0.0%	0	0.4%	2	0.0%	0	0.6%	0	2.0%	0
Other	5	0.3%	1	1.0%	2	0.0%	0	0.0%	0	0.5%	1	1.2%	1
Cater too much for tourists	5	0.0%	0	1.6%	3	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Lack of a particular shop or service - Marks and Spencer	4	0.0%	0	0.0%	0	0.6%	3	0.0%	0	0.0%	0	0.6%	1
Poor market	4	0.3%	1	0.0%	0	0.2%	1	0.0%	1	0.5%	1	0.8%	0
Lack of a particular shop or service - High Street	4	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.9%	1	0.0%	0
Retailers	3	0.3%	1	0.3%	1	0.2%	1	0.0%	0	0.0%	0	0.6%	0
Not enough seats / litter bins / public telephones / public toilets	2	0.0%	0	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.6%	0
Too spread out	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Footpath maintenance is poor	2	0.3%	1	0.0%	0	0.0%	0	0.0%	1	0.4%	1	0.6%	0
Too many roadwork's going on	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Too small	2	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	0
Change too much over the years	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Poor layout	34	3.7%	10	0.0%	0	1.9%	9	2.1%	4	1.7%	3	3.5%	3
(Don't know)	1601		260		189		459		179	147	85	117	80
Weighted base:	1601		261		211		348		180	150	110	120	110
Sample:													

Q05 Excluding Christmas shopping trips, at which food store or shopping centre does your household do most of its main food shopping, and where is that?

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Ascot:										
Budgens (Hermitage Parade, High Street)	0.3%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Express (High Street)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Elsewhere in Ascot District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Beaconsfield:										
Town Centre	3.7%	59	0.0%	0	0.0%	2	0.0%	0	0.0%	0
Superstores outside the town centre	0.7%	11	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Elsewhere in Beaconsfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell:										
Town Centre	0.7%	12	0.0%	0	0.4%	1	0.0%	0	6.4%	5
Superstores outside the town centre	3.3%	54	0.5%	1	2.1%	4	0.0%	0	32.2%	27
Elsewhere in Bracknell	1.3%	21	1.4%	4	1.6%	3	0.0%	0	15.7%	13
Camberley:										
Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Superstores outside the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Camberley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Egham:										
Town Centre	2.5%	40	0.0%	0	0.0%	0	0.0%	0	25.8%	38
Superstores outside the town centre	0.4%	6	0.0%	0	0.0%	0	4.1%	6	0.0%	0
Elsewhere in Egham	0.2%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Farnham Road (Slough):										
Iceland (Farnham Avenue, Farnham Road)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl (Farnham Road)	1.0%	16	0.0%	0	0.7%	1	2.7%	12	1.2%	2
Sainsbury's (Farnham Road)	1.5%	24	0.0%	0	0.3%	1	4.7%	22	1.1%	2
Elsewhere in Farnham Road (Slough) District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames:										
Town Centre	0.2%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Superstores outside the town centre	1.1%	17	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe:										
Town Centre	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superstores outside the town centre	1.2%	20	0.9%	2	0.0%	0	0.2%	1	0.0%	0
Elsewhere in High Wycombe	0.8%	12	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Maidenhead:										

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Iceland (Brock Lane Mall, Nicholson's Centre)	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl (Stafferton Way)	1.3%	21	7.5%	20	0.3%	1	0.0%	0	0.0%	0
Marks & Spencer (High Street)	0.8%	13	4.9%	13	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (Providence Place)	5.1%	82	28.1%	73	0.8%	2	1.3%	6	0.0%	0
Tesco Metro (Nicholson's Centre)	0.6%	9	3.2%	8	0.0%	0	0.0%	0	0.0%	0
Waitrose (Moorbridge Road)	5.1%	82	26.0%	68	2.7%	5	1.3%	6	0.0%	0
Elsewhere in Maidenhead Town Centre	0.3%	4	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Budgens (Highway Avenue)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op (Bath Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op (Bridge Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op (Cliveden View)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op (Cox Green Lane)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Bath Road)	0.3%	5	2.1%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Furze Platt Road)	0.2%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Maidenhead	0.3%	5	1.0%	3	0.0%	0	0.0%	0	0.6%	0
Marlow:										
Town Centre	2.6%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superstores outside the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading:										
Town Centre	0.2%	4	1.0%	3	0.0%	0	0.0%	0	0.6%	0
Superstores outside the town centre	0.3%	5	0.0%	0	0.8%	1	0.0%	0	3.0%	0
Elsewhere in Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Slough:										
Iceland (Queensmere)	0.2%	4	0.0%	0	0.3%	1	0.5%	2	0.4%	0
Marks & Spencer (High Street)	0.5%	8	0.0%	0	0.0%	0	1.8%	8	0.0%	0
Morrisons M Local (High Street)	0.2%	3	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Tesco Extra (Brunel Way, Wellington Street)	9.5%	153	0.2%	1	1.6%	3	20.7%	95	30.0%	54
Elsewhere in Slough Town Centre	0.6%	10	0.0%	0	0.0%	0	1.9%	9	0.5%	1
Asda (Telford Drive)	6.6%	106	0.0%	0	3.7%	7	19.6%	90	4.5%	8
Budgens (Harrow Market, Station Road)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Chalvey Supermarket (Chalvey)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op (Elmsshot Lane)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Co-Op (Long Furlong Drive)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op (Scaffell Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op (Trelawney Avenue, Langley)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food (Bath Road)	0.2%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (Uxbridge Road)	7.6%	122	0.2%	1	4.1%	8	13.6%	62	28.2%	51
Tesco Express (Burnham Lane)	0.2%	4	0.0%	0	0.0%	0	0.2%	1	1.5%	3
Tesco Express (Grassmere Parade, Wexham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (London Road)	0.6%	10	0.0%	0	1.2%	2	0.7%	3	2.2%	4
Tesco Express (Parlaunt Road, Langley)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Elsewhere in Slough	0.8%	13	0.0%	0	0.4%	1	1.3%	6	3.5%	6
Staines:										
Town Centre	2.6%	41	0.0%	0	0.7%	1	0.0%	0	0.7%	1
Superstores outside the town centre	1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Staines	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale:										
Waitrose (London Road)	1.5%	25	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Elsewhere in Sunningdale District Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow:										
Out-of-Town, including Sainsbury's (Lake End Road) and Tesco (Bishop Centre)	5.6%	89	7.5%	20	4.4%	8	13.0%	60	0.4%	1
Elsewhere in Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge:										
Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4
Superstores outside the town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Elsewhere in Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Windsor:										
Co-Op (Arthur Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Peascod Street)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Morrisons M Local (Peascod Street)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Tesco Express (Clarence Road)	0.2%	3	0.2%	1	1.3%	3	0.0%	0	0.0%	0
Waitrose (King Edward Court)	3.4%	54	1.1%	3	20.5%	39	1.2%	5	2.9%	5
Elsewhere in Windsor Town	0.2%	3	0.0%	0	0.7%	1	0.4%	2	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Centre										
Co-Op (Dedworth Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco (Dedworth Road)	3.5%	55	4.1%	11	22.7%	43	0.0%	0	0.8%	0
Elsewhere in Windsor	0.7%	12	0.0%	0	4.1%	8	0.6%	3	0.5%	0
Wokingham:										
Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superstores outside the town centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Wokingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any foodstores in:										
Gerrards Cross	1.8%	28	0.0%	0	0.0%	0	4.4%	20	3.3%	1
Old Windsor	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Twyford	2.0%	33	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Wooburn Green	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others:										
Central London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Local convenience shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	19	0.2%	1	1.2%	2	0.2%	1	3.3%	3
Internet	5.1%	82	4.6%	12	8.6%	16	3.0%	14	3.7%	1
New codepoints:										
Ashford	0.8%	13	0.0%	0	1.0%	2	0.0%	0	1.8%	0
Burnham	0.4%	6	0.0%	0	0.0%	0	0.5%	2	0.0%	1
Cookham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Datchet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iver Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loudwater	0.7%	12	0.7%	2	0.0%	0	0.2%	1	0.0%	6
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wargrave	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Drayton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	12	0.0%	0	2.2%	4	0.5%	2	1.6%	0
Weighted base:	1601	260	189	459	179	147	85	85	117	80
Sample:	1601	261	211	348	180	150	110	111	120	110

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Mean score: [Usually = 5, Often = 4, Sometimes = 3, Rarely =2, Never 1]																				
Q06	When members of your household do main food shopping, do they usually do any non-food shopping in this centre on the same journey? [PR]																			
Those who stated a retail location at Q05																				
Usually	12.3%	185	12.0%	30	17.0%	29	14.0%	62	8.7%	15	6.5%	9	11.5%	9	8.0%	6	14.7%	16	12.3%	10
Often	8.7%	131	9.6%	24	8.7%	15	8.5%	37	5.0%	8	4.9%	7	4.4%	4	13.9%	11	18.9%	20	6.3%	5
Sometimes	23.4%	352	24.8%	62	21.3%	36	21.6%	95	25.9%	44	26.1%	35	15.9%	13	19.7%	15	28.4%	31	27.9%	22
Rarely	12.6%	189	10.8%	27	11.9%	20	14.8%	66	9.1%	16	12.3%	16	10.0%	8	10.7%	8	15.2%	16	15.2%	12
Never	42.3%	637	41.9%	104	38.9%	66	40.3%	179	50.6%	86	49.8%	67	57.6%	46	46.8%	36	22.2%	24	38.2%	30
(Don't know)	0.9%	13	0.8%	2	2.2%	4	0.8%	4	0.7%	1	0.4%	1	0.6%	1	0.8%	1	0.6%	1	0.0%	0
Mean:	2.36	2.39	2.52	2.41	2.12	2.06	2.02	2.25	2.89	2.39										
Weighted base:	1507	248	169	443	170	134	80	77	108	79										
Sample:	1511	249	193	334	171	138	105	103	110	108										

Q07 When members of your household do main food shopping, how do they usually travel?																				
Those who stated a retail location at Q05																				
Car	84.2%	1269	88.0%	218	85.0%	144	81.3%	360	80.0%	136	81.2%	109	90.5%	73	86.7%	66	89.3%	96	85.2%	67
Park & Ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	5.6%	84	6.0%	15	4.5%	8	7.1%	31	10.0%	17	4.8%	6	2.7%	2	1.2%	1	1.8%	2	2.0%	2
Motorcycle, scooter or moped	0.1%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.0%	120	5.5%	14	9.1%	15	8.3%	37	5.8%	10	12.1%	16	5.3%	4	8.5%	7	8.3%	9	11.1%	9
Bicycle	0.4%	6	0.3%	1	0.3%	1	0.7%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Train	0.1%	2	0.4%	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
Taxi	0.9%	13	0.0%	0	0.7%	1	1.8%	8	1.6%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Disability vehicle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Other	0.3%	4	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	3.5%	3	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	4	0.0%	0	0.0%	0	0.5%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1507	248	169	443	170	134	80	77	108	79										
Sample:	1511	249	193	334	171	138	105	103	110	108										

Q08 Excluding Christmas shopping trips, where does your household do most of its shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Ascot:										
Budgens (Hermitage Parade, High Street)	1.2%	19	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Tesco Express (High Street)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Ascot District Centre	0.8%	13	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Beaconsfield:										
Town Centre	2.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	34
Superstores outside the town centre	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	6
Elsewhere in Beaconsfield	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	9
Bracknell:										
Town Centre	0.5%	8	0.0%	0	1.3%	3	0.0%	0	4.1%	0
Superstores outside the town centre	1.4%	23	0.0%	0	0.8%	2	0.6%	3	0.0%	0
Elsewhere in Bracknell	0.6%	10	0.2%	1	0.5%	1	0.0%	0	5.4%	0
Camberley:										
Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superstores outside the town centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham:										
Town Centre	3.0%	49	0.0%	0	0.3%	1	0.0%	0	31.9%	0
Superstores outside the town centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Elsewhere in Egham	0.3%	4	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Farnham Road (Slough):										
Iceland (Farnham Avenue, Farnham Road)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (Farnham Road)	2.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Farnham Road (Slough) District Centre	0.4%	7	0.0%	0	0.0%	0	1.4%	7	0.0%	0
Henley-on-Thames:										
Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superstores outside the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Henley-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0
High Wycombe:										
Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Superstores outside the town centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Elsewhere in High Wycombe	0.3%	5	0.6%	2	0.0%	0	0.0%	0	0.7%	3
Maidenhead:										

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9				
Iceland (Brock Lane Mall, Nicholson's Centre)	0.1%	2	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Lidl (Stafferton Way)	0.7%	12	3.9%	10	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (High Street)	0.6%	10	1.6%	4	0.0%	0	1.1%	5	0.0%	0	0.0%	0	0.7%	1
Sainsbury's (Providence Place)	1.6%	26	8.2%	21	0.4%	1	0.6%	3	0.0%	0	0.0%	0	1.3%	2
Tesco Metro (Nicholsons Centre)	0.4%	7	2.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose (Moorbridge Road)	1.9%	30	10.2%	26	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.7%	1
Elsewhere in Maidenhead Town Centre	1.8%	28	10.4%	27	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens (Highway Avenue)	0.7%	12	4.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op (Bath Road)	0.1%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op (Bridge Road)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op (Cliveden View)	0.4%	6	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-Op (Cox Green Lane)	0.4%	6	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Bath Road)	0.6%	10	3.4%	9	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Furze Platt Road)	0.8%	12	3.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Elsewhere in Maidenhead	2.1%	34	12.6%	33	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Marlow:														
Town Centre	3.3%	52	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	42.4%	50
Superstores outside the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Elsewhere in Marlow	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	7
Reading:														
Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Superstores outside the town centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Reading	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	3.3%	3
Slough:														
Iceland (Queensmere)	0.5%	8	0.0%	0	0.0%	0	1.5%	7	0.4%	1	0.0%	0	0.0%	0
Marks & Spencer (High Street)	0.5%	8	0.0%	0	0.0%	0	1.7%	8	0.4%	1	0.0%	0	0.0%	0
Morrisons M Local (High Street)	0.3%	6	0.0%	0	0.0%	0	0.6%	3	1.5%	3	0.0%	0	0.0%	0
Tesco Extra (Brunel Way, Wellington Street)	1.8%	29	0.0%	0	0.3%	1	4.6%	21	4.0%	7	0.0%	0	0.0%	0
Elsewhere in Slough Town Centre	1.6%	26	0.0%	0	0.0%	0	4.0%	18	3.8%	7	0.0%	0	0.0%	1
Asda (Telford Drive)	2.4%	38	0.2%	1	1.8%	3	7.3%	34	0.4%	1	0.0%	0	0.0%	0
Budgens (Harrow Market, Station Road)	0.5%	8	0.0%	0	0.0%	0	0.0%	0	4.3%	8	0.0%	0	0.0%	0
Chalvey Supermarket (Chalvey)	0.2%	3	0.2%	1	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op (Elmshot Lane)	0.9%	14	0.0%	0	0.0%	0	3.1%	14	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Co-Op (Long Furlong Drive)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op (Scaffell Road)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op (Trelawney Avenue, Langley)	0.3%	5	0.0%	0	0.0%	0	3.1%	5	0.0%	0
Marks & Spencer Simply Food (Bath Road)	0.8%	14	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's (Uxbridge Road)	2.6%	42	0.0%	0	1.0%	2	12.2%	22	0.0%	0
Tesco Express (Burnham Lane)	0.2%	3	0.0%	0	0.4%	1	0.4%	2	0.0%	0
Tesco Express (Grassmere Parade, Wexham Road)	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (London Road)	0.8%	12	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Tesco Express (Parlaunt Road, Langley)	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Slough	6.1%	98	0.3%	1	4.7%	9	13.5%	62	13.7%	24
Staines:										
Town Centre	1.6%	26	0.0%	0	3.6%	7	0.2%	1	0.4%	1
Superstores outside the town centre	1.0%	16	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Elsewhere in Staines	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Sunningdale:										
Waitrose (London Road)	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Elsewhere in Sunningdale District Centre	0.5%	9	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Taplow:										
Out-of-Town, including Sainsbury's (Lake End Road) and Tesco (Bishop Centre)	3.0%	49	1.2%	3	1.6%	3	9.1%	42	0.4%	1
Elsewhere in Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge:										
Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Superstores outside the town centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Elsewhere in Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Windsor:										
Co-Op (Arthur Road)	0.6%	10	0.0%	0	5.1%	10	0.0%	0	0.0%	0
Marks & Spencer (Peascod Street)	0.6%	9	0.0%	0	3.1%	6	0.4%	2	0.4%	1
Morrisons M Local (Peascod Street)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Clarence Road)	0.4%	6	0.0%	0	3.3%	6	0.0%	0	0.0%	0
Waitrose (King Edward Court)	2.0%	32	0.0%	0	13.8%	26	0.7%	3	1.1%	2
Elsewhere in Windsor Town	0.5%	8	0.0%	0	2.0%	4	0.4%	2	1.4%	2

Zone										
Weighted:	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Centre										
Co-Op (Dedworth Road)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco (Dedworth Road)	2.4%	38	0.8%	2	0.9%	2	0.0%	0	0.0%	0
Elsewhere in Windsor	0.9%	14	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Wokingham:										
Town Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Superstores outside the town centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any foodstores in:										
Gerrards Cross	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Windsor	0.3%	4	0.0%	0	1.1%	2	0.3%	1	0.0%	0
Twyford	2.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooburn Green	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others:										
Central London	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local convenience shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	19	0.7%	2	1.0%	2	3.2%	3	9.6%	8
Internet	0.3%	4	0.6%	2	0.4%	1	0.0%	0	0.0%	0
New codepoints:										
Ashford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookham	0.8%	13	4.6%	12	0.0%	0	0.0%	0	0.0%	0
Datchet	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iver	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iver Heath	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loudwater	0.2%	4	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wargrave	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Drayton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	22	1.5%	4	1.0%	2	1.2%	6	2.8%	5
(Don't do this type of shopping)	17.9%	286	20.9%	54	20.3%	38	19.5%	90	18.0%	32

Weighted base:	1601	260	189	459	179	147	85	85	117	80
Sample:	1601	261	211	348	180	150	110	111	120	110

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Q09 Excluding Christmas shopping trips, where does your household do most of its shopping for clothing and footwear?										
Ascot:										
District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield:										
Town Centre	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Retail Parks, retail warehouses and superstores in Beaconsfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell:										
Town Centre	0.7%	11	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Bracknell	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Elsewhere in Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley:										
Town Centre	0.8%	13	0.3%	1	0.8%	2	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Camberley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Elsewhere in Camberley	0.1%	2	0.0%	0	0.0%	0	0.4%	1	1.4%	1
Egham:										
Town Centre	0.2%	4	0.0%	0	0.0%	0	2.1%	3	0.6%	0
Retail Parks, retail warehouses and superstores in Egham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Egham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Road (Slough):										
District Centre; including Sainsbury's (Farnham Road)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Farnham Road (Slough)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames:										
Town Centre	0.3%	5	0.2%	1	0.0%	0	0.0%	0	1.3%	1
Retail Parks, retail warehouses and superstores in Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
High Wycombe:																				
	Town Centre	116	10.8%	28	0.3%	1	3.2%	15	1.4%	3	0.0%	0	0.0%	0	1.8%	1	32.9%	39	37.2%	30
	Retail Parks, retail warehouses and superstores in High Wycombe	9	1.3%	3	0.3%	1	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.8%	1
	Elsewhere in High Wycombe	6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.8%	1
Maidenhead:																				
	Town Centre; including Sainsbury's (Providence Place), Tesco Metro (Nicholson Walk)	88	25.4%	66	0.4%	1	3.2%	14	0.4%	1	0.0%	0	0.0%	0	2.4%	2	3.5%	4	0.0%	0
	Maidenhead Retail Park; including Homebase	0	0.0%	0	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 retail warehouses and superstores in Maidenhead	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow:																				
	Town Centre	13	1.2%	3	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	6.9%	8	0.8%	1
	Retail Parks, retail warehouses and superstores in Marlow	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
	Elsewhere in Marlow	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading:																				
	Town Centre	151	16.3%	42	1.2%	2	5.4%	25	1.5%	3	0.0%	0	9.9%	8	60.3%	51	17.0%	20	0.0%	0
	Retail Parks, retail warehouses and superstores in Reading	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Elsewhere in Reading	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough:																				
	Town Centre; including Tesco Extra (Brunel Way, Wellington Street)	173	0.3%	1	4.3%	8	25.4%	116	24.0%	43	0.9%	1	0.0%	0	0.0%	0	1.4%	2	2.2%	2
	Slough Retail Park; including Homebase	7	0.0%	0	0.0%	0	1.3%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Westgate Retail Park; including PC World	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road:																				
	Retail Park; including B&Q	21	0.6%	2	0.0%	0	3.5%	16	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Asda (Telford Drive)	8	0.0%	0	0.4%	1	1.4%	6	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Dreams (Bath Road)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords:																				
	(Bath Road)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Matalan (Bath Road)	9	0.2%	1	0.0%	0	1.7%	8	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Sainsbury's (Uxbridge Road)	3	0.0%	0	0.0%	0	0.3%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct:																				
	(Bath Road)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Other retail warehouses and superstores in Slough	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Elsewhere in Slough	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines:										
Town Centre	7.3%	117	0.0%	0	10.4%	20	1.9%	9	4.9%	3
Retail Parks, retail warehouses and superstores in Staines	0.2%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Elsewhere in Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale:										
District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Sunningdale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow:										
Out-of-Town; including Sainsbury's (Lake End Road) and Bishop Centre including Tesco	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge:										
Town Centre	3.9%	63	0.6%	2	0.4%	1	4.6%	21	18.9%	34
Retail Parks, retail warehouses and superstores in Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor:										
Town Centre	22.7%	363	18.3%	48	53.1%	101	19.1%	87	26.1%	47
Tesco (Dedworth Road)	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other retail warehouses and superstores in Windsor	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Elsewhere in Windsor	0.2%	4	0.0%	0	0.9%	2	0.3%	1	0.0%	0
Wokingham:										
Town Centre	0.3%	5	0.6%	2	0.4%	1	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any shops or stores in:										
Gerrards Cross	0.2%	3	0.0%	0	0.0%	0	0.4%	2	0.0%	0
Old Windsor	0.1%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Twyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Green	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Others:										
Central London	3.2%	51	2.5%	6	2.6%	5	3.5%	16	5.9%	11
Other	1.9%	30	1.2%	3	1.2%	2	2.0%	9	3.4%	6
Internet	9.5%	153	10.2%	26	9.5%	18	9.9%	45	3.4%	6
Mail order	2.6%	42	1.9%	5	1.2%	2	4.9%	23	2.6%	5
New codepoints:										
Burnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookham	0.2%	3	0.8%	2	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Datchet	0.0%	0	0	0	0	0	0	0	0	0
Eton Town Centre	0.0%	1	0	0	0	0	0	0	0	0
Eton Wick	0.0%	0	0	0	0	0	0	0	0	0
Ikea, Wembley	0.0%	0	0	0	0	0	0	0	0	0
Iver	0.0%	0	0	0	0	0	0	0	0	0
Kingston-upon-Thames	0.4%	7	0	1	0	3	6	0	0	0
Longacres Garden Centre, Bagshot	0.0%	0	0	0	0	0	0	0	0	0
Retail Parks, retail warehouses and superstores in Loudwater	0.0%	0	0	0	0	0	0	0	0	0
Virginia Water	0.0%	0	0	0	0	0	0	0	0	0
West Drayton	0.0%	0	0	0	0	0	0	0	0	0
Winnersh	0.0%	0	0	0	0	0	0	0	0	0
(Don't know / varies)	2.5%	40	13	10	8	4	1	0	4	0
(Don't do this type of shopping)	2.3%	37	3	6	17	3	1	0	1	3
Weighted base:	1601	260	189	459	179	147	85	85	117	80
Sample:	1601	261	211	348	180	150	110	111	120	110

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Q10 Excluding Christmas shopping trips, where does your household do most of its shopping for furniture, carpets and other floor coverings?

Ascot:										
District Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Ascot	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Beaconsfield:										
Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	5
Retail Parks, retail warehouses and superstores in Beaconsfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Bracknell:										
Elsewhere in Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre	0.7%	11	0.6%	2	0.4%	1	0.2%	1	0.0%	0
Retail Parks, retail warehouses and superstores in Bracknell	0.5%	8	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Camberley:										
Elsewhere in Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre	0.2%	3	0.0%	0	0.0%	0	0.9%	1	2.2%	0
Retail Parks, retail warehouses and superstores in Camberley	0.3%	4	0.6%	2	0.4%	1	0.0%	0	0.0%	0
Egham:										
Elsewhere in Camberley	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Egham	0.1%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Farnham Road (Slough):										
District Centre; including Sainsbury's (Farnham Road)	0.0%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Staples (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Farnham Road (Slough)	0.3%	5	0.0%	0	0.0%	3	0.9%	2	0.0%	0
Henley-on-Thames:										
Town Centre	0.4%	7	0.0%	0	0.7%	1	0.2%	1	0.0%	0
Retail Parks, retail warehouses and superstores in Henley-on-Thames	0.2%	3	0.6%	1	0.0%	0	0.0%	0	1.9%	1
Elsewhere in Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
High Wycombe:																				
	2.6%	42	2.2%	6	1.7%	3	0.9%	4	3.1%	6	1.5%	2	0.8%	1	0.7%	1	8.6%	10	12.0%	10
	7.2%	115	10.7%	28	6.3%	12	5.5%	25	2.1%	4	0.0%	0	2.9%	2	9.7%	8	16.5%	19	20.1%	16
	3.1%	50	4.3%	11	3.1%	6	0.2%	1	1.8%	3	1.3%	2	2.4%	2	0.0%	0	15.2%	18	8.0%	6
	1.6%	26	8.4%	22	0.0%	0	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.5%	8	1.9%	5	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	2	0.0%	0
	0.7%	11	4.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.4%	7	1.7%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Marlow:																				
	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.6%	0
	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
	0.1%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
	3.2%	51	9.2%	24	0.4%	1	0.0%	0	0.5%	1	0.9%	1	6.0%	5	21.0%	18	1.3%	2	0.0%	0
	1.8%	28	0.3%	1	0.4%	1	0.4%	2	0.0%	0	0.9%	1	3.3%	3	19.2%	16	3.9%	5	0.0%	0
	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.4%	2	0.0%	0
	3.3%	54	2.2%	6	4.6%	9	5.2%	24	7.6%	14	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough:																				
	2.9%	46	3.2%	8	4.1%	8	5.2%	24	2.8%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1
	0.5%	9	0.0%	0	1.9%	4	0.5%	2	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	13.2%	211	9.8%	26	10.3%	19	27.6%	127	15.9%	29	2.8%	4	6.7%	6	0.0%	0	0.0%	0	0.8%	1
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1.5%	24	0.0%	0	1.9%	4	2.0%	9	5.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9								
Elsewhere in Slough	1.1%	18	0.0%	0	1.5%	3	2.2%	10	2.2%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Staines:																		
Town Centre	3.0%	49	0.0%	0	4.4%	8	0.0%	0	2.5%	5	23.6%	35	1.4%	1	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Staines	0.8%	12	0.0%	0	0.0%	0	0.0%	0	1.1%	2	6.3%	9	0.8%	1	0.0%	0	0.0%	0
Elsewhere in Staines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sunningdale:																		
District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Elsewhere in Sunningdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow:																		
Out-of-Town; including Sainsbury's (Lake End Road) and Bishop Centre including Tesco	0.1%	2	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge:																		
Town Centre	0.1%	2	0.0%	0	0.0%	0	0.4%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Uxbridge	0.3%	5	0.0%	0	0.0%	0	0.2%	1	1.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Elsewhere in Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor:																		
Town Centre	2.0%	32	1.6%	4	3.6%	7	1.6%	7	0.7%	1	3.5%	5	8.3%	7	0.0%	0	0.0%	0
Tesco (Dedworth Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehouses and superstores in Windsor	0.4%	6	0.6%	2	0.3%	1	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Windsor	0.2%	3	0.0%	0	0.0%	0	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham:																		
Town Centre	0.1%	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
Retail Parks, retail warehouses and superstores in Wokingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Elsewhere in Wokingham	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any shops or stores in:																		
Gerrards Cross	0.2%	3	0.0%	0	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Old Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Wooburn Green	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1
Others:																		
Central London	1.1%	17	0.0%	0	0.9%	2	1.5%	7	0.5%	1	2.6%	4	2.0%	2	0.0%	0	0.8%	1
Other	0.7%	11	0.0%	0	1.2%	2	0.2%	1	0.5%	1	3.1%	5	0.6%	0	2.0%	2	0.0%	0
Internet	9.4%	150	10.0%	26	10.6%	20	8.2%	37	8.1%	15	13.3%	20	13.2%	11	9.1%	8	5.6%	7
Mail order	0.2%	3	0.0%	0	0.3%	1	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New codepoints:																		
Burnham	0.3%	6	0.0%	0	0.0%	0	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Datchet	0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
Eton Town Centre	0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
Eton Wick	0.0%	1	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
Ikea, Wembley	1.9%	31	0 0.6%	2	0 0.0%	18	3 0.0%	5	0 0.0%	0
Iver	0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
Kingston-upon-Thames	0.6%	10	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
Longacres Garden Centre, Bagshot	0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
Retail Parks, retail warehouses and superstores in Loudwater	0.1%	2	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.7%	1
Virginia Water	0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
West Drayton	0.0%	1	0 0.0%	0	0 0.0%	1	0 0.0%	0	0 0.0%	0
Winnersh	0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
(Don't know / varies)	8.2%	132	8 0.5%	22	9 0.3%	18	7 0.4%	34	3 0.1%	4
(Don't do this type of shopping)	21.0%	336	18 4.4%	48	27 7.8%	53	21 6.6%	99	8 2.4%	21
Weighted base:	1601	260	189	459	179	147	85	85	117	80
Sample:	1601	261	211	348	180	150	110	111	120	110

Q11 Excluding Christmas shopping trips, where does your household do most of its shopping for household textiles and soft furnishings, including bedding?

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Ascot:										
District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Ascot	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Beaconsfield:										
Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Retail Parks, retail warehouses and superstores in Beaconsfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Bracknell:										
Elsewhere in Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre	1.1%	17	0.2%	1	1.4%	3	0.0%	0	0.4%	1
Retail Parks, retail warehouses and superstores in Bracknell	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley:										
Elsewhere in Bracknell	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Town Centre	0.6%	10	0.0%	0	0.7%	1	0.0%	0	0.4%	1
Retail Parks, retail warehouses and superstores in Camberley	0.6%	10	0.3%	1	0.8%	2	0.4%	2	0.4%	2
Egham:										
Elsewhere in Camberley	0.1%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Egham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Road (Slough):										
District Centre; including Sainsbury's (Farnham Road)	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles (Farnham Road)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Farnham Road (Slough)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames:										
Town Centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Retail Parks, retail warehouses and superstores in Henley-on-Thames	0.1%	2	0.2%	1	0.0%	0	0.0%	0	2.7%	3
Elsewhere in Henley-on-Thames	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	1

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
High Wycombe:																				
	Town Centre	62	5.4%	14	1.2%	2	1.1%	5	3.4%	6	0.5%	1	0.8%	1	1.5%	1	13.1%	15	20.7%	16
	Retail Parks, retail warehouses and superstores in High Wycombe	170	22.7%	59	7.8%	15	9.3%	42	3.0%	5	0.4%	1	6.3%	5	10.3%	9	14.4%	17	20.6%	16
	Elsewhere in High Wycombe	91	10.0%	26	3.7%	7	0.8%	4	2.7%	5	1.3%	2	3.5%	3	0.0%	0	26.1%	31	17.9%	14
	Maidenhead:																			
	Town Centre; including Sainsbury's (Providence Place), Tesco Metro (Nicholson Walk)	36	10.4%	27	0.9%	2	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.8%	1
	Maidenhead Retail Park; including Homebase	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Other retail warehouses and superstores in Maidenhead	3	0.8%	2	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Elsewhere in Maidenhead	2	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Marlow:																			
Town Centre	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	
Retail Parks, retail warehouses and superstores in Marlow	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Elsewhere in Marlow	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Reading:																				
Town Centre	81	8.7%	23	1.3%	2	1.5%	7	0.5%	1	2.4%	4	8.6%	7	36.3%	31	5.5%	6	0.0%	0	
Retail Parks, retail warehouses and superstores in Reading	26	2.2%	6	0.4%	1	1.5%	7	0.0%	0	1.4%	2	0.0%	0	6.9%	6	3.6%	4	0.0%	0	
Elsewhere in Reading	5	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.8%	1	1.4%	2	0.0%	0	
Slough:																				
Town Centre; including Tesco Extra (Brunel Way, Wellington Street)	126	1.1%	3	4.9%	9	16.1%	74	20.6%	37	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	
Slough Retail Park; including Homebase	25	0.0%	0	2.0%	4	4.0%	18	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	
Westgate Retail Park; including PC World	3	0.0%	0	1.1%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bath Road Retail Park; including B&Q	95	3.7%	10	6.0%	11	11.8%	54	9.2%	16	1.8%	3	0.6%	0	0.0%	0	0.0%	0	0.8%	1	
Asda (Telford Drive)	17	0.0%	0	0.3%	1	3.0%	14	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dreams (Bath Road)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Halfords (Bath Road)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Matalan (Bath Road)	7	0.8%	2	0.0%	0	0.8%	4	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's (Uxbridge Road)	10	0.0%	0	0.0%	0	0.7%	3	3.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sports Direct (Bath Road)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other retail warehouses and superstores in Slough	12	0.0%	0	0.4%	1	1.7%	8	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9						
Elsewhere in Slough	0.7%	11	0.0%	0	0.0%	0	1.7%	8	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Staines:																
Town Centre	4.1%	65	0.0%	0	5.3%	10	0.3%	1	1.6%	3	33.5%	49	2.2%	2	0.0%	0
Retail Parks, retail warehouses and superstores in Staines	0.4%	7	0.0%	0	0.7%	1	0.2%	1	0.0%	0	3.1%	5	0.6%	0	0.0%	0
Elsewhere in Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale:																
District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Sunningdale	0.0%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow:																
Out-of-Town; including Sainsbury's (Lake End Road) and Bishop Centre including Tesco	0.3%	5	0.0%	0	0.0%	0	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge:																
Town Centre	1.2%	19	0.0%	0	0.4%	1	1.8%	8	5.6%	10	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Uxbridge	0.1%	2	0.0%	0	0.0%	0	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Windsor:																
Town Centre	5.3%	85	2.9%	8	15.5%	29	4.5%	20	3.6%	6	5.1%	8	15.3%	13	0.0%	1
Tesco (Dedworth Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehouses and superstores in Windsor	0.2%	3	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0
Elsewhere in Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham:																
Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.6%	0
Retail Parks, retail warehouses and superstores in Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Elsewhere in Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any shops or stores in:																
Gerrards Cross	0.2%	3	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Old Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others:																
Central London	0.4%	7	0.0%	0	0.6%	1	0.2%	1	0.0%	0	0.9%	1	3.4%	3	0.0%	1
Other	1.2%	19	0.7%	2	1.9%	4	0.3%	1	2.2%	4	3.5%	5	1.4%	1	0.6%	2
Internet	13.1%	210	14.5%	38	18.5%	35	8.5%	39	9.9%	18	20.5%	30	16.2%	14	14.8%	15
Mail order	1.1%	18	0.2%	1	0.6%	1	1.3%	6	1.5%	3	0.4%	1	1.2%	1	0.0%	5
New codepoints:																
Burnham	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Datchet	0.0%	0	0	0	0	0.0%	0	0.0%	0	0.0%
Eton Town Centre	0.0%	0	0	0	0	0.0%	0	0.0%	0	0.0%
Eton Wick	0.1%	1	0	0	0	0.0%	0	0.0%	0	0.0%
Ikea, Wembley	0.8%	13	0	0	7	1.8%	3	0.0%	1	0.8%
Iver	0.0%	0	0	0	0	0.0%	0	0.0%	0	0.0%
Kingston-upon-Thames	0.9%	14	0	1	0	0.9%	2	7.2%	11	0.0%
Longacres Garden Centre, Bagshot	0.0%	0	0	0	0	0.0%	0	0.0%	0	0.0%
Retail Parks, retail warehouses and supermarkets in Loudwater	0.1%	1	0	0	0	0.0%	0	0.0%	0	1.5%
Virginia Water	0.0%	0	0	0	0	0.0%	0	0.0%	0	0.0%
West Drayton	0.1%	1	0	0	0	0.5%	1	0.0%	0	0.0%
Winnersh	0.0%	0	0	0	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	5.2%	84	10	18	23	6.6%	12	4.7%	7	5.9%
(Don't do this type of shopping)	10.8%	172	24	20	72	12.7%	23	8.2%	12	4.4%
Weighted base:	1601	260	189	459	179	147	85	85	117	80
Sample:	1601	261	211	348	180	150	110	111	120	110

Q12 Excluding Christmas shopping trips, where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Ascot:										
District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Ascot	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield:										
Town Centre	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	13
Retail Parks, retail warehouses and superstores in Beaconsfield	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Bracknell:										
Elsewhere in Beaconsfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Town Centre	0.6%	10	0.0%	0	0.0%	0	0.0%	2	0.0%	0
Retail Parks, retail warehouses and superstores in Bracknell	2.1%	33	0.2%	1	0.0%	0	0.0%	10	1.4%	0
Camberley:										
Elsewhere in Bracknell	0.3%	5	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham:										
Elsewhere in Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Egham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Road (Slough):										
District Centre; including Sainsbury's (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Farnham Road (Slough)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames:										
Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Retail Parks, retail warehouses and superstores in Henley-on-Thames	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Elsewhere in Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
High Wycombe:										
Town Centre	2.5% 40	3.2% 8	2.2% 4	0.4% 2	3.6% 6	1.3% 2	0.0% 0	0.7% 1	7.7% 9	9.3% 7
Retail Parks, retail warehouses and superstores in High Wycombe	12.3% 197	23.4% 61	7.0% 13	11.3% 52	3.7% 7	1.8% 3	6.0% 5	12.1% 10	20.7% 24	27.6% 22
Elsewhere in High Wycombe	5.1% 82	8.3% 22	4.5% 9	1.0% 5	2.3% 4	2.6% 4	4.5% 4	0.0% 0	23.0% 27	10.7% 9
Maidenhead:										
Town Centre; including Sainsbury's (Providence Place), Tesco Metro (Nicholson Walk)	2.3% 36	11.4% 30	0.0% 0	0.8% 4	0.4% 1	0.0% 0	0.0% 0	0.7% 1	1.3% 2	0.0% 0
Maidenhead Retail Park; including Homebase	0.4% 7	2.3% 6	0.4% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other retail warehouses and superstores in Maidenhead	0.7% 12	2.6% 7	0.0% 0	0.7% 3	0.0% 0	0.0% 0	0.0% 0	0.6% 0	1.1% 1	0.0% 0
Elsewhere in Maidenhead	0.8% 13	2.9% 8	0.3% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	3.7% 4	0.0% 0
Marlow:										
Town Centre	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Retail Parks, retail warehouses and superstores in Marlow	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Elsewhere in Marlow	0.1% 1	0.0% 0	0.0% 0	0.2% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.6% 1	0.0% 0
Reading:										
Town Centre	2.4% 38	3.4% 9	0.5% 1	1.0% 4	0.9% 2	0.0% 0	4.7% 4	20.1% 17	1.3% 2	0.0% 0
Retail Parks, retail warehouses and superstores in Reading	1.2% 20	0.7% 2	0.4% 1	0.0% 0	0.0% 0	0.0% 0	0.8% 1	9.9% 8	6.6% 8	0.8% 1
Elsewhere in Reading	0.2% 3	0.6% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.5% 1	0.0% 0	0.0% 0
Slough:										
Town Centre; including Tesco Extra (Brunel Way, Wellington Street)	5.8% 93	0.9% 2	7.6% 14	11.3% 52	13.7% 24	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Slough Retail Park; including Homebase	1.7% 27	1.2% 3	0.4% 1	4.3% 20	1.5% 3	0.0% 0	0.8% 1	0.0% 0	0.0% 0	0.0% 0
Westgate Retail Park; including PC World	4.8% 77	1.6% 4	3.5% 7	7.7% 35	16.3% 29	0.0% 0	0.8% 1	0.7% 1	0.0% 0	0.0% 0
Bath Road Retail Park; including B&Q	12.4% 199	8.4% 22	11.7% 22	27.5% 126	14.7% 26	0.9% 1	0.6% 0	0.0% 0	0.0% 0	1.5% 1
Asda (Telford Drive)	0.5% 9	0.0% 0	0.3% 1	1.3% 6	1.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Dreams (Bath Road)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Halfords (Bath Road)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Matalan (Bath Road)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Sainsbury's (Uxbridge Road)	0.4% 6	0.0% 0	0.0% 0	0.2% 1	2.7% 5	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Sports Direct (Bath Road)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other retail warehouses and superstores in Slough	1.0% 16	0.6% 2	0.5% 1	1.6% 7	3.8% 7	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9						
Elsewhere in Slough	0.7%	11	0.0%	0	1.2%	2	1.2%	6	0.9%	2	0.9%	1	0.0%	0	0.0%	0
Staines:																
Town Centre	3.2%	51	0.0%	0	3.3%	6	0.0%	0	1.1%	2	28.7%	42	0.8%	1	0.0%	0
Retail Parks, retail warehouses and superstores in Staines	0.7%	11	0.0%	0	1.6%	3	0.0%	0	0.0%	0	4.6%	7	2.1%	2	0.0%	0
Elsewhere in Staines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sunningdale:																
District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Elsewhere in Sunningdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow:																
Out-of-Town; including Sainsbury's (Lake End Road) and Bishop Centre including Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge:																
Town Centre	0.2%	4	0.0%	0	0.0%	0	0.6%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Uxbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor:																
Town Centre	1.6%	26	1.0%	3	7.9%	15	1.4%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	1
Tesco (Dedworth Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehouses and superstores in Windsor	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Windsor	0.2%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham:																
Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Elsewhere in Wokingham	0.3%	4	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Any shops or stores in:																
Gerrards Cross	0.2%	3	0.0%	0	0.0%	0	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others:																
Central London	0.3%	5	0.8%	2	0.3%	1	0.3%	1	0.0%	0	0.4%	1	1.4%	1	0.0%	0
Other	0.5%	8	0.0%	0	1.2%	2	0.0%	0	0.4%	1	3.3%	5	0.8%	1	0.0%	0
Internet	21.0%	337	18.2%	47	26.2%	50	14.7%	67	20.0%	36	39.0%	57	29.7%	25	13.9%	16
Mail order	0.4%	6	0.0%	0	0.3%	1	0.3%	1	0.5%	1	0.4%	1	0.0%	0	2.7%	3
New codepoints:																
Burnham	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Datchet	0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
Eton Town Centre	0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
Eton Wick	0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
Ikea, Wembley	0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
Iver	0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
Kingston-upon-Thames	0.3%	6	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
Longacres Garden Centre, Bagshot	0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
Retail Parks, retail warehouses and superstores in Loudwater	0.2%	3	0 0.0%	0	0 0.0%	1	0 0.0%	0	1.6%	2
Virginia Water	0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
West Drayton	0.4%	6	1 0.2%	0	2.9%	5	0 0.0%	0	0 0.0%	0
Winnersh	0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0	0 0.0%	0
(Don't know / varies)	4.1%	65	7 2.8%	14 4.3%	20 3.1%	6 4.6%	7 2.4%	2 2.7%	2 6.5%	8 0.0%
(Don't do this type of shopping)	5.4%	87	12 4.7%	14 7.1%	32 5.0%	9 5.9%	9 1.2%	2 2.2%	2 3.1%	4 6.1%
Weighted base:	1601	260	189	459	179	147	85	85	117	80
Sample:	1601	261	211	348	180	150	110	111	120	110

Q13 Excluding Christmas shopping trips, where does your household do most of its shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?										
Zone	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Ascot: District Centre Elsewhere in Ascot Beaconsfield: Town Centre Retail Parks, retail warehouses and superstores in Beaconsfield Bracknell: Town Centre Retail Parks, retail warehouses and superstores in Bracknell Camberley: Town Centre Retail Parks, retail warehouses and superstores in Camberley Egham: Town Centre Retail Parks, retail warehouses and superstores in Egham Farnham Road (Slough): District Centre; including Sainsbury's (Farnham Road) Staples (Farnham Road) Topp's Tiles (Farnham Road) Wickes (Farnham Road) Elsewhere in Farnham Road (Slough) Henley-on-Thames: Town Centre Retail Parks, retail warehouses and superstores in Henley-on-Thames Elsewhere in Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	2
	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	2
	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
	0.8%	14	0.0%	0	1.0%	2	0.6%	3	0.0%	0
	1.9%	31	0.0%	0	1.4%	3	0.0%	0	0.0%	0
	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.1%	2	0.0%	0	0.3%	1	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Egham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Farnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Henley-on-Thames	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.3%	5	0.0%	0	0.9%	2	0.0%	0	2.5%	0
	0.1%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0
	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0
	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0
	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0
	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0
	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0
	0.1%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
High Wycombe:																				
	2.4%	38	3.2%	8	2.6%	5	0.9%	4	2.5%	5	1.8%	3	0.0%	0	1.3%	1	3.9%	5	10.2%	8
	12.5%	201	22.4%	58	7.8%	15	10.0%	46	5.9%	11	1.8%	3	4.7%	4	14.1%	12	24.6%	29	30.0%	24
Weycombe																				
Elsewhere in High Wycombe	6.2%	99	10.1%	26	3.2%	6	1.2%	6	2.2%	4	2.2%	3	9.0%	8	0.0%	0	27.7%	33	16.3%	13
Maidenhead:																				
Town Centre; including Sainsbury's (Providence Place), Tesco Metro (Nicholson Walk)	2.0%	31	7.8%	20	0.7%	1	0.9%	4	0.4%	1	0.9%	1	0.0%	0	1.5%	1	2.0%	2	0.0%	0
Maidenhead Retail Park; including Homebase	0.1%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehouses and superstores in Maidenhead	0.4%	7	1.6%	4	0.3%	1	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow:																				
Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Retail Parks, retail warehouses and superstores in Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Marlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Reading:																				
Town Centre	3.0%	48	3.8%	10	0.9%	2	1.6%	7	0.9%	2	0.9%	1	3.7%	3	23.1%	20	2.1%	2	0.6%	0
Retail Parks, retail warehouses and superstores in Reading	0.9%	15	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	7.7%	7	4.2%	5	0.8%	1
Elsewhere in Reading	0.2%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Slough:																				
Town Centre; including Tesco Extra (Brunel Way, Wellington Street)	4.6%	74	0.3%	1	5.9%	11	8.9%	41	11.5%	21	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Slough Retail Park; including Homebase	0.9%	14	0.6%	2	0.9%	2	1.8%	8	0.6%	1	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0
Westgate Retail Park; including PC World	6.3%	100	2.7%	7	2.3%	4	11.9%	54	18.7%	33	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park; including B&Q	10.2%	163	8.4%	22	11.8%	22	20.8%	96	12.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Asda (Telford Drive)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dreams (Bath Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords (Bath Road)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan (Bath Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (Uxbridge Road)	0.4%	6	0.0%	0	0.0%	0	1.0%	5	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct (Bath Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehouses and superstores in Slough	1.2%	19	0.2%	1	0.0%	0	1.5%	7	5.4%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9						
Elsewhere in Slough	0.5%	7	0.6%	2	0.0%	0	1.1%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Staines:																
Town Centre	3.0%	49	0.0%	0	3.9%	7	0.0%	0	1.1%	2	25.8%	38	1.6%	1	0.0%	0
Retail Parks, retail warehouses and superstores in Staines	1.1%	17	0.0%	0	1.8%	3	0.0%	0	0.0%	0	7.6%	11	2.9%	2	0.0%	0
Elsewhere in Staines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sunningdale:																
District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Sunningdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow:																
Out-of-Town; including Sainsbury's (Lake End Road) and Bishop Centre including Tesco	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge:																
Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Windsor:																
Town Centre	1.8%	28	1.3%	3	8.0%	15	1.3%	6	0.6%	1	1.3%	2	0.8%	1	0.0%	0
Tesco (Dedworth Road)	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other retail warehouses and superstores in Windsor	0.2%	3	0.2%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Windsor	0.2%	4	0.0%	0	0.4%	1	0.4%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Wokingham:																
Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Elsewhere in Wokingham	0.2%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any shops or stores in:																
Gerrards Cross	0.1%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woburn Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others:																
Central London	0.4%	6	0.3%	1	0.7%	1	0.4%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	1
Other	0.4%	7	0.2%	1	1.2%	2	0.0%	0	0.7%	1	2.0%	3	0.0%	0	0.0%	0
Internet	20.1%	322	17.5%	45	21.6%	41	15.3%	70	17.5%	31	34.5%	51	35.2%	30	27.0%	15
Mail order	0.3%	6	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	3.5%	4
New codepoints:																
Burnham	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Datchet	0.0%	0	0	0	0	0	0	0	0	0
Eton Town Centre	0.6%	9	0.3%	1	1.9%	3	0.0%	0	0.0%	0
Eton Wick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-upon-Thames	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Loudwater	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Virginia Water	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Drayton	0.2%	4	0.2%	1	1.7%	3	0.0%	0	0.0%	0
Winnersh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.7%	76	5.7%	15	2.2%	4	5.8%	9	3.8%	4
(Don't do this type of shopping)	9.4%	150	9.5%	25	7.3%	13	6.6%	10	6.3%	7
Weighted base:	1601	260	189	459	179	147	85	85	117	80
Sample:	1601	261	211	348	180	150	110	111	120	110

Q14 Excluding Christmas shopping trips, where does your household do most of its shopping for hardware, DIY goods, decorating supplies and garden products?

Ascot:																		
District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0
Elsewhere in Ascot	0.2%	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
Beaconsfield:																		
Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Retail Parks, retail warehouses and superstores in Beaconsfield	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Bracknell:																		
Elsewhere in Beaconsfield	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0
Town Centre	0.5%	9	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	7	1.8%	1	0.0%	0
Retail Parks, retail warehouses and superstores in Bracknell	3.1%	50	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.2%	27	23.4%	20	1.4%	2
Camberley:																		
Elsewhere in Bracknell	1.3%	20	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	11.4%	10	9.9%	8	0.0%	0
Town Centre	0.0%	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
Retail Parks, retail warehouses and superstores in Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham:																		
Elsewhere in Camberley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Egham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Road (Slough):																		
District Centre; including Sainsbury's (Farnham Road)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Staples (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes (Farnham Road)	0.7%	12	0.3%	1	0.0%	0	1.8%	8	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Farnham Road (Slough)	0.2%	3	0.0%	0	0.0%	0	0.6%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Henley-on-Thames:																		
Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Henley-on-Thames	0.1%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Elsewhere in Henley-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
High Wycombe:																				
	1.2%	19	0.8%	2	0.0%	0	0.0%	0	0.0%	0	10.8%	13	4.6%	4						
	3.4%	54	0.6%	2	0.0%	0	0.0%	0	0.0%	0	22.4%	26	30.3%	24						
Wycombe																				
Elsewhere in High Wycombe	1.4%	23	0.6%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	7	17.3%	14						
Maidenhead:																				
Town Centre; including Sainsbury's (Providence Place), Tesco Metro (Nicholson Walk)	1.5%	24	7.8%	20	0.9%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0						
Maidenhead Retail Park; including Homebase	8.6%	137	45.2%	117	2.7%	5	0.9%	4	0.0%	0	0.0%	3	5.2%	6	1.5%	1				
Other retail warehouses and superstores in Maidenhead	0.4%	6	1.6%	4	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Elsewhere in Maidenhead	0.7%	11	4.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Marlow:																				
Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0				
Retail Parks, retail warehouses and superstores in Marlow	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0				
Elsewhere in Marlow	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	9	0.0%	0				
Reading:																				
Town Centre	0.4%	6	0.8%	2	0.0%	0	0.0%	0	0.5%	1	0.9%	1	1.8%	1	0.0%	0				
Retail Parks, retail warehouses and superstores in Reading	2.1%	33	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	26.9%	23	7.7%	9	0.0%	0		
Elsewhere in Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0		
Slough:																				
Town Centre; including Tesco Extra (Brunel Way, Wellington Street)	2.7%	44	0.9%	2	4.0%	8	4.9%	23	4.9%	9	1.5%	2	0.0%	0	0.0%	0	0.0%	0		
Slough Retail Park; including Homebase	4.6%	74	0.0%	0	7.5%	14	9.2%	42	7.8%	14	1.5%	2	0.0%	0	0.7%	1	0.8%	1		
Westgate Retail Park; including PC World	0.1%	2	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bath Road Retail Park; including B&Q	31.1%	498	19.3%	50	31.7%	60	60.0%	275	53.3%	96	5.3%	8	3.9%	3	1.1%	1	2.3%	3	2.2%	2
Asda (Telford Drive)	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dreams (Bath Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords (Bath Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan (Bath Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (Uxbridge Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct (Bath Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehouses and superstores in Slough	0.7%	11	0.2%	1	1.2%	2	1.5%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Elsewhere in Slough	1.2%	19	0.0%	0	1.5%	3	3.0%	14	1.1%	2	0.0%	0	0.0%	0	0.0%	0				
Staines:																				
Town Centre	2.6%	41	0.0%	0	3.1%	6	0.0%	0	0.0%	0	24.1%	35	0.0%	0	0.0%	0				
Retail Parks, retail warehouses and superstores in Staines	3.1%	50	0.0%	0	4.1%	8	0.0%	0	1.1%	2	27.1%	40	0.6%	0	0.0%	0				
Elsewhere in Staines	1.4%	23	0.0%	0	2.5%	5	0.0%	0	0.4%	1	11.6%	17	0.0%	0	0.0%	0				
Sunningdale:																				
District Centre	0.3%	5	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0				
Elsewhere in Sunningdale	0.3%	4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0				
Taplow:																				
Out-of-Town; including Sainsbury's (Lake End Road) and Bishop Centre including Tesco	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Elsewhere in Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Uxbridge:																				
Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0				
Retail Parks, retail warehouses and superstores in Uxbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0				
Elsewhere in Uxbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0				
Windsor:																				
Town Centre	0.9%	15	0.0%	0	7.0%	13	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.0%	0				
Tesco (Dedworth Road)	0.1%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Other retail warehouses and superstores in Windsor	0.2%	4	0.0%	0	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Elsewhere in Windsor	1.6%	26	1.3%	3	7.1%	14	1.7%	8	0.5%	1	0.0%	0	0.0%	0	0.0%	0				
Wokingham:																				
Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Retail Parks, retail warehouses and superstores in Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0				
Elsewhere in Wokingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	2.3%	2	0.0%	0		
Any shops or stores in:																				
Gerrards Cross	0.2%	3	0.0%	0	0.0%	0	0.4%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Old Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Twyford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0		
Woburn Green	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	0.0%	0		
Others:																				
Central London	0.2%	3	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0		
Other	0.9%	15	0.6%	1	0.8%	1	0.3%	1	1.8%	3	2.3%	3	1.8%	1	0.0%	0	1.4%	2	1.3%	1
Internet	1.3%	21	0.6%	1	1.9%	4	1.6%	7	0.9%	2	0.9%	1	2.1%	2	0.0%	0	2.0%	2	2.4%	2
Mail order	0.2%	3	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
New codepoints:																				
Burnham	0.4%	7	0.0%	0	0.5%	1	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookham	0.1%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Datchet	0.0%	0	0	0	0	0	0	0	0	0
Eton Town Centre	0.0%	0	0	0	0	0	0	0	0	0
Eton Wick	0.0%	0	0	0	0	0	0	0	0	0
Ikea, Wembley	0.1%	2	0	0	0	0	0	0	0	0
Iver	0.1%	2	0	0	1	0	0	0	0	0
Kingston-upon-Thames	0.1%	1	0	0	0	0	0	0	0	0
Longacres Garden Centre, Bagshot	0.5%	9	0	0	0	1.8%	3	0	0	0
Retail Parks, retail warehouses and superstores in Loudwater	0.6%	10	0	0	0	0	0	0	5.0%	4
Virginia Water	0.1%	1	0	0	0	0.6%	1	0	0	0
West Drayton	0.0%	1	0	0	0	0	0	0	0	0
Winnersh	0.3%	5	0	0	0	0	0	5	0	0
(Don't know / varies)	3.8%	61	13	8	5	5.5%	8	5	2	3
(Don't do this type of shopping)	9.5%	151	22	37	29	8.8%	13	7	11	4
Weighted base:	1601	260	189	459	179	147	85	85	117	80
Sample:	1601	261	211	348	180	150	110	111	120	110

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Q15 Excluding Christmas shopping trips, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?										
Ascot:										
District Centre	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Ascot	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield:										
Town Centre	3.9%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	58
Retail Parks, retail warehouses and supermarkets in Beaconsfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Bracknell:										
Elsewhere in Bracknell	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Town Centre	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and supermarkets in Bracknell	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley:										
Elsewhere in Camberley	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and supermarkets in Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham:										
Elsewhere in Egham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre	3.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and supermarkets in Egham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Road (Slough):										
District Centre; including Sainsbury's (Farnham Road)	1.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Farnham Road (Slough)	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames:										
Town Centre	0.6%	9	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and supermarkets in Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Henley-on-Thames	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Windsor & Maidenhead Retail Study
for DTZ

Zone										
Weighted:	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
High Wycombe: Town Centre Retail Parks, retail warehouses and superstores in High Wycombe	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
				1	0.0%	0	0.0%	0	4.2%	5
Elsewhere in High Wycombe	0.6%	10	1.4%	4	0.0%	0	0.0%	0	2.3%	3
Maidenhead: Town Centre; including Sainsbury's (Providence Place), Tesco Metro (Nicholson Walk)	10.8%	172	57.8%	150	0.8%	2	2.4%	11	0.0%	0
Maidenhead Retail Park; including Homebase	0.1%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Other retail warehouses and superstores in Maidenhead	0.1%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Maidenhead	3.3%	52	20.1%	52	0.0%	0	0.0%	0	0.0%	0
Marlow: Town Centre Retail Parks, retail warehouses and superstores in Marlow	3.9%	62	1.8%	5	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Marlow	0.6%	10	0.0%	0	0.0%	0	0.0%	0	8.5%	10
Reading: Town Centre Retail Parks, retail warehouses and superstores in Reading	1.9%	30	1.8%	5	0.0%	0	0.0%	0	19.5%	17
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Slough: Town Centre; including Tesco Extra (Brunel Way, Wellington Street)	12.3%	196	0.0%	0	2.1%	4	28.4%	130	0.0%	1
Slough Retail Park; including Homebase	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park; including PC World	0.0%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Bath Road Retail Park; including B&Q	2.7%	43	0.0%	0	0.0%	0	8.5%	39	0.0%	0
Asda (Telford Drive)	1.5%	24	0.0%	0	1.1%	2	4.9%	22	0.0%	0
Dreams (Bath Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords (Bath Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan (Bath Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (Uxbridge Road)	0.8%	14	0.0%	0	0.3%	1	1.4%	6	0.0%	0
Sports Direct (Bath Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehouses and superstores in Slough	0.3%	4	0.0%	0	0.0%	0	0.0%	4	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Elsewhere in Slough	7.6%	122	0.0%	0	0.8%	1	15.1%	69	27.9%	50	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Staines:																				
Town Centre	4.7%	75	0.0%	0	10.6%	20	0.0%	0	2.0%	4	34.0%	50	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Retail Parks, retail warehouses and superstores in Staines	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Staines	0.2%	4	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale:																				
District Centre	1.3%	21	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	19	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Sunningdale	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Taplow:																				
Out-of-Town; including Sainsbury's (Lake End Road) and Bishop Centre including Tesco	1.0%	16	0.2%	1	0.4%	1	3.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge:																				
Town Centre	1.1%	17	0.0%	0	0.0%	0	0.6%	3	8.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor:																				
Town Centre	8.7%	140	1.0%	3	48.0%	91	5.0%	23	6.3%	11	2.5%	4	7.7%	7	2.3%	2	0.0%	0	0.0%	0
Tesco (Dedworth Road)	1.2%	19	0.3%	1	9.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehouses and superstores in Windsor	0.0%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Windsor	0.6%	9	0.0%	0	4.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham:																				
Town Centre	0.6%	10	0.6%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	7	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Wokingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Any shops or stores in:																				
Gerrards Cross	0.9%	15	0.0%	0	0.0%	0	2.4%	11	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Old Windsor	0.1%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	1.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	22	2.9%	3	0.0%	0
Wooburn Green	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	11	6.7%	5
Others:																				
Central London	0.4%	7	0.0%	0	0.0%	0	1.0%	5	0.0%	0	0.0%	0	0.6%	0	1.8%	1	0.0%	0	0.0%	0
Other	1.2%	19	0.5%	1	0.0%	0	1.5%	7	0.4%	1	4.3%	6	2.4%	2	1.4%	1	0.6%	1	0.8%	1
Internet	1.5%	25	2.1%	5	2.9%	5	1.1%	5	0.0%	0	1.9%	3	3.0%	3	3.2%	3	0.0%	0	0.8%	1
Mail order	0.4%	6	0.2%	1	0.7%	1	0.7%	3	0.0%	0	0.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
New codepoints:																				
Burnham	1.6%	25	0.0%	0	0.0%	0	5.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cookham	0.7%	12	4.1%	11	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Datchet	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eton Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eton Wick	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iver	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-upon-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Loudwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.8%	28	1.3%	3	1.7%	3	0.8%	0	2.2%	3
(Don't do this type of shopping)	3.2%	51	3.9%	10	2.0%	4	0.6%	3	2.5%	3
Weighted base:	1601	260	189	459	179	147	85	85	117	80
Sample:	1601	261	211	348	180	150	110	111	120	110

Q16 Excluding Christmas shopping trips, where does your household do most of its shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Ascot:										
District Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield:										
Town Centre	1.2%	19	0.0%	0	0.0%	1	0.0%	0	0.0%	18
Retail Parks, retail warehouses and superstores in Beaconsfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Beaconsfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Bracknell:										
Town Centre	1.1%	18	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Bracknell	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley:										
Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham:										
Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Egham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Egham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Road (Slough):										
District Centre; including Sainsbury's (Farnham Road)	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles (Farnham Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes (Farnham Road)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Farnham Road (Slough)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames:										
Town Centre	0.5%	8	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
High Wycombe:										
Town Centre	2.7%	43	2.4%	6	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in High Wycombe	1.5%	24	3.2%	8	0.0%	0	0.0%	0	0.0%	0
Elsewhere in High Wycombe	1.2%	20	2.1%	6	0.4%	1	0.6%	0	0.0%	0
Maidenhead:										
Town Centre: including Sainsbury's (Providence Place), Tesco Metro (Nicholson Walk)	3.7%	59	17.3%	45	0.4%	1	0.0%	0	1.9%	2
Maidenhead Retail Park; including Homebase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehouses and superstores in Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Maidenhead	0.1%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Marlow:										
Town Centre	1.0%	16	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading:										
Town Centre	4.0%	64	5.6%	15	0.5%	1	2.3%	10	0.0%	0
Retail Parks, retail warehouses and superstores in Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough:										
Town Centre: including Tesco Extra (Brunel Way, Wellington Street)	7.6%	122	0.6%	2	2.6%	5	17.3%	79	0.0%	1
Slough Retail Park; including Homebase	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park; including PC World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park; including B&Q	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Telford Drive)	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dreams (Bath Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords (Bath Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan (Bath Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's (Uxbridge Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct (Bath Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehouses and superstores in Slough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Zone	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Elsewhere in Slough	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines:										
Town Centre	4.4%	71	0.0%	0	5.5%	10	0.2%	1	4.3%	8
Retail Parks, retail warehouses and superstores in Staines	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale:										
District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Sunningdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow:										
Out-of-Town; including Sainsbury's (Lake End Road) and Bishop Centre including Tesco	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Elsewhere in Taplow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge:										
Town Centre	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor:										
Town Centre	12.0%	193	5.8%	15	35.8%	68	9.5%	44	13.3%	24
Tesco (Dedworth Road)	0.2%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Other retail warehouses and superstores in Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Windsor	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham:										
Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere in Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any shops or stores in:										
Gerrards Cross	0.3%	4	0.0%	0	0.0%	0	0.8%	4	0.0%	0
Old Windsor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooburn Green	0.1%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Others:										
Central London	2.1%	34	1.7%	4	1.6%	3	3.0%	14	2.1%	4
Other	1.4%	23	2.1%	5	1.9%	4	1.7%	8	0.9%	2
Internet	25.8%	412	33.1%	86	22.3%	42	25.4%	117	19.2%	34
Mail order	0.6%	10	0.0%	0	0.0%	0	1.3%	6	1.2%	2
New codepoints:										
Burnham	0.3%	5	0.0%	0	0.7%	1	0.8%	4	0.0%	0
Cookham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Datchet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eton Town Centre	0.2%	4	0.8%	2	0.9%	0	0.0%	0	0.0%	0
Eton Wick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-upon-Thames	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, Bagshot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, retail warehouses and superstores in Loudwater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.8%	76	5.9%	15	6.7%	13	4.6%	8	5.8%	3
(Don't do this type of shopping)	17.7%	284	16.7%	43	18.2%	35	22.6%	103	26.2%	47
Weighted base:	1601	260	189	459	179	147	85	85	117	80
Sample:	1601	261	211	348	180	150	110	111	120	110

Q17 When members of your household do non-food shopping, how do they usually travel?

Car	75.0%	1200	82.5%	214	72.8%	138	66.0%	303	78.7%	141	74.6%	110	87.6%	74	78.4%	66	76.3%	90	80.4%	64
Park & Ride	0.4%	6	0.0%	0	0.0%	0	0.2%	1	0.5%	1	0.0%	0	0.0%	0	2.3%	2	1.9%	2	0.0%	0
Bus	8.6%	138	6.7%	17	8.2%	16	11.6%	53	16.0%	29	4.5%	7	3.7%	3	4.1%	3	6.7%	8	2.5%	2
Motorcycle, scooter or moped	0.2%	3	0.0%	0	0.0%	0	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.2%	148	4.7%	12	13.8%	26	13.5%	62	4.2%	7	14.5%	21	1.2%	1	6.4%	5	4.5%	5	8.5%	7
Bicycle	1.0%	16	0.8%	2	1.8%	3	1.2%	5	0.0%	0	1.4%	2	0.6%	0	0.0%	0	2.5%	3	0.0%	0
Train	1.9%	31	2.3%	6	0.7%	1	2.4%	11	0.0%	0	0.9%	1	3.3%	3	4.2%	4	2.7%	3	1.6%	1
Taxi	0.9%	15	0.0%	0	1.5%	3	1.8%	8	0.4%	1	0.4%	1	1.4%	1	0.0%	0	0.0%	0	1.2%	1
Disability vehicle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	18	1.7%	4	1.0%	2	0.3%	1	0.4%	1	1.5%	2	1.5%	1	0.0%	0	3.2%	4	4.0%	3
(Don't travel - get goods delivered)	1.5%	24	1.2%	3	0.3%	1	2.2%	10	0.0%	0	1.7%	2	0.8%	1	4.5%	4	2.2%	3	1.3%	1
Weighted base:	1601	260	189	459	179	147	85	85	117	80										
Sample:	1601	261	211	348	180	150	110	111	120	110										

GEN Gender of respondent.

Male	32.8%	525	33.9%	88	32.0%	61	36.9%	169	28.8%	52	34.6%	51	24.3%	21	30.4%	26	28.6%	34	31.1%	25
Female	67.2%	1076	66.1%	172	68.0%	129	63.1%	290	71.2%	128	65.4%	96	75.7%	64	69.6%	59	71.4%	84	68.9%	55
Weighted base:	1601	260	189	459	179	147	85	85	117	80										
Sample:	1601	261	211	348	180	150	110	111	120	110										

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
AGE Could I ask, how old are you?																				
18 to 24 years	5.2%	83	5.3%	14	8.1%	15	4.8%	22	1.7%	3	6.4%	9	8.6%	7	0.0%	0	9.5%	11	1.4%	1
25 to 34 years	18.1%	290	18.9%	49	15.1%	29	21.2%	97	22.3%	40	9.4%	14	18.4%	16	15.9%	13	12.2%	14	21.9%	17
35 to 44 years	20.2%	323	17.6%	46	18.2%	35	18.8%	86	16.2%	29	42.5%	63	14.8%	13	27.0%	23	14.0%	17	16.1%	13
45 to 54 years	17.1%	274	20.1%	52	17.5%	33	15.3%	70	15.5%	28	16.8%	25	17.1%	14	17.9%	15	15.5%	18	22.3%	18
55 to 64 years	16.4%	262	16.7%	43	14.9%	28	17.3%	79	18.6%	33	9.0%	13	13.2%	11	16.7%	14	22.0%	26	17.2%	14
65 + years	20.4%	327	19.4%	51	21.0%	40	20.3%	93	23.4%	42	12.3%	18	25.1%	21	19.7%	17	24.9%	29	20.2%	16
(Refused)	2.6%	42	1.9%	5	5.3%	10	2.3%	10	2.3%	4	3.6%	5	2.8%	2	2.7%	2	1.8%	2	0.9%	1
Weighted base:	1601	260	189	459	179	147	85	117	120	80										
Sample:	1601	261	211	348	180	150	110	111	120	110										
SG1 Socio-economic group:																				
AB	20.0%	320	22.5%	58	20.3%	38	15.9%	73	12.8%	23	18.7%	28	26.3%	22	36.7%	31	24.2%	28	23.1%	18
C1	35.0%	561	39.6%	103	36.2%	69	31.4%	144	32.6%	58	41.1%	60	35.8%	30	29.0%	25	39.3%	46	31.5%	25
C2	12.7%	203	9.7%	25	13.1%	25	15.5%	71	12.1%	22	13.4%	20	13.0%	11	13.0%	11	8.5%	10	11.2%	9
DE	20.6%	330	17.6%	46	18.5%	35	25.8%	118	25.7%	46	15.7%	23	19.0%	16	13.0%	11	11.5%	14	26.5%	21
(Refused)	11.7%	187	10.7%	28	11.9%	23	11.5%	53	16.7%	30	11.1%	16	5.9%	5	8.4%	7	16.5%	19	7.7%	6
Weighted base:	1601	260	189	459	179	147	85	117	120	80										
Sample:	1601	261	211	348	180	150	110	111	120	110										
EMP Finally, how many people aged between 16 - 64 are there in your household who are: [PR]																				
In part time employment (up to 29 hours per week)																				
None	73.9%	1184	66.8%	174	74.4%	141	81.8%	375	72.2%	129	66.1%	97	73.7%	63	73.0%	62	69.6%	82	76.9%	61
One	21.6%	347	25.9%	67	22.4%	42	15.5%	71	21.8%	39	26.2%	39	24.8%	21	20.6%	17	29.0%	34	19.2%	15
Two	3.6%	58	5.5%	14	2.5%	5	2.3%	11	4.6%	8	7.7%	11	1.6%	1	4.0%	3	1.4%	2	3.1%	2
Three	0.5%	8	1.2%	3	0.0%	0	0.4%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.8%	1
Four	0.2%	3	0.6%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five or more	0.1%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Weighted base:	1601	260	189	459	179	147	85	117	120	80										
Sample:	1601	261	211	348	180	150	110	111	120	110										
In full time employment (30 or more hours per week)																				
None	46.4%	743	47.2%	123	46.0%	87	50.3%	231	51.0%	91	26.5%	39	48.9%	42	35.4%	30	51.1%	60	51.2%	41
One	31.3%	501	31.0%	81	30.5%	58	27.4%	126	29.9%	54	43.0%	63	38.3%	33	37.9%	32	27.4%	32	29.6%	24
Two	15.2%	244	15.8%	41	16.6%	31	14.6%	67	14.2%	25	17.3%	25	9.1%	8	23.6%	20	14.2%	17	11.4%	9
Three	4.7%	75	3.8%	10	4.7%	9	5.0%	23	2.9%	5	9.2%	14	3.0%	3	2.3%	2	4.5%	5	5.2%	4
Four	2.4%	39	2.2%	6	2.3%	4	2.8%	13	2.0%	4	3.9%	6	0.8%	1	0.8%	1	2.9%	3	2.6%	2
Five or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1601	260	189	459	179	147	85	117	120	80										
Sample:	1601	261	211	348	180	150	110	111	120	110										

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Unemployed but available or seeking employment																				
None	93.8%	1502	93.1%	242	94.9%	180	92.1%	422	95.9%	172	97.1%	143	94.1%	80	90.9%	77	96.5%	113	91.7%	73
One	4.8%	77	5.7%	15	5.1%	10	5.4%	25	2.5%	4	2.9%	4	4.5%	4	5.8%	5	3.5%	4	8.3%	7
Two	1.1%	17	1.2%	3	0.0%	0	2.0%	9	0.5%	1	0.0%	0	1.5%	1	3.3%	3	0.0%	0	0.0%	0
Three	0.3%	5	0.0%	0	0.0%	0	0.6%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1601		260		189		459		179		147		85		85		117		80
Sample:		1601		261		211		348		180		150		110		111		120		110
ADU How many people aged 16 years and over, live in your household?																				
None	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.6%	0
One	20.2%	323	16.6%	43	17.2%	33	26.2%	120	24.1%	43	19.2%	28	16.8%	14	11.1%	9	12.6%	15	21.1%	17
Two	50.3%	806	54.9%	143	46.4%	88	49.1%	225	44.9%	80	43.6%	64	53.2%	45	61.3%	52	59.3%	70	48.4%	39
Three	14.8%	237	16.1%	42	18.5%	35	12.9%	59	13.8%	25	15.7%	23	18.0%	15	15.7%	13	14.8%	17	9.1%	7
Four or more	10.6%	169	9.4%	24	10.5%	20	9.1%	42	12.4%	22	15.3%	23	9.9%	8	7.2%	6	7.9%	9	18.4%	15
(Refused)	4.0%	64	3.0%	8	7.4%	14	2.7%	12	4.4%	8	6.1%	9	2.1%	2	3.2%	3	5.3%	6	2.5%	2
Weighted base:		1601		260		189		459		179		147		85		85		117		80
Sample:		1601		261		211		348		180		150		110		111		120		110
CHI How many children aged 15 years and under, live in your household?																				
None	72.0%	1153	67.6%	176	68.4%	130	78.9%	362	73.7%	132	54.9%	81	77.5%	66	65.6%	55	76.8%	90	77.1%	62
One	11.0%	176	12.2%	32	13.3%	25	8.5%	39	8.8%	16	19.0%	28	10.9%	9	11.4%	10	8.2%	10	10.1%	8
Two	10.0%	160	16.0%	42	9.4%	18	7.2%	33	9.8%	18	15.4%	23	8.0%	7	12.3%	10	4.6%	5	6.3%	5
Three	2.7%	43	1.2%	3	1.5%	3	1.6%	7	3.6%	6	4.6%	7	1.4%	1	7.5%	6	5.0%	6	4.1%	3
Four or more	0.4%	6	0.0%	0	0.0%	0	0.9%	4	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.9%	63	3.0%	8	7.4%	14	3.0%	14	3.2%	6	6.1%	9	2.1%	2	3.2%	3	5.3%	6	2.5%	2
Weighted base:		1601		260		189		459		179		147		85		85		117		80
Sample:		1601		261		211		348		180		150		110		111		120		110
CAR How many cars do you have in your household which can be used for shopping trips? (These may include light vans, pickups and 4 wheel drive vehicles).																				
None	8.8%	142	6.1%	16	8.5%	16	13.7%	63	10.9%	20	6.3%	9	6.7%	6	2.3%	2	5.2%	6	5.5%	4
One	35.7%	572	30.4%	79	28.8%	55	46.6%	214	39.6%	71	36.6%	54	31.1%	26	23.6%	20	23.2%	27	32.8%	26
Two	37.9%	608	47.9%	124	40.2%	76	26.7%	122	34.6%	62	39.2%	58	43.4%	37	53.1%	45	46.3%	54	36.3%	29
Three or more	13.2%	212	12.3%	32	13.3%	25	9.9%	45	11.6%	21	12.9%	19	17.4%	15	16.9%	14	19.4%	23	22.2%	18
(Refused)	4.2%	68	3.3%	9	9.2%	17	3.1%	14	3.3%	6	5.1%	7	1.4%	1	4.0%	3	5.9%	7	3.3%	3
Weighted base:		1601		260		189		459		179		147		85		85		117		80
Sample:		1601		261		211		348		180		150		110		111		120		110

Windsor & Maidenhead Retail Study for DTZ

Zone

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9

PC Postal sector:

GU25 4	1.1%	18	0.0%	0	0.0%	0	0.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP10 0	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	18
HP9 1	2.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.1%	32
HP9 2	1.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	30
RG10 0	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	15	0.0%	0	0.0%	0
RG10 8	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	14	0.0%	0
RG10 9	2.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.1%	34	0.0%	0	0.0%	0
RG40 5	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6	0.0%	0	0.0%	0
RG42 4	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	19	0.0%	0	0.0%	0
RG42 5	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0	0.0%	0
RG42 6	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0
RG9 3	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	0.0%	0
SL0 0	1.2%	19	0.0%	0	0.0%	0	0.0%	0	10.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL0 9	1.1%	17	0.0%	0	0.0%	0	0.0%	0	9.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 1	1.4%	22	0.0%	0	0.0%	0	4.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 2	3.6%	57	0.0%	0	0.0%	0	12.5%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 3	3.4%	55	0.0%	0	0.0%	0	12.0%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 4	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 5	3.3%	53	0.0%	0	0.0%	0	11.5%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 6	1.5%	24	0.0%	0	0.0%	0	5.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 7	1.1%	18	0.0%	0	0.0%	0	3.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 8	0.6%	10	0.0%	0	0.0%	0	2.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 9	0.7%	11	0.0%	0	0.0%	0	2.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL2 1	3.2%	51	0.0%	0	0.0%	0	11.2%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL2 2	1.7%	27	0.0%	0	0.0%	0	5.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL2 3	1.6%	26	0.0%	0	0.0%	0	5.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL2 4	1.3%	20	0.0%	0	0.0%	0	4.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL2 5	4.3%	68	0.0%	0	0.0%	0	14.9%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL3 0	0.7%	12	0.0%	0	0.0%	0	0.0%	0	6.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL3 6	0.6%	10	0.0%	0	0.0%	0	0.0%	0	5.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL3 7	3.2%	51	0.0%	0	0.0%	0	0.0%	0	28.6%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL3 8	4.4%	71	0.0%	0	0.0%	0	0.0%	0	39.4%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL3 9	1.3%	21	0.0%	0	11.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL4 1	0.7%	11	0.0%	0	6.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL4 2	1.4%	23	0.0%	0	12.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL4 3	1.9%	31	0.0%	0	16.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL4 4	2.3%	36	0.0%	0	19.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL4 5	2.2%	35	0.0%	0	18.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL4 6	1.1%	17	0.0%	0	8.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 0	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	12	0.0%	0	0.0%	0
SL5 7	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	19	0.0%	0	0.0%	0
SL5 8	1.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0
SL5 9	1.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.0%	28	0.0%	0	0.0%	0
SL6 0	0.9%	14	0.0%	0	0.0%	0	3.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 1	1.1%	18	7.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Windsor & Maidenhead Retail Study
for DTZ

Zone
Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
SL6 2	2.2%	36	13.8%	36	0.0%	0	0.0%	0	0.0%	0
SL6 3	2.0%	33	12.5%	33	0.0%	0	0.0%	0	0.0%	0
SL6 4	2.1%	33	12.9%	33	0.0%	0	0.0%	0	0.0%	0
SL6 5	1.5%	23	9.0%	23	0.0%	0	0.0%	0	0.0%	0
SL6 6	2.4%	39	15.1%	39	0.0%	0	0.0%	0	0.0%	0
SL6 7	1.9%	31	12.0%	31	0.0%	0	0.0%	0	0.0%	0
SL6 8	1.3%	20	7.8%	20	0.0%	0	0.0%	0	0.0%	0
SL6 9	1.6%	26	9.9%	26	0.0%	0	0.0%	0	0.0%	0
SL7 1	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL7 2	1.2%	20	0.0%	0	0.0%	0	0.0%	0	23.0%	27
SL7 3	1.7%	28	0.0%	0	0.0%	0	0.0%	0	16.9%	20
SL8 5	1.3%	22	0.0%	0	0.0%	0	0.0%	0	23.8%	28
TW18 3	0.8%	13	0.0%	0	0.0%	13	0.0%	0	18.4%	22
TW18 4	1.3%	21	0.0%	0	0.0%	21	0.0%	0	0.0%	0
TW19 5	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW19 6	0.4%	7	0.0%	0	0.0%	7	0.0%	0	0.0%	0
TW20 0	2.0%	32	0.0%	0	0.0%	32	0.0%	0	0.0%	0
TW20 8	2.0%	31	0.0%	0	0.0%	31	0.0%	0	0.0%	0
TW20 9	1.6%	26	0.0%	0	0.0%	26	0.0%	0	0.0%	0
Weighted base:	1601	260	189	459	179	147	85	85	117	80
Sample:	1601	261	211	348	180	150	110	111	120	110
ZON Zone:										
Zone 1	16.2%	260	100.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	11.8%	189	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	28.7%	459	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	11.2%	179	0.0%	0	100.0%	179	0.0%	0	0.0%	0
Zone 5	9.2%	147	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	5.3%	85	0.0%	0	0.0%	0	100.0%	85	0.0%	0
Zone 7	5.3%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	7.3%	117	0.0%	0	0.0%	0	0.0%	0	100.0%	117
Zone 9	5.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	80
Weighted base:	1601	260	189	459	179	147	85	85	117	80
Sample:	1601	261	211	348	180	150	110	111	120	110

Appendix F

NEMS Market Research's technical report on household interview survey



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Windsor & Maidenhead Retail Survey for DTZ

February 2015

Job Ref: 140115

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Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents across the Royal Borough of Windsor & Maidenhead to assess shopping habits for main food and grocery, top-up and non-food shopping.

1.2 Research Methodology

A total of 1601 telephone interviews were conducted between Monday 19th January 2015 and Wednesday 4th February 2015. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question and respondents were asked to exclude Christmas shopping habits on answers to all retail destination questions (to avoid seasonal bias in the data).

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 9 zones, defined using postcode sectors; the 1601 interviews were disproportionately distributed across the study catchment.

Within each zone the sample was further split by individual postcode sectors to ensure the sample was representative of the zone population distribution; each postcode sector was sampled in proportion to the population within each zone. The details were:

[illegible]

1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers (land-lines and some mobile numbers) but is supplemented with ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers sample. Ex-directory numbers are randomly generated using the published numbers as a 'seed'. Business numbers are de-duped and excluded.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main-shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly updated and is therefore probably the most accurate and up to date information of its kind.

Below is the adult age profile for England and Wales and that of Windsor & Maidenhead (from Census 2011 data), as well as the target main shopper age-profile worked towards:

	Census 2011		
	England & Wales	Windsor & Maidenhead	Main Shopper Profile
<i>18 to 24</i>	12%	14%	5%
<i>25 to 34</i>	17%	18%	18%
<i>35 to 44</i>	18%	19%	21%
<i>45 to 54</i>	17%	16%	18%
<i>55 to 64</i>	15%	15%	17%
<i>65 plus</i>	21%	18%	21%

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next random selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-24	5.2	54	1.5290
25-34	18.1	145	1.9667
35-44	20.9	208	1.5798
45-54	17.9	335	0.8289
55-64	16.7	293	0.8839
65+	21.2	523	0.6236
(Refused)	-	43	1.0000
Total		1601	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	73,023	261	260	1.009
2	53,233	211	208	0.9102
3	128,908	348	352	1.3022
4	50,350	180	176	1.0184
5	41,373	150	167	0.8805
6	23,870	110	107	0.7956
7	23,752	111	111	0.7620
8	33,011	120	112	1.0450
9	22,414	110	108	0.7395
Total	449,934	1601	1601	

* Source: Client Provided Population Estimate

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 1001 answers “Yes” to a question, we can be 95% sure that between 46.9% and 53.1% of the population holds the same opinion (i.e. +/- 3.1%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.5%
20%	±2.0%
30%	±2.2%
40%	±2.4%
50%	±2.5%

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

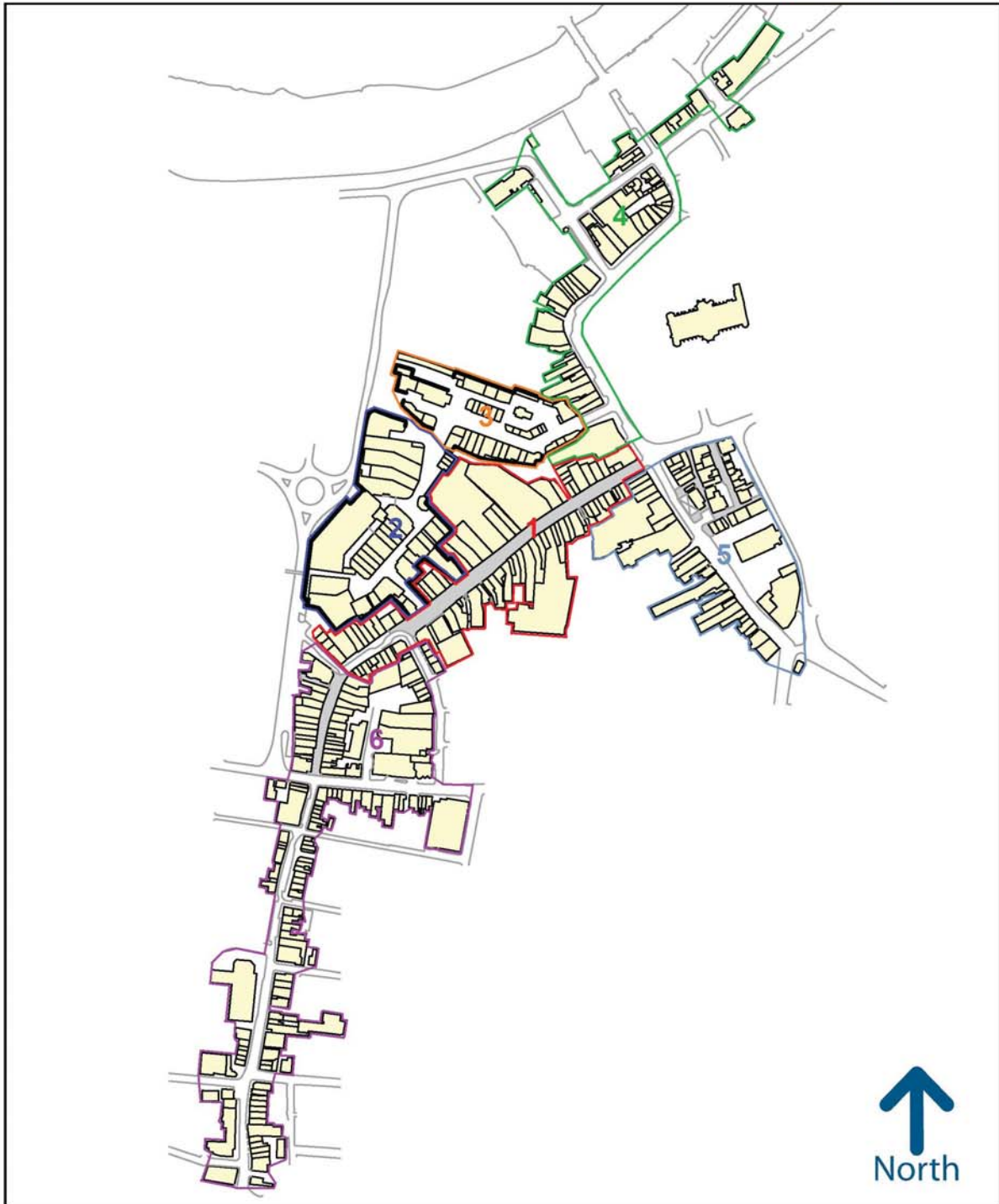
Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix G

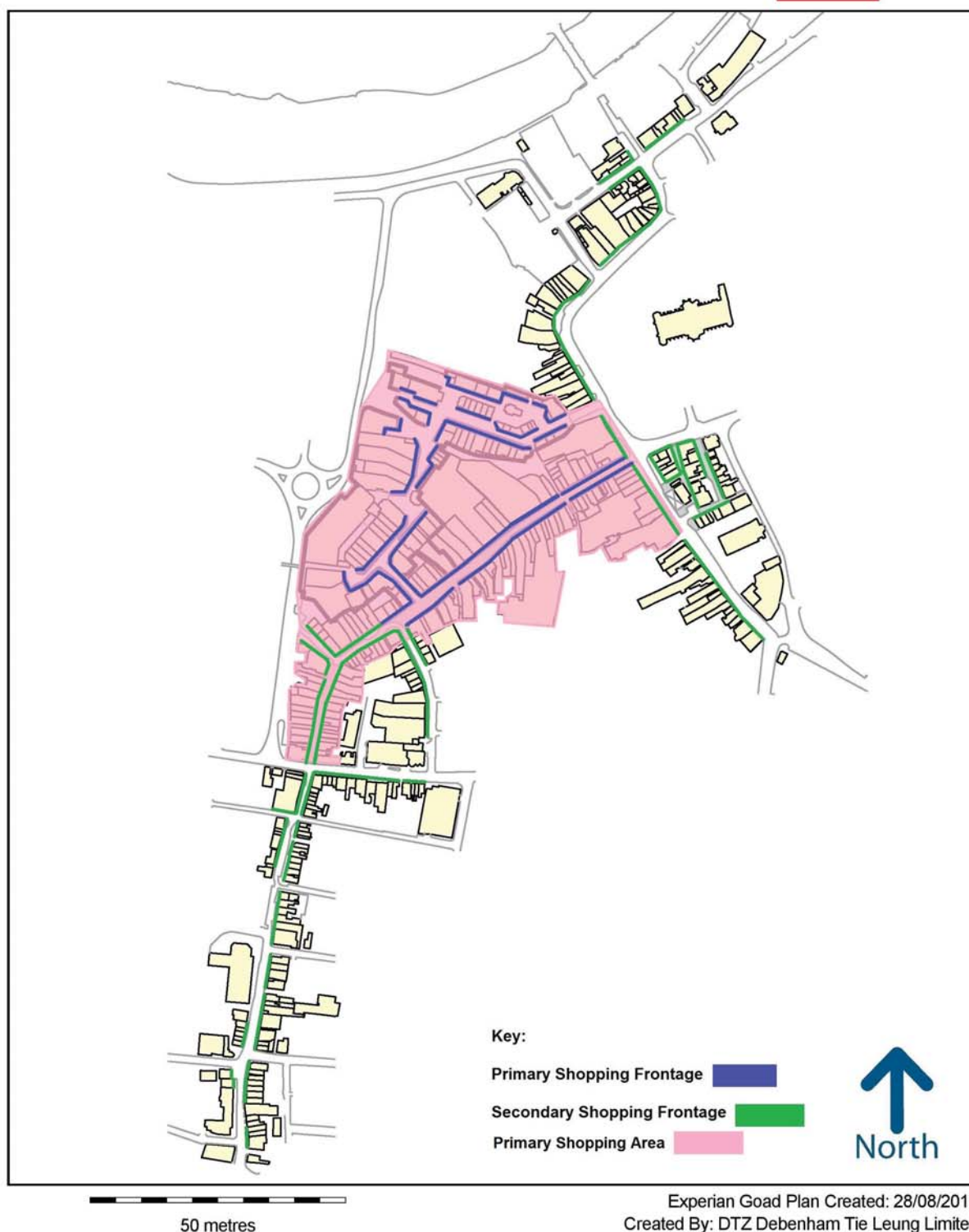
Recommended shopping designations for Windsor Town Centre



50 metres

Experian Goad Plan Created: 28/08/2015
Created By: DTZ Debenham Tie Leung Limited

For more information on our products and services:
www.experian.co.uk/goad | goad.sales@uk.experian.com | 0845 601 6011



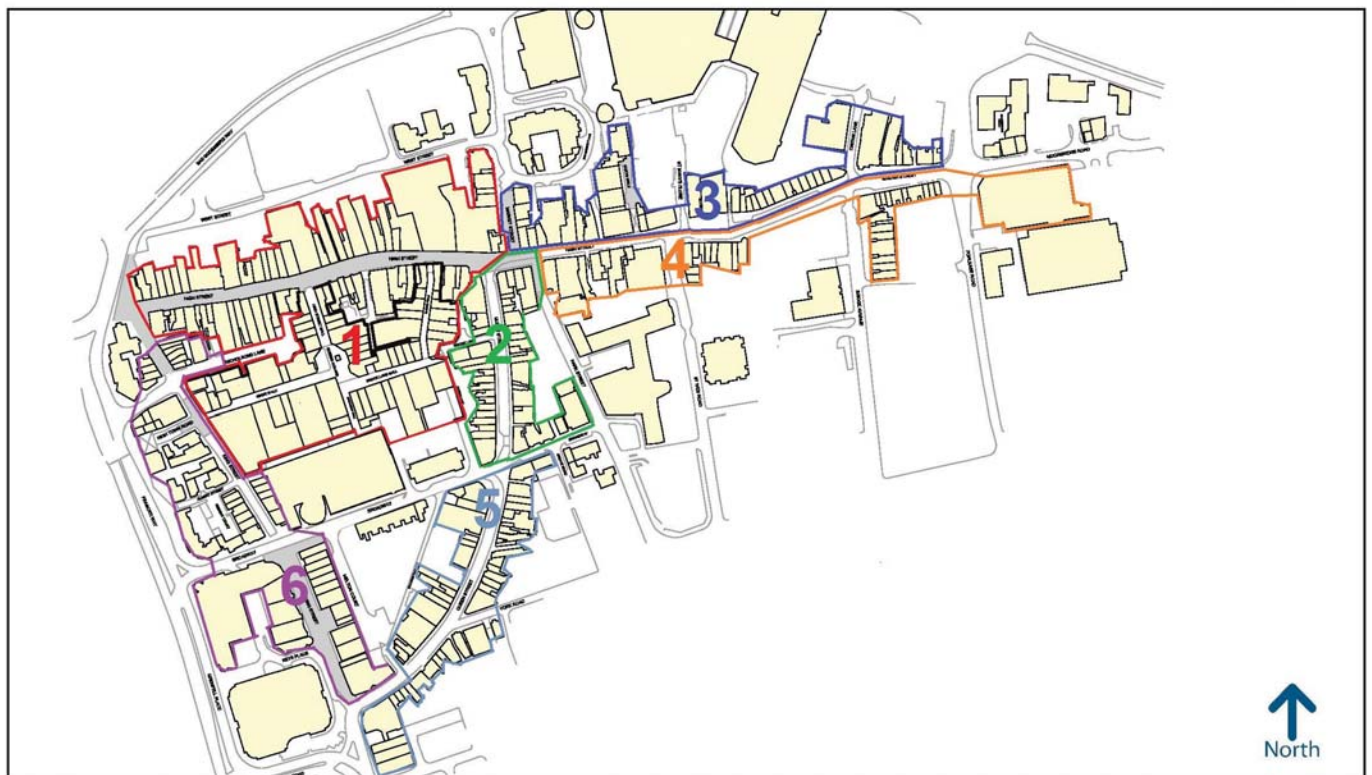
Experian Goad Plan Created: 28/08/2015
Created By: DTZ Debenham Tie Leung Limited

For more information on our products and services:

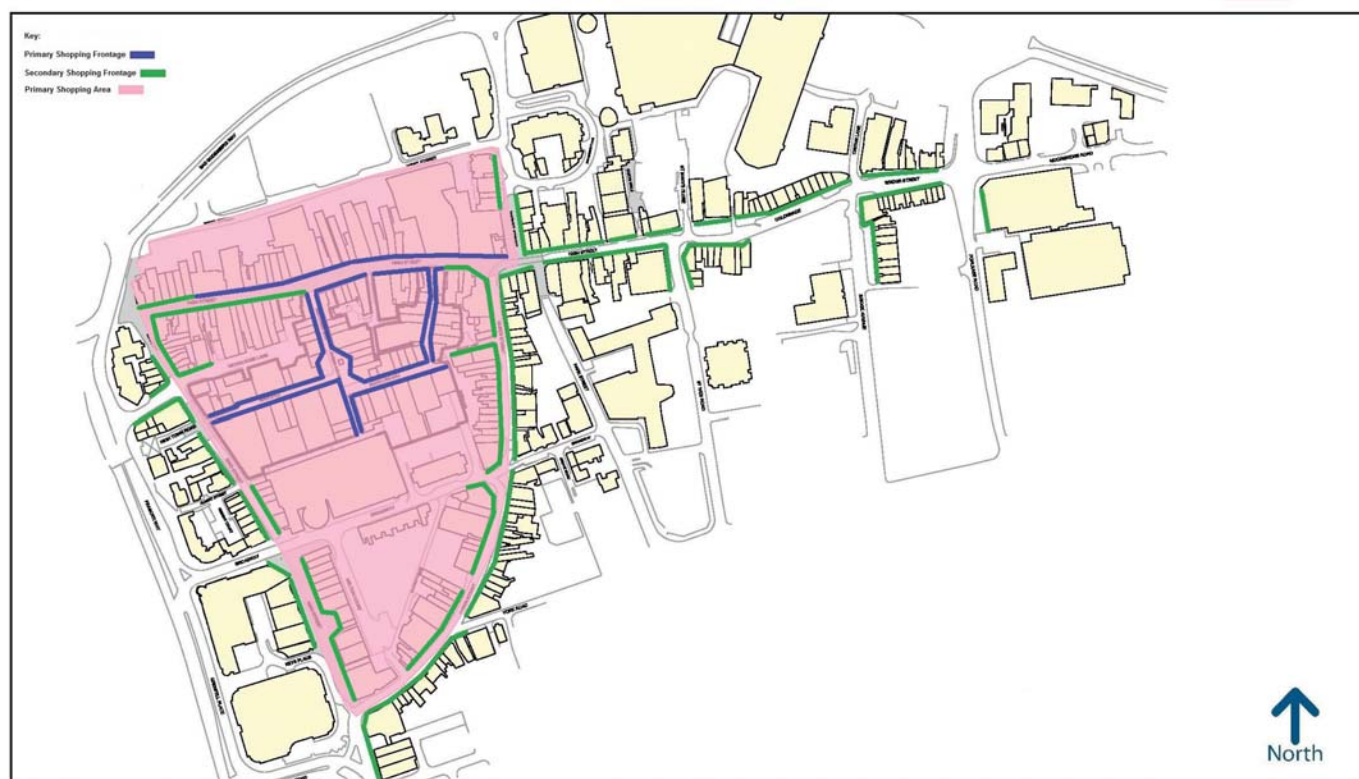
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Appendix H

Recommended shopping designations for Maidenhead Town Centre

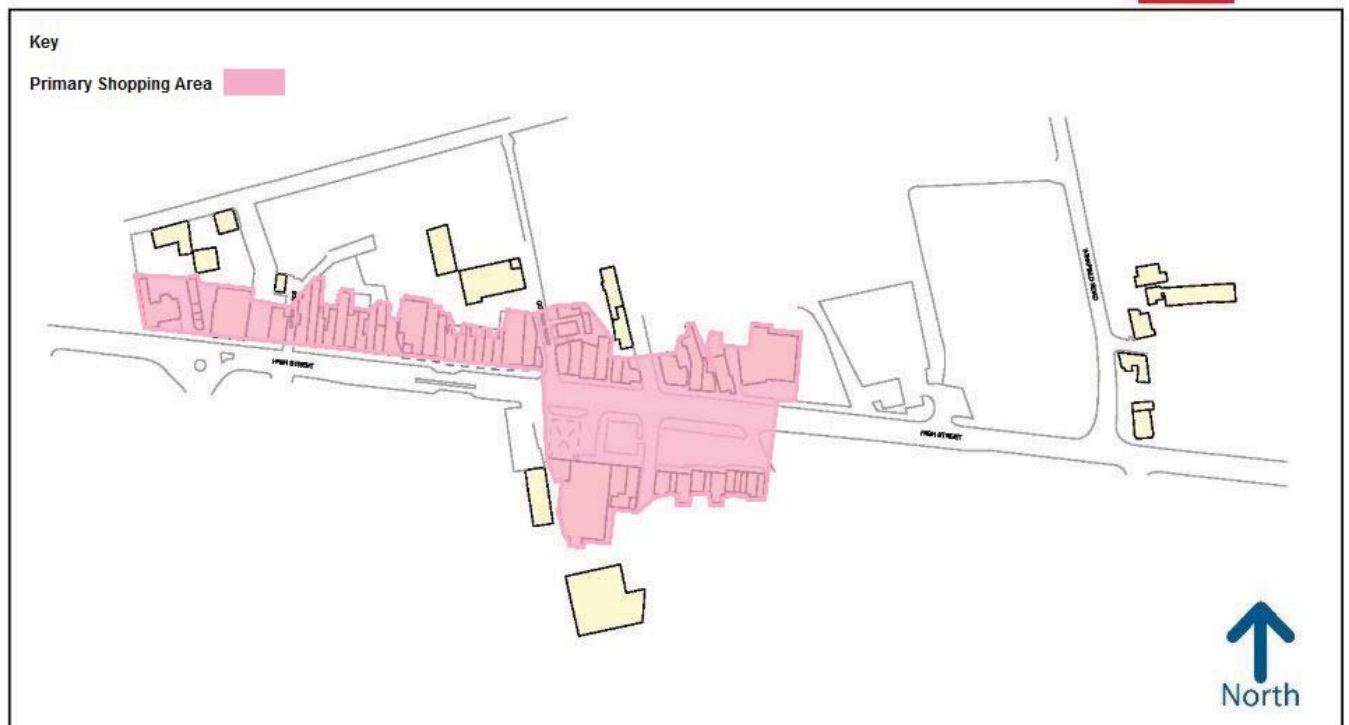


125 metres



Appendix I

Recommended shopping designations for Ascot District Centre



Appendix J

Recommended shopping designations for Sunningdale District Centre

