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**Nuneaton and Bedworth Household
Shopping Survey
for
Strategic Perspectives**

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Table of Contents

Introduction:

Research Background & Objectives	3
Research Methodology	3
Sampling	4
Statistical Reliability	5

Appendices:

Data Tabulations -	
By Postcode part 1	7-60
By Postcode part 2	62-115
Other Responses	117-128
Sample Questionnaire	

Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the Nuneaton and Bedworth area to determine food shopping, non-food shopping and leisure habits.

1.2 Research Methodology

A total of 1000 telephone interviews were conducted between Thursday 5th August and Wednesday 18th August. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day, in the evening and at weekends. All respondents were the main food shopper in the household, determined using a preliminary filter question.

A random sample of live interviews were listened in to and assessed by our CATI Team Leaders to verify that the quality of interviewing was being maintained.

1.2.1 Sampling

Selection was done using random stratified sampling from all available telephone numbers within the defined survey area. The survey area was segmented into 2 zones, inside and outside the BC boundary. The zone details were:

Within the boundary:

Postcode Sectors	Number of Interviews
CV6 6	3
CV11 6	94
CV10 0	72
CV11 5	61
CV11 4	71
CV10 7	65
CV10 8	70
CV10 9	83
CV12 8	62
CV12 0	50
CV12 9	69
	700

Outside the boundary:

Postcode Sectors	Number of Interviews
LE10 3	11
LE10 0	81
LE10 1	41
LE10 2	56
LE9 8	38
CV13 6	17
CV9 1	24
CV7 9	32
	300

1.2.2 Statistical Reliability

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.

The 95% confidence intervals for this survey are as follows:

%ge Response	95% confidence interval
10	1.9
20	2.5
30	2.8
40	3.0
50	3.1

Appendix 1:

Data Tabulations

By Postcode part 1

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9															
Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?																													
Aldi, Kingswood Road, Nuneaton	2.5%	25	1.4%	1	1.5%	1	11.4%	8	9.6%	8	0.0%	0	1.6%	1	3.2%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Mill Street, Bedworth	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	9.7%	6	4.3%	3	0.0%	0	0.0%	0	3.1%	1	
Asda, Abbey Park, Coventry	1.6%	16	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	11.6%	8	0.0%	0	0.0%	0	9.4%	3	
Asda, Barwell Lane, Hinckley	9.7%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	
Asda, Newtown Road, Nuneaton	24.5%	245	48.6%	35	53.8%	35	51.4%	36	56.6%	47	33.8%	24	27.9%	17	29.8%	28	6.0%	3	1.6%	1	7.2%	5	23.5%	4	0.0%	0	0.0%	0	
Co-Op, Abbey Street, Nuneaton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	8.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-Op, Coniston Way, Nuneaton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-Op, Kem Street, Attleborough	0.4%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	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	
Co-Op, New Century Way, Nuneaton	0.4%	4	1.4%	1	1.5%	1	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods Ltd, Camborne Drive, Horestone	0.5%	5	0.0%	0	3.1%	2	0.0%	0	1.2%	1	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
G R Supermarket, Church Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	1.4%	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	
Heron Frozen Foods Ltd, Abbey Street, Nuneaton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland Foods Plc, Mill Street, Bedworth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	
Iceland Foods Plc, Queens Road, Nuneaton	0.6%	6	1.4%	1	0.0%	0	2.9%	2	1.2%	1	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Queens Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Queens Road, Nuneaton	0.3%	3	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Alvis Retail Park, Coventry	0.3%	3	1.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	
Morrisons, Hinckley Fields Industrial Estate, Hinckley	7.6%	76	2.8%	2	3.1%	2	5.7%	4	3.6%	3	1.4%	1	4.9%	3	6.4%	6	2.0%	1	0.0%	0	0.0%	0	29.4%	5	0.0%	0	0.0%	0	
Morrisons, Skipworth Road, Binley, Coventry	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	7.2%	5	0.0%	0	0.0%	0	0.0%	0	
Netto, Regent Street, Nuneaton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	1.6%	1	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	
One Stop Community Stores Ltd, Higham Lane, Nuneaton	0.1%	1	0.0%	0	0.0%	0	1.4%	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	
S & K Supermarkets, Arbury Road, Nuneaton	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury PLC, Austin Drive, Coventry	0.7%	7	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	6.3%	2	
Sainsbury PLC, Vicarage	12.5%	125	19.4%	14	21.5%	14	14.3%	10	9.6%	8	31.0%	22	32.8%	20	31.9%	30	0.0%	0	1.6%	1	4.3%	3	5.9%	1	0.0%	0	0.0%	0	

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Street , Nuneaton														
Somerfield Stores Ltd, Camborne Drive, Nuneaton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Arena Retail Park, Coventry	6.2%	62	0.0%	0	3.1%	2	2.9%	2	3.6%	3	8.5%	6	0.0%	0
Tesco, Clifford Bridge Road, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Heath Road, Bedworth	0.6%	6	0.0%	0	1.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco, Jubilee Crescent, Coventry	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Leicester Street / George Street Ringway, Bedworth	10.4%	104	0.0%	0	0.0%	0	1.4%	1	1.2%	1	4.2%	3	0.0%	0
Tesco, Raven Way, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Asda online	0.6%	6	1.4%	1	0.0%	0	1.4%	1	1.2%	1	1.4%	1	0.0%	0
Ocado online	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0
Sainsburys online	0.6%	6	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	2.1%	2
Tesco online	1.5%	15	2.8%	2	1.5%	1	1.4%	1	2.4%	2	0.0%	0	1.6%	1
Aldi, Station Street, Atherstone	0.9%	9	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Watling Street, Hinckley	0.6%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.1%	2
Asda, Brade Drive, Coventry	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Asda, Ventura Road, Tamworth	0.3%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Cooltrader, Abbeygate Shopping Centre, Harefield Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Co-Op, Station Street, Atherstone	1.0%	10	2.8%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Iceland, Brunel Road, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hawley Road, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Fosse Park Shopping Centre, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Marks and Spencer, Market Place, Nuneaton	0.4%	4	1.4%	1	0.0%	0	1.4%	1	1.2%	1	0.0%	0	1.6%	1
Marks and Spencer, Arena Retail Park, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Ventura Retail Park, Ventura Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Road, Tamworth														
Morrisons, Marlborough Way, Tamworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Brunel Road, Hinckley	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Enderby, Leicester	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Bitterscote Drive, Tamworth	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supermart, Coleshill Road, Chapel End	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hawley Road, Hinckley	4.2%	42	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Tesco, Olivier Way, Cross Point Business Centre, Coventry	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	13	1.4%	1	0.0%	0	0.0%	0	1.2%	1	2.8%	2	4.9%	3
Base:	1000		72		65		70		83		71		61	
													94	
													50	
													62	
													69	
													17	
													3	
														32

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
Q02 What is the main reason you choose (store mentioned at Q01) to do your main food and grocery shopping?																												
Accessibility by public transport	0.4%	4	1.4%	1	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Choice / price of non- food goods (e.g. clothes, DVDs, etc)	0.5%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0		
Choice of food goods available	7.4%	74	5.6%	4	1.5%	1	14.3%	10	8.4%	7	7.0%	5	9.8%	6	7.4%	7	8.0%	4	4.8%	3	13.0%	9	11.8%	2	0.0%	0	3.1%	1
Clean shopping environment	0.3%	3	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clubcard / Rewards system	1.9%	19	2.8%	2	0.0%	0	0.0%	0	4.8%	4	1.4%	1	1.6%	1	1.1%	1	0.0%	0	6.5%	4	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Convenient to home	39.7%	397	41.7%	30	36.9%	24	35.7%	25	25.3%	21	33.8%	24	23.0%	14	30.9%	29	46.0%	23	66.1%	41	36.2%	25	41.2%	7	66.7%	2	56.3%	18
Convenient to work	2.4%	24	0.0%	0	4.6%	3	2.9%	2	3.6%	3	7.0%	5	0.0%	0	2.1%	2	0.0%	0	1.6%	1	1.4%	1	5.9%	1	0.0%	0	0.0%	0
Free car parking	0.8%	8	1.4%	1	0.0%	0	1.4%	1	1.2%	1	0.0%	0	3.3%	2	1.1%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Good car parking provision	1.6%	16	5.6%	4	6.2%	4	0.0%	0	0.0%	0	4.2%	3	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good shopping environment	1.4%	14	0.0%	0	4.6%	3	4.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices	19.3%	193	12.5%	9	23.1%	15	12.9%	9	32.5%	27	21.1%	15	18.0%	11	19.1%	18	12.0%	6	12.9%	8	27.5%	19	17.6%	3	33.3%	1	15.6%	5
Part of shopping trip for non-food goods	0.3%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preference for retailer	6.7%	67	13.9%	10	12.3%	8	7.1%	5	6.0%	5	5.6%	4	4.9%	3	3.2%	3	4.0%	2	4.8%	3	4.3%	3	0.0%	0	0.0%	0	6.3%	2
Provision of leisure services nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of fresh food	5.7%	57	8.3%	6	4.6%	3	4.3%	3	3.6%	3	2.8%	2	19.7%	12	11.7%	11	6.0%	3	1.6%	1	2.9%	2	11.8%	2	0.0%	0	3.1%	1
Safe (during the day)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	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
Safe (during the evening /night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cafe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cash point / ATM	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of petrol station / car wash	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of self service tills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of delicatessen / bakery / fresh fish counter etc	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Other	2.0%	20	1.4%	1	0.0%	0	0.0%	0	2.4%	2	4.2%	3	1.6%	1	3.2%	3	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
No particular reason	1.2%	12	0.0%	0	0.0%	0	0.0%	0	4.8%	4	1.4%	1	3.3%	2	1.1%	1	2.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
I use it out of habit	1.6%	16	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	4.9%	3	5.3%	5	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
I get staff discount / work there	2.6%	26	1.4%	1	0.0%	0	7.1%	5	2.4%	2	2.8%	2	3.3%	2	3.2%	3	2.0%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	6.3%	2
Delivery service	1.0%	10	1.4%	1	1.5%	1	0.0%	0	0.0%	0	1.4%	1	1.6%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Close to relatives house	0.3%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
It is easy	0.3%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Good layout	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I get a lift with family	0.5%	5	1.4%	1	0.0%	0	1.4%	1	1.2%	1	2.8%	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

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9												
(Don't know / varies)	1.1%	11	1.4%	1	1.5%	1	0.0%	0	1.2%	1	1.4%	1	3.3%	2	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Base:	1000	72	65	70	83	71	61	94	50	62	69	17	3	32												

Q03 How do you normally travel to..... [STORE/DESTINATION MENTIONED AT Q01]?

Those who did not say internet at Q01

Car / van (as driver)	68.4%	661	66.7%	46	76.2%	48	68.7%	46	73.4%	58	66.7%	46	46.7%	28	75.6%	68	57.1%	28	59.0%	36	61.2%	41	87.5%	14	100.0%	3	82.8%	24
Car / van (as passenger)	16.5%	160	15.9%	11	14.3%	9	16.4%	11	17.7%	14	15.9%	11	18.3%	11	18.9%	17	18.4%	9	13.1%	8	19.4%	13	6.3%	1	0.0%	0	10.3%	3
Bus, minibus or coach	4.8%	46	11.6%	8	3.2%	2	3.0%	2	6.3%	5	5.8%	4	3.3%	2	3.3%	3	18.4%	9	3.3%	2	10.4%	7	0.0%	0	0.0%	0	0.0%	0
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.0%	68	1.4%	1	4.8%	3	7.5%	5	0.0%	0	8.7%	6	30.0%	18	0.0%	0	2.0%	1	19.7%	12	4.5%	3	6.3%	1	0.0%	0	3.4%	1
Taxi	1.0%	10	1.4%	1	0.0%	0	3.0%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	3	1.4%	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	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not applicable / goods delivered	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	12	1.4%	1	1.6%	1	1.5%	1	1.3%	1	1.4%	1	0.0%	0	1.1%	1	2.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Base:	967	69	63	67	79	69	60	90	49	61	67	16	3	29														

Q04 How often do you normally do your main food shopping at STORE/DESTINATION MENTIONED AT Q01?

More than once a week	11.5%	115	15.3%	11	10.8%	7	7.1%	5	3.6%	3	18.3%	13	16.4%	10	8.5%	8	18.0%	9	9.7%	6	23.2%	16	5.9%	1	0.0%	0	0.0%	0
Once a week	71.2%	712	70.8%	51	73.8%	48	72.9%	51	73.5%	61	67.6%	48	67.2%	41	77.7%	73	54.0%	27	71.0%	44	65.2%	45	82.4%	14	100.0%	3	78.1%	25
Once a fortnight	10.7%	107	12.5%	9	9.2%	6	15.7%	11	15.7%	13	9.9%	7	9.8%	6	6.4%	6	12.0%	6	6.5%	4	7.2%	5	5.9%	1	0.0%	0	18.8%	6
Once a month	4.5%	45	1.4%	1	6.2%	4	2.9%	2	4.8%	4	4.2%	3	6.6%	4	3.2%	3	16.0%	8	6.5%	4	4.3%	3	0.0%	0	0.0%	0	3.1%	1
Less often	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	1.6%	16	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.2%	3	0.0%	0	4.8%	3	0.0%	0	5.9%	1	0.0%	0	0.0%	0
(Don't know)	0.3%	3	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1000	72	65	70	83	71	61	94	50	62	69	17	3	32														

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9															
Q05 In addition to (STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?																													
Aldi, Kingswood Road, Nuneaton	3.4%	34	1.4%	1	7.7%	5	11.4%	8	9.6%	8	2.8%	2	3.3%	2	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Mill Street, Bedworth	2.7%	27	1.4%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	8.0%	4	21.0%	13	10.1%	7	0.0%	0	0.0%	0	0.0%	0	
Asda, Abbey Park, Coventry	1.6%	16	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	1.6%	1	0.0%	0	2.0%	1	1.6%	1	8.7%	6	0.0%	0	0.0%	0	12.5%	4	
Asda, Barwell Lane, Hinckley	3.9%	39	1.4%	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	17.6%	3	0.0%	0	0.0%	0	
Asda, Newtown Road , Nuneaton	9.7%	97	8.3%	6	7.7%	5	14.3%	10	10.8%	9	8.5%	6	24.6%	15	14.9%	14	6.0%	3	9.7%	6	18.8%	13	11.8%	2	0.0%	0	9.4%	3	
Caves Fruit & Veg, Queens Road, Nuneaton	0.3%	3	1.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-Op, Abbey Street, Nuneaton	0.7%	7	0.0%	0	0.0%	0	1.4%	1	1.2%	1	1.4%	1	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-Op, Kem Street, Attleborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-Op, New Century Way, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farmfoods Ltd, Camborne Drive, Horestone	0.2%	2	0.0%	0	1.5%	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	
Heron Frozen Foods Ltd, Abbey Street, Nuneaton	0.2%	2	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland Foods Plc, Mill Street, Bedworth	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	8.1%	5	8.7%	6	0.0%	0	0.0%	0	0.0%	0	
Iceland Foods Plc, Queens Road, Nuneaton	1.2%	12	0.0%	0	1.5%	1	1.4%	1	6.0%	5	0.0%	0	4.9%	3	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	
Iceland, Queens Road, Nuneaton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	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	
Lidl, Queens Road, Nuneaton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	6.6%	4	0.0%	0	0.0%	0	1.6%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Alvis Retail Park, Coventry	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5	1.6%	1	1.4%	1	0.0%	0	0.0%	0	3.1%	1	
Morrisons, Hinckley Fields Industrial Estate, Hinckley	5.5%	55	2.8%	2	1.5%	1	0.0%	0	1.2%	1	2.8%	2	3.3%	2	8.5%	8	0.0%	0	0.0%	0	0.0%	0	17.6%	3	0.0%	0	0.0%	0	
Morrisons, Skipworth Road, Binley, Coventry	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	10.0%	5	0.0%	0	2.9%	2	0.0%	0	0.0%	0	6.3%	2	
Netto, Regent Street , Nuneaton	0.8%	8	2.8%	2	1.5%	1	0.0%	0	0.0%	0	2.8%	2	1.6%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury PLC, Austin Drive, Coventry	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	
Sainsbury PLC, Dunchurch Road, Rugby	0.1%	1	1.4%	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	
Sainsbury PLC, Fletchampstead Highway, Coventry	0.1%	1	1.4%	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	
Sainsbury PLC, Trinity Street, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury PLC, Vicarage	5.9%	59	5.6%	4	9.2%	6	2.9%	2	9.6%	8	14.1%	10	3.3%	2	13.8%	13	0.0%	0	6.5%	4	7.2%	5	11.8%	2	0.0%	0	0.0%	0	

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
Street , Nuneaton																												
Somerfield Stores Ltd, Camborne Drive, Nuneaton	1.0%	10	1.4%	1	0.0%	0	1.4%	1	0.0%	0	2.8%	2	0.0%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Arena Retail Park, Coventry	4.3%	43	4.2%	3	4.6%	3	5.7%	4	8.4%	7	1.4%	1	1.6%	1	5.3%	5	12.0%	6	9.7%	6	1.4%	1	5.9%	1	33.3%	1	6.3%	2
Tesco, Clifford Bridge Road, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Croft Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	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
Tesco, Jubilee Crescent, Coventry	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Tesco, Leicester Street / George Street Ringway, Bedworth	2.5%	25	0.0%	0	3.1%	2	2.9%	2	1.2%	1	2.8%	2	0.0%	0	1.1%	1	6.0%	3	8.1%	5	10.1%	7	0.0%	0	0.0%	0	6.3%	2
Other	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Asda online	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	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
Ocado online	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers online	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco online	0.1%	1	1.4%	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
Aldi, Radford Road, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Roseberry Avenue, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Street, Atherstone	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Watling Street, Hinckley	0.4%	4	0.0%	0	1.5%	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
Asda, Brade Drive, Coventry	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0	3.1%	1
Asda, Ventura Road, Tamworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B and M, Newton Retail Park, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, Abbeygate Shopping Centre, Harefield Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	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
Co-Op, Hill Street, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Atherstone, Hinckley	0.1%	1	1.4%	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
Co-Op, School Road, Bulkington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, St Nicholas Park, Nuneaton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Station Street, Atherstone	0.5%	5	2.8%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Weddington Road, Weddington, Nuneaton	0.1%	1	1.4%	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
Costcutter, Stoke Road, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Farmers Markets, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Brunel Road, Hinckley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hawley Road, Hinckley	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shop, Chapel End	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Fosse Park Shopping Centre, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Market Place, Nuneaton	4.1%	41	1.4%	1	6.2%	4	10.0%	7	3.6%	3	7.0%	5	6.6%	4
Marks and Spencer, The Precinct, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Arena Retail Park, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Counting House Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Marlborough Way, Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Normandy Way, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Coleshill Road, Chapel End, Nuneaton	0.3%	3	2.8%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Poppler Farm, The Longshoot, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Queen Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Sainsburys, Bitterscote Drive, Tamworth	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Brunel Road, Hinckley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Clifton Way, Hinckley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Enderby, Leicester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bradgate Mall, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hawley Road, Hinckley	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Olivier Way, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Hinckley	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Street Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Ventura Retail Park, Tamworth	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
Wilkinsons, Church Street, Nuneaton (Don't know / varies) (Nowhere else)	0.1% 1.1% 43.4%	1 11 434	0.0% 0.0% 58.3%	0 0 42	0.0% 0.0% 55.4%	0 0 36	1.4% 0.0% 51.4%	1 0 36	0.0% 1.2% 41.0%	0 1 34	0.0% 1.4% 46.5%	0 1 33	0.0% 1.6% 42.6%	0 1 26	0.0% 3.2% 36.2%	0 3 34	0.0% 4.0% 38.0%	0 2 19	0.0% 1.6% 35.5%	0 1 22	0.0% 0.0% 30.4%	0 0 21	0.0% 0.0% 29.4%	0 0 5	0.0% 0.0% 66.7%	0 0 2	0.0% 0.0% 62.5%	0 0 20
Base:	1000	72	65	70	83	71	61	94	50	62	69	17	3	32														

Q06 How often do you normally do you visit the (STORE MENTIONED AT Q05)?*Those who visit another store at Q05*

More than once a week	13.3%	75	13.3%	4	10.3%	3	11.8%	4	10.2%	5	10.5%	4	34.3%	12	10.0%	6	6.5%	2	20.0%	8	14.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	34.6%	196	43.3%	13	34.5%	10	38.2%	13	40.8%	20	42.1%	16	14.3%	5	30.0%	18	35.5%	11	35.0%	14	31.3%	15	33.3%	4	0.0%	0	33.3%	4		
Once a fortnight	19.8%	112	16.7%	5	13.8%	4	20.6%	7	28.6%	14	18.4%	7	20.0%	7	13.3%	8	25.8%	8	20.0%	8	25.0%	12	8.3%	1	100.0%	1	8.3%	1		
Once a month	20.5%	116	16.7%	5	27.6%	8	20.6%	7	10.2%	5	18.4%	7	25.7%	9	31.7%	19	19.4%	6	12.5%	5	18.8%	9	33.3%	4	0.0%	0	16.7%	2		
Less often	6.4%	36	10.0%	3	13.8%	4	5.9%	2	4.1%	2	2.6%	1	5.7%	2	10.0%	6	6.5%	2	5.0%	2	2.1%	1	8.3%	1	0.0%	0	16.7%	2		
Varies (Don't know)	4.6% 0.9%	26 5	0.0% 0.0%	0 0	0.0% 0.0%	0 0	2.9% 4.1%	1 2	2.0% 2.6%	1 2	5.3% 2.6%	2 1	0.0% 0.0%	0 0	5.0% 0.0%	3 0	6.5% 0.0%	2 0	7.5% 0.0%	3 0	6.3% 2.1%	3 1	16.7% 0.0%	2 0	0.0% 0.0%	0 0	25.0% 0.0%	3 0		
Base:	566	30	29	34	49	38	35	60	31	40	48	12	1	12																

Q07 When you go shopping for main food goods, do you normally link this trip with another activity?

Yes – non-food shopping	12.4%	124	9.7%	7	21.5%	14	14.3%	10	8.4%	7	18.3%	13	9.8%	6	16.0%	15	24.0%	12	9.7%	6	10.1%	7	17.6%	3	0.0%	0	6.3%	2
Yes – leisure activity	3.1%	31	1.4%	1	0.0%	0	1.4%	1	6.0%	5	5.6%	4	3.3%	2	2.1%	2	4.0%	2	1.6%	1	2.9%	2	5.9%	1	0.0%	0	3.1%	1
Yes – travelling to / from work	4.8%	48	0.0%	0	3.1%	2	10.0%	7	10.8%	9	9.9%	7	0.0%	0	2.1%	2	2.0%	1	6.5%	4	1.4%	1	5.9%	1	0.0%	0	3.1%	1
Yes – travelling to / from school / college	0.4%	4	0.0%	0	0.0%	0	1.4%	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
Yes - other food shopping	5.5%	55	6.9%	5	16.9%	11	2.9%	2	1.2%	1	8.5%	6	9.8%	6	5.3%	5	6.0%	3	3.2%	2	4.3%	3	0.0%	0	0.0%	0	3.1%	1
Yes – visiting services such as banks and other financial institutions	6.4%	64	5.6%	4	13.8%	9	5.7%	4	3.6%	3	7.0%	5	6.6%	4	6.4%	6	14.0%	7	9.7%	6	4.3%	3	0.0%	0	33.3%	1	3.1%	1
Yes - petrol station / car wash	3.0%	30	1.4%	1	1.5%	1	1.4%	1	2.4%	2	1.4%	1	1.6%	1	5.3%	5	8.0%	4	1.6%	1	2.9%	2	11.8%	2	0.0%	0	3.1%	1
Yes - recycling facilities	0.3%	3	2.8%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - childcare / nursery / after school activity	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other	0.7%	7	0.0%	0	1.5%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	4.0%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
No	66.2%	662	77.8%	56	61.5%	40	65.7%	46	65.1%	54	47.9%	34	68.9%	42	59.6%	56	56.0%	28	74.2%	46	73.9%	51	58.8%	10	66.7%	2	81.3%	26
Visit café / restaurant	1.9%	19	0.0%	0	0.0%	0	2.9%	2	0.0%	0	2.8%	2	3.3%	2	5.3%	5	2.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit friends / relatives	1.7%	17	1.4%	1	1.5%	1	1.4%	1	2.4%	2	2.8%	2	0.0%	0	4.3%	4	2.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Window shopping	0.4%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.4%	4	0.0%	0	1.5%	1	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	12	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.8%	2	3.3%	2	2.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1000	72	65	70	83	71	61	94	50	62	69	17	3	32														

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Q08 Where do you buy non-food goods when it's linked to your main food shopping?														
<i>Those who do non food shopping at Q07</i>														
In-store	3.2%	4	14.3%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Abbey Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attleborough	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0
Bedworth	9.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulkington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley	8.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horeston Grange	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton	48.4%	60	42.9%	3	78.6%	11	80.0%	8	57.1%	4	46.2%	6	83.3%	5
Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	2.4%	3	28.6%	2	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arbury Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Armson Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bennetts Road North	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradestone Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulkington Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copper Beech Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copewood Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry Road / School Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craddock Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croft Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dark Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eadie Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath End Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hickman Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswood Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcomen Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pine Tree Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rathbone Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smorrall Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicolas Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tomkinson Road / Croft Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?																												
<i>Those who do top up food shopping at Q10</i>																												
Aldi, Kingswood Road, Nuneaton	2.2%	17	3.8%	2	2.0%	1	14.3%	7	4.3%	3	0.0%	0	2.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aldi, Mill Street, Bedworth	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	11.9%	5	17.0%	9	2.0%	1	0.0%	0	0.0%	0	4.0%	1
Asda, Barwell Lane, Hinckley	4.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newtown Road , Nuneaton	6.2%	48	5.8%	3	9.8%	5	10.2%	5	15.9%	11	9.8%	5	19.1%	9	9.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Bray Stores, Exhall Green, Exhall, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Caves Fruit & Veg, Queens Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Abbey Street, Nuneaton	0.9%	7	0.0%	0	0.0%	0	2.0%	1	1.4%	1	0.0%	0	10.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Coniston Way, Nuneaton	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Copper Beech Road , Nuneaton	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Kem Street, Attleborough	2.6%	20	0.0%	0	7.8%	4	0.0%	0	1.4%	1	23.5%	12	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, New Century Way, Nuneaton	0.4%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter Ltd, Raven Way, Nuneaton	0.4%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter Supermarket, Wiclif Way, Nuneaton	0.4%	3	0.0%	0	0.0%	0	4.1%	2	1.4%	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
Costcutters Nuneaton, Copsewood Avenue, Nuneaton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	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
Farmfoods Ltd, Camborne Drive, Horestone	1.3%	10	1.9%	1	2.0%	1	0.0%	0	0.0%	0	3.9%	2	2.1%	1	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods Ltd, Abbey Street, Nuneaton	0.5%	4	0.0%	0	2.0%	1	2.0%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Foods Plc, Mill Street, Bedworth	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	5.7%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Iceland Foods Plc, Queens Road, Nuneaton	0.5%	4	0.0%	0	2.0%	1	2.0%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Queens Road, Nuneaton	0.5%	4	0.0%	0	2.0%	1	2.0%	1	1.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jay Supermarket, Edward Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larchbank Convenience Store, Tresillian Road, Exhall, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Lidl, Queens Road, Nuneaton	1.4%	11	0.0%	0	3.9%	2	2.0%	1	0.0%	0	0.0%	0	17.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Morrisons, Alvis Retail Park, Coventry	0.3%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hinckley Fields Industrial Estate, Hinckley	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Skipworth Road, Binley, Coventry	0.4%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Netto, Regent Street , Nuneaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
One Stop Community Stores Ltd, Higham Lane, Nuneaton	0.6%	5	3.8%	2	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0
One Stop Community Stores Ltd, Leicester Road, Bedworth	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Mount Pleasant Road, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
S & K Supermarkets, Arbury Road, Nuneaton	0.4%	3	0.0%	0	3.9%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury PLC, Vicarage Street , Nuneaton	3.8%	30	0.0%	0	2.0%	1	10.2%	5	2.9%	2	19.6%	10	8.5%	4
Sedgies Newsagents, Heath Road, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Somerfield Stores Ltd, Camborne Drive, Nuneaton	1.9%	15	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	12
Spar, Leicester Street, Bulkington, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Spar, Lutterworth Road, Nuneaton	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Spar, Trafford Drive, Nuneaton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0
Tesco Extra, Arena Retail Park, Coventry	1.8%	14	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.4%	1
Tesco, Clifford Bridge Road, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Croft Road, Nuneaton	2.2%	17	1.9%	1	23.5%	12	8.2%	4	0.0%	0	0.0%	0	0.0%	0
Tesco, Heath Road, Bedworth	0.9%	7	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Tesco, Leicester Street / George Street Ringway, Bedworth	7.2%	56	0.0%	0	3.9%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Other	3.8%	30	1.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
A J Stores, Nuneaton Road, Hartshill, Nuneaton	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AAA, Coleshill Road, Chapel End, Nuneaton	0.3%	2	1.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Aldi, Station Street,	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Atherstone														
Aldi, Watling Street, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bp Service Station, Weddington Road, Nuneaton	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Castle Street, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Church Street, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Copper Beach Road, Nuneaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Co-Op, School Road, Bulkington	2.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	14
Co-Op, Sherbourne Avenue, Stockingford, Nuneaton	1.3%	10	0.0%	0	0.0%	0	0.0%	0	13.0%	9	0.0%	0	1.4%	1
Co-Op, Station Street, Atherstone	1.4%	11	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Co-Op, Trent Road, Hinckley	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Weddington Road, Weddington, Nuneaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Costcutter, Coleshill Road, Nuneaton	0.6%	5	7.7%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Costcutter, Smorral Lane, Bedworth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Costcutter, Stoke Road, Hinckley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everton News, Attleborough Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Farmfoods, Horeston Grange Shopping Centre, Camborne Drive, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1
Gene Foods, Bulkington Road, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
George Elliot Hospital, Collage Street, Nuneaton	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greggs, Abbey Gate Shopping Precinct, Nuneaton	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greggs, High Street, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Hill Top Post Office And Newsagents, Coventry	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Road, Nuneaton														
Home Bargains, Unit B -C, Mill Street, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Brunel Road, Hinckley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hawley Road, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shop, Atherstone	0.3%	2	1.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Local Shop, Bedworth	0.9%	7	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shop, Bulkington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shop, Burbage	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shop, Camphill Road, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Local Shop, Ceasar Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Local Shop, Chapel End	0.5%	4	5.8%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Local Shop, Coleshill Road, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Local Shop, Galley Common, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Local Shop, Hilltop, Attleborough	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shop, Hinckley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shop, Hingham On The Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Local Shop, Horeston Grange	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shop, Nuneaton	1.2%	9	1.9%	1	2.0%	1	6.1%	3	0.0%	0	3.9%	2	0.0%	0
Local Shop, Whitestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Londis, Coventry Road, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Hickman Road, Galley Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Mace Stores, Coventry Road, Exhall, Coventry	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Marks and Spencer, Arena Retail Park, Longford, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Fosse Park Shopping Centre, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Market Place, Nuneaton	2.8%	22	7.7%	4	9.8%	5	2.0%	1	0.0%	0	3.9%	2	0.0%	0
Marks and Spencer, The Precinct, Coventry	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.8%	2
Netto, Regent Street, Nuneaton	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Extra, Long Street,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Atherstone														
Nisa, Arbury Road, Stockingford, Nuneaton	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Nisa, Coleshill Road, Chapel End, Nuneaton	0.5%	4	3.8%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Nisa, Littleworth Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Nuneaton Market	0.8%	6	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.0%	1	4.3%	2
One Stop, Coleshill Road, Nuneaton	0.3%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Heath Road, Bedworth	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3
One Stop, Moore Road, Barwell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Weddington Road, Nuneaton	1.2%	9	11.5%	6	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0
Post Office, Ash Green Lane, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Tuttle Hill, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Premier, Camphill Road, Nuneaton	0.5%	4	0.0%	0	0.0%	0	4.1%	2	2.9%	2	0.0%	0	0.0%	0
Premier, Haunchwood Road Service Station, Haunchwood Road, Nuneaton	0.3%	2	0.0%	0	0.0%	0	2.0%	1	1.4%	1	0.0%	0	0.0%	0
Premier, Ivanhoe Avenue, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Premier, Lister Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Premier, Queen Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Ram Newsagent, Croft Road, Nuneaton	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Brunel Road, Hinckley	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Clifton Way, Hinckley	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Enderby, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Select And Save, Park Road, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Spar, Kingswood Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Supermart, Coleshill Road, Chapel End	0.3%	2	1.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Terry Aucott Butchers, Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Street, Bedworth														
Tesco Express, Greenwall Road, Nuneaton	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Hinckley	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hawley Road, Hinckley	4.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Olivier Way, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Texaco, Camp Hill Road, Nuneaton	0.3%	2	1.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
(Don't know / varies)	9.1%	71	7.7%	4	3.9%	2	6.1%	3	5.8%	4	2.0%	1	23.4%	11
Base:	780	52	51	49	69	51	47	74	42	53	49	9	3	25

Q12 How often do you normally do your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?

Those who do top up food shopping at Q10

Daily	6.4%	50	3.8%	2	5.9%	3	10.2%	5	5.8%	4	15.7%	8	8.5%	4	5.4%	4	0.0%	0	1.9%	1	6.1%	3	0.0%	0	0.0%	0	16.0%	4
More than once a week	50.4%	393	61.5%	32	52.9%	27	51.0%	25	52.2%	36	39.2%	20	46.8%	22	44.6%	33	52.4%	22	56.6%	30	42.9%	21	44.4%	4	33.3%	1	40.0%	10
Once a week	33.3%	260	26.9%	14	33.3%	17	28.6%	14	36.2%	25	37.3%	19	36.2%	17	37.8%	28	40.5%	17	28.3%	15	38.8%	19	55.6%	5	33.3%	1	32.0%	8
Once a fortnight	3.7%	29	5.8%	3	5.9%	3	2.0%	1	1.4%	1	2.0%	1	4.3%	2	4.1%	3	2.4%	1	1.9%	1	4.1%	2	0.0%	0	0.0%	0	4.0%	1
Once a month	2.1%	16	0.0%	0	2.0%	1	2.0%	1	2.9%	2	2.0%	1	4.3%	2	2.7%	2	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	4.0%	1
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	4.1%	32	1.9%	1	0.0%	0	6.1%	3	1.4%	1	3.9%	2	0.0%	0	5.4%	4	4.8%	2	11.3%	6	2.0%	1	0.0%	0	33.3%	1	4.0%	1
Base:	780	52	51	49	69	51	47	74	42	53	49	9	3	25														

Q13 Of all the money you spend on food and household groceries, what share goes to your main food shopping?

Those who do top up food shopping at Q10

0-10%	0.8%	6	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11-20%	0.8%	6	1.9%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
21-30%	2.2%	17	0.0%	0	2.0%	1	2.0%	1	7.2%	5	3.9%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	4.0%	1
31-40%	1.4%	11	0.0%	0	2.0%	1	0.0%	0	0.0%	0	3.9%	2	2.1%	1	2.7%	2	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
41-50%	5.4%	42	5.8%	3	2.0%	1	2.0%	1	7.2%	5	5.9%	3	6.4%	3	4.1%	3	14.3%	6	1.9%	1	4.1%	2	0.0%	0	0.0%	0	4.0%	1
51-60%	6.5%	51	1.9%	1	2.0%	1	18.4%	9	11.6%	8	3.9%	2	2.1%	1	4.1%	3	7.1%	3	17.0%	9	6.1%	3	0.0%	0	0.0%	0	0.0%	0
61-70%	9.9%	77	3.8%	2	11.8%	6	6.1%	3	15.9%	11	15.7%	8	14.9%	7	14.9%	11	7.1%	3	5.7%	3	8.2%	4	0.0%	0	0.0%	0	8.0%	2
71-80%	26.5%	207	32.7%	17	29.4%	15	20.4%	10	18.8%	13	27.5%	14	19.1%	9	27.0%	20	31.0%	13	30.2%	16	24.5%	12	55.6%	5	33.3%	1	20.0%	5
81-90%	22.9%	179	28.8%	15	29.4%	15	26.5%	13	17.4%	12	19.6%	10	29.8%	14	14.9%	11	14.3%	6	26.4%	14	24.5%	12	22.2%	2	0.0%	0	28.0%	7
91-100%	11.0%	86	9.6%	5	13.7%	7	6.1%	3	8.7%	6	9.8%	5	0.0%	0	12.2%	9	14.3%	6	3.8%	2	14.3%	7	11.1%	1	33.3%	1	24.0%	6
(Don't know / varies)	12.6%	98	15.4%	8	5.9%	3	16.3%	8	10.1%	7	9.8%	5	25.5%	12	13.5%	10	11.9%	5	11.3%	6	12.2%	6	11.1%	1	33.3%	1	12.0%	3
Mean:	73.1	76.9	76.1	71.6	66.3	71.4	73.2	70.2	73.1	71.9	74.6	80.5	85.5	79.6														
Base:	780	52	51	49	69	51	47	74	42	53	49	9	3	25														

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
Q14 In which location do you normally do most of your household's non-food shopping?																												
Attleborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bedworth	5.1%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	30.0%	15	25.8%	16	20.3%	14	0.0%	0	0.0%	0	15.6%	5
Birmingham	1.6%	16	5.6%	4	0.0%	0	4.3%	3	0.0%	0	2.8%	2	3.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
Coventry	8.4%	84	11.1%	8	9.2%	6	7.1%	5	7.2%	6	4.2%	3	6.6%	4	8.5%	8	24.0%	12	14.5%	9	15.9%	11	5.9%	1	33.3%	1	18.8%	6
Hinckley	9.2%	92	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.0%	1	0.0%	0	0.0%	0	23.5%	4	0.0%	0	0.0%	0
Horeston Grange	0.4%	4	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	6.6%	66	1.4%	1	6.2%	4	1.4%	1	0.0%	0	1.4%	1	3.3%	2	6.4%	6	0.0%	0	0.0%	0	4.3%	3	5.9%	1	33.3%	1	3.1%	1
Nuneaton	47.5%	475	58.3%	42	69.2%	45	65.7%	46	81.9%	68	70.4%	50	70.5%	43	50.0%	47	24.0%	12	43.5%	27	36.2%	25	41.2%	7	0.0%	0	25.0%	8
Solihull	0.8%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2	3.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Tamworth	1.1%	11	6.9%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Road	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswood Road	0.2%	2	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weddington Road (corner of Brook Lane)	0.1%	1	1.4%	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
Bermuda Park, St Davids Way, Nuneaton	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Arena Retail Park, Classic Drive Coventry	2.3%	23	0.0%	0	4.6%	3	2.9%	2	0.0%	0	2.8%	2	0.0%	0	3.2%	3	4.0%	2	4.8%	3	4.3%	3	5.9%	1	0.0%	0	12.5%	4
Catalogue / Mail order	0.7%	7	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.7%	7	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	3.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Internet - Argos	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Crompton and Moore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Debenhams	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Ebay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Next	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Internet - Play.com	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Various internet sites	1.3%	13	0.0%	0	1.5%	1	4.3%	3	1.2%	1	1.4%	1	0.0%	0	1.1%	1	2.0%	1	1.6%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Atherstone	0.7%	7	2.8%	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	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	3.2%	32	2.8%	2	1.5%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	3.1%	1
Gallagher Retail Park, Stoney Stanton Road, Coventry	0.8%	8	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.0%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	6.3%	2
Tamworth - Ventura Retail Park. Outside of Borough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Varies)	7.9%	79	4.2%	3	4.6%	3	1.4%	1	2.4%	2	9.9%	7	8.2%	5	13.8%	13	4.0%	2	8.1%	5	13.0%	9	0.0%	0	0.0%	0	12.5%	4
Base:	1000		72		65		70		83		71		61		94		50		62		69		17		3		32	

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Q17 Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?														
Attleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Town Centre	7.5%	75	0.0%	0	3.1%	2	1.4%	1	0.0%	0	1.4%	1	1.6%	1
Birmingham	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulkington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Coventry	14.0%	140	6.9%	5	10.8%	7	17.1%	12	15.7%	13	12.7%	9	11.5%	7
Hinckley	16.6%	166	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	4.3%	4
Horeston Grange	0.3%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Leicester	0.6%	6	2.8%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Nuneaton Town Centre	25.5%	255	43.1%	31	38.5%	25	48.6%	34	49.4%	41	38.0%	27	37.7%	23
Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tamworth	0.4%	4	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bermuda Park, Nuneaton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Bermuda Park: Screwfix	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Elliot Fields / Junction 1 Retail & Leisure Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby														
Elliot Fields / Junction 1 Retail & Leisure Park: Homebase	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Weddington Road, Nuneaton	14.1%	141	25.0%	18	32.3%	21	7.1%	5	18.1%	15	28.2%	20	32.8%	20
Hinckley Retail Park	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Catalogue / Mail order	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.6%	1
Internet - B&Q	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Internet - Thompson and Morgan	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Alvis Retail Park, Holyhead Road, Coventry	0.3%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Arena Retail Park, Classic Drive Coventry	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Atherstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
B&Q, Alvis Retail Park, Holyhead Road, Coventry	0.7%	7	0.0%	0	0.0%	0	1.4%	1	2.4%	2	1.4%	1	1.6%	1
B & Q Brandon Road, Binley Woods, Coventry	1.2%	12	1.4%	1	1.5%	1	0.0%	0	1.2%	1	0.0%	0	3.2%	3
Dobbies Garden World, Atherstone	0.4%	4	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenacres Farm, Stoney Stanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenacres Nursery, Ashby Road, Stapleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Shilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
(Don't know / Varies)	4.5% 45	1.4% 1	9.2% 6	2.9% 2	0.0% 0	2.8% 2	6.6% 4	5.3% 5	4.0% 2	8.1% 5	7.2% 5	5.9% 1	0.0% 0	3.1% 1
(Do not do this type of shopping)	8.5% 85	8.3% 6	4.6% 3	14.3% 10	8.4% 7	14.1% 10	6.6% 4	8.5% 8	12.0% 6	8.1% 5	13.0% 9	5.9% 1	0.0% 0	6.3% 2
Base:	1000	72	65	70	83	71	61	94	50	62	69	17	3	32

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs & DVDs etc)?																												
Bedworth Town Centre	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	6	16.1%	10	13.0%	9	0.0%	0	0.0%	0	6.3%	2						
Birmingham	0.4%	4	0.0%	0	1.5%	1	2.9%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Coventry	9.1%	91	6.9%	5	7.7%	5	5.7%	4	12.0%	10	5.6%	4	4.9%	3	8.5%	8	19.4%	12	24.6%	17	0.0%	0	66.7%	2	25.0%	8		
Hinckley	6.2%	62	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.2%	3	2.0%	1	0.0%	0	1.4%	1	17.6%	3	0.0%	0	0.0%	0
Leicester	2.3%	23	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	1.4%	1	11.8%	2	0.0%	0	0.0%	0		
Nuneaton Town Centre	32.6%	326	44.4%	32	53.8%	35	54.3%	38	48.2%	40	53.5%	38	62.3%	38	41.5%	39	16.0%	8	25.8%	16	14.5%	10	23.5%	4	0.0%	0	9.4%	3
Solihull	0.5%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.6%	6	4.2%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswood Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Retail Park, Coventry	2.2%	22	1.4%	1	1.5%	1	0.0%	0	3.6%	3	0.0%	0	0.0%	0	2.1%	2	8.0%	4	4.8%	3	2.9%	2	5.9%	1	0.0%	0	12.5%	4
Elliot's Fields / Junction 1 Retail & Leisure Park: Comet	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	4.7%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	3.2%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park: Currys	1.7%	17	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park: PC World	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / Mail order	0.9%	9	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Amazon	2.5%	25	2.8%	2	6.2%	4	1.4%	1	6.0%	5	1.4%	1	0.0%	0	2.1%	2	6.0%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Internet - Argos	0.4%	4	0.0%	0	1.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Co-op	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Comet	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Currys	0.8%	8	0.0%	0	0.0%	0	2.9%	2	2.4%	2	0.0%	0	0.0%	0	1.1%	1	2.0%	1	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Dabs.com	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Internet - Dell	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	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
Internet - Dixons	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	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
Internet - Ebay	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Ebuyer.com	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	1	0.0%	0	0.0%	0
Internet - HMV	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Itunes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - John Lewis	0.1%	1	1.4%	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
Internet - Mesh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - My.com	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - PC World	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Play.com	0.6%	6	0.0%	0	0.0%	0	2.9%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Pricerunner	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Snap Fish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	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
Internet - Sunday Shopper	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Tesco	0.6%	6	1.4%	1	0.0%	0	1.4%	1	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Various internet sites	6.1%	61	1.4%	1	9.2%	6	2.9%	2	1.2%	1	11.3%	8	1.6%	1	10.6%	10	4.0%	2	8.1%	5	13.0%	9	0.0%	0	0.0%	0	6.3%	2
Alvis Retail Park, Holyhead Road, Coventry	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3
Atherstone	0.3%	3	1.4%	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
Brightmores, Burbage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
Burbage	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Co-op, Long Street, Atherstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Gallagher Retail Park, Stoney Stanton Rd, Coventry	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.6%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2				
Wm Morrison, Skipworth Road, Binley, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ventura Retail Park. Outside of Borough, Tamworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	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)	8.1%	81	5.6%	4	9.2%	6	2.9%	2	7.2%	6	4.2%	3	8.2%	5	7.4%	7	6.0%	3	4.8%	3	10.1%	7	23.5%	4	33.3%	1	15.6%	5
(Do not do this type of shopping)	10.8%	108	22.2%	16	7.7%	5	20.0%	14	4.8%	4	9.9%	7	14.8%	9	12.8%	12	16.0%	8	8.1%	5	8.7%	6	11.8%	2	0.0%	0	6.3%	2
Base:	1000		72		65		70		83		71		61		94		50		62		69		17		3		32	

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?																												
Bedworth Town Centre	5.6%	56	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	1.1%	1	34.0%	17	32.3%	20	17.4%	12	0.0%	0	0.0%	0	12.5%	4
Birmingham	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulkington	0.2%	2	0.0%	0	1.5%	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
Coventry	7.5%	75	4.2%	3	3.1%	2	2.9%	2	1.2%	1	5.6%	4	0.0%	0	2.1%	2	24.0%	12	22.6%	14	24.6%	17	0.0%	0	66.7%	2	43.8%	14
Hinckley	16.5%	165	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	29.4%	5	0.0%	0	0.0%	0
Horeston Grange	0.1%	1	1.4%	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
Leicester	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	44.9%	449	62.5%	45	73.8%	48	72.9%	51	83.1%	69	70.4%	50	85.2%	52	69.1%	65	20.0%	10	14.5%	9	30.4%	21	47.1%	8	0.0%	0	9.4%	3
Solihull	0.3%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.5%	5	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswood Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Road	0.1%	1	1.4%	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
Arena Retail Park, Coventry	2.2%	22	4.2%	3	1.5%	1	2.9%	2	0.0%	0	1.4%	1	0.0%	0	2.1%	2	6.0%	3	4.8%	3	4.3%	3	5.9%	1	0.0%	0	9.4%	3
Arena Retail Park: Tesco Extra	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	6.5%	4	2.9%	2	0.0%	0	0.0%	0	6.3%	2
Bermuda Park, Nuneaton	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliot Fields / Junction 1 Retail & Leisure Park: Comet	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliot Fields / Junction 1 Retail & Leisure Park: Currys	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	1.7%	17	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park: Argos Extra	0.4%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park: Currys	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	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
Hinckley Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / Mail order	1.0%	10	0.0%	0	1.5%	1	2.9%	2	0.0%	0	0.0%	0	3.3%	2	1.1%	1	4.0%	2	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Internet - 365 Electrical.com	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Internet - Amazon	0.8%	8	0.0%	0	3.1%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Argos	0.5%	5	0.0%	0	3.1%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Comet	0.2%	2	0.0%	0	1.5%	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	5.9%	1	0.0%	0	0.0%	0
Internet - Currys	0.6%	6	0.0%	0	1.5%	1	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Internet - Dabs.com	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Internet - Ebay	0.7%	7	1.4%	1	1.5%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Ideal World	0.1%	1	1.4%	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
Internet - Play.com	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Tesco	0.9%	9	2.8%	2	0.0%	0	2.9%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0	3.1%	1
Various internet sites	1.6%	16	1.4%	1	0.0%	0	0.0%	0	1.2%	1	2.8%	2	0.0%	0	3.2%	3	2.0%	1	1.6%	1	5.8%	4	0.0%	0	0.0%	0	0.0%	0
Atherstone	0.4%	4	1.4%	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
Burbage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Long Street, Atherstone	0.4%	4	1.4%	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
Gallagher Retail Park, Stoney Stanton Rd, Coventry	0.6%	6	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	9.4%	3

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
(Don't know / Varies)	4.4%	44	5.6%	4	3.1%	2	0.0%	0	2.4%	2	5.6%	4	1.6%	1	5.3%	5	2.0%	1	4.8%	3	7.2%	5	5.9%	1	33.3%	1	0.0%	0
(Do not do this type of shopping)	3.4%	34	4.2%	3	1.5%	1	7.1%	5	3.6%	3	5.6%	4	3.3%	2	5.3%	5	4.0%	2	4.8%	3	1.4%	1	0.0%	0	0.0%	0	3.1%	1
Base:	1000		72		65		70		83		71		61		94		50		62		69		17		3		32	

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?														
Attleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Town Centre	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.1%	1
Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.6%	1
Chapel End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Coventry	7.0%	70	5.6%	4	4.6%	3	4.3%	3	4.8%	4	7.0%	5	1.6%	1
Hinckley	8.3%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Horeston Grange	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	38.6%	386	54.2%	39	58.5%	38	58.6%	41	62.7%	52	52.1%	37	70.5%	43
Solihull	0.5%	5	1.4%	1	0.0%	0	0.0%	0	1.4%	1	3.3%	2	1.1%	1
Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Kingswood Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Queens Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Arena Retail Park, Coventry	2.4%	24	2.8%	2	7.7%	5	1.4%	1	2.4%	2	0.0%	0	0.0%	0
Bermuda Park, Nuneaton	0.5%	5	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Elliot Fields / Junction 1 Retail & Leisure Park: Comet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Fosse Park, Leicester	3.0%	30	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Fosse Park: Argos Extra	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park: Currys	3.2%	32	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Hinckley Retail Park	0.3%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / Mail order	1.1%	11	1.4%	1	3.1%	2	2.9%	2	1.2%	1	0.0%	0	1.6%	1
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Internet - 247 Electrical	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Amazon	0.5%	5	0.0%	0	3.1%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Internet - Appliances Direct	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Argos	0.5%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Boots	0.2%	2	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0
Internet - Co-Op	0.5%	5	1.4%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	3.3%	2
Internet - Comet	0.6%	6	0.0%	0	1.5%	1	1.4%	1	1.2%	1	1.4%	1	0.0%	0
Internet - Currys	1.5%	15	0.0%	0	3.1%	2	8.6%	6	1.2%	1	0.0%	0	0.0%	0
Internet - Dixons	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Ebay	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Internet - Empire Direct	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Homebase	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet - John Lewis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Internet - Marks and Spencers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Play.com	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Sainsburys	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Internet - Tesco	0.6%	6	1.4%	1	0.0%	0	1.4%	1	2.4%	2	0.0%	0	0.0%	0
Various internet sites	5.5%	55	2.8%	2	4.6%	3	1.4%	1	2.4%	2	11.3%	8	1.6%	1
Alvis Retail Park, Holyhead Road, Coventry	0.4%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?																												
Attleborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Bedworth Town Centre	13.4%	134	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.1%	1	72.0%	36	79.0%	49	40.6%	28	0.0%	0	0.0%	0	53.1%	17		
Birmingham	0.2%	2	0.0%	0	0.0%	0	1.4%	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		
Bulkington	2.0%	20	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%	18	0.0%	0	0.0%	0	3.1%	1		
Chapel End	1.4%	14	8.3%	6	0.0%	0	1.4%	1	7.2%	6	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Coventry	3.0%	30	1.4%	1	1.5%	1	2.9%	2	1.2%	1	2.8%	2	0.0%	0	0.0%	0	4.0%	2	8.1%	5	10.1%	7	5.9%	1	33.3%	1	21.9%	7
Hinckley	18.0%	180	1.4%	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	23.5%	4	0.0%	0	0.0%	0		
Horeston Grange	0.2%	2	2.8%	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	0.0%	0	0.0%	0	0.0%	0		
Leicester	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0		
Nuneaton Town Centre	45.8%	458	72.2%	52	90.8%	59	78.6%	55	80.7%	67	77.5%	55	93.4%	57	85.1%	80	14.0%	7	4.8%	3	14.5%	10	35.3%	6	0.0%	0	3.1%	1
Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tamworth	0.2%	2	0.0%	0	1.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kingswood Road	0.5%	5	0.0%	0	0.0%	0	4.3%	3	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Queens Road	0.4%	4	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Arena Park, Coventry	1.3%	13	0.0%	0	1.5%	1	1.4%	1	1.2%	1	1.4%	1	0.0%	0	2.1%	2	2.0%	1	0.0%	0	2.9%	2	0.0%	0	66.7%	2	6.3%	2
Arena Park: Boots	0.8%	8	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0	2.1%	2	2.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Fosse Park, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0		
Fosse Park: Boots	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Catalogue / Mail order	1.0%	10	1.4%	1	0.0%	0	2.9%	2	3.6%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Internet	0.1%	1	0.0%	0	0.0%	0	1.4%	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		
Other	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	11.8%	2	0.0%	0	0.0%	0		
Internet -QVC	0.1%	1	0.0%	0	0.0%	0	1.4%	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		
Internet - Tesco	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Atherstone	2.5%	25	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Burbage	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cooks Chemist, Ratcliffe Street, Atherstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't know / Varies)	2.9%	29	5.6%	4	0.0%	0	1.4%	1	1.2%	1	2.8%	2	3.3%	2	2.1%	2	2.0%	1	3.2%	2	2.9%	2	17.6%	3	0.0%	0	0.0%	0
(Do not do this type of shopping)	1.7%	17	1.4%	1	0.0%	0	1.4%	1	1.2%	1	1.4%	1	0.0%	0	2.1%	2	2.0%	1	1.6%	1	1.4%	1	0.0%	0	0.0%	0	6.3%	2
Base:		1000		72		65		70		83		71		61		94		50		62		69		17		3		32

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
Q22 Where do you do most of your household's shopping for games & toys; hobby items; sport and camping goods; and musical instruments?																												
Bedworth Town Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3				
Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1				
Coventry	8.7%	87	6.9%	5	3.1%	2	8.6%	6	10.8%	9	9.9%	7	4.9%	3	5.3%	5	14.0%	7	12.9%	8	20.3%	14	5.9%	1	0.0%	0	25.0%	8
Hinckley	4.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Leicester	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	3	0.0%	0	0.0%	0
Nuneaton Town Centre	22.7%	227	25.0%	18	33.8%	22	30.0%	21	34.9%	29	31.0%	22	39.3%	24	36.2%	34	10.0%	5	17.7%	11	18.8%	13	23.5%	4	0.0%	0	12.5%	4
Tamworth	0.4%	4	2.8%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Arena Retail Park, Coventry	1.6%	16	0.0%	0	4.6%	3	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	4.0%	2	3.2%	2	4.3%	3	0.0%	0	33.3%	1	3.1%	1
Arena Retail Park: Game	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Fosse Park, Leicester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	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
Fosse Park: JJB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / Mail order	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Other	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	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
Internet - Amazon	1.3%	13	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.6%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1
Internet - Argos	0.2%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Decathlon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Dixons	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Ebay	0.6%	6	2.8%	2	1.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Go Outdoors	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Internet - JJB	0.2%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Play.com	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Quidco	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Rocking Roost	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Sports Direct	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - The Falcon Puzzles	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Toys R Us	0.1%	1	1.4%	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
Internet - Wiggle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Various internet sites	3.1%	31	2.8%	2	3.1%	2	0.0%	0	6.0%	5	2.8%	2	0.0%	0	7.4%	7	2.0%	1	3.2%	2	5.8%	4	0.0%	0	0.0%	0	3.1%	1
Arley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Decathlon, IKEA Retail Park, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Stoney Stanton Rd, Coventry	0.3%	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	3.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	1
New Arley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Arley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoney Stanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Point Business Park, Parkway, Coventry	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	1.1%	1	2.0%	1	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Outside of Borough, Tamworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Varies)	7.9%	79	8.3%	6	6.2%	4	0.0%	0	8.4%	7	8.5%	6	6.6%	4	8.5%	8	8.0%	4	12.9%	8	2.9%	2	5.9%	1	33.3%	1	6.3%	2
(Do not do this type of shopping)	39.9%	399	50.0%	36	43.1%	28	55.7%	39	26.5%	22	43.7%	31	45.9%	28	41.5%	39	44.0%	22	35.5%	22	39.1%	27	29.4%	5	33.3%	1	28.1%	9

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9																
Base:	1000	72	65	70	83	71	61	94	50	62	69	17	3	32																
Q23 Where do you do most of your household's shopping for pets & pet related products?																														
Bedworth Town Centre	4.7%	47	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	22.0%	11	22.6%	14	15.9%	11	0.0%	0	0.0%	0	0.0%	0	28.1%	9
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulkington	0.5%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	4.0%	40	4.2%	3	3.1%	2	0.0%	0	2.4%	2	2.8%	2	0.0%	0	2.1%	2	6.0%	3	6.5%	4	13.0%	9	0.0%	0	0.0%	0	0.0%	0	40.6%	13
Hinckley	8.4%	84	1.4%	1	1.5%	1	1.4%	1	1.2%	1	0.0%	0	1.6%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	17.6%	3	0.0%	0	0.0%	0	0.0%	0
Horeston Grange	0.4%	4	2.8%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	23.5%	235	37.5%	27	44.6%	29	44.3%	31	47.0%	39	29.6%	21	39.3%	24	25.5%	24	6.0%	3	4.8%	3	14.5%	10	11.8%	2	0.0%	0	0.0%	0	3.1%	1
Rugby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliot Fields / Junction 1 Retail & Leisure Park: Pets at Home	0.5%	5	1.4%	1	1.5%	1	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Bowmeow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Ebay	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Feline K9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Livefood.co.uk	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Sainsburys	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Tesco	0.1%	1	1.4%	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
Various internet sites	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Holly Lane, Atherstone	0.1%	1	1.4%	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
Atherstone	0.6%	6	1.4%	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
Astley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulkington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden World, Atherstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl Shilton, Leicestershire	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park, Leicester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Stoney Stanton Rd, Coventry	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.6%	1	1.4%	1	0.0%	0	33.3%	1	12.5%	4	12.5%	4		
Shentone Farm Shop, Aqueduct Farm, Shenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pingle Pet Food, Ashby Road, Barwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Varies)	1.9%	19	4.2%	3	0.0%	0	1.4%	1	2.4%	2	0.0%	0	0.0%	0	3.2%	3	4.0%	2	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Do not do this type of shopping)	52.0%	520	44.4%	32	43.1%	28	52.9%	37	41.0%	34	62.0%	44	55.7%	34	63.8%	60	60.0%	30	64.5%	40	49.3%	34	58.8%	10	66.7%	2	15.6%	5		
Base:	1000	72	65	70	83	71	61	94	50	62	69	17	3	32																

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9																
Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?																														
Bedworth Town Centre	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	18.0%	9	4.8%	3	7.2%	5	0.0%	0	0.0%	0	15.6%	5		
Birmingham	1.7%	17	1.4%	1	1.5%	1	2.9%	2	2.4%	2	2.8%	2	1.6%	1	4.3%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Bulkington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	5.7%	57	1.4%	1	3.1%	2	2.9%	2	1.2%	1	2.8%	2	1.6%	1	2.1%	2	12.0%	6	17.7%	11	20.3%	14	0.0%	0	33.3%	1	28.1%	9		
Hinckley	7.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0
Leicester	4.4%	44	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.4%	1	1.6%	1	1.1%	1	0.0%	0	0.0%	0	1.4%	1	11.8%	2	0.0%	0	3.1%	1		
Nuneaton Town Centre	34.8%	348	54.2%	39	46.2%	30	48.6%	34	67.5%	56	47.9%	34	49.2%	30	43.6%	41	24.0%	12	29.0%	18	21.7%	15	41.2%	7	0.0%	0	9.4%	3		
Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.8%	8	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	1	2.1%	2	2.0%	1	3.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.2%	2	1.4%	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
Queens Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Retail Park, Coventry	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.0%	1	0.0%	0	1.4%	1	0.0%	0	33.3%	1	3.1%	1		
Fosse Park, Leicester	1.3%	13	0.0%	0	1.5%	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	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Fosse Park: WH Smith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / Mail order	1.1%	11	1.4%	1	0.0%	0	2.9%	2	1.2%	1	1.4%	1	0.0%	0	2.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.3%	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
Internet - AB Books	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Amazon	6.3%	63	5.6%	4	12.3%	8	4.3%	3	3.6%	3	1.4%	1	1.6%	1	7.4%	7	4.0%	2	3.2%	2	2.9%	2	11.8%	2	33.3%	1	9.4%	3		
Internet - Book Depository	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Co-Op	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Internet - Ebay	0.4%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - HMV	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Play.com	0.5%	5	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - QVC	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Internet - Tesco	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Various internet sites (Don't know / Varies)	2.0%	20	0.0%	0	1.5%	1	1.4%	1	2.4%	2	2.8%	2	0.0%	0	5.3%	5	2.0%	1	1.6%	1	4.3%	3	0.0%	0	0.0%	0	3.1%	1		
(Do not do this type of shopping)	17.0%	170	15.3%	11	23.1%	15	15.7%	11	8.4%	7	26.8%	19	24.6%	15	18.1%	17	26.0%	13	16.1%	10	27.5%	19	5.9%	1	0.0%	0	12.5%	4		
Base:	1000			72		65		70		83		71		61		94		50		62		69		17		3		32		

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
Q25 When you do your household's non-food shopping, how do you usually travel?																												
Car / van (as driver)	61.2%	612	55.6%	40	63.1%	41	67.1%	47	72.3%	60	53.5%	38	23.0%	14	62.8%	59	48.0%	24	61.3%	38	59.4%	41	70.6%	12	100.0%	3	81.3%	26
Car / van (as passenger)	13.1%	131	16.7%	12	6.2%	4	10.0%	7	12.0%	10	14.1%	10	14.8%	9	13.8%	13	14.0%	7	17.7%	11	15.9%	11	5.9%	1	0.0%	0	6.3%	2
Bus, minibus or coach	10.4%	104	15.3%	11	9.2%	6	14.3%	10	10.8%	9	7.0%	5	3.3%	2	9.6%	9	28.0%	14	12.9%	8	14.5%	10	11.8%	2	0.0%	0	6.3%	2
Using park & ride facility	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.1%	1	1.4%	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
Walk	9.2%	92	5.6%	4	15.4%	10	5.7%	4	4.8%	4	16.9%	12	54.1%	33	4.3%	4	6.0%	3	0.0%	0	2.9%	2	5.9%	1	0.0%	0	3.1%	1
Taxi	0.6%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.7%	7	1.4%	1	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	2	1.4%	1	1.5%	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
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not applicable / goods delivered	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.9%	2	5.9%	1	0.0%	0	3.1%	1
(Don't know / varies)	3.2%	32	2.8%	2	3.1%	2	0.0%	0	0.0%	0	7.0%	5	4.9%	3	7.4%	7	2.0%	1	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Base:		1000		72		65		70		83		71		61		94		50		62		69		17		3		32

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
Q26 What main improvements to Nuneaton Town Centre would encourage you to visit more often than you currently do?																												
Better / more frequent bus services	1.3%	13	1.4%	1	1.5%	1	1.4%	1	1.2%	1	1.4%	1	0.0%	0	1.1%	1	4.0%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Better / new train service	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pedestrian links from train station to 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by car	5.0%	50	18.1%	13	4.6%	3	2.9%	2	9.6%	8	7.0%	5	3.3%	2	2.1%	2	2.0%	1	3.2%	2	1.4%	1	0.0%	0	0.0%	0	3.1%	1
Better pedestrian links from car parking into centre	0.4%	4	1.4%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	4.5%	45	4.2%	3	9.2%	6	11.4%	8	7.2%	6	5.6%	4	3.3%	2	4.3%	4	2.0%	1	4.8%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Free parking	4.2%	42	6.9%	5	7.7%	5	12.9%	9	4.8%	4	0.0%	0	1.6%	1	1.1%	1	6.0%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
More / better signage around the centre	0.4%	4	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking provision	4.2%	42	4.2%	3	3.1%	2	2.9%	2	7.2%	6	5.6%	4	4.9%	3	4.3%	4	4.0%	2	0.0%	0	5.8%	4	0.0%	0	0.0%	0	3.1%	1
More/ better covered shopping centres	0.8%	8	0.0%	0	0.0%	0	4.3%	3	3.6%	3	1.4%	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
Fewer empty shops / vacancies	6.9%	69	13.9%	10	9.2%	6	12.9%	9	7.2%	6	9.9%	7	8.2%	5	8.5%	8	4.0%	2	6.5%	4	2.9%	2	0.0%	0	0.0%	0	3.1%	1
A Street Market	0.3%	3	1.4%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Quality Street Markets	1.9%	19	1.4%	1	0.0%	0	12.9%	9	0.0%	0	1.4%	1	3.3%	2	4.3%	4	0.0%	0	1.6%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0
More clothes & fashion shops	9.7%	97	9.7%	7	21.5%	14	10.0%	7	15.7%	13	9.9%	7	3.3%	2	19.1%	18	8.0%	4	9.7%	6	5.8%	4	0.0%	0	0.0%	0	6.3%	2
More department stores / larger stores	11.5%	115	19.4%	14	10.8%	7	15.7%	11	20.5%	17	18.3%	13	8.2%	5	18.1%	17	10.0%	5	9.7%	6	1.4%	1	11.8%	2	0.0%	0	0.0%	0
More discount stores / cheaper goods	1.7%	17	2.8%	2	0.0%	0	4.3%	3	3.6%	3	2.8%	2	1.6%	1	2.1%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
More independent shops	9.2%	92	16.7%	12	15.4%	10	15.7%	11	12.0%	10	9.9%	7	16.4%	10	13.8%	13	6.0%	3	3.2%	2	4.3%	3	5.9%	1	0.0%	0	3.1%	1
More quality / designer shops	8.1%	81	12.5%	9	7.7%	5	20.0%	14	8.4%	7	7.0%	5	8.2%	5	18.1%	17	6.0%	3	8.1%	5	1.4%	1	11.8%	2	0.0%	0	9.4%	3
A particular retailer or type of shop	2.3%	23	4.2%	3	4.6%	3	1.4%	1	3.6%	3	2.8%	2	1.6%	1	2.1%	2	4.0%	2	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Better (more) safety / security / CCTV / police presence	0.5%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creche	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for children	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
More facilities for disabled	0.5%	5	1.4%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More toilets	0.7%	7	1.4%	1	3.1%	2	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Information Centre	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised streets	0.7%	7	4.2%	3	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer shopping environment	1.9%	19	2.8%	2	4.6%	3	4.3%	3	0.0%	0	2.8%	2	0.0%	0	3.2%	3	2.0%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating / benches	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More litter bins	0.8%	8	0.0%	0	3.1%	2	1.4%	1	0.0%	0	1.4%	1	1.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less litter / graffiti	0.7%	7	0.0%	0	3.1%	2	1.4%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public art	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	2.3%	23	2.8%	2	4.6%	3	4.3%	3	2.4%	2	1.4%	1	3.3%	2	3.2%	3	2.0%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
A Marks and Spencers	6.0%	60	5.6%	4	7.7%	5	5.7%	4	0.0%	0	14.1%	10	6.6%	4	10.6%	10	4.0%	2	8.1%	5	2.9%	2	5.9%	1	0.0%	0	3.1%	1
A Morrisons	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A Primark	1.4%	14	1.4%	1	1.5%	1	4.3%	3	4.8%	4	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Q27 What main improvements to Bedworth Town Centre would encourage you to visit more often than you currently do?														
Better / new train service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pedestrian links from train station to centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by car	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Better pedestrian links from car parking into centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.4%	4	2.8%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1
Free parking	0.6%	6	2.8%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1
More / better signage around the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking provision	1.4%	14	1.4%	1	0.0%	0	0.0%	0	3.6%	3	0.0%	0	1.6%	1
More/ better covered shopping centres	0.5%	5	1.4%	1	1.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Fewer empty shops / vacancies	5.3%	53	6.9%	5	6.2%	4	8.6%	6	4.8%	4	14.1%	10	6.6%	4
A Street Market	1.1%	11	4.2%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1
Better Quality Street Markets	1.6%	16	6.9%	5	1.5%	1	1.4%	1	0.0%	0	0.0%	0	1.6%	1
More clothes & fashion shops	11.9%	119	5.6%	4	7.7%	5	4.3%	3	4.8%	4	2.8%	2	3.3%	2
More department stores / larger stores	10.9%	109	9.7%	7	6.2%	4	4.3%	3	6.0%	5	8.5%	6	6.6%	4
More discount stores / cheaper goods	2.2%	22	5.6%	4	0.0%	0	1.4%	1	1.2%	1	1.4%	1	4.9%	3
More independent shops	6.9%	69	8.3%	6	6.2%	4	2.9%	2	4.8%	4	9.9%	7	6.6%	4
More quality / designer shops	9.1%	91	8.3%	6	6.2%	4	0.0%	0	1.2%	1	4.2%	3	3.3%	2
A particular retailer or type of shop	2.2%	22	1.4%	1	1.5%	1	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Better (more) safety / security / CCTV / police presence	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creche	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for children	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
More facilities for disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Information Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised streets	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer shopping environment	1.8%	18	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.8%	2	1.6%	1
More seating / benches	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More litter bins	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.1%	1
Less litter / graffiti	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public art	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	12	0.0%	0	0.0%	0	1.4%	1	1.2%	1	1.4%	1	0.0%	0
A Marks and Spencers	0.3%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A WH Smith	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Shoe shops	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Bigger choice of shops	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1
Less charity shops	0.3%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
More places to eat	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
(Don't know)	22.3%	223	12.5%	9	27.7%	18	31.4%	22	18.1%	15	15.5%	11	24.6%	15
(Nothing in particular)	50.1%	501	75.0%	54	56.9%	37	54.3%	38	63.9%	53	59.2%	42	57.4%	35
Base:	1000	72	65	70	83	71	61	94	50	62	69	17	3	32

Q28 How often do you and your family visit the following leisure attractions?

Bingo

Once a week	5.1%	51	2.8%	2	6.2%	4	5.7%	4	3.6%	3	7.0%	5	4.9%	3	2.1%	2	18.0%	9	6.5%	4	7.2%	5	0.0%	0	0.0%	0	9.4%	3
Once a fortnight	0.5%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Once a month	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	0.6%	6	2.8%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.5%	5	1.4%	1	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1
Once a year	0.7%	7	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't go	91.7%	917	88.9%	64	93.8%	61	90.0%	63	92.8%	77	91.5%	65	93.4%	57	95.7%	90	80.0%	40	91.9%	57	88.4%	61	94.1%	16	100.0%	3	87.5%	28
(Don't know / varies)	0.4%	4	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1000	72	65	70	83	71	61	94	50	62	69	17	3	32														

Cinema

Once a week	1.7%	17	1.4%	1	1.5%	1	1.4%	1	3.6%	3	0.0%	0	3.3%	2	2.1%	2	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	5.3%	53	4.2%	3	3.1%	2	7.1%	5	7.2%	6	7.0%	5	3.3%	2	3.2%	3	4.0%	2	9.7%	6	5.8%	4	0.0%	0	0.0%	0	3.1%	1
Once a month	14.8%	148	11.1%	8	16.9%	11	12.9%	9	18.1%	15	18.3%	13	11.5%	7	16.0%	15	8.0%	4	8.1%	5	18.8%	13	23.5%	4	33.3%	1	12.5%	4
Once every two months	13.1%	131	9.7%	7	9.2%	6	14.3%	10	10.8%	9	7.0%	5	9.8%	6	17.0%	16	10.0%	5	12.9%	8	10.1%	7	11.8%	2	33.3%	1	12.5%	4
Once every six months	10.3%	103	12.5%	9	7.7%	5	14.3%	10	10.8%	9	9.9%	7	9.8%	6	10.6%	10	6.0%	3	14.5%	9	8.7%	6	5.9%	1	0.0%	0	12.5%	4
Once a year	5.4%	54	4.2%	3	6.2%	4	1.4%	1	6.0%	5	4.2%	3	8.2%	5	7.4%	7	8.0%	4	4.8%	3	5.8%	4	5.9%	1	0.0%	0	0.0%	0
Don't go	48.4%	484	55.6%	40	55.4%	36	45.7%	32	43.4%	36	52.1%	37	50.8%	31	42.6%	40	64.0%	32	46.8%	29	49.3%	34	52.9%	9	33.3%	1	59.4%	19
(Don't know / varies)	1.0%	10	1.4%	1	0.0%	0	2.9%	2	0.0%	0	1.4%	1	3.3%	2	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1000	72	65	70	83	71	61	94	50	62	69	17	3	32														

Gym / Healthclub / Sports Facility

Once a week	19.2%	192	11.1%	8	23.1%	15	12.9%	9	16.9%	14	21.1%	15	13.1%	8	28.7%	27	14.0%	7	19.4%	12	14.5%	10	17.6%	3	66.7%	2	15.6%	5
Once a fortnight	1.5%	15	1.4%	1	1.5%	1	0.0%	0	1.2%	1	1.4%	1	1.6%	1	3.2%	3	4.0%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Once a month	1.4%	14	1.4%	1	3.1%	2	1.4%	1	1.2%	1	4.2%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Once every two months	0.6%	6	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Once every six months	0.3%	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	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't go	76.2%	762	84.7%	61	70.8%	46	82.9%	58	80.7%	67	73.2%	52	82.0%	50	66.0%	62	82.0%	41	74.2%	46	84.1%	58	82.4%	14	33.3%	1	78.1%	25
(Don't know / varies)	0.7%	7	1.4%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	3.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1000	72	65	70	83	71	61	94	50	62	69	17	3	32														

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
Museum or place of historical interest																												
Once a week	0.6%	6	1.4%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Once a fortnight	1.0%	10	0.0%	0	1.5%	1	0.0%	0	1.2%	1	1.4%	1	3.3%	2	1.1%	1	2.0%	1	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Once a month	4.1%	41	11.1%	8	0.0%	0	0.0%	0	3.6%	3	2.8%	2	9.8%	6	5.3%	5	2.0%	1	0.0%	0	2.9%	2	5.9%	1	0.0%	0	9.4%	3
Once every two months	7.3%	73	5.6%	4	6.2%	4	7.1%	5	6.0%	5	8.5%	6	9.8%	6	11.7%	11	2.0%	1	3.2%	2	5.8%	4	5.9%	1	0.0%	0	3.1%	1
Once every six months	12.3%	123	12.5%	9	6.2%	4	7.1%	5	6.0%	5	16.9%	12	14.8%	9	18.1%	17	10.0%	5	21.0%	13	7.2%	5	29.4%	5	33.3%	1	9.4%	3
Once a year	9.0%	90	5.6%	4	9.2%	6	8.6%	6	10.8%	9	4.2%	3	8.2%	5	11.7%	11	10.0%	5	14.5%	9	11.6%	8	5.9%	1	0.0%	0	3.1%	1
Don't go	63.0%	630	62.5%	45	76.9%	50	72.9%	51	71.1%	59	60.6%	43	49.2%	30	48.9%	46	70.0%	35	59.7%	37	69.6%	48	35.3%	6	66.7%	2	71.9%	23
(Don't know / varies)	2.7%	27	1.4%	1	0.0%	0	4.3%	3	0.0%	0	4.2%	3	4.9%	3	3.2%	3	2.0%	1	0.0%	0	1.4%	1	17.6%	3	0.0%	0	3.1%	1
Base:		1000		72		65		70		83		71		61		94		50		62		69		17		3		32
Pub/ Bar																												
Once a week	26.2%	262	15.3%	11	23.1%	15	15.7%	11	28.9%	24	25.4%	18	26.2%	16	23.4%	22	22.0%	11	33.9%	21	33.3%	23	29.4%	5	0.0%	0	18.8%	6
Once a fortnight	8.4%	84	13.9%	10	7.7%	5	5.7%	4	10.8%	9	12.7%	9	6.6%	4	7.4%	7	12.0%	6	8.1%	5	0.0%	0	0.0%	0	33.3%	1	3.1%	1
Once a month	12.0%	120	8.3%	6	9.2%	6	18.6%	13	9.6%	8	9.9%	7	14.8%	9	10.6%	10	6.0%	3	9.7%	6	8.7%	6	11.8%	2	33.3%	1	21.9%	7
Once every two months	5.1%	51	4.2%	3	6.2%	4	4.3%	3	7.2%	6	2.8%	2	3.3%	2	9.6%	9	4.0%	2	3.2%	2	4.3%	3	5.9%	1	0.0%	0	9.4%	3
Once every six months	2.2%	22	4.2%	3	3.1%	2	0.0%	0	2.4%	2	1.4%	1	0.0%	0	2.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	1.2%	12	2.8%	2	0.0%	0	1.4%	1	0.0%	0	1.4%	1	3.3%	2	3.2%	3	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Don't go	44.0%	440	50.0%	36	49.2%	32	52.9%	37	39.8%	33	45.1%	32	44.3%	27	42.6%	40	56.0%	28	41.9%	26	52.2%	36	52.9%	9	33.3%	1	46.9%	15
(Don't know / varies)	0.9%	9	1.4%	1	1.5%	1	1.4%	1	1.2%	1	1.4%	1	1.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1000		72		65		70		83		71		61		94		50		62		69		17		3		32
Restaurant																												
Once a week	16.4%	164	13.9%	10	16.9%	11	14.3%	10	21.7%	18	15.5%	11	8.2%	5	19.1%	18	10.0%	5	25.8%	16	17.4%	12	5.9%	1	0.0%	0	21.9%	7
Once a fortnight	15.0%	150	15.3%	11	13.8%	9	17.1%	12	18.1%	15	15.5%	11	13.1%	8	11.7%	11	8.0%	4	16.1%	10	11.6%	8	11.8%	2	0.0%	0	9.4%	3
Once a month	23.9%	239	19.4%	14	23.1%	15	30.0%	21	19.3%	16	22.5%	16	18.0%	11	25.5%	24	28.0%	14	21.0%	13	24.6%	17	29.4%	5	66.7%	2	18.8%	6
Once every two months	10.8%	108	8.3%	6	3.1%	2	11.4%	8	9.6%	8	12.7%	9	11.5%	7	14.9%	14	14.0%	7	9.7%	6	7.2%	5	0.0%	0	0.0%	0	12.5%	4
Once every six months	4.6%	46	5.6%	4	7.7%	5	1.4%	1	9.6%	8	4.2%	3	0.0%	0	3.2%	3	4.0%	2	6.5%	4	2.9%	2	11.8%	2	0.0%	0	6.3%	2
Once a year	1.1%	11	0.0%	0	1.5%	1	0.0%	0	1.2%	1	1.4%	1	4.9%	3	3.2%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't go	26.7%	267	36.1%	26	32.3%	21	24.3%	17	20.5%	17	25.4%	18	37.7%	23	21.3%	20	34.0%	17	21.0%	13	36.2%	25	29.4%	5	33.3%	1	28.1%	9
(Don't know / varies)	1.5%	15	1.4%	1	1.5%	1	1.4%	1	0.0%	0	2.8%	2	6.6%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	3.1%	1
Base:		1000		72		65		70		83		71		61		94		50		62		69		17		3		32

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
Tenpin bowling																												
Once a week	0.6%	6	0.0%	0	1.5%	1	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0		
Once a fortnight	0.2%	2	0.0%	0	1.5%	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		
Once a month	2.0%	20	0.0%	0	3.1%	2	2.9%	2	3.6%	3	0.0%	0	3.3%	2	2.1%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1		
Once every two months	6.9%	69	8.3%	6	4.6%	3	4.3%	3	13.3%	11	2.8%	2	4.9%	3	4.3%	4	2.0%	1	11.3%	7	8.7%	6	5.9%	1	33.3%	1	6.3%	2
Once every six months	9.9%	99	8.3%	6	10.8%	7	12.9%	9	9.6%	8	9.9%	7	4.9%	3	10.6%	10	2.0%	1	6.5%	4	10.1%	7	17.6%	3	0.0%	0	6.3%	2
Once a year	5.5%	55	4.2%	3	3.1%	2	10.0%	7	3.6%	3	4.2%	3	0.0%	0	7.4%	7	4.0%	2	3.2%	2	1.4%	1	0.0%	0	0.0%	0	9.4%	3
Don't go	73.7%	737	77.8%	56	75.4%	49	67.1%	47	68.7%	57	80.3%	57	85.2%	52	73.4%	69	90.0%	45	75.8%	47	79.7%	55	64.7%	11	66.7%	2	75.0%	24
(Don't know / varies)	1.2%	12	1.4%	1	0.0%	0	2.9%	2	0.0%	0	1.4%	1	1.6%	1	2.1%	2	0.0%	0	1.6%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Base:	1000		72		65		70		83		71		61		94		50		62		69		17		3		32	
Theatre																												
Once a week	0.5%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.8%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	3.0%	30	4.2%	3	1.5%	1	1.4%	1	1.2%	1	2.8%	2	0.0%	0	4.3%	4	4.0%	2	3.2%	2	2.9%	2	5.9%	1	0.0%	0	3.1%	1
Once every two months	10.1%	101	6.9%	5	9.2%	6	8.6%	6	6.0%	5	5.6%	4	9.8%	6	10.6%	10	4.0%	2	16.1%	10	11.6%	8	11.8%	2	0.0%	0	6.3%	2
Once every six months	13.8%	138	4.2%	3	1.5%	1	17.1%	12	12.0%	10	9.9%	7	11.5%	7	21.3%	20	6.0%	3	22.6%	14	13.0%	9	11.8%	2	0.0%	0	15.6%	5
Once a year	9.3%	93	8.3%	6	6.2%	4	14.3%	10	7.2%	6	8.5%	6	8.2%	5	14.9%	14	8.0%	4	8.1%	5	5.8%	4	5.9%	1	33.3%	1	12.5%	4
Don't go	61.1%	611	75.0%	54	80.0%	52	54.3%	38	73.5%	61	67.6%	48	65.6%	40	46.8%	44	74.0%	37	46.8%	29	66.7%	46	52.9%	9	66.7%	2	62.5%	20
(Don't know / varies)	1.6%	16	1.4%	1	0.0%	0	4.3%	3	0.0%	0	1.4%	1	1.6%	1	2.1%	2	4.0%	2	1.6%	1	0.0%	0	11.8%	2	0.0%	0	0.0%	0
Base:	1000		72		65		70		83		71		61		94		50		62		69		17		3		32	
Other Activity																												
Once a week	5.6%	56	1.4%	1	6.2%	4	8.6%	6	6.0%	5	4.2%	3	3.3%	2	7.4%	7	6.0%	3	3.2%	2	1.4%	1	5.9%	1	0.0%	0	15.6%	5
Once a fortnight	0.4%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Once a month	0.5%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.1%	1	0.0%	0	0.0%	0	1.4%	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
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 go	90.5%	905	94.4%	68	92.3%	60	87.1%	61	90.4%	75	85.9%	61	93.4%	57	89.4%	84	94.0%	47	83.9%	52	98.6%	68	88.2%	15	100.0%	3	84.4%	27
(Don't know / varies)	2.5%	25	2.8%	2	0.0%	0	2.9%	2	1.2%	1	8.5%	6	1.6%	1	1.1%	1	0.0%	0	11.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1000		72		65		70		83		71		61		94		50		62		69		17		3		32	

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Q29 Where did you or members of your household last go to the cinema?														
<i>Those who go to the cinema at Q28</i>														
AMC Theatre, Ladywood Middle Way, Broadway Plaza, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld Cinema , Broad Street, Broad Street, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld Cinema , Leicester Road, Junction 1 / Elliots Field Retail & Leisure Park, Rugby	0.8%	4	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld Cinema , Mill Lane Arcade Upper, Touchwood , Solihull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Cinema, Station Street, Birmingham, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IMAX Cinema, Curzon Street, Millenium Point, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Odean Cinema, New Street, Birmingham, Birmingham	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Odeon Cinema, Aylestone Road, Freemans Park, Leicester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon Cinema, Bolebridge Street, Bolebridge Island, Tamworth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon Cinema, St Davids Way, Bermuda Park, Nuneaton	78.5%	397	90.3%	28	100.0%	29	83.3%	30	93.6%	44	81.8%	27	89.3%	25
Showcase Cinema de Lux, High Cross Road, Leicester, Leicester	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema, Gielgud Way, Cross Point Business Park, Coventry	11.3%	57	6.5%	2	0.0%	0	5.6%	2	4.3%	2	12.1%	4	7.1%	2
Vue Cinema, Lubbesthorpe Way, Meridian Leisure Park, Braunstone, Leicester	4.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Vue Cinema, Watson Road, Star City, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Other Birmingham	1.0%	5	0.0%	0	0.0%	0	5.6%	2	2.1%	1	0.0%	0	1.9%	1
	0.2%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Q30 Where did you or members of your household last go to a gym / healthclub / sports facility?														
<i>Those who go to a gym / healthclub / sports facility at Q28</i>														
Abbey Social Club, Meadow Street, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Bedworth Leisure Centre, Coventry Road, Bedworth	15.2%	35	0.0%	0	5.3%	1	20.0%	2	6.3%	1	5.3%	1	11.1%	1
Bermuda Working Mens Club, Bermuda Village, Nuneaton	0.4%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Cannons Health & Fitness Ltd, St. Davids Way, Bermuda Park, Nuneaton	7.4%	17	10.0%	1	15.8%	3	20.0%	2	0.0%	0	5.3%	1	0.0%	0
Cleaver Squash Fitness Club, Weddington Road, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Etone Sports Centre, Leicester Road, Nuneaton	1.3%	3	0.0%	0	5.3%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Fitness Centre, Corporation Street, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladypace Ltd, Market Place, Nuneaton	2.2%	5	0.0%	0	5.3%	1	0.0%	0	0.0%	0	5.3%	1	11.1%	1
Nuneaton & North Warwickshire Centre, Valley Road, Galley Common, Nuneaton	0.9%	2	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	3.2%	1
Nuneaton (Rugby Football Ground), Liberty Way, Attleborough Fields Ind Estate, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Nuneaton Co-Operative Sports & Social Club, Dugdale Street, Nuneaton	0.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pingles Leisure Centre, Avenue Road, Nuneaton	19.0%	44	40.0%	4	52.6%	10	10.0%	1	18.8%	3	42.1%	8	33.3%	3
Sports & Leisure Centres Jubilee Sports Centre, Greenmoor Road, Nuneaton	1.3%	3	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	22.2%	2
Other	4.8%	11	20.0%	2	0.0%	0	0.0%	0	6.3%	1	0.0%	0	6.5%	2
Alderman Smith Secondary School, Radnor Drive, Nuneaton	0.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atherstone	2.6%	6	10.0%	1	0.0%	0	0.0%	0	12.5%	2	0.0%	0	0.0%	0
AZ Fitness, Ansley Common, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Bettabodies, Attleborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
Fields Industrial Estate, Liberty Way, Nuneaton																												
Birmingham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Coventry	4.8%	11	10.0%	1	5.3%	1	10.0%	1	6.3%	1	15.8%	3	0.0%	0	0.0%	0	22.2%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	14.3%	1
Gym Heaven, Abbey Street, Nuneaton	1.3%	3	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	11.1%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley	24.2%	56	0.0%	0	0.0%	0	10.0%	1	0.0%	0	5.3%	1	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mira Company Gym, Nuneaton	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
Nuffield Health, Fitness & Wellbeing, St David's Way, Nuneaton	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	6.5%	2	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Nuneaton Golf Club, Golf Drive, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	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
Riversley Resource Centre, Coton Road, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TLC Ladies Gym, Abbey Street, Nuneaton	2.6%	6	10.0%	1	0.0%	0	0.0%	0	6.3%	1	5.3%	1	0.0%	0	6.5%	2	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vibez Fitness for Women, Coleshill Road, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	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
(Don't do this activity)	3.9%	9	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	11.1%	1	6.5%	2	0.0%	0	12.5%	2	18.2%	2	0.0%	0	0.0%	0	0.0%	0
Base:		231		10		19		10		16		19		9		31		9		16		11		3		2		7

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
Q31 Where did you or members of your household last go to a restaurant?																												
<i>Those who go to a restaurant at Q28</i>																												
Agra Palace Indian Cuisine, Abbey Green, Nuneaton	1.1%	8	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	5.9%	2	0.0%	0	6.1%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Attleborough Arms, Highfield Road, Nuneaton	0.4%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B N Ayce, St. Davids Way, Bermuda Park, Nuneaton	0.1%	1	0.0%	0	2.3%	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
Balti Village, The Square, Attleborough, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bermuda Park Big Steak Pub, St. Davids Way, Bermuda Park, Nuneaton	1.7%	12	6.7%	3	4.7%	2	0.0%	0	1.5%	1	3.9%	2	0.0%	0	1.4%	1	0.0%	0	4.1%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Bilberries Public House, Bond Gate, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	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
Bull & Anchor, Wheelwright Lane, Ash Green, Coventry	0.6%	4	2.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Cassandras, Abbey Gate Shopping Precinct, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cedar Tree, Avenue Road, Nuneaton	1.7%	12	2.2%	1	2.3%	1	3.8%	2	3.0%	2	3.9%	2	5.9%	2	0.0%	0	3.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Chetwynd Restaurant, Chetwynd Drive, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chicago Rock Cafe, Newdegate Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	1.9%	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
Courtyard Restaurant, Higham Lane, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossed Khukris Gurkha Restaurant, Abbey Street, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Crow's Nest, Crowhill Road, Nuneaton	0.3%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crystal Palace Public House, Gadsby Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felix Holt, Stratford Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	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
Griff House Beefeater, Coventry Road, Griff, Nuneaton	3.8%	27	0.0%	0	7.0%	3	1.9%	1	1.5%	1	5.9%	3	0.0%	0	8.2%	6	0.0%	0	18.4%	9	6.8%	3	0.0%	0	0.0%	0	4.5%	1
Griff House, Coventry Road, Griff, Nuneaton	1.4%	10	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.9%	3	0.0%	0	2.7%	2	3.0%	1	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Griffin Inn, Coventry Road, Griff, Nuneaton	2.6%	19	0.0%	0	4.7%	2	3.8%	2	4.5%	3	2.0%	1	0.0%	0	1.4%	1	12.1%	4	2.0%	1	4.5%	2	0.0%	0	0.0%	0	4.5%	1

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Italian Express, Abbey Street, Nuneaton	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
La Tavola Calda Hotel, Midland Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Longshoot Hotel, The Long Shoot, Nuneaton	2.0%	14	2.2%	1	2.3%	1	3.8%	2	0.0%	0	2.0%	1	0.0%	0
Lord Raglan, Coventry Road, Exhall, Coventry	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Manor Snacks, Manor Court Road, Nuneaton	0.3%	2	0.0%	0	2.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
McDonald's Restaurants Ltd, St. Davids Way, Bermuda Park, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Millennium Balti, The Square, Attleborough, Nuneaton	0.8%	6	0.0%	0	4.7%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Miners Arms, Whittleford Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
New Inn, Rugby Road, Bulkington, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Pizza Hut UK Ltd, Abbey Street, Nuneaton	0.6%	4	0.0%	0	2.3%	1	1.9%	1	0.0%	0	0.0%	0	1.4%	1
Plough Inn, Plough Hill Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Railway Tavern, Bond Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Rajdhani Indian Restaurant, Camborne Drive, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Shahi Balti, Abbey Street, Nuneaton	0.4%	3	0.0%	0	2.3%	1	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Sunnyside Inn, Northumberland Avenue, Nuneaton	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Acorn, Camborne Drive, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
The Boat Inn, Blackhorse Road, Longford, Coventry	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crown Inn, Bond Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
The Jailhouse, Chapel Street, Nuneaton	0.4%	3	2.2%	1	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
The Newdegate Arms, Newdigate Road, Bedworth	0.8%	6	0.0%	0	0.0%	0	1.9%	1	1.5%	1	0.0%	0	0.0%	0
Village Pantry, George Street, Attleborough,	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9												
Nuneaton																										
Weavers Arms, Long Street, Bulkington, Bedworth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Lion, Croft Road, Nuneaton	0.3%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wing Wah Chinese Restaurant, Bond Street, Nuneaton	2.2%	16	4.4%	2	0.0%	0	1.9%	1	1.5%	1	3.9%	2	2.9%	1	4.1%	3	3.0%	1	0.0%	0	4.5%	2	10.0%	1	0.0%	0
Yeoman Harvester, St. Nicolas Park Drive, Nuneaton	3.5%	25	6.7%	3	7.0%	3	1.9%	1	9.1%	6	7.8%	4	8.8%	3	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know)	13.5%	97	11.1%	5	9.3%	4	9.6%	5	10.6%	7	5.9%	3	14.7%	5	13.7%	10	6.1%	2	8.2%	4	6.8%	3	50.0%	5	0.0%	0
Abbey Grange Hotel, Manor Court Road, Nuneaton	12.1%	87	4.4%	2	4.7%	2	3.8%	2	15.2%	10	5.9%	3	5.9%	2	9.6%	7	21.2%	7	16.3%	8	11.4%	5	20.0%	2	0.0%	0
Atherstone	0.4%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Ex Servicemens Social Club & Institute, Rye Piece Ringway, Bedworth	3.8%	27	15.6%	7	2.3%	1	5.8%	3	6.1%	4	2.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.3%	1	10.0%	1	0.0%	0
Bermuda Park Big Steak Pub, St. Davids Way, Bermuda Park, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Best Western - Western Hall, Weston Lane, Bulkington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS Restaurant, Ropewalk Centre, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burbage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cedar Tree, Avenue Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Hotel, Higham Lane, Nuneaton	2.0%	14	6.7%	3	0.0%	0	1.9%	1	3.0%	2	2.0%	1	5.9%	2	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Civic Hall, High Street, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Cousins, Queens Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	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
Coventry	5.7%	41	4.4%	2	4.7%	2	1.9%	1	1.5%	1	3.9%	2	2.9%	1	4.1%	3	21.2%	7	14.3%	7	13.6%	6	0.0%	0	50.0%	1
Crossed Khukris Gurkha Restaurant, Abbey Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crow's Nest, Crowhill Road, Nuneaton	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earl Shilton	2.1%	15	2.2%	1	2.3%	1	1.9%	1	0.0%	0	2.0%	1	0.0%	0	1.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frankie & Bennys, Bermuda Leisure Park, St David's Way, Nuneaton	3.5%	25	6.7%	3	2.3%	1	3.8%	2	4.5%	3	2.0%	1	0.0%	0	4.1%	3	3.0%	1	4.1%	2	6.8%	3	0.0%	0	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Glebe Gate Restaurant, North Warwickshire & Hinckley College, Hinckley Road, Nuneaton	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartshill	0.8%	6	0.0%	0	0.0%	0	3.8%	2	3.0%	2	0.0%	0	2.9%	1
Hinckley	12.7%	91	2.2%	1	14.0%	6	1.9%	1	4.5%	3	7.8%	4	2.9%	1
India Red, Abbey Street, Nuneaton	0.3%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.9%	1	0.0%	0
Jenny's Café, Harefield Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Johns Bar, Pine Lane, Nuneaton	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	1.7%	12	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.9%	1
Masala Indian Restaurant, Queens Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
New Inn, Rugby Road, Bulkington, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Plough Inn, Plough Hill Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Pretty India, Upper Abbey Street, Nuneaton	0.4%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.9%	1	1.4%	1
Red Lion Inn, Attleborough	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Royal Dragon, Horeston Grange, Cambourne Drive, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Rugby	0.6%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.7%	2
Shahi Balti, Abbey Street, Nuneaton	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Solihull	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tamworth	0.6%	4	2.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.7%	2
The Acorn, Camborne Drive, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
The Bear & Ragged Staff, King Street, Bedworth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
The Bull & Spice, Bull Street, Attleborough, Nuneaton	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
The Camp Inn, Camp Hill Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
The Corner House, Nuneaton Road, Bulkington	3.5%	25	4.4%	2	0.0%	0	3.8%	2	3.0%	2	11.8%	6	0.0%	0
The Courtyard Restaurant, Higham Lane, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
The Rugger Tavern, Attleborough Road, Nuneaton	1.0%	7	0.0%	0	2.3%	1	1.9%	1	0.0%	0	2.0%	1	0.0%	0
The William White	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
(Weatherspoon), Newdegate Street, Nuneaton (Don't do this activity)	1.8%	13	2.2%	1	2.3%	1	7.7%	4	3.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		718		45		43		52		66		51		34		73		33		49		44		10		2		22

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9
Q34 What improvements to Bedworth's existing leisure offer would make you visit it more often than you currently do?														
Improved access by foot and cycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport	0.3%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More / better car parking	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
More / better disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security / CCTV	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
More / better policing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
More street cleaning	0.3%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Improvements in the built environment	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0
More / better signposting and information	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More better parks / green spaces	0.4%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Provision of public toilets	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Improved street furniture	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More / better seats	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
More / better cultural facilities	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
A cinema	1.3%	13	1.4%	1	1.5%	1	0.0%	0	3.6%	3	0.0%	0	1.6%	1
A theatre	0.4%	4	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
A casino	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health clubs / gyms	0.7%	7	0.0%	0	3.1%	2	1.4%	1	0.0%	0	0.0%	0	1.6%	1
A swimming pool	1.4%	14	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.4%	1	0.0%	0
Ten Pin Bowling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Bingo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
More / better public houses	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More nightclubs	0.3%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0
More quality restaurants	2.3%	23	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0
More pavement cafes	0.5%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Nothing	70.2%	702	61.1%	44	78.5%	51	60.0%	42	68.7%	57	70.4%	50	65.6%	40
Other	1.4%	14	0.0%	0	4.6%	3	1.4%	1	1.2%	1	2.8%	2	3.3%	2
(Don't know)	2.6%	26	1.4%	1	0.0%	0	1.4%	1	4.8%	4	1.4%	1	9.8%	6
Cheaper prices	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.1%	1
More for children	0.5%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this activity)	16.7%	167	31.9%	23	10.8%	7	32.9%	23	19.3%	16	16.9%	12	16.4%	10
Base:		1000		72		65		70		83		71		61
GEN Gender of respondent														
Male	25.4%	254	23.6%	17	23.1%	15	20.0%	14	27.7%	23	35.2%	25	32.8%	20
Female	74.6%	746	76.4%	55	76.9%	50	80.0%	56	72.3%	60	64.8%	46	67.2%	41
Base:		1000		72		65		70		83		71		61

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9														
AGE Can I just ask, how old are you?																												
18-24	2.0%	20	2.8%	2	1.5%	1	1.4%	1	2.4%	2	4.2%	3	1.6%	1	1.1%	1	0.0%	0	6.5%	4	2.9%	2	0.0%	0	0.0%	0	3.1%	1
25-34	5.3%	53	5.6%	4	4.6%	3	2.9%	2	10.8%	9	2.8%	2	1.6%	1	2.1%	2	6.0%	3	3.2%	2	10.1%	7	0.0%	0	66.7%	2	3.1%	1
35-44	19.8%	198	16.7%	12	29.2%	19	22.9%	16	28.9%	24	23.9%	17	11.5%	7	12.8%	12	6.0%	3	8.1%	5	17.4%	12	17.6%	3	33.3%	1	40.6%	13
45-54	24.9%	249	18.1%	13	24.6%	16	22.9%	16	21.7%	18	14.1%	10	18.0%	11	26.6%	25	20.0%	10	24.2%	15	14.5%	10	29.4%	5	0.0%	0	34.4%	11
55-64	20.0%	200	25.0%	18	20.0%	13	25.7%	18	16.9%	14	22.5%	16	31.1%	19	26.6%	25	22.0%	11	21.0%	13	23.2%	16	17.6%	3	0.0%	0	9.4%	3
65+	27.1%	271	29.2%	21	20.0%	13	22.9%	16	19.3%	16	29.6%	21	36.1%	22	28.7%	27	44.0%	22	37.1%	23	31.9%	22	35.3%	6	0.0%	0	9.4%	3
(Refused)	0.9%	9	2.8%	2	0.0%	0	1.4%	1	0.0%	0	2.8%	2	0.0%	0	2.1%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1000		72		65		70		83		71		61		94		50		62		69		17		3		32
ADU How many adults aged 16 years and over, including yourself, live in your household?																												
One	18.6%	186	16.7%	12	13.8%	9	27.1%	19	14.5%	12	22.5%	16	34.4%	21	16.0%	15	22.0%	11	14.5%	9	20.3%	14	29.4%	5	0.0%	0	12.5%	4
Two	55.9%	559	61.1%	44	52.3%	34	50.0%	35	59.0%	49	56.3%	40	42.6%	26	53.2%	50	58.0%	29	61.3%	38	56.5%	39	58.8%	10	100.0%	3	46.9%	15
Three	16.3%	163	15.3%	11	23.1%	15	12.9%	9	18.1%	15	12.7%	9	11.5%	7	17.0%	16	14.0%	7	21.0%	13	14.5%	10	5.9%	1	0.0%	0	34.4%	11
Four or more	8.5%	85	5.6%	4	10.8%	7	7.1%	5	8.4%	7	7.0%	5	11.5%	7	10.6%	10	6.0%	3	3.2%	2	8.7%	6	5.9%	1	0.0%	0	6.3%	2
(Refused)	0.7%	7	1.4%	1	0.0%	0	2.9%	2	0.0%	0	1.4%	1	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1000		72		65		70		83		71		61		94		50		62		69		17		3		32
CHI How many children aged 15 years and under, live in your household?																												
None	72.6%	726	72.2%	52	66.2%	43	68.6%	48	65.1%	54	81.7%	58	91.8%	56	76.6%	72	86.0%	43	80.6%	50	72.5%	50	76.5%	13	33.3%	1	50.0%	16
One	13.3%	133	11.1%	8	20.0%	13	12.9%	9	18.1%	15	11.3%	8	6.6%	4	10.6%	10	8.0%	4	9.7%	6	13.0%	9	11.8%	2	0.0%	0	21.9%	7
Two	10.8%	108	13.9%	10	7.7%	5	11.4%	8	13.3%	11	4.2%	3	1.6%	1	7.4%	7	6.0%	3	9.7%	6	8.7%	6	5.9%	1	33.3%	1	25.0%	8
Three	2.1%	21	1.4%	1	6.2%	4	2.9%	2	2.4%	2	1.4%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.9%	2	5.9%	1	33.3%	1	0.0%	0
Four or more	0.5%	5	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	3.1%	1
(Refused)	0.7%	7	1.4%	1	0.0%	0	2.9%	2	0.0%	0	1.4%	1	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1000		72		65		70		83		71		61		94		50		62		69		17		3		32
CAR How many cars does your household own or have the use of?																												
None	11.2%	112	12.5%	9	7.7%	5	11.4%	8	12.0%	10	15.5%	11	26.2%	16	4.3%	4	22.0%	11	9.7%	6	17.4%	12	5.9%	1	0.0%	0	3.1%	1
One	43.0%	430	48.6%	35	35.4%	23	41.4%	29	39.8%	33	49.3%	35	52.5%	32	36.2%	34	46.0%	23	48.4%	30	43.5%	30	41.2%	7	33.3%	1	34.4%	11
Two	32.6%	326	27.8%	20	36.9%	24	37.1%	26	34.9%	29	28.2%	20	14.8%	9	44.7%	42	26.0%	13	37.1%	23	26.1%	18	23.5%	4	33.3%	1	37.5%	12
Three or more	12.2%	122	9.7%	7	20.0%	13	7.1%	5	12.0%	10	5.6%	4	6.6%	4	11.7%	11	4.0%	2	4.8%	3	13.0%	9	29.4%	5	33.3%	1	25.0%	8
(Refused)	1.0%	10	1.4%	1	0.0%	0	2.9%	2	1.2%	1	1.4%	1	0.0%	0	3.2%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1000		72		65		70		83		71		61		94		50		62		69		17		3		32
FUT Would you be willing to be recontacted for future quality control purposes?																												
Yes	75.5%	755	75.0%	54	76.9%	50	68.6%	48	84.3%	70	73.2%	52	80.3%	49	79.8%	75	72.0%	36	77.4%	48	65.2%	45	70.6%	12	100.0%	3	78.1%	25
No	24.5%	245	25.0%	18	23.1%	15	31.4%	22	15.7%	13	26.8%	19	19.7%	12	20.2%	19	28.0%	14	22.6%	14	34.8%	24	29.4%	5	0.0%	0	21.9%	7
Base:		1000		72		65		70		83		71		61		94		50		62		69		17		3		32

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9																
SEG Socio-economic group																														
A	1.8%	18	0.0%	0	1.5%	1	1.4%	1	2.4%	2	1.4%	1	1.6%	1	6.4%	6	0.0%	0	3.2%	2	0.0%	0	5.9%	1	0.0%	0	0.0%	0		
B	12.3%	123	13.9%	10	15.4%	10	8.6%	6	8.4%	7	11.3%	8	8.2%	5	17.0%	16	4.0%	2	9.7%	6	8.7%	6	11.8%	2	33.3%	1	15.6%	5		
C1	28.4%	284	26.4%	19	32.3%	21	24.3%	17	31.3%	26	28.2%	20	26.2%	16	35.1%	33	22.0%	11	25.8%	16	18.8%	13	35.3%	6	0.0%	0	31.3%	10		
C2	23.9%	239	19.4%	14	27.7%	18	27.1%	19	19.3%	16	19.7%	14	23.0%	14	20.2%	19	36.0%	18	14.5%	9	30.4%	21	11.8%	2	66.7%	2	34.4%	11		
D	14.9%	149	20.8%	15	13.8%	9	21.4%	15	19.3%	16	18.3%	13	26.2%	16	2.1%	2	18.0%	9	21.0%	13	11.6%	8	5.9%	1	0.0%	0	6.3%	2		
E	13.5%	135	11.1%	8	6.2%	4	12.9%	9	15.7%	13	14.1%	10	14.8%	9	8.5%	8	14.0%	7	21.0%	13	21.7%	15	23.5%	4	0.0%	0	9.4%	3		
(Refused)	5.2%	52	8.3%	6	3.1%	2	4.3%	3	3.6%	3	7.0%	5	0.0%	0	10.6%	10	6.0%	3	4.8%	3	8.7%	6	5.9%	1	0.0%	0	3.1%	1		
Base:		1000		72		65		70		83		71		61		94		50		62		69		17		3		32		
QUOTA Postcode																														
CV100	7.2%	72	100.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV107	6.5%	65	0.0%	0	100.0%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV108	7.0%	70	0.0%	0	0.0%	0	100.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV109	8.3%	83	0.0%	0	0.0%	0	0.0%	0	100.0%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV114	7.1%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV115	6.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV116	9.4%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV120	5.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV128	6.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV129	6.9%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV136	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	17	0.0%	0	0.0%	0	0.0%	0
CV6 6	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	3	0.0%	0	0.0%	0
CV7 9	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	32
CV9 1	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE100	8.1%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE101	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE102	5.6%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE103	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE9 8	3.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1000		72		65		70		83		71		61		94		50		62		69		17		3		32		
ZON Zone																														
Within BC boundary	70.0%	700	100.0%	72	100.0%	65	100.0%	70	100.0%	83	100.0%	71	100.0%	61	100.0%	94	100.0%	50	100.0%	62	100.0%	69	0.0%	0	100.0%	3	0.0%	0		
Outside BC boundary	30.0%	300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	17	0.0%	0	100.0%	32		
Base:		1000		72		65		70		83		71		61		94		50		62		69		17		3		32		

Appendix 2:

Data Tabulations

By Postcode part 2 and zone

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?																		
Aldi, Kingswood Road, Nuneaton	2.5%	25	0.0%	0	1.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.3%	23	0.7%	2
Aldi, Mill Street, Bedworth	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	11	0.3%	1
Asda, Abbey Park, Coventry	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	13	1.0%	3
Asda, Barwell Lane, Hinckley	9.7%	97	0.0%	0	35.8%	29	48.8%	20	28.6%	16	18.2%	2	73.7%	28	0.0%	0	32.3%	97
Asda, Newtown Road, Nuneaton	24.5%	245	20.8%	5	2.5%	2	2.4%	1	3.6%	2	0.0%	0	0.0%	0	33.0%	231	4.7%	14
Co-Op, Abbey Street, Nuneaton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	6	0.0%	0
Co-Op, Coniston Way, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Co-Op, Kem Street, Attleborough	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0
Co-Op, New Century Way, Nuneaton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0
Farmfoods Ltd, Camborne Drive, Horestone	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.0%	0
G R Supermarket, Church Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Heron Frozen Foods Ltd, Abbey Street, Nuneaton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Iceland Foods Plc, Mill Street, Bedworth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0
Iceland Foods Plc, Queens Road, Nuneaton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	6	0.0%	0
Iceland, Queens Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Lidl, Queens Road, Nuneaton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0
Morrisons, Alvis Retail Park, Coventry	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0
Morrisons, Hinckley Fields Industrial Estate, Hinckley	7.6%	76	4.2%	1	28.4%	23	29.3%	12	12.5%	7	0.0%	0	15.8%	6	3.1%	22	18.0%	54
Morrisons, Skipworth Road, Binley, Coventry	0.8%	8	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	7	0.3%	1
Netto, Regent Street, Nuneaton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.7%	5	0.3%	1
One Stop Community Stores Ltd, Higham Lane, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
S & K Supermarkets, Arbury Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Sainsbury PLC, Austin Drive, Coventry	0.7%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	1.0%	3
Sainsbury PLC, Vicarage	12.5%	125	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	122	1.0%	3

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Street , Nuneaton																		
Somerfield Stores Ltd, Camborne Drive, Nuneaton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0						
Tesco Extra, Arena Retail Park, Coventry	6.2%	62	4.2%	1	1.2%	1	2.4%	1	0.0%	0	0.0%	0	6.4%	45	5.7%	17		
Tesco, Clifford Bridge Road, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Tesco, Heath Road, Bedworth	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	6	0.0%	0		
Tesco, Jubilee Crescent, Coventry	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.7%	2		
Tesco, Leicester Street / George Street Ringway, Bedworth	10.4%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	13.7%	96	2.7%	8
Tesco, Raven Way, Nuneaton	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1		
Other	0.5%	5	0.0%	0	1.2%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.1%	1	1.3%	4
Asda online	0.6%	6	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.3%	1
Ocado online	0.6%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	3	1.0%	3		
Sainsburys online	0.6%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.3%	1		
Tesco online	1.5%	15	0.0%	0	0.0%	0	2.4%	1	3.6%	2	0.0%	0	0.0%	0	1.4%	10	1.7%	5
Aldi, Station Street, Atherstone	0.9%	9	25.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	2.0%	6		
Aldi, Watling Street, Hinckley	0.6%	6	0.0%	0	1.2%	1	0.0%	0	1.8%	1	0.0%	0	0.6%	4	0.7%	2		
Asda, Brade Drive, Coventry	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	6	0.3%	1		
Asda, Ventura Road, Tamworth	0.3%	3	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.7%	2		
Bedworth Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Cooltrader, Abbeygate Shopping Centre, Harefield Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Co-Op, Station Street, Atherstone	1.0%	10	29.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	2.3%	7		
Iceland, Brunel Road, Hinckley	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1		
Leicester Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.3%	1
Lidl, Hawley Road, Hinckley	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1		
Marks and Spencer, Fosse Park Shopping Centre, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.1%	1	0.3%	1
Marks and Spencer, Market Place, Nuneaton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0		
Marks and Spencer, Arena Retail Park, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1		
Marks and Spencer, Ventura Retail Park, Ventura Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Road, Tamworth									
Morrisons, Marlborough Way, Tamworth	0.2%	2	4.2%	1	0.0%	0	0.0%	0	0.0%
Sainsburys, Brunel Road, Hinckley	0.6%	6	0.0%	0	6.2%	5	2.4%	1	0.0%
Sainsburys, Enderby, Leicester	0.9%	9	0.0%	0	0.0%	0	0.0%	0	3.6%
Sainsburys, Bitterscote Drive, Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Supermart, Coleshill Road, Chapel End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hawley Road, Hinckley	4.2%	42	0.0%	0	12.3%	10	9.8%	4	37.5%
Tesco, Olivier Way, Cross Point Business Centre, Coventry	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:	1000		24		81		41		56
							11		38
								700	300

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Q02 What is the main reason you choose (store mentioned at Q01) to do your main food and grocery shopping?																		
Accessibility by public transport	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0						
Choice / price of non- food goods (e.g. clothes, DVDs, etc)	0.5%	5	0.0%	0	1.2%	1	0.0%	0	1.8%	1	0.0%	0	0.4%	3	0.7%	2		
Choice of food goods available	7.4%	74	16.7%	4	2.5%	2	4.9%	2	12.5%	7	0.0%	0	0.0%	0	8.0%	56	6.0%	18
Clean shopping environment	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.3%	2	0.3%	1
Clubcard / Rewards system	1.9%	19	0.0%	0	2.5%	2	2.4%	1	0.0%	0	0.0%	0	2.6%	1	2.1%	15	1.3%	4
Convenient to home	39.7%	397	29.2%	7	51.9%	42	41.5%	17	41.1%	23	72.7%	8	44.7%	17	36.9%	258	46.3%	139
Convenient to work	2.4%	24	8.3%	2	2.5%	2	0.0%	0	1.8%	1	0.0%	0	2.6%	1	2.4%	17	2.3%	7
Free car parking	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.0%	0
Good car parking provision	1.6%	16	0.0%	0	1.2%	1	2.4%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	13	1.0%	3
Good shopping environment	1.4%	14	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	5.3%	2	1.3%	9	1.7%	5
Low prices	19.3%	193	33.3%	8	17.3%	14	24.4%	10	14.3%	8	9.1%	1	15.8%	6	19.7%	138	18.3%	55
Part of shopping trip for non-food goods	0.3%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.3%	1
Preference for retailer	6.7%	67	4.2%	1	4.9%	4	9.8%	4	8.9%	5	18.2%	2	7.9%	3	6.6%	46	7.0%	21
Provision of leisure services nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Quality of fresh food	5.7%	57	4.2%	1	2.5%	2	2.4%	1	3.6%	2	0.0%	0	5.3%	2	6.6%	46	3.7%	11
Safe (during the day)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Safe (during the evening /night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cafe	0.1%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Use of cash point / ATM	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Provision of petrol station / car wash	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Provision of self service tills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of delicatessen / bakery / fresh fish counter etc	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Other	2.0%	20	0.0%	0	0.0%	0	9.8%	4	1.8%	1	0.0%	0	2.6%	1	1.7%	12	2.7%	8
No particular reason	1.2%	12	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.4%	10	0.7%	2
I use it out of habit	1.6%	16	0.0%	0	2.5%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	1.6%	11	1.7%	5
I get staff discount / work there	2.6%	26	0.0%	0	3.7%	3	0.0%	0	1.8%	1	0.0%	0	5.3%	2	2.6%	18	2.7%	8
Delivery service	1.0%	10	0.0%	0	2.5%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	6	1.3%	4
Close to relatives house	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.1%	1	0.7%	2
It is easy	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0
Good layout	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0
I get a lift with family	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
(Don't know / varies)	1.1%	11	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.1%	8	1.0%	3
Base:	1000		24		81		41		56		11		38		700		300	

Q03 How do you normally travel to..... [STORE/DESTINATION MENTIONED AT Q01]?

Those who did not say internet at Q01

Car / van (as driver)	68.4%	661	66.7%	16	59.5%	47	69.2%	27	87.0%	47	90.9%	10	73.7%	28	66.2%	448	73.4%	213
Car / van (as passenger)	16.5%	160	12.5%	3	22.8%	18	15.4%	6	11.1%	6	9.1%	1	21.1%	8	16.8%	114	15.9%	46
Bus, minibus or coach	4.8%	46	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.6%	1	6.5%	44	0.7%	2
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.3%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.3%	1
Walk	7.0%	68	16.7%	4	8.9%	7	12.8%	5	1.9%	1	0.0%	0	0.0%	0	7.2%	49	6.6%	19
Taxi	1.0%	10	4.2%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	7	1.0%	3
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.3%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not applicable / goods delivered	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Mobility scooter	0.3%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.3%	1
(Don't know / varies)	1.2%	12	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.2%	8	1.4%	4
Base:	967		24		79		39		54		11		38		677		290	

Q04 How often do you normally do your main food shopping at STORE/DESTINATION MENTIONED AT Q01?

More than once a week	11.5%	115	12.5%	3	7.4%	6	19.5%	8	12.5%	7	9.1%	1	2.6%	1	12.6%	88	9.0%	27
Once a week	71.2%	712	54.2%	13	80.2%	65	51.2%	21	73.2%	41	81.8%	9	84.2%	32	70.3%	492	73.3%	220
Once a fortnight	10.7%	107	8.3%	2	12.3%	10	14.6%	6	8.9%	5	9.1%	1	7.9%	3	10.4%	73	11.3%	34
Once a month	4.5%	45	8.3%	2	0.0%	0	7.3%	3	3.6%	2	0.0%	0	2.6%	1	5.1%	36	3.0%	9
Less often	0.2%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.3%	1
Varies	1.6%	16	12.5%	3	0.0%	0	7.3%	3	1.8%	1	0.0%	0	2.6%	1	1.0%	7	3.0%	9
(Don't know)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0
Base:	1000		24		81		41		56		11		38		700		300	

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Q05 In addition to (STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?																		
Aldi, Kingswood Road, Nuneaton	3.4%	34	4.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	2	4.3%	30	1.3%	4
Aldi, Mill Street, Bedworth	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	27	0.0%	0
Asda, Abbey Park, Coventry	1.6%	16	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.6%	11	1.7%	5
Asda, Barwell Lane, Hinckley	3.9%	39	0.0%	0	13.6%	11	22.0%	9	16.1%	9	9.1%	1	13.2%	5	0.1%	1	12.7%	38
Asda, Newtown Road , Nuneaton	9.7%	97	8.3%	2	2.5%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	12.4%	87	3.3%	10
Caves Fruit & Veg, Queens Road, Nuneaton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0
Co-Op, Abbey Street, Nuneaton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.9%	6	0.3%	1
Co-Op, Kem Street, Attleborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.0%	0
Co-Op, New Century Way, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Farmfoods Ltd, Camborne Drive, Horestone	0.2%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.3%	1
Heron Frozen Foods Ltd, Abbey Street, Nuneaton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Iceland Foods Plc, Mill Street, Bedworth	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	14	0.0%	0
Iceland Foods Plc, Queens Road, Nuneaton	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	12	0.0%	0
Iceland, Queens Road, Nuneaton	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.3%	1
Lidl, Queens Road, Nuneaton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.0%	0
Morrisons, Alvis Retail Park, Coventry	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	7	0.3%	1
Morrisons, Hinckley Fields Industrial Estate, Hinckley	5.5%	55	0.0%	0	17.3%	14	14.6%	6	10.7%	6	0.0%	0	26.3%	10	2.3%	16	13.0%	39
Morrisons, Skipworth Road, Binley, Coventry	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.7%	2
Netto, Regent Street , Nuneaton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.0%	0
Sainsbury PLC, Austin Drive, Coventry	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Sainsbury PLC, Dunchurch Road, Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Sainsbury PLC, Fletchampstead Highway, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Sainsbury PLC, Trinity Street, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Sainsbury PLC, Vicarage	5.9%	59	0.0%	0	0.0%	0	2.4%	1	1.8%	1	0.0%	0	2.6%	1	7.7%	54	1.7%	5

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Street , Nuneaton																		
Somerfield Stores Ltd, Camborne Drive, Nuneaton	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	10	0.0%	0
Tesco Extra, Arena Retail Park, Coventry	4.3%	43	0.0%	0	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	38	1.7%	5
Tesco, Clifford Bridge Road, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.3%	1
Tesco, Croft Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Tesco, Jubilee Crescent, Coventry	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.3%	1
Tesco, Leicester Street / George Street Ringway, Bedworth	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	23	0.7%	2
Other	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	3	7.9%	3	0.3%	2	2.3%	7
Asda online	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Ocado online	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Marks and Spencers online	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Tesco online	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Aldi, Radford Road, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Aldi, Roseberry Avenue, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Aldi, Station Street, Atherstone	0.6%	6	20.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	1.7%	5
Aldi, Watling Street, Hinckley	0.4%	4	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.1%	1	1.0%	3
Asda, Brade Drive, Coventry	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.3%	2	0.7%	2
Asda, Ventura Road, Tamworth	0.3%	3	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.7%	2
B and M, Newton Retail Park, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Cooltrader, Abbeygate Shopping Centre, Harefield Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Co-Op, Hill Street, Hinckley	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Co-Op, Atherstone, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Co-Op, School Road, Bulkington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Co-Op, St Nicholas Park, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Co-Op, Station Street, Atherstone	0.5%	5	12.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	1.0%	3
Co-Op, Weddington Road, Weddington, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Costcutter, Stoke Road, Hinckley	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Farmers Markets, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%
Iceland, Brunel Road, Hinckley	0.4%	4	0.0%	0	3.7%	3	0.0%	0	1.3%
Lidl, Hawley Road, Hinckley	0.8%	8	0.0%	0	2.5%	2	2.4%	1	2.7%
Local Shop, Chapel End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, Fosse Park Shopping Centre, Leicester	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.7%
Marks and Spencer, Market Place, Nuneaton	4.1%	41	0.0%	0	2.5%	2	0.0%	0	39
Marks and Spencer, The Precinct, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, Arena Retail Park, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Counting House Road, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Marlborough Way, Tamworth	0.1%	1	4.2%	1	0.0%	0	0.0%	0	0.3%
Morrisons, Normandy Way, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%
Nisa, Coleshill Road, Chapel End, Nuneaton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%
Poppler Farm, The Longshoot, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.1%
Premier, Queen Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.1%
Sainsburys, Bitterscote Drive, Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.1%
Sainsburys, Brunel Road, Hinckley	0.5%	5	0.0%	0	1.2%	1	4.9%	2	1.3%
Sainsburys, Clifton Way, Hinckley	0.3%	3	0.0%	0	2.5%	2	0.0%	0	1.0%
Sainsburys, Enderby, Leicester	0.4%	4	0.0%	0	2.5%	2	0.0%	0	1.3%
Tesco, Bradgate Mall, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%
Tesco, Hawley Road, Hinckley	1.9%	19	0.0%	0	6.2%	5	9.8%	4	6.3%
Tesco, Olivier Way, Coventry	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.3%
Tesco, Station Road, Hinckley	0.6%	6	0.0%	0	3.7%	3	2.4%	1	2.0%
Nuneaton Street Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.1%
Ventura Retail Park, Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Wilkinsons, Church Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.1%
(Don't know / varies)	1.1%	11	0.0%	0	1.2%	1	0.0%	0	2.6%
(Nowhere else)	43.4%	434	41.7%	10	40.7%	33	51.2%	21	41.1%
Base:	1000	24	81	41	56	11	38	700	300

Q06 How often do you normally do you visit the (STORE MENTIONED AT Q05)?

Those who visit another store at Q05

More than once a week	13.3%	75	7.1%	1	14.6%	7	5.0%	1	18.2%	6	22.2%	2	13.0%	3	13.9%	55	11.7%	20
Once a week	34.6%	196	42.9%	6	37.5%	18	35.0%	7	42.4%	14	22.2%	2	26.1%	6	34.2%	135	35.7%	61
Once a fortnight	19.8%	112	21.4%	3	25.0%	12	15.0%	3	15.2%	5	22.2%	2	17.4%	4	20.5%	81	18.1%	31
Once a month	20.5%	116	7.1%	1	18.8%	9	30.0%	6	15.2%	5	22.2%	2	30.4%	7	20.3%	80	21.1%	36
Less often	6.4%	36	7.1%	1	2.1%	1	5.0%	1	9.1%	3	0.0%	0	8.7%	2	6.3%	25	6.4%	11
Varies	4.6%	26	14.3%	2	0.0%	0	10.0%	2	0.0%	0	11.1%	1	4.3%	1	3.8%	15	6.4%	11
(Don't know)	0.9%	5	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	4	0.6%	4	0.6%	1
Base:	566	14	48	20	33	9	23	395	171									

Q07 When you go shopping for main food goods, do you normally link this trip with another activity?

Yes – non-food shopping	12.4%	124	0.0%	0	3.7%	3	14.6%	6	16.1%	9	9.1%	1	7.9%	3	13.9%	97	9.0%	27
Yes – leisure activity	3.1%	31	8.3%	2	3.7%	3	4.9%	2	1.8%	1	0.0%	0	2.6%	1	2.9%	20	3.7%	11
Yes – travelling to / from work	4.8%	48	4.2%	1	2.5%	2	7.3%	3	7.1%	4	9.1%	1	5.3%	2	4.7%	33	5.0%	15
Yes – travelling to / from school / college	0.4%	4	0.0%	0	2.5%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	1.0%	3
Yes - other food shopping	5.5%	55	0.0%	0	4.9%	4	7.3%	3	1.8%	1	9.1%	1	2.6%	1	6.3%	44	3.7%	11
Yes – visiting services such as banks and other financial institutions	6.4%	64	8.3%	2	2.5%	2	2.4%	1	3.6%	2	18.2%	2	5.3%	2	7.4%	52	4.0%	12
Yes - petrol station / car wash	3.0%	30	16.7%	4	1.2%	1	4.9%	2	0.0%	0	0.0%	0	2.6%	1	2.7%	19	3.7%	11
Yes - recycling facilities	0.3%	3	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.3%	1
Yes - childcare / nursery / after school activity	0.3%	3	0.0%	0	1.2%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Yes - other	0.7%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	6	0.3%	1
No	66.2%	662	58.3%	14	76.5%	62	61.0%	25	66.1%	37	36.4%	4	76.3%	29	65.0%	455	69.0%	207
Visit café / restaurant	1.9%	19	12.5%	3	1.2%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0	1.9%	13	2.0%	6
Visit friends / relatives	1.7%	17	0.0%	0	1.2%	1	0.0%	0	1.8%	1	18.2%	2	0.0%	0	1.9%	13	1.3%	4
Window shopping	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0
Visit the market	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.4%	3	0.3%	1
(Don't know / varies)	1.2%	12	4.2%	1	1.2%	1	0.0%	0	1.8%	1	9.1%	1	0.0%	0	1.1%	8	1.3%	4
Base:	1000	24	81	41	56	11	38	700	300									

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Q08 Where do you buy non-food goods when it's linked to your main food shopping?																		
<i>Those who do non food shopping at Q07</i>																		
In-store	3.2%	4	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	3	3.7%	1		
Abbey 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		
Attleborough	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0		
Bedworth	9.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	11	3.7%	1		
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bulkington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Chapel End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Coventry	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	6	0.0%	0		
Hinckley	8.1%	10	0.0%	0	33.3%	1	33.3%	2	44.4%	4	0.0%	0	66.7%	2	1.0%	1	33.3%	9
Horeston Grange	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	2.4%	3	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	33.3%	1	1.0%	1	7.4%	2
Nuneaton	48.4%	60	0.0%	0	33.3%	1	16.7%	1	33.3%	3	100.0%	1	0.0%	0	52.6%	51	33.3%	9
Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Arbury 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
Armson 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
Bennetts Road North	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradestone 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
Bulkington 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
Church 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
Copper Beech 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
Copsewood Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry Road / School Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craddock Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croft 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
Dark Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eadie Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath End 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
Hickman 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
Kingswood 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
Lutterworth 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
Newcomen 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
Newtown 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
Nuneaton 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
Pine Tree 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
Queens 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
Rathbone Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby 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
Smorrall Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicolas Park Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tomkinson Road / Croft 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
Trafford Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary							
Trelawney 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
Vernons Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vicarage Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Webb Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weddington Road (corner of Brook Lane)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weddington Road (opposite Shanklin Drive)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittleford 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
Wiclif Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bermuda Park, St Davids Way, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Retail Park, Classic Drive Coventry	8.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	9	3.7%	1
Junction 1 / Elliots Field Retail & Leisure Park, Leicester Road Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Fosse Park, Leicester	5.6%	7	0.0%	0	33.3%	1	33.3%	2	0.0%	0	0.0%	0	4.1%	4	11.1%	3
(Don't know / Varies)	5.6%	7	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	6.2%	6	3.7%	1
Base:	124		0	3	6	9	1	3		97		27				

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Q09 Where do you go for leisure activities when it's linked to your main food shopping?									
<i>Those who do leisure activities at Q07</i>									
Attleborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedworth	12.9%	4	0.0%	0	0.0%	0	0.0%	0	20.0%
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bulkington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chapel End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry	3.2%	1	0.0%	0	0.0%	0	0.0%	0	9.1%
Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hinckley	22.6%	7	0.0%	0	100.0%	3	100.0%	2	5.0%
Horeston Grange	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester	3.2%	1	0.0%	0	0.0%	0	100.0%	1	9.1%
Nuneaton	38.7%	12	0.0%	0	0.0%	0	0.0%	0	55.0%
Solihull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingswood Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Queens Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Arena Retail Park, Classic Drive, Coventry	3.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%
Bermuda Park, St Davids Way, Nuneaton	3.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%
Junction 1 / Elliots Field Retail & Leisure Park, Leicester Road, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (Don't know / Varies)	12.9%	4	100.0%	2	0.0%	0	0.0%	0	10.0%
Base:		31		2		3		2	
								1	
									20
									11

Q10 Do you make separate small scale 'top-up' basket food shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between your main food shopping trip?

Yes	78.0%	780	79.2%	19	76.5%	62	97.6%	40	75.0%	42	90.9%	10	86.8%	33	77.1%	540	80.0%	240
No	22.0%	220	20.8%	5	23.5%	19	2.4%	1	25.0%	14	9.1%	1	13.2%	5	22.9%	160	20.0%	60
Base:		1000		24		81		41		56		11		38		700		300

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?																		
<i>Those who do top up food shopping at Q10</i>																		
Aldi, Kingswood Road, Nuneaton	2.2%	17	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.8%	15	0.8%	2
Aldi, Mill Street, Bedworth	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	16	0.4%	1
Asda, Barwell Lane, Hinckley	4.6%	36	0.0%	0	16.1%	10	45.0%	18	9.5%	4	0.0%	0	12.1%	4	0.0%	0	15.0%	36
Asda, Newtown Road, Nuneaton	6.2%	48	5.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	45	1.3%	3
Bray Stores, Exhall Green, Exhall, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Caves Fruit & Veg, Queens Road, Nuneaton	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Co-Op, Abbey Street, Nuneaton	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	7	0.0%	0
Co-Op, Coniston Way, Nuneaton	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	7	0.0%	0
Co-Op, Copper Beech Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Co-Op, Kem Street, Attleborough	2.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	20	0.0%	0
Co-Op, New Century Way, Nuneaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Costcutter Ltd, Raven Way, Nuneaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Costcutter Supermarket, Wiclif Way, Nuneaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Costcutters Nuneaton, Copsewood Avenue, Nuneaton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	5	0.0%	0
Farmfoods Ltd, Camborne Drive, Horestone	1.3%	10	0.0%	0	1.6%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	8	0.8%	2
Heron Frozen Foods Ltd, Abbey Street, Nuneaton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	4	0.0%	0
Iceland Foods Plc, Mill Street, Bedworth	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	7	0.0%	0
Iceland Foods Plc, Queens Road, Nuneaton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	4	0.0%	0
Iceland, Queens Road, Nuneaton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	4	0.0%	0
Jay Supermarket, Edward Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Larchbank Convenience Store, Tresillian Road, Exhall, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Lidl, Queens Road, Nuneaton	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	11	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Morrisons, Alvis Retail Park, Coventry	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0						
Morrisons, Hinckley Fields Industrial Estate, Hinckley	2.2%	17	0.0%	0	8.1%	5	5.0%	2	7.1%	3	10.0%	1	0.0%	0	0.6%	3	5.8%	14
Morrisons, Skipworth Road, Binley, Coventry	0.4%	3	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.4%	1
Netto, Regent Street , Nuneaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
One Stop Community Stores Ltd, Higham Lane, Nuneaton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	5	0.0%	0
One Stop Community Stores Ltd, Leicester Road, Bedworth	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	5	0.0%	0
Premier Stores, Mount Pleasant Road, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
S & K Supermarkets, Arbury Road, Nuneaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Sainsbury PLC, Vicarage Street , Nuneaton	3.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	30	0.0%	0
Sedgies Newsagents, Heath Road, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Somerfield Stores Ltd, Camborne Drive, Nuneaton	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	15	0.0%	0
Spar, Leicester Street, Bulkington, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Spar, Lutterworth Road, Nuneaton	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	9	0.0%	0
Spar, Trafford Drive, Nuneaton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	4	0.0%	0
Tesco Extra, Arena Retail Park, Coventry	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	9	2.1%	5
Tesco, Clifford Bridge Road, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Tesco, Croft Road, Nuneaton	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	17	0.0%	0
Tesco, Heath Road, Bedworth	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	7	0.0%	0
Tesco, Leicester Street / George Street Ringway, Bedworth	7.2%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	49	2.9%	7
Other	3.8%	30	0.0%	0	0.0%	0	0.0%	0	11.9%	5	10.0%	1	57.6%	19	0.6%	3	11.3%	27
A J Stores, Nuneaton Road, Hartshill, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
AAA, Coleshill Road, Chapel End, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0
Aldi, Station Street,	0.5%	4	21.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Atherstone																		
Aldi, Watling Street, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Asda, Ventura Road, Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Bedworth Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Bp Service Station, Weddington Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Co-Op, Castle Street, Hinckley	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Co-Op, Church Street, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Co-Op, Copper Beach Road, Nuneaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Co-Op, School Road, Bulkington	2.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	2.6%	14	0.8%	2
Co-Op, Sherbourne Avenue, Stockingford, Nuneaton	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	10	0.0%	0
Co-Op, Station Street, Atherstone	1.4%	11	47.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	3.8%	9
Co-Op, Trent Road, Hinckley	0.6%	5	0.0%	0	4.8%	3	2.5%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	2.1%	5
Co-Op, Weddington Road, Weddington, Nuneaton	0.4%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.4%	1
Costcutter, Coleshill Road, Nuneaton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	5	0.0%	0
Costcutter, Smorral Lane, Bedworth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0
Costcutter, Stoke Road, Hinckley	0.3%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Everton News, Attleborough Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Farmfoods, Horeston Grange Shopping Centre, Camborne Drive, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0
Gene Foods, Bulkington Road, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
George Elliot Hospital, Collage Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Greggs, Abbey Gate Shopping Precinct, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Greggs, High Street, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Hill Top Post Office And Newsagents, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Road, Nuneaton									
Home Bargains, Unit B -C, Mill Street, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Brunel Road, Hinckley	0.3%	2	0.0%	0	3.2%	2	0.0%	0	0.8%
Leicester Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%
Lidl, Hawley Road, Hinckley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%
Local Shop, Atherstone	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shop, Bedworth	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.4%
Local Shop, Bulkington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shop, Burbage	0.5%	4	0.0%	0	0.0%	0	7.1%	3	1.3%
Local Shop, Camphill Road, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shop, Ceasar Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shop, Chapel End	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shop, Coleshill Road, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shop, Galley Common, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shop, Hilltop, Attleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shop, Hinckley	0.5%	4	0.0%	0	3.2%	2	5.0%	2	1.7%
Local Shop, Hingham On The Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%
Local Shop, Horeston Grange	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shop, Nuneaton	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shop, Whitestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Coventry Road, Hinckley	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.4%
Londis, Hickman Road, Galley Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Mace Stores, Coventry Road, Exhall, Coventry	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, Arena Retail Park, Longford, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%
Marks and Spencer, Fosse Park Shopping Centre, Leicester	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.4%
Marks and Spencer, Market Place, Nuneaton	2.8%	22	0.0%	0	0.0%	0	0.0%	0	3.9%
Marks and Spencer, The Precinct, Coventry	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Netto, Regent Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa Extra, Long Street,	0.3%	2	10.5%	2	0.0%	0	0.0%	0	0.8%

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Atherstone																		
Nisa, Arbury Road, Stockingford, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Nisa, Coleshill Road, Chapel End, Nuneaton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	4	0.0%	0
Nisa, Littleworth Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Nuneaton Market	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	6	0.0%	0
One Stop, Coleshill Road, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0
One Stop, Heath Road, Bedworth	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	5	0.0%	0
One Stop, Moore Road, Barwell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.8%	2
One Stop, Weddington Road, Nuneaton	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	9	0.0%	0
Post Office, Ash Green Lane, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Post Office, Tuttle Hill, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Premier, Camphill Road, Nuneaton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	4	0.0%	0
Premier, Haunchwood Road Service Station, Haunchwood Road, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0
Premier, Ivanhoe Avenue, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Premier, Lister Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Premier, Queen Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Ram Newsagent, Croft Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Sainsburys, Brunel Road, Hinckley	0.8%	6	0.0%	0	8.1%	5	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	6
Sainsburys, Clifton Way, Hinckley	1.5%	12	0.0%	0	19.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	12
Sainsburys, Enderby, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.4%	1
Select And Save, Park Road, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Spar, Kingswood Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Supermart, Coleshill Road, Chapel End	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0
Terry Aucott Butchers, Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Street, Bedworth									
Tesco Express, Greenwall Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%
Tesco Express, London Road, Hinckley	0.8%	6	0.0%	0	0.0%	0	12.5%	5	2.4%
Tesco Extra, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hawley Road, Hinckley	4.7%	37	0.0%	0	16.1%	10	12.5%	5	45.2%
Tesco, Olivier Way, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	10.0%
Texaco, Camp Hill Road, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	9.1%	71	10.5%	2	9.7%	6	10.0%	4	4.8%
Base:	780	19	62	40	42	10	33	540	240

Q12 How often do you normally do your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?

Those who do top up food shopping at Q10

Daily	6.4%	50	0.0%	0	11.3%	7	2.5%	1	7.1%	3	0.0%	0	3.0%	1	6.3%	34	6.7%	16
More than once a week	50.4%	393	73.7%	14	43.5%	27	57.5%	23	54.8%	23	60.0%	6	51.5%	17	49.8%	269	51.7%	124
Once a week	33.3%	260	10.5%	2	32.3%	20	37.5%	15	26.2%	11	30.0%	3	30.3%	10	34.4%	186	30.8%	74
Once a fortnight	3.7%	29	5.3%	1	4.8%	3	0.0%	0	11.9%	5	0.0%	0	3.0%	1	3.3%	18	4.6%	11
Once a month	2.1%	16	0.0%	0	1.6%	1	2.5%	1	0.0%	0	0.0%	0	3.0%	1	2.2%	12	1.7%	4
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	4.1%	32	10.5%	2	6.5%	4	0.0%	0	0.0%	0	10.0%	1	9.1%	3	3.9%	21	4.6%	11
Base:	780	19	62	40	42	10	33	540	240									

Q13 Of all the money you spend on food and household groceries, what share goes to your main food shopping?

Those who do top up food shopping at Q10

0-10%	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.7%	4	0.8%	2
11-20%	0.8%	6	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	5	0.4%	1
21-30%	2.2%	17	0.0%	0	1.6%	1	0.0%	0	4.8%	2	0.0%	0	0.0%	0	2.4%	13	1.7%	4
31-40%	1.4%	11	5.3%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	8	1.3%	3
41-50%	5.4%	42	21.1%	4	1.6%	1	5.0%	2	9.5%	4	10.0%	1	3.0%	1	5.2%	28	5.8%	14
51-60%	6.5%	51	5.3%	1	4.8%	3	10.0%	4	4.8%	2	0.0%	0	3.0%	1	7.4%	40	4.6%	11
61-70%	9.9%	77	15.8%	3	6.5%	4	7.5%	3	9.5%	4	20.0%	2	3.0%	1	10.7%	58	7.9%	19
71-80%	26.5%	207	26.3%	5	35.5%	22	25.0%	10	26.2%	11	20.0%	2	21.2%	7	25.9%	140	27.9%	67
81-90%	22.9%	179	10.5%	2	25.8%	16	22.5%	9	16.7%	7	40.0%	4	30.3%	10	22.6%	122	23.8%	57
91-100%	11.0%	86	0.0%	0	14.5%	9	12.5%	5	16.7%	7	0.0%	0	21.2%	7	9.4%	51	14.6%	35
(Don't know / varies)	12.6%	98	15.8%	3	6.5%	4	15.0%	6	11.9%	5	10.0%	1	12.1%	4	13.1%	71	11.3%	27
Mean:	73.1	63.6	76.9	74.3	73.1	74.4	76.8	72.2	75.1									
Base:	780	19	62	40	42	10	33	540	240									

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Q14 In which location do you normally do most of your household's non-food shopping?									
Attleborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedworth	5.1%	51	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham	1.6%	16	0.0%	0	1.2%	1	0.0%	0	1.8%
Coventry	8.4%	84	4.2%	1	1.2%	1	2.4%	1	0.0%
Hinckley	9.2%	92	0.0%	0	34.6%	28	43.9%	18	37.5%
Horeston Grange	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester	6.6%	66	0.0%	0	13.6%	11	14.6%	6	28.6%
Nuneaton	47.5%	475	45.8%	11	27.2%	22	19.5%	8	10.7%
Solihull	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Tamworth	1.1%	11	12.5%	3	0.0%	0	0.0%	0	0.0%
Church Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingswood Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Nuneaton Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Weddington Road (corner of Brook Lane)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Bermuda Park, St Davids Way, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Arena Retail Park, Classic Drive Coventry	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%
Catalogue / Mail order	0.7%	7	4.2%	1	1.2%	1	0.0%	0	0.0%
Other	0.7%	7	0.0%	0	1.2%	1	0.0%	0	0.0%
Internet - Argos	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Crompton and Moore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Debenhams	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Ebay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Next	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Play.com	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Various internet sites	1.3%	13	0.0%	0	2.5%	2	0.0%	0	0.0%
Atherstone	0.7%	7	16.7%	4	0.0%	0	0.0%	0	0.0%
Fosse Park, Leicester	3.2%	32	0.0%	0	13.6%	11	12.2%	5	1.8%
Gallagher Retail Park, Stoney Stanton Road, Coventry	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Tamworth - Ventura Retail Park. Outside of Borough	0.2%	2	8.3%	2	0.0%	0	0.0%	0	0.0%
(Don't know / Varies)	7.9%	79	8.3%	2	3.7%	3	7.3%	3	19.6%
Base:	1000		24	81	41	56	11	38	700
									300

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Q15 Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing & footwear items?																		
Bedworth Town Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11	0.7%	2		
Birmingham	2.1%	21	0.0%	0	1.2%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0	2.6%	18	1.0%	3
Coventry	11.8%	118	8.3%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	14.4%	101	5.7%	17
Hinckley	3.8%	38	0.0%	0	17.3%	14	14.6%	6	12.5%	7	9.1%	1	23.7%	9	0.0%	0	12.7%	38
Leicester	7.9%	79	0.0%	0	14.8%	12	36.6%	15	21.4%	12	36.4%	4	31.6%	12	2.9%	20	19.7%	59
Nuneaton Town Centre	45.6%	456	45.8%	11	28.4%	23	17.1%	7	14.3%	8	18.2%	2	18.4%	7	54.9%	384	24.0%	72
Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Solihull	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	17	0.3%	1
Tamworth	1.8%	18	20.8%	5	1.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.4%	10	2.7%	8
Queens Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Arena Retail Park, Coventry	2.8%	28	4.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	22	2.0%	6
Fosse Park, Leicester	9.0%	90	0.0%	0	25.9%	21	29.3%	12	28.6%	16	36.4%	4	15.8%	6	3.9%	27	21.0%	63
Hinckley Retail Park, Hinckley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.3%	1
Catalogue / Mail order	1.7%	17	12.5%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	12	1.7%	5
Other	1.6%	16	0.0%	0	2.5%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.7%	12	1.3%	4
Internet - Cotton Traders	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Internet - Ebay	0.1%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Internet - Evans	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Internet - Marks and Spencers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Internet - New Look	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Internet - Next	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.0%	0
Internet - QVC	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Internet - Tailor For You	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Internet - TK Maxx	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Various internet sites	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.9%	6	0.3%	1
Atherstone	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Dobbies Garden World, Atherstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Gallagher Retail Park, Stoney Stanton Rd	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.3%	1
(Don't know / Varies)	4.3%	43	4.2%	1	1.2%	1	0.0%	0	10.7%	6	0.0%	0	7.9%	3	4.4%	31	4.0%	12
(Do not do this type of shopping)	1.2%	12	0.0%	0	1.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.4%	10	0.7%	2
Base:	1000		24	81	41	56	11	38		700		300						

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Q16 Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?									
Attleborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedworth Town Centre	3.4%	34	0.0%	0	1.2%	1	0.0%	0	1.8%
Birmingham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry	10.6%	106	4.2%	1	0.0%	0	7.3%	3	0.0%
Hinckley	7.2%	72	0.0%	0	29.6%	24	41.5%	17	25.0%
Horeston Grange	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester	3.4%	34	0.0%	0	4.9%	4	12.2%	5	17.9%
Nuneaton Town Centre	32.8%	328	29.2%	7	12.3%	10	4.9%	2	5.4%
Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Solihull	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tamworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Focus, Weddington Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Queens Road	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%
Arena Retail Park, Coventry	1.6%	16	0.0%	0	1.2%	1	0.0%	0	0.0%
Bermuda Park, Nuneaton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park, Leicester	4.4%	44	0.0%	0	17.3%	14	12.2%	5	17.9%
Fosse Park: DFS	0.2%	2	0.0%	0	0.0%	0	2.4%	1	0.0%
Fosse Park: Harveys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park: Marks & Spencer	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%
Fosse Park: Next Home	0.4%	4	0.0%	0	1.2%	1	2.4%	1	0.0%
Hinckley Retail Park	0.2%	2	0.0%	0	1.2%	1	2.4%	1	0.0%
Catalogue / Mail order	0.6%	6	0.0%	0	0.0%	0	2.4%	1	0.0%
Other	1.1%	11	8.3%	2	0.0%	0	0.0%	0	1.8%
Internet - Argos	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - B&Q	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%
Internet - Carpet Right	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Carpet World	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Currys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - DFS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Floors To Go	0.1%	1	4.2%	1	0.0%	0	0.0%	0	0.0%
Internet - Harveys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Next	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Various internet sites	1.8%	18	0.0%	0	0.0%	0	0.0%	0	7.1%
Atherstone	0.6%	6	20.8%	5	0.0%	0	0.0%	0	0.0%
Bedworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry - Alvis Retail Park, Holyhead Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Gallagher Retail Park, Stoney Stanton Rd, Coventry	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / Varies)	11.0%	110	12.5%	3	12.3%	10	4.9%	2	14.3%
(Do not do this type of shopping)	15.7%	157	20.8%	5	16.0%	13	7.3%	3	7.1%
Base:	1000		24		81		41		56
									11
									38
									700
									300

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Q17 Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?																		
Attleborough	0.1%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1		
Bedworth Town Centre	7.5%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	65	3.3%	10		
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Bulkington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0		
Coventry	14.0%	140	4.2%	1	7.4%	6	2.4%	1	12.5%	7	18.2%	2	0.0%	0	15.4%	108	10.7%	32
Hinckley	16.6%	166	0.0%	0	70.4%	57	68.3%	28	64.3%	36	72.7%	8	68.4%	26	1.0%	7	53.0%	159
Horeston Grange	0.3%	3	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.3%	1		
Leicester	0.6%	6	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	5.3%	2	0.4%	3	1.0%	3
Nuneaton Town Centre	25.5%	255	45.8%	11	2.5%	2	0.0%	0	3.6%	2	0.0%	0	5.3%	2	33.3%	233	7.3%	22
Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Tamworth	0.4%	4	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.7%	2		
Bermuda Park, Nuneaton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0		
Bermuda Park: Screwfix	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Elliot Fields / Junction 1 Retail & Leisure Park, Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Elliot Fields / Junction 1 Retail & Leisure Park: Homebase	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Focus, Weddington Road, Nuneaton	14.1%	141	8.3%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	19.1%	134	2.3%	7
Hinckley Retail Park	2.5%	25	0.0%	0	7.4%	6	22.0%	9	3.6%	2	0.0%	0	10.5%	4	0.1%	1	8.0%	24
Catalogue / Mail order	0.5%	5	0.0%	0	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	2	1.0%	3
Other	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0
Internet - B&Q	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Internet - Thompson and Morgan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Alvis Retail Park, Holyhead Road, Coventry	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.7%	2		
Arena Retail Park, Classic Drive Coventry	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0		
Atherstone	0.2%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.3%	1		
B&Q, Alvis Retail Park, Holyhead Road, Coventry	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	7	0.0%	0		
B & Q Brandon Road, Binley Woods, Coventry	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	12	0.0%	0		
Dobbies Garden World, Atherstone	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0		
Greenacres Farm, Stoney Stanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.3%	1		
Greenacres Nursery, Ashby Road, Stapleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.1%	1	0.3%	1		
Shilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Stapleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1		

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
(Don't know / Varies)	4.5% 45	4.2% 1	4.9% 4	0.0% 0	7.1% 4	0.0% 0	5.3% 2	4.6% 32	4.3% 13
(Do not do this type of shopping)	8.5% 85	16.7% 4	6.2% 5	2.4% 1	3.6% 2	9.1% 1	2.6% 1	9.7% 68	5.7% 17
Base:	1000	24	81	41	56	11	38	700	300

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs & DVDs etc)?									
Bedworth Town Centre	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry	9.1%	91	4.2%	1	2.5%	2	0.0%	0	1.8%
Hinckley	6.2%	62	0.0%	0	30.9%	25	24.4%	10	12.5%
Leicester	2.3%	23	0.0%	0	2.5%	2	2.4%	1	12.5%
Nuneaton Town Centre	32.6%	326	33.3%	8	6.2%	5	7.3%	3	10.7%
Solihull	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Tamworth	0.6%	6	8.3%	2	0.0%	0	0.0%	0	0.0%
Kingswood Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Arena Retail Park, Coventry	2.2%	22	0.0%	0	0.0%	0	0.0%	0	9.1%
Elliot's Fields / Junction 1 Retail & Leisure Park: Comet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park, Leicester	4.7%	47	0.0%	0	17.3%	14	19.5%	8	17.9%
Fosse Park: Curry's	1.7%	17	0.0%	0	3.7%	3	9.8%	4	1.8%
Fosse Park: PC World	0.5%	5	0.0%	0	2.5%	2	2.4%	1	1.8%
Hinckley Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%
Catalogue / Mail order	0.9%	9	0.0%	0	1.2%	1	4.9%	2	0.0%
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Amazon	2.5%	25	4.2%	1	1.2%	1	0.0%	0	3.6%
Internet - Argos	0.4%	4	4.2%	1	1.2%	1	0.0%	0	0.0%
Internet - Co-op	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Comet	0.3%	3	0.0%	0	0.0%	0	2.4%	1	0.0%
Internet - Curry's	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Dabs.com	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Dell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Dixons	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Ebay	0.7%	7	0.0%	0	3.7%	3	0.0%	0	0.0%
Internet - Ebuyer.com	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%
Internet - HMV	0.3%	3	0.0%	0	1.2%	1	0.0%	0	0.0%
Internet - Itunes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - John Lewis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Mesh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%
Internet - My.com	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - PC World	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%
Internet - Play.com	0.6%	6	4.2%	1	1.2%	1	0.0%	0	0.0%
Internet - Pricerunner	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Snap Fish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Sunday Shopper	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%
Internet - Tesco	0.6%	6	0.0%	0	1.2%	1	0.0%	0	0.0%
Various internet sites	6.1%	61	0.0%	0	2.5%	2	7.3%	3	16.1%
Alvis Retail Park, Holyhead Road, Coventry	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Atherstone	0.3%	3	8.3%	2	0.0%	0	0.0%	0	0.0%
Brightmores, Burbage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Burbage	0.3%	3	0.0%	0	2.5%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Co-op, Long Street, Atherstone	0.2%	2	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Gallagher Retail Park, Stoney Stanton Rd, Coventry	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.7%	2
Wm Morrison, Skipworth Road, Binley, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Ventura Retail Park. Outside of Borough, Tamworth	0.2%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.3%	1
(Don't know / Varies)	8.1%	81	12.5%	3	8.6%	7	12.2%	5	7.1%	4	9.1%	1	13.2%	5	6.7%	47	11.3%	34
(Do not do this type of shopping)	10.8%	108	8.3%	2	9.9%	8	4.9%	2	3.6%	2	0.0%	0	10.5%	4	12.3%	86	7.3%	22
Base:		1000		24		81		41		56		11		38		700		300

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?																		
Bedworth Town Centre	5.6%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	52	1.3%	4
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Bulkington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.1%	1	0.3%	1
Coventry	7.5%	75	4.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	59	5.3%	16
Hinckley	16.5%	165	0.0%	0	75.3%	61	78.0%	32	67.9%	38	36.4%	4	60.5%	23	0.3%	2	54.3%	163
Horeston Grange	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Leicester	1.1%	11	0.0%	0	2.5%	2	2.4%	1	3.6%	2	9.1%	1	7.9%	3	0.3%	2	3.0%	9
Nuneaton Town Centre	44.9%	449	37.5%	9	4.9%	4	0.0%	0	1.8%	1	0.0%	0	10.5%	4	60.0%	420	9.7%	29
Solihull	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0
Tamworth	0.5%	5	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.3%	1
Kingswood Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Queens Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Arena Retail Park, Coventry	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	18	1.3%	4
Arena Retail Park: Tesco Extra	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	7	0.7%	2
Bermuda Park, Nuneaton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Elliot Fields / Junction 1 Retail & Leisure Park: Comet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Elliot Fields / Junction 1 Retail & Leisure Park: Currys	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.1%	1	0.3%	1
Fosse Park, Leicester	1.7%	17	0.0%	0	1.2%	1	9.8%	4	7.1%	4	27.3%	3	2.6%	1	0.6%	4	4.3%	13
Fosse Park: Argos Extra	0.4%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.3%	1
Fosse Park: Currys	1.1%	11	0.0%	0	3.7%	3	2.4%	1	3.6%	2	9.1%	1	7.9%	3	0.1%	1	3.3%	10
Hinckley Retail Park	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Catalogue / Mail order	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	10	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Internet - 365 Electrical.com	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Internet - Amazon	0.8%	8	0.0%	0	1.2%	1	2.4%	1	1.8%	1	0.0%	0	0.0%	0	0.7%	5	1.0%	3
Internet - Argos	0.5%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.3%	1
Internet - Comet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.3%	1
Internet - Currys	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.3%	1
Internet - Dabs.com	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Internet - Ebay	0.7%	7	4.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.7%	2
Internet - Ideal World	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Internet - Play.com	0.1%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Internet - Tesco	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.3%	1
Various internet sites	1.6%	16	4.2%	1	0.0%	0	2.4%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	13	1.0%	3
Atherstone	0.4%	4	12.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	1.0%	3
Burbage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Co-op, Long Street, Atherstone	0.4%	4	12.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	1.0%	3
Gallagher Retail Park, Stoney Stanton Rd, Coventry	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	1.0%	3

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
(Don't know / Varies)	4.4% 44	8.3% 2	3.7% 3	0.0% 0	8.9% 5	9.1% 1	10.5% 4	4.0% 28	5.3% 16
(Do not do this type of shopping)	3.4% 34	8.3% 2	1.2% 1	2.4% 1	0.0% 0	0.0% 0	0.0% 0	4.1% 29	1.7% 5
Base:	1000	24	81	41	56	11	38	700	300

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?									
Attleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedworth Town Centre	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Chapel End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry	7.0%	70	4.2%	1	1.2%	1	0.0%	0	0.0%
Hinckley	8.3%	83	0.0%	0	42.0%	34	36.6%	15	30.4%
Horeston Grange	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester	1.4%	14	0.0%	0	1.2%	1	7.3%	3	5.4%
Nuneaton Town Centre	38.6%	386	33.3%	8	11.1%	9	2.4%	1	5.4%
Solihull	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingswood Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Queens Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Arena Retail Park, Coventry	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%
Bermuda Park, Nuneaton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Elliot Fields / Junction 1 Retail & Leisure Park: Comet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park, Leicester	3.0%	30	0.0%	0	7.4%	6	9.8%	4	14.3%
Fosse Park: Argos Extra	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%
Fosse Park: Currys	3.2%	32	0.0%	0	12.3%	10	12.2%	5	7.1%
Hinckley Retail Park	0.3%	3	0.0%	0	2.5%	2	0.0%	0	0.0%
Catalogue / Mail order	1.1%	11	0.0%	0	1.2%	1	4.9%	2	0.0%
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - 247 Electrical	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%
Internet - Amazon	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.8%
Internet - Appliances Direct	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Argos	0.5%	5	0.0%	0	2.5%	2	0.0%	0	0.0%
Internet - Boots	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Co-Op	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Comet	0.6%	6	0.0%	0	0.0%	0	2.4%	1	0.0%
Internet - Currys	1.5%	15	0.0%	0	0.0%	0	2.4%	1	0.0%
Internet - Dixons	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Ebay	0.4%	4	4.2%	1	0.0%	0	0.0%	0	0.0%
Internet - Empire Direct	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%
Internet - Homebase	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - John Lewis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Marks and Spencers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Play.com	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%
Internet - Sainsburys	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Tesco	0.6%	6	0.0%	0	0.0%	0	2.4%	1	0.0%
Various internet sites	5.5%	55	4.2%	1	2.5%	2	7.3%	3	10.7%
Alvis Retail Park, Holyhead Road, Coventry	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Atherstone	0.4%	4	12.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	1.0%	3
Burbage	0.5%	5	0.0%	0	1.2%	1	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.1%	1	1.3%	4
Co-op, Long Street, Atherstone	0.7%	7	25.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	2.0%	6
Currys, Gallagher Retail Park, Stoney Stanton Road, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Currys, Orchard Retail Park, London Road, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Gallagher Retail Park, Stoney Stanton Rd, Coventry	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	2.0%	6
Shilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.3%	1
Ventura Retail Park. Outside of Borough, Tamworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
(Don't know / Varies)	7.3%	73	12.5%	3	6.2%	5	7.3%	3	10.7%	6	9.1%	1	15.8%	6	6.4%	45	9.3%	28
(Do not do this type of shopping)	5.6%	56	4.2%	1	6.2%	5	2.4%	1	7.1%	4	0.0%	0	2.6%	1	5.9%	41	5.0%	15
Base:	1000			24		81		41		56		11		38		700		300

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?									
Attleborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedworth Town Centre	13.4%	134	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Bulkington	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%
Chapel End	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%
Hinckley	18.0%	180	0.0%	0	86.4%	70	85.4%	35	66.1%
Horeston Grange	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester	0.8%	8	0.0%	0	2.5%	2	2.4%	1	1.8%
Nuneaton Town Centre	45.8%	458	4.2%	1	0.0%	0	2.4%	1	1.8%
Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tamworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingswood Road	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Queens Road	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Arena Park, Coventry	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%
Arena Park: Boots	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park, Leicester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	9.1%
Fosse Park: Boots	1.1%	11	0.0%	0	0.0%	0	4.9%	2	5.4%
Catalogue / Mail order	1.0%	10	0.0%	0	1.2%	1	0.0%	0	1.8%
Internet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.5%	5	0.0%	0	0.0%	0	2.4%	1	1.8%
Internet -QVC	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Tesco	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Atherstone	2.5%	25	87.5%	21	0.0%	0	0.0%	0	0.0%
Burbage	1.1%	11	0.0%	0	2.5%	2	0.0%	0	16.1%
Cooks Chemist, Ratcliffe Street, Atherstone	0.1%	1	4.2%	1	0.0%	0	0.0%	0	0.0%
(Don't know / Varies)	2.9%	29	4.2%	1	2.5%	2	0.0%	0	3.6%
(Do not do this type of shopping)	1.7%	17	0.0%	0	4.9%	4	2.4%	1	0.0%
Base:	1000		24		81		41		56
							11		38
									700
									300

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Q22 Where do you do most of your household's shopping for games & toys; hobby items; sport and camping goods; and musical instruments?									
Bedworth Town Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%
Coventry	8.7%	87	0.0%	0	7.4%	6	2.4%	1	7.1%
Hinckley	4.5%	45	0.0%	0	19.8%	16	24.4%	10	16.1%
Leicester	2.9%	29	0.0%	0	6.2%	5	9.8%	4	7.1%
Nuneaton Town Centre	22.7%	227	33.3%	8	6.2%	5	4.9%	2	3.6%
Tamworth	0.4%	4	0.0%	0	1.2%	1	2.4%	1	0.0%
Queens Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Arena Retail Park, Coventry	1.6%	16	0.0%	0	2.5%	2	0.0%	0	0.0%
Arena Retail Park: Game	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park, Leicester	0.6%	6	0.0%	0	1.2%	1	2.4%	1	3.6%
Fosse Park: JJB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Catalogue / Mail order	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%
Internet - Amazon	1.3%	13	0.0%	0	3.7%	3	4.9%	2	1.8%
Internet - Argos	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Decathlon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%
Internet - Dixons	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Ebay	0.6%	6	0.0%	0	1.2%	1	0.0%	0	0.0%
Internet - Go Outdoors	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - JJB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Play.com	0.4%	4	4.2%	1	0.0%	0	0.0%	0	1.8%
Internet - Quidco	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%
Internet - Rocking Roost	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Sports Direct	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - The Falcon Puzzles	0.1%	1	4.2%	1	0.0%	0	0.0%	0	0.0%
Internet - Toys R Us	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Wiggle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Various internet sites	3.1%	31	0.0%	0	1.2%	1	2.4%	1	3.6%
Arley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Decathlon, IKEA Retail Park, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%
Gallagher Retail Park, Stoney Stanton Rd, Coventry	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
New Arley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Old Arley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoney Stanton	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%
Cross Point Business Park, Parkway, Coventry	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Ventura Retail Park, Outside of Borough, Tamworth	0.2%	2	4.2%	1	0.0%	0	0.0%	0	1.8%
(Don't know / Varies)	7.9%	79	16.7%	4	7.4%	6	9.8%	4	14.3%
(Do not do this type of shopping)	39.9%	399	37.5%	9	39.5%	32	34.1%	14	33.9%

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Base:	1000	24	81	41	56	11	38	700	300									
Q23 Where do you do most of your household's shopping for pets & pet related products?																		
Bedworth Town Centre	4.7%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	38	3.0%	9		
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Bulkington	0.5%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.3%	1		
Coventry	4.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	27	4.3%	13		
Hinckley	8.4%	84	0.0%	0	40.7%	33	24.4%	10	30.4%	17	0.0%	0	34.2%	13	1.1%	8	25.3%	76
Horeston Grange	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0		
Leicester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	9.1%	1	2.6%	1	0.1%	1	1.0%	3
Nuneaton Town Centre	23.5%	235	16.7%	4	7.4%	6	9.8%	4	7.1%	4	9.1%	1	5.3%	2	30.1%	211	8.0%	24
Rugby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	0.7%	2
Elliot Fields / Junction 1 Retail & Leisure Park: Pets at Home	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.0%	0		
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1		
Internet - Bowmeow	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1		
Internet - Ebay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Internet - Feline K9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.3%	1		
Internet - Livefood.co.uk	0.1%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1		
Internet - Sainsburys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Internet - Tesco	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Various internet sites	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.3%	1		
Aldi, Holly Lane, Atherstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Atherstone	0.6%	6	20.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	1.7%	5		
Astley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.3%	1		
Bulkington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Dobbies Garden World, Atherstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Earl Shilton, Leicestershire	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.7%	2		
Fosse Park, Leicester	0.4%	4	4.2%	1	0.0%	0	0.0%	0	0.0%	0	18.2%	2	0.0%	0	1.3%	4		
Gallagher Retail Park, Stoney Stanton Rd, Coventry	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	1.3%	4		
Shentone Farm Shop, Aqueduct Farm, Shenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
The Pingle Pet Food, Ashby Road, Barwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.3%	1		
(Don't know / Varies)	1.9%	19	0.0%	0	2.5%	2	0.0%	0	3.6%	2	9.1%	1	0.0%	0	2.0%	14	1.7%	5
(Do not do this type of shopping)	52.0%	520	54.2%	13	48.1%	39	63.4%	26	48.2%	27	45.5%	5	52.6%	20	53.6%	375	48.3%	145
Base:	1000	24	81	41	56	11	38	700	300									

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?																		
Bedworth Town Centre	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	18	1.7%	5
Birmingham	1.7%	17	0.0%	0	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	14	1.0%	3
Bulkington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Coventry	5.7%	57	0.0%	0	2.5%	2	0.0%	0	5.4%	3	0.0%	0	0.0%	0	6.1%	43	4.7%	14
Hinckley	7.0%	70	0.0%	0	38.3%	31	34.1%	14	23.2%	13	0.0%	0	26.3%	10	0.0%	0	23.3%	70
Leicester	4.4%	44	0.0%	0	11.1%	9	9.8%	4	17.9%	10	18.2%	2	28.9%	11	0.7%	5	13.0%	39
Nuneaton Town Centre	34.8%	348	37.5%	9	6.2%	5	4.9%	2	14.3%	8	27.3%	3	5.3%	2	44.1%	309	13.0%	39
Rugby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Solihull	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.0%	0
Tamworth	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.3%	1
Queens Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Arena Retail Park, Coventry	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.3%	1
Fosse Park, Leicester	1.3%	13	0.0%	0	3.7%	3	7.3%	3	1.8%	1	9.1%	1	7.9%	3	0.1%	1	4.0%	12
Fosse Park: WH Smith	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Catalogue / Mail order	1.1%	11	4.2%	1	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	8	1.0%	3
Other	0.4%	4	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.3%	1
Internet - AB Books	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Internet - Amazon	6.3%	63	4.2%	1	7.4%	6	7.3%	3	16.1%	9	27.3%	3	5.3%	2	4.9%	34	9.7%	29
Internet - Book Depository	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Internet - Co-Op	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Internet - Ebay	0.4%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.3%	2	0.7%	2
Internet - HMV	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Internet - Play.com	0.5%	5	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.3%	1
Internet - QVC	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Internet - Tesco	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.3%	1
Various internet sites	2.0%	20	0.0%	0	2.5%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	16	1.3%	4
(Don't know / Varies)	12.4%	124	4.2%	1	13.6%	11	19.5%	8	16.1%	9	0.0%	0	15.8%	6	11.9%	83	13.7%	41
(Do not do this type of shopping)	17.0%	170	41.7%	10	8.6%	7	9.8%	4	5.4%	3	18.2%	2	5.3%	2	19.6%	137	11.0%	33
Base:		1000		24		81		41		56		11		38		700		300

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Q25 When you do your household's non-food shopping, how do you usually travel?																		
Car / van (as driver)	61.2%	612	70.8%	17	51.9%	42	61.0%	25	85.7%	48	90.9%	10	71.1%	27	57.9%	405	69.0%	207
Car / van (as passenger)	13.1%	131	20.8%	5	13.6%	11	19.5%	8	5.4%	3	9.1%	1	15.8%	6	13.4%	94	12.3%	37
Bus, minibus or coach	10.4%	104	0.0%	0	12.3%	10	4.9%	2	3.6%	2	0.0%	0	5.3%	2	12.0%	84	6.7%	20
Using park & ride facility	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.3%	1
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Walk	9.2%	92	4.2%	1	9.9%	8	7.3%	3	3.6%	2	0.0%	0	0.0%	0	10.9%	76	5.3%	16
Taxi	0.6%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.3%	1
Train	0.7%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	6	0.3%	1
Bicycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Other	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Not applicable / goods delivered	1.0%	10	0.0%	0	2.5%	2	2.4%	1	0.0%	0	0.0%	0	2.6%	1	0.6%	4	2.0%	6
(Don't know / varies)	3.2%	32	4.2%	1	4.9%	4	4.9%	2	1.8%	1	0.0%	0	5.3%	2	3.1%	22	3.3%	10
Base:		1000		24		81		41		56		11		38		700		300

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Q26 What main improvements to Nuneaton Town Centre would encourage you to visit more often than you currently do?																		
Better / more frequent bus services	1.3%	13	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.4%	10	1.0%	3
Better / new train service	0.3%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.3%	1
Better pedestrian links from train station to 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
Better access by car	5.0%	50	8.3%	2	2.5%	2	0.0%	0	7.1%	4	9.1%	1	2.6%	1	5.6%	39	3.7%	11
Better pedestrian links from car parking into centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0
Cheaper parking	4.5%	45	4.2%	1	2.5%	2	2.4%	1	3.6%	2	0.0%	0	2.6%	1	5.4%	38	2.3%	7
Free parking	4.2%	42	4.2%	1	6.2%	5	2.4%	1	5.4%	3	9.1%	1	2.6%	1	4.1%	29	4.3%	13
More / better signage around the centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0
More parking provision	4.2%	42	4.2%	1	4.9%	4	2.4%	1	3.6%	2	0.0%	0	7.9%	3	4.3%	30	4.0%	12
More/ better covered shopping centres	0.8%	8	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	7	0.3%	1
Fewer empty shops / vacancies	6.9%	69	0.0%	0	2.5%	2	9.8%	4	3.6%	2	0.0%	0	2.6%	1	8.4%	59	3.3%	10
A Street Market	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0
Better Quality Street Markets	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	18	0.3%	1
More clothes & fashion shops	9.7%	97	4.2%	1	6.2%	5	7.3%	3	3.6%	2	0.0%	0	5.3%	2	11.7%	82	5.0%	15
More department stores / larger stores	11.5%	115	0.0%	0	7.4%	6	9.8%	4	7.1%	4	0.0%	0	7.9%	3	13.7%	96	6.3%	19
More discount stores / cheaper goods	1.7%	17	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	5.3%	2	2.0%	14	1.0%	3
More independent shops	9.2%	92	0.0%	0	3.7%	3	0.0%	0	5.4%	3	0.0%	0	7.9%	3	11.6%	81	3.7%	11
More quality / designer shops	8.1%	81	0.0%	0	0.0%	0	0.0%	0	3.6%	2	9.1%	1	5.3%	2	10.1%	71	3.3%	10
A particular retailer or type of shop	2.3%	23	8.3%	2	1.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.7%	19	1.3%	4
Better (more) safety / security / CCTV / police presence	0.5%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.3%	1
Creche	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
More facilities for children	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0
More facilities for disabled	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.0%	0
More toilets	0.7%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	6	0.3%	1
Information Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
More pedestrianised streets	0.7%	7	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	6	0.3%	1
Nicer shopping environment	1.9%	19	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.3%	16	1.0%	3
More seating / benches	0.5%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.3%	1
More litter bins	0.8%	8	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	6	0.7%	2
Less litter / graffiti	0.7%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	6	0.3%	1
More public art	0.0%	0	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	2.3%	23	4.2%	1	1.2%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0	2.7%	19	1.3%	4
A Marks and Spencers	6.0%	60	0.0%	0	8.6%	7	7.3%	3	3.6%	2	0.0%	0	0.0%	0	6.6%	46	4.7%	14
A Morrisons	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0
A Primark	1.4%	14	0.0%	0	1.2%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0	1.6%	11	1.0%	3

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
A TJ Hughes	0.3%	3	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.3%	1		
Bigger choice of shops	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	13	1.0%	3		
Cheaper public transport	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.0%	0		
Less charity shops	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	12	0.0%	0		
More places to eat	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0		
Better / more frequent bus services	1.3%	13	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.4%	10	1.0%	3
(Don't know)	4.6%	46	8.3%	2	3.7%	3	7.3%	3	10.7%	6	0.0%	0	13.2%	5	3.7%	26	6.7%	20
(Nothing in particular)	45.4%	454	58.3%	14	61.7%	50	63.4%	26	57.1%	32	81.8%	9	55.3%	21	38.7%	271	61.0%	183
Base:		1000		24		81		41		56		11		38		700		300

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Q27 What main improvements to Bedworth Town Centre would encourage you to visit more often than you currently do?									
Better / new train service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better pedestrian links from train station to centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better access by car	0.2%	2	0.0%	0	0.0%	0	2.4%	1	0.0%
Better pedestrian links from car parking into centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper parking	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%
Free parking	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.6%
More / better signage around the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More parking provision	1.4%	14	0.0%	0	0.0%	0	0.0%	0	1.7%
More/ better covered shopping centres	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.7%
Fewer empty shops / vacancies	5.3%	53	0.0%	0	0.0%	0	4.9%	2	0.0%
A Street Market	1.1%	11	0.0%	0	0.0%	0	0.0%	0	1.4%
Better Quality Street Markets	1.6%	16	0.0%	0	0.0%	0	0.0%	0	2.3%
More clothes & fashion shops	11.9%	119	0.0%	0	1.2%	1	0.0%	0	2.6%
More department stores / larger stores	10.9%	109	0.0%	0	1.2%	1	0.0%	0	2.6%
More discount stores / cheaper goods	2.2%	22	0.0%	0	0.0%	0	0.0%	0	2.6%
More independent shops	6.9%	69	0.0%	0	0.0%	0	1.8%	1	9.1%
More quality / designer shops	9.1%	91	0.0%	0	0.0%	0	1.8%	1	10.4%
A particular retailer or type of shop	2.2%	22	0.0%	0	0.0%	0	0.0%	0	2.9%
Better (more) safety / security / CCTV / police presence	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.1%
Creche	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More facilities for children	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.3%
More facilities for disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Information Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More pedestrianised streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.1%
Nicer shopping environment	1.8%	18	0.0%	0	0.0%	0	1.8%	1	2.3%
More seating / benches	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More litter bins	0.4%	4	0.0%	0	0.0%	0	1.8%	1	0.4%
Less litter / graffiti	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.1%
More public art	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	1.2%	12	0.0%	0	0.0%	0	0.0%	0	1.6%
A Marks and Spencers	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%
A WH Smith	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%
Shoe shops	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.0%
Bigger choice of shops	1.8%	18	0.0%	0	0.0%	0	0.0%	0	2.0%
Less charity shops	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
More places to eat	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0						
(Don't know)	22.3%	223	41.7%	10	35.8%	29	34.1%	14	41.1%	23	0.0%	0	28.9%	11	17.9%	125	32.7%	98
(Nothing in particular)	50.1%	501	58.3%	14	63.0%	51	56.1%	23	55.4%	31	90.9%	10	68.4%	26	48.0%	336	55.0%	165
Base:	1000		24		81		41		56		11		38		700		300	

Q28 How often do you and your family visit the following leisure attractions?

Bingo

Once a week	5.1%	51	4.2%	1	4.9%	4	0.0%	0	1.8%	1	0.0%	0	2.6%	1	5.9%	41	3.3%	10
Once a fortnight	0.5%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.3%	1
Once a month	0.5%	5	0.0%	0	2.5%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.3%	2	1.0%	3
Once every two months	0.6%	6	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.3%	1
Once every six months	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.7%	2
Once a year	0.7%	7	0.0%	0	1.2%	1	2.4%	1	3.6%	2	0.0%	0	0.0%	0	0.4%	3	1.3%	4
Don't go	91.7%	917	95.8%	23	90.1%	73	95.1%	39	92.9%	52	100.0%	11	97.4%	37	91.1%	638	93.0%	279
(Don't know / varies)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0
Base:	1000		24		81		41		56		11		38		700		300	

Cinema

Once a week	1.7%	17	0.0%	0	3.7%	3	0.0%	0	1.8%	1	0.0%	0	2.6%	1	1.7%	12	1.7%	5
Once a fortnight	5.3%	53	8.3%	2	2.5%	2	4.9%	2	10.7%	6	0.0%	0	5.3%	2	5.4%	38	5.0%	15
Once a month	14.8%	148	12.5%	3	13.6%	11	14.6%	6	25.0%	14	0.0%	0	13.2%	5	14.4%	101	15.7%	47
Once every two months	13.1%	131	8.3%	2	17.3%	14	19.5%	8	19.6%	11	0.0%	0	26.3%	10	11.4%	80	17.0%	51
Once every six months	10.3%	103	4.2%	1	6.2%	5	17.1%	7	10.7%	6	18.2%	2	7.9%	3	10.6%	74	9.7%	29
Once a year	5.4%	54	12.5%	3	3.7%	3	4.9%	2	5.4%	3	9.1%	1	5.3%	2	5.6%	39	5.0%	15
Don't go	48.4%	484	50.0%	12	51.9%	42	39.0%	16	26.8%	15	72.7%	8	39.5%	15	49.7%	348	45.3%	136
(Don't know / varies)	1.0%	10	4.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	8	0.7%	2
Base:	1000		24		81		41		56		11		38		700		300	

Gym / Healthclub / Sports Facility

Once a week	19.2%	192	12.5%	3	18.5%	15	41.5%	17	26.8%	15	0.0%	0	18.4%	7	18.1%	127	21.7%	65
Once a fortnight	1.5%	15	0.0%	0	2.5%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	11	1.3%	4
Once a month	1.4%	14	0.0%	0	3.7%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	9	1.7%	5
Once every two months	0.6%	6	0.0%	0	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	3	1.0%	3
Once every six months	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.3%	2	0.3%	1
Once a year	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.3%	1
Don't go	76.2%	762	87.5%	21	74.1%	60	48.8%	20	69.6%	39	100.0%	11	78.9%	30	77.4%	542	73.3%	220
(Don't know / varies)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.9%	6	0.3%	1
Base:	1000		24		81		41		56		11		38		700		300	

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Museum or place of historical interest																		
Once a week	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.6%	4	0.7%	2
Once a fortnight	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.3%	9	0.3%	1
Once a month	4.1%	41	0.0%	0	4.9%	4	2.4%	1	5.4%	3	9.1%	1	2.6%	1	3.9%	27	4.7%	14
Once every two months	7.3%	73	8.3%	2	4.9%	4	17.1%	7	12.5%	7	9.1%	1	5.3%	2	6.9%	48	8.3%	25
Once every six months	12.3%	123	8.3%	2	13.6%	11	4.9%	2	21.4%	12	9.1%	1	5.3%	2	12.1%	85	12.7%	38
Once a year	9.0%	90	4.2%	1	8.6%	7	4.9%	2	10.7%	6	18.2%	2	10.5%	4	9.4%	66	8.0%	24
Don't go	63.0%	630	75.0%	18	64.2%	52	63.4%	26	44.6%	25	54.5%	6	73.7%	28	63.7%	446	61.3%	184
(Don't know / varies)	2.7%	27	4.2%	1	3.7%	3	7.3%	3	1.8%	1	0.0%	0	0.0%	0	2.1%	15	4.0%	12
Base:	1000		24		81		41		56		11		38		700		300	
Pub/ Bar																		
Once a week	26.2%	262	54.2%	13	25.9%	21	26.8%	11	39.3%	22	27.3%	3	23.7%	9	24.6%	172	30.0%	90
Once a fortnight	8.4%	84	8.3%	2	9.9%	8	7.3%	3	12.5%	7	0.0%	0	7.9%	3	8.6%	60	8.0%	24
Once a month	12.0%	120	8.3%	2	12.3%	10	22.0%	9	8.9%	5	0.0%	0	26.3%	10	10.7%	75	15.0%	45
Once every two months	5.1%	51	4.2%	1	2.5%	2	7.3%	3	3.6%	2	0.0%	0	7.9%	3	5.1%	36	5.0%	15
Once every six months	2.2%	22	0.0%	0	3.7%	3	4.9%	2	5.4%	3	9.1%	1	5.3%	2	1.6%	11	3.7%	11
Once a year	1.2%	12	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	11	0.3%	1
Don't go	44.0%	440	25.0%	6	43.2%	35	29.3%	12	30.4%	17	63.6%	7	28.9%	11	46.9%	328	37.3%	112
(Don't know / varies)	0.9%	9	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	7	0.7%	2
Base:	1000		24		81		41		56		11		38		700		300	
Restaurant																		
Once a week	16.4%	164	8.3%	2	12.3%	10	12.2%	5	23.2%	13	27.3%	3	18.4%	7	16.6%	116	16.0%	48
Once a fortnight	15.0%	150	20.8%	5	16.0%	13	22.0%	9	16.1%	9	27.3%	3	18.4%	7	14.1%	99	17.0%	51
Once a month	23.9%	239	20.8%	5	25.9%	21	29.3%	12	30.4%	17	0.0%	0	26.3%	10	23.3%	163	25.3%	76
Once every two months	10.8%	108	0.0%	0	14.8%	12	17.1%	7	7.1%	4	27.3%	3	15.8%	6	10.3%	72	12.0%	36
Once every six months	4.6%	46	4.2%	1	2.5%	2	4.9%	2	3.6%	2	0.0%	0	7.9%	3	4.6%	32	4.7%	14
Once a year	1.1%	11	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	10	0.3%	1
Don't go	26.7%	267	45.8%	11	27.2%	22	9.8%	4	19.6%	11	18.2%	2	13.2%	5	28.3%	198	23.0%	69
(Don't know / varies)	1.5%	15	0.0%	0	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	10	1.7%	5
Base:	1000		24		81		41		56		11		38		700		300	

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Tenpin bowling																		
Once a week	0.6%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.7%	2		
Once a fortnight	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.1%	1	0.3%	1		
Once a month	2.0%	20	0.0%	0	3.7%	3	0.0%	0	5.4%	3	0.0%	0	2.6%	12	2.7%	8		
Once every two months	6.9%	69	8.3%	2	8.6%	7	4.9%	2	8.9%	5	0.0%	0	7.9%	3	6.7%	47	7.3%	22
Once every six months	9.9%	99	4.2%	1	9.9%	8	24.4%	10	16.1%	9	0.0%	0	10.5%	4	8.9%	62	12.3%	37
Once a year	5.5%	55	4.2%	1	6.2%	5	14.6%	6	7.1%	4	0.0%	0	15.8%	6	4.3%	30	8.3%	25
Don't go	73.7%	737	75.0%	18	70.4%	57	53.7%	22	60.7%	34	100.0%	11	63.2%	24	76.6%	536	67.0%	201
(Don't know / varies)	1.2%	12	8.3%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	8	1.3%	4		
Base:	1000		24		81		41		56		11		38		700		300	
Theatre																		
Once a week	0.5%	5	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.3%	1		
Once a fortnight	0.6%	6	0.0%	0	0.0%	0	2.4%	1	0.0%	0	9.1%	1	2.6%	3	1.0%	3		
Once a month	3.0%	30	4.2%	1	4.9%	4	2.4%	1	5.4%	3	9.1%	1	0.0%	0	2.6%	18	4.0%	12
Once every two months	10.1%	101	4.2%	1	13.6%	11	17.1%	7	21.4%	12	9.1%	1	7.9%	3	8.9%	62	13.0%	39
Once every six months	13.8%	138	0.0%	0	13.6%	11	26.8%	11	19.6%	11	18.2%	2	26.3%	10	12.3%	86	17.3%	52
Once a year	9.3%	93	8.3%	2	8.6%	7	4.9%	2	8.9%	5	18.2%	2	13.2%	5	9.3%	65	9.3%	28
Don't go	61.1%	611	79.2%	19	58.0%	47	41.5%	17	44.6%	25	36.4%	4	50.0%	19	64.4%	451	53.3%	160
(Don't know / varies)	1.6%	16	0.0%	0	1.2%	1	4.9%	2	0.0%	0	0.0%	0	1.6%	11	1.7%	5		
Base:	1000		24		81		41		56		11		38		700		300	
Other Activity																		
Once a week	5.6%	56	25.0%	6	3.7%	3	2.4%	1	7.1%	4	0.0%	0	5.3%	2	4.9%	34	7.3%	22
Once a fortnight	0.4%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.7%	2
Once a month	0.5%	5	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.3%	1
Once every two months	0.4%	4	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.3%	1
Once every six months	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Once a year	0.0%	0	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 go	90.5%	905	75.0%	18	95.1%	77	92.7%	38	83.9%	47	100.0%	11	94.7%	36	90.9%	636	89.7%	269
(Don't know / varies)	2.5%	25	0.0%	0	0.0%	0	0.0%	0	8.9%	5	0.0%	0	0.0%	0	2.9%	20	1.7%	5
Base:	1000		24		81		41		56		11		38		700		300	

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Q29 Where did you or members of your household last go to the cinema?																		
<i>Those who go to the cinema at Q28</i>																		
AMC Theatre, Ladywood Middle Way, Broadway Plaza, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld Cinema , Broad Street, Broad Street, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld Cinema , Leicester Road, Junction 1 / Elliots Field Retail & Leisure Park, Rugby	0.8%	4	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	1.9%	3
Cineworld Cinema , Mill Lane Arcade Upper, Touchwood , Solihull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Cinema, Station Street, Birmingham, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IMAX Cinema, Curzon Street, Millenium Point, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Odean Cinema, New Street, Birmingham, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Odeon Cinema, Aylestone Road, Freemans Park, Leicester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	4.3%	1	0.0%	0	1.2%	2
Odeon Cinema, Bolebridge Street, Bolebridge Island, Tamworth	0.4%	2	18.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Odeon Cinema, St Davids Way, Bermuda Park, Nuneaton	78.5%	397	81.8%	9	73.7%	28	56.0%	14	43.9%	18	33.3%	1	30.4%	7	88.7%	305	56.8%	92
Showcase Cinema de Lux, High Cross Road, Leicester, Leicester	1.2%	6	0.0%	0	5.3%	2	4.0%	1	2.4%	1	0.0%	0	8.7%	2	0.0%	0	3.7%	6
Showcase Cinema, Gielgud Way, Cross Point Business Park, Coventry	11.3%	57	0.0%	0	7.9%	3	32.0%	8	31.7%	13	33.3%	1	17.4%	4	7.3%	25	19.8%	32
Vue Cinema, Lubbesthorpe Way, Meridian Leisure Park, Braunstone, Leicester	4.7%	24	0.0%	0	2.6%	1	8.0%	2	19.5%	8	33.3%	1	34.8%	8	0.6%	2	13.6%	22
Vue Cinema, Watson Road, Star City, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Other Birmingham	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	4	0.6%	1
	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Civic Hall, High Street, Bedworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0						
(Don't do this activity)	0.8%	4	0.0%	0	2.6%	1	0.0%	0	0.0%	0	4.3%	1	0.6%	2	1.2%	2		
Base:		506		11		38		25		41		3		23		344		162

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Q30 Where did you or members of your household last go to a gym / healthclub / sports facility?																		
<i>Those who go to a gym / healthclub / sports facility at Q28</i>																		
Abbey Social Club, Meadow Street, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bedworth Leisure Centre, Coventry Road, Bedworth	15.2%	35	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	29	7.6%	6
Bermuda Working Mens Club, Bermuda Village, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Cannons Health & Fitness Ltd, St. Davids Way, Bermuda Park, Nuneaton	7.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	17	0.0%	0
Cleaver Squash Fitness Club, Weddington Road, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Etone Sports Centre, Leicester Road, Nuneaton	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Fitness Centre, Corporation Street, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Ladypace Ltd, Market Place, Nuneaton	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0
Nuneaton & North Warwickshire Centre, Valley Road, Galley Common, Nuneaton	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Nuneaton (Rugby Football Ground), Liberty Way, Attleborough Fields Ind Estate, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Nuneaton Co-Operative Sports & Social Club, Dugdale Street, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Pingles Leisure Centre, Avenue Road, Nuneaton	19.0%	44	0.0%	0	14.3%	3	9.5%	2	0.0%	0	0.0%	0	12.5%	1	25.0%	38	7.6%	6
Sports & Leisure Centres Jubilee Sports Centre, Greenmoor Road, Nuneaton	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other	4.8%	11	0.0%	0	4.8%	1	9.5%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	5	7.6%	6
Alderman Smith Secondary School, Radnor Drive, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Atherstone	2.6%	6	100.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	3.8%	3
AZ Fitness, Ansley Common, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bettabodies, Attleborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Fields Industrial Estate, Liberty Way, Nuneaton									
Birmingham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry	4.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%
Gym Heaven, Abbey Street, Nuneaton	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Hinckley	24.2%	56	0.0%	0	76.2%	16	81.0%	17	87.5%
Leicester	0.9%	2	0.0%	0	0.0%	0	0.0%	0	6.3%
Mira Company Gym, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	6.3%
Nuffield Health, Fitness & Wellbeing, St David's Way, Nuneaton	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Nuneaton Golf Club, Golf Drive, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Riversley Resource Centre, Coton Road, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
TLC Ladies Gym, Abbey Street, Nuneaton	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Vibez Fitness for Women, Coleshill Road, Nuneaton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this activity)	3.9%	9	0.0%	0	0.0%	0	0.0%	0	12.5%
Base:		231		3		21		21	
								16	
								0	
								8	
								152	
									79

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Q31 Where did you or members of your household last go to a restaurant?																		
<i>Those who go to a restaurant at Q28</i>																		
Agra Palace Indian Cuisine, Abbey Green, Nuneaton	1.1%	8	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	7	0.4%	1
Attleborough Arms, Highfield Road, Nuneaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
B N Ayce, St. Davids Way, Bermuda Park, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Balti Village, The Square, Attleborough, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Bermuda Park Big Steak Pub, St. Davids Way, Bermuda Park, Nuneaton	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	12	0.0%	0
Bilberries Public House, Bond Gate, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Bull & Anchor, Wheelwright Lane, Ash Green, Coventry	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.4%	1
Cassandras, Abbey Gate Shopping Precinct, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Cedar Tree, Avenue Road, Nuneaton	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	12	0.0%	0
Chetwynd Restaurant, Chetwynd Drive, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Chicago Rock Cafe, Newdegate Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Courtyard Restaurant, Higham Lane, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Crossed Khukris Gurkha Restaurant, Abbey Street, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.4%	1
Crow's Nest, Crowhill Road, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0
Crystal Palace Public House, Gadsby Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Felix Holt, Stratford Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Griff House Beefeater, Coventry Road, Griff, Nuneaton	3.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	26	0.4%	1
Griff House, Coventry Road, Griff, Nuneaton	1.4%	10	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	9	0.4%	1
Griffin Inn, Coventry Road, Griff, Nuneaton	2.6%	19	15.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	16	1.3%	3

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Italian Express, Abbey Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0						
La Tavola Calda Hotel, Midland Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0						
Longshoot Hotel, The Long Shoot, Nuneaton	2.0%	14	0.0%	0	3.4%	2	0.0%	0	4.4%	2	0.0%	0	9.1%	3	1.4%	7	3.1%	7
Lord Raglan, Coventry Road, Exhall, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Manor Snacks, Manor Court Road, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0
McDonald's Restaurants Ltd, St. Davids Way, Bermuda Park, Nuneaton	0.3%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.4%	1
Millennium Balti, The Square, Attleborough, Nuneaton	0.8%	6	0.0%	0	1.7%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	4	0.9%	2
Miners Arms, Whittleford Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
New Inn, Rugby Road, Bulkington, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Pizza Hut UK Ltd, Abbey Street, Nuneaton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.4%	1
Plough Inn, Plough Hill Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Railway Tavern, Bond Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Rajdhani Indian Restaurant, Camborne Drive, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Shahi Balti, Abbey Street, Nuneaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Sunnyside Inn, Northumberland Avenue, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
The Acorn, Camborne Drive, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
The Boat Inn, Blackhorse Road, Longford, Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
The Crown Inn, Bond Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
The Jailhouse, Chapel Street, Nuneaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
The Newdegate Arms, Newdigate Road, Bedworth	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	6	0.0%	0
Village Pantry, George Street, Attleborough,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Nuneaton									
Weavers Arms, Long Street, Bulkington, Bedworth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
White Lion, Croft Road, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.4%
Wing Wah Chinese Restaurant, Bond Street, Nuneaton	2.2%	16	0.0%	0	0.0%	0	2.8%	1	0.0%
Yeoman Harvester, St. Nicolas Park Drive, Nuneaton	3.5%	25	0.0%	0	1.7%	1	0.0%	0	0.0%
Other (Don't know)	13.5%	97	0.0%	0	20.7%	12	19.4%	7	20.0%
Abbey Grange Hotel, Manor Court Road, Nuneaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Atherstone	3.8%	27	53.8%	7	0.0%	0	0.0%	0	2.2%
Bedworth Ex Servicemens Social Club & Institute, Rye Piece Ringway, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Bermuda Park Big Steak Pub, St. Davids Way, Bermuda Park, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Best Western - Western Hall, Weston Lane, Bulkington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
BHS Restaurant, Ropewalk Centre, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Burbage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%
Cedar Tree, Avenue Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Chase Hotel, Higham Lane, Nuneaton	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Civic Hall, High Street, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Cousins, Queens Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry	5.7%	41	7.7%	1	0.0%	0	2.8%	1	2.2%
Crossed Khukris Gurkha Restaurant, Abbey Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Crow's Nest, Crowhill Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Earl Shilton	2.1%	15	0.0%	0	5.2%	3	2.8%	1	4.4%
Frankie & Bennys, Bermuda Leisure Park, St David's Way, Nuneaton	3.5%	25	0.0%	0	5.2%	3	0.0%	0	4.4%

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Glebe Gate Restaurant, North Warwickshire & Hinckley College, Hinckley Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Hartshill	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	6	0.0%	0
Hinckley	12.7%	91	7.7%	1	41.4%	24	47.2%	17	37.8%	17	11.1%	1	9.1%	3	5.7%	28	27.9%	63
India Red, Abbey Street, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0
Jenny's Café, Harefield Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Johns Bar, Pine Lane, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Leicester	1.7%	12	0.0%	0	1.7%	1	2.8%	1	2.2%	1	33.3%	3	9.1%	3	0.4%	2	4.4%	10
Masala Indian Restaurant, Queens Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
New Inn, Rugby Road, Bulkington, Bedworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Plough Inn, Plough Hill Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Pretty India, Upper Abbey Street, Nuneaton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Red Lion Inn, Attleborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Royal Dragon, Horeston Grange, Cambourne Drive, Nuneaton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.2%	1	0.4%	1
Rugby	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	4	0.0%	0
Shahi Balti, Abbey Street, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Shilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Solihull	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	3.0%	1	0.2%	1	0.9%	2
Tamworth	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	4	0.0%	0
The Acorn, Camborne Drive, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
The Bear & Ragged Staff, King Street, Bedworth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0
The Bull & Spice, Bull Street, Attleborough, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
The Camp Inn, Camp Hill Road, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
The Corner House, Nuneaton Road, Bulkington	3.5%	25	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	4.5%	22	1.3%	3
The Courtyard Restaurant, Higham Lane, Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
The Rugger Tavern, Attleborough Road, Nuneaton	1.0%	7	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	6	0.4%	1
The William White	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
(Weatherspoon), Newdegate Street, Nuneaton (Don't do this activity)	1.8% 13	7.7% 1	0.0% 0	2.8% 1	0.0% 0	0.0% 0	0.0% 0	2.2% 11	0.9% 2
Base:	718	13	58	36	45	9	33	492	226

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Q32 Where did you or members of your household undertake the activity mentioned?									
<i>Those who do another activity at Q28</i>									
Attleborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedworth	7.1%	5	0.0%	0	0.0%	0	0.0%	0	6.8%
Birmingham	4.3%	3	0.0%	0	0.0%	0	0.0%	0	6.8%
Bulkington	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%
Chapel End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry	7.1%	5	0.0%	0	0.0%	0	0.0%	0	6.8%
Hinckley	5.7%	4	0.0%	0	0.0%	0	33.3%	1	50.0%
Horeston Grange	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester	5.7%	4	0.0%	0	25.0%	1	0.0%	0	6.8%
Nuneaton	37.1%	26	33.3%	2	25.0%	1	0.0%	0	47.7%
Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Solihull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tamworth	2.9%	2	0.0%	0	25.0%	1	0.0%	0	2.3%
Touchwood, Solihull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingswood Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Queens Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bermuda Park, St Davids Way, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Arena Retail Park, Classic Drive, Coventry	1.4%	1	0.0%	0	25.0%	1	0.0%	0	0.0%
Broadway Plaza, Ladywood Middleway, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cross Point Buisness Park, Gielgud Way, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fosse Park, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Junction 1 / Elliots Field Retail & Leisure Park, Leicester Road, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Meridian Leisure Park, Lubbesthorpe Way, Braunstone, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Star City, Watson Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	14.3%	10	0.0%	0	0.0%	0	66.7%	2	25.0%
Shilton	1.4%	1	0.0%	0	0.0%	0	0.0%	0	25.0%
Atherstone	5.7%	4	66.7%	4	0.0%	0	0.0%	0	0.0%
Barwell	1.4%	1	0.0%	0	0.0%	0	0.0%	0	50.0%
(Don't do this activity)	4.3%	3	0.0%	0	0.0%	0	0.0%	0	4.5%
Base:		70		6		4		3	
								4	0
								2	44
									26

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
Q33 What improvements to Nuneaton's existing leisure offer would make you visit it more often than you currently do, during the day and/or evenings?									
Improved access by foot and cycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved public transport	0.9%	9	0.0%	0	1.2%	1	2.4%	1	0.0%
More / better car parking	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved security / CCTV	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better policing	0.7%	7	0.0%	0	1.2%	1	0.0%	0	0.0%
More street cleaning	0.7%	7	0.0%	0	1.2%	1	0.0%	0	0.0%
Improvements in the built environment	0.9%	9	0.0%	0	1.2%	1	0.0%	0	0.0%
More / better signposting and information	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More better parks / green spaces	1.3%	13	0.0%	0	0.0%	0	0.0%	1	1.8%
Provision of public toilets	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved street furniture	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better seats	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%
More / better cultural facilities	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%
A cinema	2.0%	20	0.0%	0	1.2%	1	0.0%	0	0.0%
A theatre	1.6%	16	0.0%	0	1.2%	1	0.0%	0	0.0%
A casino	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better health clubs / gyms	1.2%	12	0.0%	0	1.2%	1	0.0%	0	0.0%
A swimming pool	2.4%	24	0.0%	0	1.2%	1	0.0%	0	3.6%
Ten Pin Bowling	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Bingo	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better public houses	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.6%
More nightclubs	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
More quality restaurants	4.3%	43	0.0%	0	0.0%	0	0.0%	0	3.6%
More pavement cafes	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Nothing	64.3%	643	100.0%	24	76.5%	62	92.7%	38	71.4%
Other	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%
Don't know	1.4%	14	0.0%	0	0.0%	0	0.0%	0	1.8%
An ice rink	1.8%	18	0.0%	0	1.2%	1	0.0%	0	0.0%
Cheaper prices	3.1%	31	0.0%	0	2.5%	2	2.4%	1	0.0%
More for children	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
A youth club	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Better advertising	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%
(Don't do this activity)	12.0%	120	0.0%	0	12.3%	10	2.4%	1	16.1%
Base:		1000		24		81		41	
								56	
								11	
								38	
								700	
								300	

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
Q34 What improvements to Bedworth's existing leisure offer would make you visit it more often than you currently do?																		
Improved access by foot and cycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0						
Improved public transport	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0						
More / better car parking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0						
More / better disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0						
Improved security / CCTV	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0						
More / better policing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0						
More street cleaning	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0						
Improvements in the built environment	0.7%	7	0.0%	0	0.0%	0	2.4%	1	0.9%	6	0.3%	1						
More / better signposting and information	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
More better parks / green spaces	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.3%	1						
Provision of public toilets	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0						
Improved street furniture	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0						
More / better seats	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0						
More / better cultural facilities	0.5%	5	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.4%	3	0.7%	2		
A cinema	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	12	0.3%	1		
A theatre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.0%	0		
A casino	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
More / better health clubs / gyms	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.7%	2		
A swimming pool	1.4%	14	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	13	0.3%	1		
Ten Pin Bowling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
Bingo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0		
More / better public houses	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.3%	1		
More nightclubs	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0		
More quality restaurants	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.7%	19	1.3%	4		
More pavement cafes	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	5	0.0%	0		
Nothing	70.2%	702	100.0%	24	82.7%	67	95.1%	39	76.8%	43	90.9%	10	76.3%	29	65.4%	458	81.3%	244
Other	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	13	0.3%	1		
(Don't know)	2.6%	26	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	13.2%	5	2.3%	16	3.3%	10
Cheaper prices	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	6	0.0%	0		
More for children	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	4	0.3%	1		
(Don't do this activity)	16.7%	167	0.0%	0	16.0%	13	2.4%	1	19.6%	11	0.0%	0	7.9%	3	19.1%	134	11.0%	33
Base:		1000		24		81		41		56		11		38		700		300
GEN Gender of respondent																		
Male	25.4%	254	45.8%	11	30.9%	25	12.2%	5	30.4%	17	27.3%	3	15.8%	6	25.3%	177	25.7%	77
Female	74.6%	746	54.2%	13	69.1%	56	87.8%	36	69.6%	39	72.7%	8	84.2%	32	74.7%	523	74.3%	223
Base:		1000		24		81		41		56		11		38		700		300

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary
AGE Can I just ask, how old are you?									
18-24	2.0%	20	4.2%	1	1.2%	1	0.0%	0	0.0%
25-34	5.3%	53	4.2%	1	7.4%	6	4.9%	2	5.4%
35-44	19.8%	198	16.7%	4	18.5%	15	22.0%	9	32.1%
45-54	24.9%	249	29.2%	7	25.9%	21	41.5%	17	41.1%
55-64	20.0%	200	4.2%	1	13.6%	11	9.8%	4	12.5%
65+	27.1%	271	41.7%	10	33.3%	27	19.5%	8	8.9%
(Refused)	0.9%	9	0.0%	0	0.0%	0	2.4%	1	0.0%
Base:	1000		24	81	41	56	11	38	700
									300
ADU How many adults aged 16 years and over, including yourself, live in your household?									
One	18.6%	186	20.8%	5	18.5%	15	12.2%	5	10.7%
Two	55.9%	559	50.0%	12	58.0%	47	68.3%	28	69.6%
Three	16.3%	163	20.8%	5	16.0%	13	9.8%	4	10.7%
Four or more	8.5%	85	8.3%	2	7.4%	6	9.8%	4	8.9%
(Refused)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:	1000		24	81	41	56	11	38	700
									300
CHI How many children aged 15 years and under, live in your household?									
None	72.6%	726	70.8%	17	71.6%	58	61.0%	25	57.1%
One	13.3%	133	25.0%	6	17.3%	14	12.2%	5	12.5%
Two	10.8%	108	4.2%	1	8.6%	7	26.8%	11	26.8%
Three	2.1%	21	0.0%	0	2.5%	2	0.0%	0	3.6%
Four or more	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
(Refused)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:	1000		24	81	41	56	11	38	700
									300
CAR How many cars does your household own or have the use of?									
None	11.2%	112	8.3%	2	14.8%	12	7.3%	3	1.8%
One	43.0%	430	45.8%	11	50.6%	41	36.6%	15	32.1%
Two	32.6%	326	37.5%	9	24.7%	20	41.5%	17	44.6%
Three or more	12.2%	122	8.3%	2	9.9%	8	14.6%	6	19.6%
(Refused)	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.8%
Base:	1000		24	81	41	56	11	38	700
									300
FUT Would you be willing to be recontacted for future quality control purposes?									
Yes	75.5%	755	87.5%	21	69.1%	56	70.7%	29	82.1%
No	24.5%	245	12.5%	3	30.9%	25	29.3%	12	17.9%
Base:	1000		24	81	41	56	11	38	700
									300

Nuneaton & Bedworth Household Survey for Strategic Perspectives

	Total	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	Within BC boundary	Outside BC boundary									
SEG Socio-economic group																		
A	1.8%	18	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	2.6%	1	2.0%	14	1.3%	4
B	12.3%	123	16.7%	4	12.3%	10	22.0%	9	14.3%	8	18.2%	2	15.8%	6	11.0%	77	15.3%	46
C1	28.4%	284	16.7%	4	25.9%	21	39.0%	16	37.5%	21	27.3%	3	28.9%	11	27.4%	192	30.7%	92
C2	23.9%	239	20.8%	5	19.8%	16	14.6%	6	26.8%	15	36.4%	4	42.1%	16	23.4%	164	25.0%	75
D	14.9%	149	29.2%	7	16.0%	13	7.3%	3	7.1%	4	0.0%	0	7.9%	3	16.6%	116	11.0%	33
E	13.5%	135	16.7%	4	23.5%	19	14.6%	6	5.4%	3	0.0%	0	0.0%	0	13.7%	96	13.0%	39
(Refused)	5.2%	52	0.0%	0	2.5%	2	2.4%	1	5.4%	3	18.2%	2	2.6%	1	5.9%	41	3.7%	11
Base:		1000		24		81		41		56		11		38		700		300
QUOTA Postcode																		
CV100	7.2%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	72	0.0%	0
CV107	6.5%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	65	0.0%	0
CV108	7.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	70	0.0%	0
CV109	8.3%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	83	0.0%	0
CV114	7.1%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	71	0.0%	0
CV115	6.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	61	0.0%	0
CV116	9.4%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	94	0.0%	0
CV120	5.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	50	0.0%	0
CV128	6.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	62	0.0%	0
CV129	6.9%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	69	0.0%	0
CV136	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	17
CV6 6	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	3	0.0%	0
CV7 9	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	32
CV9 1	2.4%	24	100.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	24
LE100	8.1%	81	0.0%	0	100.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	81
LE101	4.1%	41	0.0%	0	0.0%	0	100.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	41
LE102	5.6%	56	0.0%	0	0.0%	0	0.0%	0	100.0%	56	0.0%	0	0.0%	0	0.0%	0	18.7%	56
LE103	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	11	0.0%	0	0.0%	0	3.7%	11
LE9 8	3.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	38	0.0%	0	12.7%	38
Base:		1000		24		81		41		56		11		38		700		300
ZON Zone																		
Within BC boundary	70.0%	700	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	700	0.0%	0
Outside BC boundary	30.0%	300	100.0%	24	100.0%	81	100.0%	41	100.0%	56	100.0%	11	100.0%	38	0.0%	0	100.0%	300
Base:		1000		24		81		41		56		11		38		700		300

Appendix 3:

Other Responses – Summary Counts

Nuneaton & Bedworth Household Survey
‘Other’ responses

Q01 Where do you normally go for your household’s main food and grocery shopping i.e. primarily bulk 'trolley' purchases?

Waitrose, Lower Leicester Road, Lutterworth	3
Local store, Main Street, Higham On The Hill	1
Tesco, Village Centre, Great Yarmouth	1
Total	5

Q02 What is the main reason you choose (store mentioned at Q01) to do your main food and grocery shopping?

Bigger store	2
Familiar	2
Range of goods	2
Compact	1
Easy to get round	1
Good offers	1
Good opening hours	1
Have no car at the moment so it's easier	1
It is my mother’s preferred supermarket	1
It’s less busy than anywhere else	1
No other choice	1
Quality	1
Reliable retailer	1
Shelves always well stocked	1
Shopping environment	1
Small and compact	1
Total	19

Q05 In addition to (STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?

Asda, Narborough Road South, Braunstone	2
Co-Op, High Street, Barwell	2
Tesco, Resolution Road, Ashby De La Zouch	2
Asda, Acle New Road, Runham Vauxhall, Great Yarmouth	1
Morrisons, Bitterswell Road, Lutterworth	1
Morrisons, Camden	1
Total	9

Q07 When you go shopping for main food goods, do you normally link this trip with another activity?

Appointment at the hospital	2
Church	1
Cleaning dad's house	1
Doctors	1
Dry cleaning	1
Visiting religious centres	1
Total	7

Q08 Where do you buy non-food goods when it's linked to your main food shopping?

Atherstone	1
Total	1

Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?

Co-Op, High Street, Barwell	15
Spar, Burbage	4
Co-Op, Malt Mill Bank, Barwell	3
Co-Op, Ashby Road, Ibstock	1
Co-Op, Leicester Road, Sapcote Village	1
Co-Op, Main Street, Broughton Ashley	1
Co-Op, Village Centre, Market Bosworth	1
Co-Op, Wood Street, Earl Shilton	1
Local shop, Ansley Village, Nuneaton	1
Local shop, Stretton Under Fosse	1
The V Stores, Costall Road, Chapland	1
Total	30

Q14 In which location do you normally do most of your household's non-food shopping?

Leamington Spa Town Centre	3
Boundary Mills Stores, Gonerby Moor, A1 Grantham, Lincolnshire	1
Boundary Mills Stores, Junction 10 Retail Centre, Bentley Mill Way, Walsall	1
Nottingham City Centre	1
Walsall	1
Total	7

Q15 Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing & footwear items?

Leamington Spa Town Centre	6
Stratford Town Centre	2
Abroad, America	1
Bolton	1
Burton On Trent	1
Great Yarmouth Town Centre	1
Liverpool City Centre	1
Nottingham	1
Oxford	1
Skegness Town Centre	1
Total	16

Q16 Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?

Burton On Trent	2
Leamington Spa	2
Cannock Town Centre	1
Ikea, Park Lane, Wednesbury	1
Kenilworth	1
Measham Village	1
Northampton	1
Warwick	1
Wednesbury	1
Total	11

Q17 Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

Burton On Trent	1
Car Boot Sale, Furnace End, Warwickshire	1
Shrewsbury Town Centre	1
Total	3

Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs & DVDs etc)?

Car Boot, Furnace End, Warwickshire	1
Total	1

Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?

Ashby De La Zouch 1

Total 1

Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?

Burton On Trent 1

Lakeside Retail Park, Lakeside Parkway, Scunthorpe 1

Total 2

Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?

Internet:

Boots 1

Total 1

Other:

Market Bosworth 2

Abroad 1

Market Harborough 1

Skelton Town Centre 1

Total 5

Q22 Where do you do most of your household's shopping for games & toys; hobby items; sport and camping goods; and musical instruments?

Internet :

Argos 1

Total 1

Other :

Burton On Trent 1

Derby City Centre 1

Lakeside Shopping Centre, West Thurrock Way, Grays, Essex 1

Total 3

Q23 Where do you do most of your household's shopping for pets & pet related products?

Higham On The Hill	1
Total	1

Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?

Abroad	1
Market Bosworth	1
Skegness Town Centre	1
Wales	1
Total	4

Q25 When you do your household's non-food shopping, how do you usually travel?

Mobility scooter	1
Total	1

Q26 What main improvements to Nuneaton Town Centre would encourage you to visit more often than you currently do?

A particular retailer or type of shop :

Ikea	2
Shoe shops	2
A JD Sports store	1
Another food hall	1
Clothes shops for older people	1
Coffee shops	1
Computer shop	1
Decent supermarket	1
Furniture store	1
Hardware shop	1
John Lewis	1
Large supermarket	1
Local bakery	1
More choice of food and non food shops	1
More clothes shops for the older generation	1
More shops like Woolworths	1
Need a food shop in the town centre	1
Office	1
Principles	1
Shops for older people	1
Toy shops	1
Total	23

Other :

A petrol station	1
Autonomy to come back	1
Better opening times	1
Better pavements	1
Cut the rent for shops, cheaper prices offered on the market	1
Do up shops	1
Drop off and pick up points for teenagers	1
Less expensive	1
Fill pot holes in the town	1
Have stores closer together and in one area	1
Help small businesses to stay open	1
Keep cyclists out	1
Less rates for shops	1
Less speed bumps	1
Longer opening hours, especially on Sunday	1
Clothes in Marks and Spencers	1
More information advertising in Hinckley area	1
More provision for cyclists	1
Move supermarkets out of centre	1
Nappy changing facilities	1
Need a retail park	1
Update of department stores	1
Would like more improvements in Bulkington	1
Total	23

Q27 What main improvements to Bedworth Town Centre would encourage you to visit more often than you currently do?

A particular retailer or type of shop :

Hardware shop	2
A Good quality coffee shop	1
Argos	1
BHS	1
Debenhams	1
DIY stores	1
Electrical goods stores	1
Home Furnishings	1
Larger Tesco	1
Less charity shops	1
McDonalds	1
Morrisons	1
Netto	1
Shops for older people	1
Specifically a Primark,	1
Specifically a shoe shop, upgrade the market	1
Supermarket	1
TJ Hughes	1
Waitrose	1
Wilkinsons	1
Wilkinsons, Argos	1
Total	22

Other :

Better bus shelter	1
Better opening hours	1
Bus station	1
Make it more cosmopolitan	1
Modernise completely	1
More competition for Tesco	1
More leisure facilities for the children	1
More stalls on the market	1
Nappy changing facilities	1
Needs flattening and rebuilding	1
Less run down	1
Less uneven paths at the George Street car park	1
Total	12

Q28 How often do you and your family visit the following leisure attractions?

Once a week

Swimming	13
Football	5
Golf	4
Green bowls	3
Line dancing	3
Crown green bowling	2
Fishing	2
Ice skating	2
Walking	2
Camping	1
Concerts	1
Cycling	1
Cycling and walking	1
Football supporters	1
Football training	1
Going to the park	1
Gymnastics club	1
Horse racing	1
Indoor bowling	1
Live music	1
Live music venues	1
Music concerts	1
Old 60's soul music	1
Running	1
Running and swimming	1
Shooting	1
Travelling	1
Walking the dog	1
Walking trips	1

Total 56

Once a fortnight

Golf	1
Horse racing	1
Narrow boat driving	1
Swimming	1

Total 4

Once a month

Swimming	2
Concerts	1
Golf	1
Visit the abbey	1

Total 5

Once every two months

Concerts	2
Snow dome	1
Soft play	1
Total	4

Once every six months

Motorcycle race	1
Total	1

Q29 Where did you or members of your household last go to the cinema?

Abroad	1
Central London	1
Cineworld Cinema, Chariot Way, Strood, Rochester	1
Odeon Cinema, Kinnaird Retail Park, Edinburgh	1
Vue Cinema, Castle Mall, Norwich	1
Total	5

Q30 Where did you or members of your household last go to a gym / healthclub / sports facility?

Bosworth Hall Hotel, Spindles Health And Leisure Club, The Park, Marker Bosworth	6
Abroad	1
Ansley Common	1
Forest Of Arden Marriot Hotel And Country Club, Maxstoke Lane, Meriden	1
Oak Ridge Golf Club, Arley Lane, Ansley, Nuneaton	1
The Post House Hotel, Hinckley Road, Walsgrave On Sowe	1
Total	11

Q31 Where did you or members of your household last go to a restaurant?

The Lord Nelson Inn, Birmingham Road, Ansley, Nuneaton	9
Abroad	8
The Old Black Horse Inn, Market Place, Market Bosworth	5
Softleys, Market Place, Market Bosworth	4
The Pheasant, Main Street, Withybrook	4
The Saxon Mill, Coventry Road, Warwick	4
San Giovanni Italian Restaurant, Mill Lane, Sheepy Parva	3
San Giovanni Italian Restaurant, Mill Lane, Sheepy Parva	3
Bull & Butcher, Common Lane, Corley, Coventry	2
Gate Inn, Hinckley Road, Osbaston, Nuneaton	2
Millers Hotel, Twycross Road, Sibson, Nuneaton	2
The Hercules Inn, Main Street, Sutton Cheney, Nuneaton	2
The Man At Arms, The Green, Bitteswell, Lutterworth	2
Wentworth Arms, Station Road, Elmesthorpe	2
Anstey Hall, Maris Lane, Trumpington, Cambridge	1
Appleby Inn Hotel, Atherstone Road, Appleby Magna	1
Balls Brothers Hay's Galleria, Tooley Street, London	1
Bongate, Wales	1
Bosworth Hall Hotel, Jenny's Carvery, The Park, Market Bosworth	1
Bull & Butcher, Common Lane, Corley	1
Cafe Rouge, Abbeygate Street, Bury St Edmunds	1
City Limits Bar And Grill, Xscape Sports Village, Milton Keynes	1
Holiday- Dorset	1
La Coppola, Regent Street, Leamington Spa	1
Lock Fyne, Gun Wharf Quays, Portsmouth	1
Lucys, Queen Street, Louth	1
Mill On The Soar, Coventry Road, Broughton Astley	1
Nags Head, Ashby Road, Stapleton	1
Pizza Express, The Parade, Leamington Spa	1
Red Lion Inn, Wall Hill Road, Corley	1
Royal Oak Inn, Overstratton, South Petherton, Somerset	1
Simla Peppers, Main Street, Market Bosworth	1
The Bell Inn, High Street, Moreton In Marsh	1
The Boot Inn, Birmingham Road, Ansley, Nuneaton	1
The Cock Inn, Twycross Road, Sibson, Nuneaton	1
The Cottage Inn, Blackhall Lane, Fillongley	1
The Cross, New Street, Kenilworth	1
The Fat Italian, Coronation Street, Crosby	1
The Greenway, Shurdington, Cheltenham	1
The Grey Goose Pub & Restaurant, The Talbot, Lutterworth Road, Gilmorton	1
The Greyhound Inn, Sutton Stop, Longford	1
The Meridan, Huntington	1
The Millers Hotel, Twycross Road, Sibson, Nuneaton	1
The Oddfellows Arms, Main Street, Higham On The Hill	1
The Orange Tree, Warwick Road, Chadwick End	1
The Red Lion, Hogsthorpe Road, Mumby, Alford	1
The Red Lion, Main Street, Hunningham	1
The Red Lion, Wall Hill Road, Corley	1
The Rising Sun, Church Road, Shackerstone, Nuneaton	1
The Royal Arms Hotel, Main Street, Sutton Cheney, Nuneaton	1
The Shires Inn & Restaurant, Main Street, Peatling Parva, Lutterworth	1
The Vintner, Sheep Street, Stratford Upon Avon	1

The Waterside, South Bank, London	1
The Weavers Arms, Fillongley Road, Meriden, Coventry	1
Whitby	1
White Horse, Leicester Lane, Desford	1
White Horse, Station Road, Broughton Astley	1
White Swan, High Street, Stoke Golding, Nuneaton	1
Woodlands Garden Centre, Ashby Road, Stapleton	1
Total	97

Q32 Where did you or members of your household undertake the activity mentioned?

Stratford Upon Avon	2
Burton Dassett	1
Coalville	1
Huddersfield	1
Ireland	1
Market Bosworth	1
Stonebridge	1
The Warwickshire Golf & Country Club, Leek Wootton, Warwick	1
Weston Super Mare	1
Total	10

Q33 What improvements to Nuneaton's existing leisure offer would make you visit it more often than you currently do, during the day and/or evenings?

Community centre	2
Leisure centre	2
Badminton courts,	1
Better access to the library and advice provision	1
Better changing rooms at the baths	1
Better publicity of leisure activities	1
Better tennis courts, more variety	1
Bring back the Bollywood films at the Odeon	1
Dance studio	1
Family tickets for sports centre	1
Indoor skateboarding	1
Later opening hours	1
More choice	1
More music venues	1
More pensioners clubs	1
More Tai Chi, classes for silver surfers	1
Passport for life should be for life	1
Proper gymnastics club	1
Skating park	1
Special offers for families	1
Updating it	1
Total	23

Q34 What improvements to Bedworth's existing leisure offer would make you visit it more often than you currently do?

Roller-skating park	2
All weather pitch	1
Better access to the library and advice provision	1
Better tennis courts	1
Hydro therapy pool	1
Ice rink	1
Ice skating	1
If they advertise more I might go	1
Improvements to the civic hall	1
More facilities and attractions	1
More marketing of what's on	1
Move the market to its old place in the town centre	1
Put back the squash courts	1
Total	14

Appendix 4:

Sample Questionnaire

Job Number: 200710

Nuneaton & Bedworth Household Survey

Good morning / afternoon / evening, my name is from NEMS Market Research, an independent market research company. We are conducting a short survey into the shopping behaviour of people in the area on behalf of Nuneaton & Bedworth Borough Council to help improve the retail and leisure provision in the area. Do you have a few minutes to answer some questions?

QA Are you the person responsible for main food shopping in your household?

Yes
No

IF 'YES' – CONTINUE INTERVIEW.
IF 'NO' – ASK - COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

PC Can I just ask you to confirm your postcode please?

1 Postcode (PLEASE WRITE IN)
2 (Not in quota)

**Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?
DO NOT READ OUT. ONE ANSWER ONLY**

001 A A Day Newsagent, Nuneaton Road, Bedworth
002 Aldi, Kingswood Road, Nuneaton
003 Aldi, Mill Street, Bedworth
004 Aloe Vera Products, Arbury Road, Nuneaton
005 Arden News, Abbey Gate Shopping Precinct, Nuneaton
006 Asda, Abbey Park, Coventry
007 Asda, Barwell Lane, Hinckley
008 Asda, Newtown Road , Nuneaton
009 B Hadley, Church Street, Nuneaton
010 Bedworth Newsagents, Smorrall Lane, Bedworth
011 Bray Stores, Exhall Green, Exhall, Bedworth
012 Bright Corner Shop Convenience Stores, Bracebridge Street, Nuneaton
013 Carters News, Dark Lane, Bedworth
014 Caves Fruit & Veg, Queens Road, Nuneaton
015 Co-Op, Coniston Way, Nuneaton
016 Co-op, Copper Beech Road , Nuneaton
017 Co-Op, Kern Street, Attleborough
018 Co-op, New Century Way, Nuneaton
019 Copsewood News, Copsewood Avenue, Nuneaton
020 Cornor Shop, Edward Street, Nuneaton
021 Costcutter Ltd, Raven Way, Nuneaton
022 Costcutter Supermarket, Wiclif Way, Nuneaton
023 Costcutters Nuneaton, Copsewood Avenue, Nuneaton
024 D G & P C Rogers, Coventry Road, Exhall, Bedworth
025 Dillons Newsagents Ltd, Lutterworth Road, Nuneaton
026 Drayton Stores, Drayton Road, Bedworth
027 Exton News, Armson Road, Exhall, Bedworth
028 Farmfoods Ltd, Camborne Drive, Horestone
029 G R Supermarket, Church Road, Nuneaton
030 Glenco Newsagents, Chequer Street, Bulkington, Bedworth
031 Gt News, Leicester Street, Bulkington, Bedworth
032 Haunchwood News, Haunchwood Road, Nuneaton
033 Heath End News, Heath End Road, Nuneaton
034 Heron Frozen Foods Ltd, Abbey Street, Nuneaton
035 Heron News, Abbey Street, Nuneaton
036 Holland & Barrett Ltd, Market Place, Nuneaton
037 Holland & Barrett Ltd, Townsend Drive, Attleborough Fields Industrial Estate, Nuneaton
038 Horeston Grange News, Camborne Drive, Nuneaton
039 Hundal Newsagents, Weddington Road, Nuneaton
040 Iceland Foods Plc, Mill Street, Bedworth
041 Iceland Foods Plc, Queens Road, Nuneaton
042 Iceland, Cannon Park Shopping Centre, Coventry
043 Iceland, Clock Towers Shopping Centre, Rugby
044 Iceland, Queens Road, Nuneaton
045 J B News, Leicester Street, Bedworth
046 J G News, Devon Close, Nuneaton
047 J Sainsbury PLC, Austin Drive, Coventry
048 J Sainsbury PLC, Dunchurch Road, Rugby
049 J Sainsbury PLC, Fletchampstead Highway, Coventry
050 J Sainsbury PLC, Trinity Street, Coventry
051 J Sainsbury PLC, Vicarage Street , Nuneaton
052 Jay Convenience Stores, Hickman Road, Nuneaton
053 Jay Supermarket, Edward Street, Nuneaton
054 Just for You Newsagent, Heath End Road, Nuneaton
055 K & R News, St. Nicolas Park Drive, Nuneaton
056 Keresley Newsagent, Rathbone Close, Keresley End, Bedworth
057 Kieras News, Newtown Road, Bedworth
058 Larchbank Convenience Store, Tresillian Road, Exhall, Bedworth
059 Lidl, Queens Road, Nuneaton
060 Mid County Co-Operative, Sherbourne Avenue, Nuneaton
061 Minimart, Rugby Road, Bulkington, Bedworth
062 Mumtaz Store, Princes Street, Nuneaton
063 Netto, Regent Street , Nuneaton
064 Newdigate Stores, Oakley Court, Bedworth
065 News Plus Group Ltd, Coventry Road, Bedworth
066 Niko News, Bulkington Road, Bedworth

067 One Stop Community Stores Ltd, Higham Lane, Nuneaton
068 One Stop Community Stores Ltd, Leicester Road, Bedworth
069 P.D.S News, Croft Road, Nuneaton
070 Padda Newsagents, Church Road, Nuneaton
071 Pinetree Newsagents, Pine Tree Road, Bedworth
072 Poundland Ltd, Abbey Street, Nuneaton
073 Premier Stores, Mount Pleasant Road, Bedworth
074 R & R Supermarket, Church Road, Nuneaton
075 R K Supermarket, Kingswood Road, Nuneaton
076 S & K Supermarkets, Arbury Road, Nuneaton
077 Saints Liquor Store, Smorrall Lane, Bedworth
078 Sedgies Newsagents, Heath Road, Bedworth
079 Shivom News, Vernons Lane, Nuneaton
080 Somerfield Stores Ltd, Camborne Drive, Nuneaton
081 Sonnys Grocer, Heath End Road, Nuneaton
082 Spar, Leicester Street, Bulkington, Bedworth
083 Spar, Lutterworth Road, Nuneaton
084 Spar, Trafford Drive, Nuneaton
085 Star News, Sherbourne Avenue, Nuneaton
086 Stokes Plc, All Saints Square, Bedworth
087 Supercigs, All Saints Square, Bedworth
088 Terry Haskins, Marston Lane, Bedworth
089 Tesco Extra, Arena Retail Park, Coventry
090 Tesco Stores Ltd, Croft Road, Nuneaton
091 Tesco Stores Ltd, Heath Road, Bedworth
092 Tesco, Clifford Bridge Road, Coventry
093 Tesco, Jubilee Crescent, Coventry
094 Tesco, Leicester Street / George Street Ringway, Bedworth
095 Tesco, Raven Way, Nuneaton
096 The Co-Op, Abbey Street, Nuneaton
097 The Grocers, Pine Tree Road, Bedworth
098 The Health Shop Nuneaton Ltd, Coventry Street, Nuneaton
099 United News Shops Ltd, College Street, Nuneaton
100 V J S, Queen Elizabeth Road, Nuneaton
101 Wm Morrison, Alvis Retail Park, Coventry
102 Wm Morrison, Hinckley Fields Industrial Estate, Hinckley
103 Wm Morrison, Skipworth Road, Binley, Coventry
104 Internet / Mail Order (PLEASE WRITE IN)
105 Other (PLEASE WRITE IN)
106 (Don't know / varies)

Q02 What is the main reason you choose (store mentioned at Q01) to do your main food and grocery shopping?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Accessibility by public transport
- 2 Choice / price of non- food goods (e.g. clothes, DVDs, etc)
- 3 Choice of food goods available
- 4 Clean shopping environment
- 5 Clubcard / Rewards system
- 6 Convenient to home
- 7 Convenient to work
- 8 Free car parking
- 9 Good car parking provision
- A Good shopping environment
- B Low prices
- C Part of shopping trip for non-food goods
- D Preference for retailer
- E Provision of leisure services nearby
- F Provision of services nearby, such as banks and other financial services
- G Quality of fresh food
- H Safe (during the day)
- I Safe (during the evening /night time)
- J Use of cafe
- K Use of cash point / ATM
- L Provision of petrol station / car wash
- M Provision of self service tills
- N Provision of delicatessen / bakery / fresh fish counter etc
- O Other (PLEASE WRITE IN)
- P No particular reason
- Q (Don't know / varies)

NOT THOSE WHO MENTIONED INTERNET AT Q01

Q03 How do you normally travel to..... [STORE/DESTINATION MENTIONED AT Q01]?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Using park & ride facility
- 5 Motorcycle, scooter or moped
- 6 Walk
- 7 Taxi
- 8 Train
- 9 Bicycle
- A Other (PLEASE WRITE IN)
- B Not applicable / goods delivered
- C (Don't know / varies)

Q04 How often do you normally do your main food shopping at STORE/DESTINATION MENTIONED AT Q01?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Less often
- 6 Varies
- 7 (Don't know)

Q05 In addition to (STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?
DO NOT READ OUT. CAN BE MULTICODED

- 001 A A Day Newsagent, Nuneaton Road, Bedworth
- 002 Aldi, Kingswood Road, Nuneaton
- 003 Aldi, Mill Street, Bedworth
- 004 Aloe Vera Products, Arbury Road, Nuneaton
- 005 Arden News, Abbey Gate Shopping Precinct, Nuneaton
- 006 Asda, Abbey Park, Coventry
- 007 Asda, Barwell Lane, Hinckley
- 008 Asda, Newtown Road , Nuneaton
- 009 B Hadley, Church Street, Nuneaton
- 010 Bedworth Newsagents, Smorrall Lane, Bedworth
- 011 Bray Stores, Exhall Green, Exhall, Bedworth
- 012 Bright Corner Shop Convenience Stores, Bracebridge Street, Nuneaton
- 013 Carters News, Dark Lane, Bedworth
- 014 Caves Fruit & Veg, Queens Road, Nuneaton
- 015 Co-Op, Coniston Way, Nuneaton
- 016 Co-op, Copper Beech Road , Nuneaton
- 017 Co-Op, Kem Street, Attleborough
- 018 Co-op, New Century Way, Nuneaton
- 019 Copsewood News, Copsewood Avenue, Nuneaton
- 020 Cornor Shop, Edward Street, Nuneaton
- 021 Costcutter Ltd, Raven Way, Nuneaton
- 022 Costcutter Supermarket, Wiclif Way, Nuneaton
- 023 Costcutters Nuneaton, Copsewood Avenue, Nuneaton
- 024 D G & P C Rogers, Coventry Road, Exhall, Bedworth
- 025 Dillons Newsagents Ltd, Lutterworth Road, Nuneaton
- 026 Drayton Stores, Drayton Road, Bedworth
- 027 Exton News, Armson Road, Exhall, Bedworth
- 028 Farmfoods Ltd, Camborne Drive, Horestone
- 029 G R Supermarket, Church Road, Nuneaton
- 030 Glenco Newsagents, Chequer Street, Bulkington, Bedworth
- 031 Gt News, Leicester Street, Bulkington, Bedworth
- 032 Haunchwood News, Haunchwood Road, Nuneaton
- 033 Heath End News, Heath End Road, Nuneaton
- 034 Heron Frozen Foods Ltd, Abbey Street, Nuneaton
- 035 Heron News, Abbey Street, Nuneaton
- 036 Holland & Barrett Ltd, Market Place, Nuneaton
- 037 Holland & Barrett Ltd, Townsend Drive, Attleborough Fields Industrial Estate, Nuneaton
- 038 Horeston Grange News, Camborne Drive, Nuneaton
- 039 Hundal Newsagents, Weddington Road, Nuneaton
- 040 Iceland Foods Plc, Mill Street, Bedworth
- 041 Iceland Foods Plc, Queens Road, Nuneaton
- 042 Iceland, Cannon Park Shopping Centre, Coventry
- 043 Iceland, Clock Towers Shopping Centre, Rugby
- 044 Iceland, Queens Road, Nuneaton
- 045 J B News, Leicester Street, Bedworth
- 046 J G News, Devon Close, Nuneaton
- 047 J Sainsbury PLC, Austin Drive, Coventry
- 048 J Sainsbury PLC, Dunchurch Road, Rugby
- 049 J Sainsbury PLC, Fletchampsstead Highway, Coventry
- 050 J Sainsbury PLC, Trinity Street, Coventry
- 051 J Sainsbury PLC, Vicarage Street , Nuneaton
- 052 Jay Convenience Stores, Hickman Road, Nuneaton
- 053 Jay Supermarket, Edward Street, Nuneaton
- 054 Just for You Newsagent, Heath End Road, Nuneaton
- 055 K & R News, St. Nicolas Park Drive, Nuneaton
- 056 Keresley Newsagent, Rathbone Close, Keresley End, Bedworth
- 057 Kieras News, Newtown Road, Bedworth
- 058 Larchbank Convenience Store, Tresillian Road, Exhall, Bedworth
- 059 Lidl, Queens Road, Nuneaton
- 060 Mid County Co-Operative, Sherbourne Avenue, Nuneaton
- 061 Minimart, Rugby Road, Bulkington, Bedworth
- 062 Mumtaz Store, Princes Street, Nuneaton
- 063 Netto, Regent Street , Nuneaton
- 064 Newdigate Stores, Oakley Court, Bedworth
- 065 News Plus Group Ltd, Coventry Road, Bedworth
- 066 Niko News, Bulkington Road, Bedworth
- 067 One Stop Community Stores Ltd, Higham Lane, Nuneaton
- 068 One Stop Community Stores Ltd, Leicester Road, Bedworth
- 069 P.D.S News, Croft Road, Nuneaton
- 070 Padda Newsagents, Church Road, Nuneaton
- 071 Pinetree Newsagents, Pine Tree Road, Bedworth
- 072 Poundland Ltd, Abbey Street, Nuneaton
- 073 Premier Stores, Mount Pleasant Road, Bedworth
- 074 R & R Supermarket, Church Road, Nuneaton
- 075 R K Supermarket, Kingswood Road, Nuneaton
- 076 S & K Supermarkets, Arbury Road, Nuneaton
- 077 Saints Liquor Store, Smorrall Lane, Bedworth
- 078 Sedgies Newsagents, Heath Road, Bedworth
- 079 Shivom News, Vernons Lane, Nuneaton
- 080 Somerfield Stores Ltd, Camborne Drive, Nuneaton
- 081 Sonnys Grocer, Heath End Road, Nuneaton
- 082 Spar, Leicester Street, Bulkington, Bedworth
- 083 Spar, Lutterworth Road, Nuneaton
- 084 Spar, Trafford Drive, Nuneaton
- 085 Star News, Sherbourne Avenue, Nuneaton
- 086 Stokes Plc, All Saints Square, Bedworth
- 087 Supercigs, All Saints Square, Bedworth
- 088 Terry Haskins, Marston Lane, Bedworth
- 089 Tesco Extra, Arena Retail Park, Coventry

- 090 Tesco Stores Ltd, Croft Road, Nuneaton
- 091 Tesco Stores Ltd, Heath Road, Bedworth
- 092 Tesco, Clifford Bridge Road, Coventry
- 093 Tesco, Jubilee Crescent, Coventry
- 094 Tesco, Leicester Street / George Street Ringway, Bedworth
- 095 Tesco, Raven Way, Nuneaton
- 096 The Co-Op, Abbey Street, Nuneaton
- 097 The Grocers, Pine Tree Road, Bedworth
- 098 The Health Shop Nuneaton Ltd, Coventry Street, Nuneaton
- 099 United News Shops Ltd, College Street, Nuneaton
- 100 V J S, Queen Elizabeth Road, Nuneaton
- 101 Wm Morrison, Alvis Retail Park, Coventry
- 102 Wm Morrison, Hinckley Fields Industrial Estate, Hinckley
- 103 Wm Morrison, Skipworth Road, Binley, Coventry
- 104 Internet / Mail Order (PLEASE WRITE IN)
- 105 Other (PLEASE WRITE IN)
- 106 (Don't know / varies)
- 107 (Nowhere else)

Q06 How often do you normally do you visit the (STORE MENTIONED AT Q05)?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Less often
- 6 Varies
- 7 (Don't know)

Q07 When you go shopping for main food goods, do you normally link this trip with another activity?

DO NOT READ OUT. CAN BE MULTICODED

- | | | |
|---|------------------------------------------------------------------------|-----------|
| 1 | Yes – non-food shopping | GO TO Q08 |
| 2 | Yes – leisure activity | GO TO Q09 |
| 3 | Yes – travelling to / from work | GO TO Q10 |
| 4 | Yes – travelling to / from school / college | GO TO Q10 |
| 5 | Yes - other food shopping | GO TO Q10 |
| 6 | Yes – visiting services such as banks and other financial institutions | GO TO Q10 |
| 7 | Yes - petrol station / car wash | GO TO Q10 |
| 8 | Yes - recycling facilities | GO TO Q10 |
| 9 | Yes - childcare / nursery / after school activity | GO TO Q10 |
| A | Yes - other (PLEASE WRITE IN) | GO TO Q10 |
| B | No | GO TO Q10 |
| C | (Don't know / varies) | GO TO Q10 |

Q08

Where do you buy non-food goods when it's linked to your main food shopping?

DO NOT READ OUT. ONE ANSWER ONLY

- 001 In-store
- Towns / Centres**
- 002 Abbey Green
- 003 Attleborough
- 004 Bedworth
- 005 Birmingham
- 006 Bulkington
- 007 Chapel End
- 008 Coventry
- 009 Hinckley
- 010 Horeston Grange
- 011 Leicester
- 012 Nuneaton
- 013 Rugby
- 014 Solihull
- 015 Tamworth
- Specific roads**
- 016 Arbury Road
- 017 Armson Road
- 018 Bennets Road North
- 019 Bradestone Road
- 020 Bulkington Road
- 021 Church Road
- 022 Copper Beech Road
- 023 Copsewood Avenue
- 024 Coventry Road / School Lane
- 025 Craddock Drive
- 026 Croft Road
- 027 Dark Lane
- 028 Eadie Street
- 029 Heath End Road
- 030 Hickman Road
- 031 Kingswood Road
- 032 Lutterworth Road
- 033 Newcomen Road
- 034 Newtown Road
- 035 Nuneaton Road
- 036 Pine Tree Road
- 037 Queens Road
- 038 Rathbone Close
- 039 Rugby Road
- 040 Smorral Lane
- 041 St Nicolas Park Drive
- 042 Tomkinson Road / Croft Road
- 043 Trafford Drive
- 044 Trelawney Road
- 045 Vernons Lane
- 046 Vicarage Lane
- 047 Webb Street
- 048 Weddington Road (corner of Brook Lane)
- 049 Weddington Road (opposite Shanklin Drive)
- 050 Whittleford Road
- 051 Wiclif Way
- Retail parks**
- 052 Bermuda Park, St Davids Way, Nuneaton
- 053 Arena Retail Park, Classic Drive Coventry
- 054 Junction 1 / Elliots Field Retail & Leisure Park, Leicester Road Rugby
- Other**
- 055 Other (PLEASE WRITE IN)
- 056 (Don't know / can't remember)

Q09 Where do you go for leisure activities when it's linked to your main food shopping?

DO NOT READ OUT. ONE ANSWER ONLY

Towns / centres

- 1 Attleborough
- 2 Bedworth
- 3 Birmingham
- 4 Bulkington
- 5 Chapel End
- 6 Coventry
- 7 Coventry
- 8 Hinckley
- 9 Horeston Grange
- A Leicester
- B Nuneaton
- C Solihull
- D Tamworth

Specific roads

- E Kingswood Road
- F Queens Road

Retail parks

- G Arena Retail Park, Classic Drive, Coventry
- H Bermuda Park, St Davids Way, Nuneaton
- I Junction 1 / Elliots Field Retail & Leisure Park, Leicester Road, Rugby

Others

- J Other (PLEASE WRITE IN)
- K (Don't know / can't remember)

Q10 Do you make separate small scale 'top-up' basket food shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between your main food shopping trip?
ONE ANSWER ONLY

- 1 Yes GO TO Q11
- 2 No GO TO Q13

Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?
DO NOT READ OUT. ONE ANSWER ONLY

- 001 A A Day Newsagent, Nuneaton Road, Bedworth
- 002 Aldi, Kingswood Road, Nuneaton
- 003 Aldi, Mill Street, Bedworth
- 004 Aloe Vera Products, Arbury Road, Nuneaton
- 005 Arden News, Abbey Gate Shopping Precinct, Nuneaton
- 006 Asda, Abbey Park, Coventry
- 007 Asda, Barwell Lane, Hinckley
- 008 Asda, Newtown Road , Nuneaton
- 009 B Hadley, Church Street, Nuneaton
- 010 Bedworth Newsagents, Smorrall Lane, Bedworth
- 011 Bray Stores, Exhall Green, Exhall, Bedworth
- 012 Bright Corner Shop Convenience Stores, Bracebridge Street, Nuneaton
- 013 Carters News, Dark Lane, Bedworth
- 014 Caves Fruit & Veg, Queens Road, Nuneaton
- 015 Co-Op, Coniston Way, Nuneaton
- 016 Co-op, Copper Beech Road , Nuneaton
- 017 Co-Op, Kern Street, Attleborough
- 018 Co-op, New Century Way, Nuneaton
- 019 Copsewood News, Copsewood Avenue, Nuneaton
- 020 Cornor Shop, Edward Street, Nuneaton
- 021 Costcutter Ltd, Raven Way, Nuneaton
- 022 Costcutter Supermarket, Wiclif Way, Nuneaton
- 023 Costcutters Nuneaton, Copsewood Avenue, Nuneaton
- 024 D G & P C Rogers, Coventry Road, Exhall, Bedworth
- 025 Dillons Newsagents Ltd, Lutterworth Road, Nuneaton
- 026 Drayton Stores, Drayton Road, Bedworth
- 027 Exton News, Armson Road, Exhall, Bedworth
- 028 Farmfoods Ltd, Camborne Drive, Horestone
- 029 G R Supermarket, Church Road, Nuneaton
- 030 Glenco Newsagents, Chequer Street, Bulkington, Bedworth
- 031 Gt News, Leicester Street, Bulkington, Bedworth
- 032 Haunchwood News, Haunchwood Road, Nuneaton
- 033 Heath End News, Heath End Road, Nuneaton
- 034 Heron Frozen Foods Ltd, Abbey Street, Nuneaton
- 035 Heron News, Abbey Street, Nuneaton
- 036 Holland & Barrett Ltd, Market Place, Nuneaton
- 037 Holland & Barrett Ltd, Townsend Drive, Attleborough Fields Industrial Estate, Nuneaton
- 038 Horeston Grange News, Camborne Drive, Nuneaton
- 039 Hundal Newsagents, Weddington Road, Nuneaton
- 040 Iceland Foods Plc, Mill Street, Bedworth
- 041 Iceland Foods Plc, Queens Road, Nuneaton
- 042 Iceland, Cannon Park Shopping Centre, Coventry
- 043 Iceland, Clock Towers Shopping Centre, Rugby
- 044 Iceland, Queens Road, Nuneaton
- 045 J B News, Leicester Street, Bedworth
- 046 J G News, Devon Close, Nuneaton
- 047 J Sainsbury PLC, Austin Drive, Coventry
- 048 J Sainsbury PLC, Dunchurch Road, Rugby
- 049 J Sainsbury PLC, Fletchamstead Highway, Coventry
- 050 J Sainsbury PLC, Trinity Street, Coventry
- 051 J Sainsbury PLC, Vicarage Street , Nuneaton
- 052 Jay Convenience Stores, Hickman Road, Nuneaton
- 053 Jay Supermarket, Edward Street, Nuneaton
- 054 Just for You Newsagent, Heath End Road, Nuneaton
- 055 K & R News, St. Nicolas Park Drive, Nuneaton
- 056 Keresley Newsagent, Rathbone Close, Keresley End, Bedworth
- 057 Kieras News, Newtown Road, Bedworth
- 058 Larchbank Convenience Store, Tresillian Road, Exhall, Bedworth
- 059 Lidl, Queens Road, Nuneaton
- 060 Mid County Co-Operative, Sherbourne Avenue, Nuneaton
- 061 Minimart, Rugby Road, Bulkington, Bedworth
- 062 Mumtaz Store, Princes Street, Nuneaton
- 063 Netto, Regent Street , Nuneaton
- 064 Newdigate Stores, Oakley Court, Bedworth
- 065 News Plus Group Ltd, Coventry Road, Bedworth
- 066 Niko News, Bulkington Road, Bedworth
- 067 One Stop Community Stores Ltd, Higham Lane, Nuneaton
- 068 One Stop Community Stores Ltd, Leicester Road, Bedworth
- 069 P.D.S News, Croft Road, Nuneaton
- 070 Padda Newsagents, Church Road, Nuneaton
- 071 Pinetree Newsagents, Pine Tree Road, Bedworth
- 072 Poundland Ltd, Abbey Street, Nuneaton
- 073 Premier Stores, Mount Pleasant Road, Bedworth
- 074 R & R Supermarket, Church Road, Nuneaton
- 075 R K Supermarket, Kingswood Road, Nuneaton
- 076 S & K Supermarkets, Arbury Road, Nuneaton
- 077 Saints Liquor Store, Smorrall Lane, Bedworth
- 078 Sedgies Newsagents, Heath Road, Bedworth
- 079 Shivom News, Vernons Lane, Nuneaton
- 080 Somerfield Stores Ltd, Camborne Drive, Nuneaton
- 081 Sonny's Grocer, Heath End Road, Nuneaton
- 082 Spar, Leicester Street, Bulkington, Bedworth
- 083 Spar, Lutterworth Road, Nuneaton
- 084 Spar, Trafford Drive, Nuneaton
- 085 Star News, Sherbourne Avenue, Nuneaton
- 086 Stokes Plc, All Saints Square, Bedworth
- 087 Supercrigs, All Saints Square, Bedworth
- 088 Terry Haskins, Marston Lane, Bedworth

- 089 Tesco Extra, Arena Retail Park, Coventry
- 090 Tesco Stores Ltd, Croft Road, Nuneaton
- 091 Tesco Stores Ltd, Heath Road, Bedworth
- 092 Tesco, Clifford Bridge Road, Coventry
- 093 Tesco, Jubilee Crescent, Coventry
- 094 Tesco, Leicester Street / George Street Ringway, Bedworth
- 095 Tesco, Raven Way, Nuneaton
- 096 The Co-Op, Abbey Street, Nuneaton
- 097 The Grocers, Pine Tree Road, Bedworth
- 098 The Health Shop Nuneaton Ltd, Coventry Street, Nuneaton
- 099 United News Shops Ltd, College Street, Nuneaton
- 100 V J S, Queen Elizabeth Road, Nuneaton
- 101 Wm Morrison, Alvis Retail Park, Coventry
- 102 Wm Morrison, Hinckley Fields Industrial Estate, Hinckley
- 103 Wm Morrison, Skipworth Road, Binley, Coventry
- 104 Internet / Mail Order (PLEASE WRITE IN)
- 105 Other (PLEASE WRITE IN)
- 106 (Don't know / varies)

Q12 How often do you normally do your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Daily
- 2 More than once a week
- 3 Once a week
- 4 Once a fortnight
- 5 Once a month
- 6 Less often
- 7 Varies

Q13 Of all the money you spend on food and household groceries, what share goes to your main food shopping?
READ OUT. ONE ANSWER ONLY

- 1 0-10%
- 2 11-20%
- 3 21-30%
- 4 31-40%
- 5 41-50%
- 6 51-60%
- 7 61-70%
- 8 71-80%
- 9 81-90%
- A 91-100%
- B (Don't know / varies)

Q14 In which location do you normally do most of your household's non-food shopping?

DO NOT READ OUT. ONE ANSWER ONLY

Towns / Centres

- 001 Abbey Green
- 002 Attleborough
- 003 Bedworth
- 004 Birmingham
- 005 Bulkington
- 006 Chapel End
- 007 Coventry
- 008 Hinckley
- 009 Horeston Grange
- 010 Leicester
- 011 Nuneaton
- 012 Rugby
- 013 Solihull
- 014 Tamworth

Specific streets

- 015 Arbury Road
- 016 Armson Road
- 017 Bennetts Road North
- 018 Bradestone Road
- 019 Bulkington Road
- 020 Church Road
- 021 Copper Beech Road
- 022 Copsewood Avenue
- 023 Coventry Road / School Lane
- 024 Craddock Drive
- 025 Croft Road
- 026 Dark Lane
- 027 Eadie Street
- 028 Heath End Road
- 029 Hickman Road
- 030 Kingswood Road
- 031 Lutterworth Road
- 032 Newcomen Road
- 033 Newtown Road
- 034 Nuneaton Road
- 035 Pine Tree Road
- 036 Queens Road
- 037 Rathbone Close
- 038 Rugby Road
- 039 Smorral Lane
- 040 St Nicolas Park Drive
- 041 Tomkinson Road / Croft Road
- 042 Trafford Drive
- 043 Trelawney Road
- 044 Vernons Lane
- 045 Vicarage Lane
- 046 Webb Street
- 047 Weddington Road (corner of Brook Lane)
- 048 Weddington Road (opposite Shanklin Drive)
- 049 Whittleford Road
- 050 Wiclif Way

Retail parks

- 051 Bermuda Park, St Davids Way, Nuneaton
- 052 Arena Retail Park, Classic Drive Coventry
- 053 Junction 1 / Elliots Field Retail & Leisure Park, Leicester Road Rugby

Others

- 054 Catalogue / Mail order
- 055 Internet (PLEASE WRITE IN)
- 056 Other (PLEASE WRITE IN)
- 057 (Don't know / can't remember)

Q15 Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing & footwear items?

DO NOT READ OUT. ONE ANSWER ONLY

Towns / centres

- 001 Attleborough
- 002 Bedworth Town Centre
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton Town Centre
- 011 Rugby
- 012 Solihull
- 013 Tamworth

Specific streets

- 014 Kingswood Road
- 015 Queens Road

Retail parks

- 016 Arena Retail Park, Coventry
- 017 Fosse Park, Leicester
- 018 Hinckley Retail Park, Hinckley
- 019 Junction 1 / Elliots Fields Retail & Leisure Park, Rugby

Others

- 020 Catalogue / Mail order
- 021 Internet (PLEASE WRITE IN)
- 022 Other (PLEASE WRITE IN)
- 023 (Don't know / can't remember)
- 024 (Do not do this type of shopping)

Q16 Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?

DO NOT READ OUT. ONE ANSWER ONLY

Towns / Centres

- 001 Attleborough
- 002 Bedworth Town Centre
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton Town Centre
- 011 Rugby
- 012 Solihull
- 013 Tamworth

Specific streets

- 014 Focus, Weddington Road, Nuneaton
- 015 Kingswood Road
- 016 Queens Road

Retail parks

- 017 Area Retail Park: Marks & Spencer
- 018 Arena Retail Park, Coventry
- 019 Bermuda Park, Nuneaton
- 020 Bermuda Park: Axminster
- 021 Bermuda Park: Bathstore
- 022 Bermuda Park: Supatite Warehouse
- 023 Bermuda Park: Tile Clearing House
- 024 Bermuda Park: Wood Floorz 4U
- 025 Elliot Fields / Junction 1 Retail & Leisure Park, Rugby
- 026 Elliot Fields / Junction 1 Retail & Leisure Park: AHF Furniture
- 027 Elliot Fields / Junction 1 Retail & Leisure Park: Carpetright
- 028 Elliot Fields / Junction 1 Retail & Leisure Park: Homebase
- 029 Elliot Fields / Junction 1 Retail & Leisure Park: Laura Ashley Home
- 030 Elliot Fields / Junction 1 Retail & Leisure Park: Next Home
- 031 Elliot Fields / Junction 1 Retail & Leisure Park: Wickes
- 032 Fosse Park, Leicester
- 033 Fosse Park: Argos Extra
- 034 Fosse Park: DFS
- 035 Fosse Park: Harveys
- 036 Fosse Park: Marks & Spencer
- 037 Fosse Park: Next Home
- 038 Fosse Park: SoS
- 039 Hinckley Retail Park

Other

- 040 Catalogue / Mail order
- 041 Internet (PLEASE WRITE IN)
- 042 Other (PLEASE WRITE IN)
- 043 (Don't know / can't remember)
- 044 (Do not do this type of shopping)

Q17 Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

DO NOT READ OUT. ONE ANSWER ONLY

Towns / centres

- 001 Attleborough
- 002 Bedworth Town Centre
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton Town Centre
- 011 Rugby
- 012 Solihull
- 013 Tamworth

Specific streets

- 014 Kingswood Road
- 015 Queens Road

Retail parks

- 016 Bermuda Park, Nuneaton
- 017 Bermuda Park: Screwfix
- 018 Elliot Fields / Junction 1 Retail & Leisure Park, Rugby
- 019 Elliot Fields / Junction 1 Retail & Leisure Park: Homebase
- 020 Elliot Fields / Junction 1 Retail & Leisure Park: Wickes
- 021 Focus, Weddington Road, Nuneaton
- 022 Hinckley Retail Park

Others

- 023 Catalogue / Mail order
- 024 Internet (PLEASE WRITE IN)
- 025 Other (PLEASE WRITE IN)
- 026 (Don't know / can't remember)
- 027 (Do not do this type of shopping)

Q18 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs & DVDs etc)?

DO NOT READ OUT. ONE ANSWER ONLY

Towns / centres

- 001 Attleborough
- 002 Bedworth Town Centre
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton Town Centre
- 011 Rugby
- 012 Solihull
- 013 Tamworth

Specific streets

- 014 Kingswood Road
- 015 Queens Road

Retail parks

- 016 Arena Retail Park, Coventry
- 017 Arena Retail Park: Carphone Warehouse
- 018 Arena Retail Park: Game
- 019 Arena Retail Park: Phones 4U
- 020 Elliotts Fields / Junction 1 Retail & Leisure Park, Rugby
- 021 Elliotts Fields / Junction 1 Retail & Leisure Park: Comet
- 022 Elliotts Fields / Junction 1 Retail & Leisure Park: Currys
- 023 Fosse Park, Leicester
- 024 Fosse Park: Argos Extra
- 025 Fosse Park: Carphone Warehouse
- 026 Fosse Park: Currys
- 027 Fosse Park: PC World
- 028 Hinckley Retail Park

Others

- 029 Catalogue / Mail order
- 030 Internet (PLEASE WRITE IN)
- 031 Other (PLEASE WRITE IN)
- 032 (Don't know / can't remember)
- 033 (Do not do this type of shopping)

Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?

DO NOT READ OUT. ONE ANSWER ONLY

Towns / centres

- 001 Attleborough
- 002 Bedworth Town Centre
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton Town Centre
- 011 Rugby
- 012 Solihull
- 013 Tamworth

Specific streets

- 014 Kingswood Road
- 015 Queens Road

Retail parks

- 016 Arena Retail Park, Coventry
- 017 Arena Retail Park: Tesco Extra
- 018 Bermuda Park, Nuneaton
- 019 Bermuda Park: Domestic Appliance Co.
- 020 Elliot Fields / Junction 1 Retail & Leisure Park, Rugby
- 021 Elliot Fields / Junction 1 Retail & Leisure Park: Comet
- 022 Elliot Fields / Junction 1 Retail & Leisure Park: Currys
- 023 Fosse Park, Leicester
- 024 Fosse Park: Argos Extra
- 025 Fosse Park: Currys
- 026 Hinckley Retail Park

Others

- 027 Catalogue / Mail order
- 028 Internet (PLEASE WRITE IN)
- 029 Other (PLEASE WRITE IN)
- 030 (Don't know / can't remember)
- 031 (Do not do this type of shopping)

Q20 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)?

DO NOT READ OUT. ONE ANSWER ONLY

Towns / centres

- 001 Attleborough
- 002 Bedworth Town Centre
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton Town Centre
- 011 Rugby
- 012 Solihull
- 013 Tamworth

Specific streets

- 014 Kingswood Road
- 015 Queens Road

Retail parks

- 016 Arena Retail Park, Coventry
- 017 Arena Retail Park: Tesco Extra
- 018 Bermuda Park: Domestic Appliance Co.
- 019 Bermuda Park, Nuneaton
- 020 Elliot Fields / Junction 1 Retail & Leisure Park, Rugby
- 021 Elliot Fields / Junction 1 Retail & Leisure Park: Comet
- 022 Elliot Fields / Junction 1 Retail & Leisure Park: Currys
- 023 Fosse Park, Leicester
- 024 Fosse Park: Argos Extra
- 025 Fosse Park: Currys
- 026 Hinckley Retail Park

Others

- 027 Catalogue / Mail order
- 028 Internet (PLEASE WRITE IN)
- 029 Other (PLEASE WRITE IN)
- 030 (Don't know / can't remember)
- 031 (Do not do this type of shopping)

Q21 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?
DO NOT READ OUT. ONE ANSWER ONLY

Towns / centres

- 001 Attleborough
- 002 Bedworth Town Centre
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton Town Centre
- 011 Rugby
- 012 Solihull
- 013 Tamworth

Specific streets

- 014 Kingswood Road
- 015 Queens Road

Retail parks

- 016 Arena Park, Coventry
- 017 Arena Park: Boots
- 018 Arena Park: Tesco Extra
- 019 Elliot Fields / Junction 1 Retail & Leisure Park, Rugby
- 020 Elliot Fields / Junction 1 Retail & Leisure Park: Boots
- 021 Fosse Park, Leicester
- 022 Fosse Park: Boots
- 023 Hinckley Retail Park

Others

- 024 Catalogue / Mail order
- 025 Internet (PLEASE WRITE IN)
- 026 Other (PLEASE WRITE IN)
- 027 (Don't know / can't remember)
- 028 (Do not do this type of shopping)

Q22 Where do you do most of your household's shopping for games & toys; hobby items; sport and camping goods; and musical instruments?
DO NOT READ OUT. ONE ANSWER ONLY

Towns / centres

- 001 Attleborough
- 002 Bedworth Town Centre
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton Town Centre
- 011 Rugby
- 012 Solihull
- 013 Tamworth

Specific streets

- 014 Kingswood Road
- 015 Queens Road

Retail parks

- 016 Arena Retail Park, Coventry
- 017 Arena Retail Park: Game
- 018 Elliot Fields / Junction 1 Retail & Leisure Park, Rugby
- 019 Elliot Fields / Junction 1 Retail & Leisure Park: JJB
- 020 Fosse Park, Leicester
- 021 Fosse Park: JJB
- 022 Fosse Park: Sports Direct
- 023 Fosse Park: WHSmith
- 024 Hinckley Retail Park

Others

- 025 Catalogue / Mail order
- 026 Internet (PLEASE WRITE IN)
- 027 Other (PLEASE WRITE IN)
- 028 (Don't know / can't remember)
- 029 (Do not do this type of shopping)

Q23 Where do you do most of your household's shopping for pets & pet related products?

DO NOT READ OUT. ONE ANSWER ONLY

Towns / centres

- 001 Attleborough
- 002 Bedworth Town Centre
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton Town Centre
- 011 Rugby
- 012 Solihull
- 013 Tamworth

Specific streets

- 014 Kingswood Road
- 015 Queens Road

Retail parks

- 016 Elliot Fields / Junction 1 Retail & Leisure Park, Rugby
- 017 Elliot Fields / Junction 1 Retail & Leisure Park: Pets at Home
- 018 Hinckley Retail Park

Others

- 019 Catalogue / Mail order
- 020 Internet (PLEASE WRITE IN)
- 021 Other (PLEASE WRITE IN)
- 022 (Don't know / can't remember)
- 023 (Do not do this type of shopping)

Q24 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?

DO NOT READ OUT. ONE ANSWER ONLY

Towns / centres

- 001 Attleborough
- 002 Bedworth Town Centre
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton Town Centre
- 011 Rugby
- 012 Solihull
- 013 Tamworth

Specific streets

- 014 Kingswood Road
- 015 Queens Road

Retail parks

- 016 Arena Retail Park, Coventry
- 017 Arena Retail Park: Borders
- 018 Arena Retail Park: Clinton Cards
- 019 Arena Retail Park: Johnsons Dry Clean
- 020 Fosse Park, Leicester
- 021 Fosse Park: WH Smith
- 022 Hinckley Retail Park

Others

- 023 Catalogue / Mail order
- 024 Internet (PLEASE WRITE IN)
- 025 Other (PLEASE WRITE IN)
- 026 (Don't know / can't remember)
- 027 (Do not do this type of shopping)

Q25 When you do your household's non-food shopping, how do you usually travel?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Using park & ride facility
- 5 Motorcycle, scooter or moped
- 6 Walk
- 7 Taxi
- 8 Train
- 9 Bicycle
- A Other (PLEASE WRITE IN)
- B Not applicable / goods delivered
- C (Don't know / varies)

Q26 What main improvements to Nuneaton Town Centre would encourage you to visit more often than you currently do?

DO NOT READ OUT. CAN BE MULTICODED. WHEN USING OTHER BOX PLEASE BE SPECIFIC.

TRAVEL / PARKING

- 1 Better / more frequent bus services
- 2 Better / new train service
- 3 Better pedestrian links from train station to centre
- 4 Better access by car
- 5 Better pedestrian links from car parking into centre
- 6 Cheaper parking
- 7 Free parking
- 8 More / better signage around the centre
- 9 More parking provision

SHOPS

- A More/ better covered shopping centres
- B Fewer empty shops / vacancies
- C A Street Market
- D Better Quality Street Markets
- E More clothes & fashion shops
- F More department stores / larger stores
- G More discount stores / cheaper goods
- H More independent shops
- I More quality / designer shops
- J A particular retailer or type of shop (PLEASE WRITE IN)

FACILITIES

- K Better (more) safety / security / CCTV / police presence
- L Creche
- M More facilities for children
- N More facilities for disabled
- O More toilets
- P Information Centre

ENVIRONMENT

- Q More pedestrainised streets
- R Nicer shopping environment
- S More seating / benches
- T More litter bins
- U Less litter / graffiti
- V More public art

OTHERS

- W Other (PLEASE WRITE IN)
- X (Don't know)
- Y (Nothing in particular)

Q27 What main improvements to Bedworth Town Centre would encourage you to visit more often than you currently do?
DO NOT READ OUT. CAN BE MULTICODED. WHEN USING OTHER BOX PLEASE BE SPECIFIC.

TRAVEL / PARKING

- 1 Better / more frequent bus services
- 2 Better / new train service
- 3 Better pedestrian links from train station to centre
- 4 Better access by car
- 5 Better pedestrian links from car parking into centre
- 6 Cheaper parking
- 7 Free parking
- 8 More / better signage around the centre
- 9 More parking provision

SHOPS

- A More/ better covered shopping centres
- B Fewer empty shops / vacancies
- C A Street Market
- D Better Quality Street Markets
- E More clothes & fashion shops
- F More department stores / larger stores
- G More discount stores / cheaper goods
- H More independent shops
- I More quality / designer shops
- J A particular retailer or type of shop (PLEASE WRITE IN)

FACILITIES

- K Better (more) safety / security / CCTV / police presence
- L Creche
- M More facilities for children
- N More facilities for disabled
- O More toilets
- P Information Centre

ENVIRONMENT

- Q More pedestrianised streets
- R Nicer shopping environment
- S More seating / benches
- T More litter bins
- U Less litter / graffiti
- V More public art

OTHERS

- W Other (PLEASE WRITE IN)
- X (Don't know)
- Y (Nothing in particular)

Q28 How often do you and your family visit the following leisure attractions?
READ OUT. ONE ANSWER ONLY

Once a week|Once a fortnight|Once a month|Once every two months|Once every six months|Once a year|Don't go|(Don't know / varies)

- 1 Bingo
- 2 Cinema
- 3 Gym / Healthclub / Sports Facility
- 4 Museum or place of historical interest
- 5 Pub/ Bar
- 6 Restaurant
- 7 Tenpin bowling
- 8 Theatre
- 9 Other Activity (PLEASE WRITE IN)

Q29 Where did you or members of your household last go to the cinema?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 AMC Theatre, Ladywood Middle Way, Broadway Plaza, Birmingham
- 2 Cineworld Cinema , Broad Street, Broad Street, Birmingham
- 3 Cineworld Cinema , Leicester Road, Junction 1 / Elliots Field Retail & Leisure Park, Rugby
- 4 Cineworld Cinema , Mill Lane Arcade Upper, Touchwood , Solihull
- 5 Electric Cinema, Station Street, Birmingham, Birmingham
- 6 IMAX Cinema, Curzon Street, Millenium Point, Birmingham
- 7 Odean Cinema, New Street, Birmingham, Birmingham
- 8 Odeon Cinema, Aylestone Road, Freemans Park, Leicester
- 9 Odeon Cinema, Bolebridge Street, Bolebridge Island, Tamworth
- A Odeon Cinema, St Davids Way, Bermuda Park, Nuneaton
- B Showcase Cinema de Lux, High Cross Road, Leicester, Leicester
- C Showcase Cinema, Gielgud Way, Cross Point Business Park, Coventry
- D Vue Cinema, Lubbesthorpe Way, Meridian Leisure Park, Braunstone, Leicester
- E Vue Cinema, Watson Road, Star City, Birmingham
- F Other (PLEASE WRITE IN)
- G (Don't do this activity)

Q30 Where did you or members of your household last go to a gym / healthclub / sports facility?

DO NOT READ OUT. ONE ANSWER ONLY

- 001 Abbey Social Club, Meadow Street, Nuneaton
- 002 Atack Snooker Centre, Regent Street, Nuneaton
- 003 Attleborough Liberal Club, Bull Street, Nuneaton
- 004 Attleborough Snooker Club, Highfield Road, Nuneaton
- 005 Attleborough Sports Club, Marston Lane, Nuneaton
- 006 Bedworth Conservative Club Ltd, Coventry Road, Bedworth
- 007 Bedworth Ex Servicemens Social Club & Institute, Rye Piece Ringway, Bedworth
- 008 Bedworth Leisure Centre, Coventry Road, Bedworth
- 009 Bedworth Liberal Club, King Street, Bedworth
- 010 Bedworth Rugby Football Club, Smarts Road, Bedworth
- 011 Bedworth United Football and Social Club, Coventry Road, Bedworth
- 012 Bermuda Working Mens Club, Bermuda Village, Nuneaton
- 013 Bulkington Sports & Social Club, Bulkington, Bedworth
- 014 Bulkington War Memorial Club, Stafford Close, Bulkington, Bedworth
- 015 Bulkington Working Mens Club, Chequer Street, Bulkington, Bedworth
- 016 C Barratt, Shilton Lane, Bulkington, Bedworth
- 017 Cannons Health & Fitness Ltd, St. Davids Way, Bermuda Park, Nuneaton
- 018 Chase Riding School, Nuneaton Road, Bulkington, Bedworth
- 019 Chestnuts Club Ltd, Old Hinckley Road, Nuneaton
- 020 Cleaver Squash Fitness Club, Weddington Road, Nuneaton
- 021 Collycroft Working Mens Club, Leicester Road, Bedworth
- 022 Coral Bookmakers, Abbey Street, Nuneaton
- 023 Coral Bookmakers, Riversley Road, Nuneaton
- 024 Coral Bookmakers, Vernons Lane, Nuneaton
- 025 Coral Bookmakers, Weddington Road, Nuneaton
- 026 Cote Sport, Camp Hill Road, Nuneaton
- 027 Coventry Karting, Bayton Road, Exhall, Coventry
- 028 Coventry Welsh Rugby Football Ground, Burbages Lane, Bedworth
- 029 Etone Sports Centre, Leicester Road, Nuneaton
- 030 Fitness Centre, Corporation Street, Nuneaton
- 031 Grand Bingo & Entertainment Social Club, Camp Hill Road, Nuneaton
- 032 Griff & Coton Sports Club, Heath End Road, Nuneaton
- 033 H J M Caterers Ltd, Abbey Street, Nuneaton
- 034 Haunchwood Sports & Social Club, Valley Road, Galley Common, Nuneaton
- 035 Higham Lane Leisure Association, Ambleside Way, Nuneaton
- 036 Hill E.R, Newland Lane, Coventry
- 037 Ladypace Ltd, Market Place, Nuneaton
- 038 Lakeside Superbowl, St. Davids Way, Bermuda Park, Nuneaton
- 039 Lions Club of Nuneaton, Chartwell Close, Nuneaton
- 040 Liquid Envy, Leicester Road, Nuneaton
- 041 Newdigate Colliery & District Sports & Social Club, Smorrall Lane, Bedworth
- 042 Nuneaton & North Warwickshire Centre, Valley Road, Galley Common, Nuneaton
- 043 Nuneaton (Rugby Football Ground), Liberty Way, Attleborough Fields Ind Estate, Nuneaton
- 044 Nuneaton Bowling Club, Higham Lane, Nuneaton
- 045 Nuneaton Co-Operative Sports & Social Club, Dugdale Street, Nuneaton
- 046 Nuneaton Golf Shop, Golf Drive, Nuneaton
- 047 Nuneaton Lawn Tennis Club, Caldwell Road, Nuneaton
- 048 Odeon Cinemas Ltd, St. Davids Way, Bermuda Park, Nuneaton
- 049 Old Edwardians Rugby Football Club, Weddington Road, Nuneaton
- 050 Palace Bingo, Leicester Road, Bedworth
- 051 Pingles Leisure Centre, Avenue Road, Nuneaton
- 052 Plough Hill Golf Centre, Plough Hill Road, Nuneaton
- 053 Reflex, Church Street, Nuneaton
- 054 Saunders Hall Workingmens Club, Saunders Avenue, Bedworth
- 055 Sounds Magic Disco, Golf Drive, Nuneaton
- 056 Sports & Leisure Centres Jubilee Sports Centre, Greenmoor Road, Nuneaton
- 057 Stockingford Allotment Association, Ansley Road, Nuneaton
- 058 Stockingford Labour Party Club Ltd, Arbury Road, Nuneaton
- 059 The Sound Foundry, Seymour Road, Nuneaton
- 060 Trent Valley House Working Men's Club & Institute, New Street, Bedworth
- 061 Weddington Social Club, Weddington Road, Nuneaton
- 062 Weston Lawn Equitation, Bedworth Road, Bulkington, Bedworth
- 063 William Hill Bookmakers, Leicester Street, Bulkington, Bedworth
- 064 Woodlands Working Mens Club, Woodlands Road, Bedworth
- 065 Other (PLEASE WRITE IN)
- 066 (Don't do this activity)

Q31 Where did you or members of your household last go to a restaurant?

DO NOT READ OUT. ONE ANSWER ONLY

- 001 Agra Palace Indian Cuisine, Abbey Green, Nuneaton
- 002 Alties Public House, Newtown Road, Bedworth
- 003 Anker Inn, Weddington Road, Nuneaton
- 004 Attleborough Arms, Highfield Road, Nuneaton
- 005 B N Ayce, St. Davids Way, Bermuda Park, Nuneaton
- 006 Balti Hut, Bond Street, Nuneaton
- 007 Balti Village, The Square, Attleborough, Nuneaton
- 008 Bermuda Park Big Steak Pub, St. Davids Way, Bermuda Park, Nuneaton
- 009 Bilberries Public House, Bond Gate, Nuneaton
- 010 British Queen, King Street, Bedworth
- 011 Bull & Anchor, Wheelwright Lane, Ash Green, Coventry
- 012 Cassandras, Abbey Gate Shopping Precinct, Nuneaton
- 013 Cedar Tree, Avenue Road, Nuneaton
- 014 Chetwynd Arms, Chetwynd Drive, Nuneaton
- 015 Chetwynd Restaurant, Chetwynd Drive, Nuneaton
- 016 Chicago Rock Cafe, Newdegate Street, Nuneaton
- 017 Coniston Tavern, Pallett Drive, Nuneaton
- 018 Courtyard Restaurant, Higham Lane, Nuneaton
- 019 Crew, Queens Road, Nuneaton
- 020 Cricketers Arms, Nuneaton Road, Bedworth
- 021 Crossed Khukris Gurkha Restaurant, Abbey Street, Nuneaton
- 022 Crow's Nest, Crowhill Road, Nuneaton
- 023 Crystal Palace Public House, Gadsby Street, Nuneaton
- 024 Elliots, Abbey Street, Nuneaton
- 025 Felix Holt, Stratford Street, Nuneaton
- 026 Flames Grill, Harefield Road, Nuneaton
- 027 Fox Inn, The Square, Attleborough, Nuneaton
- 028 George Eliot Hotel Public House, Bridge Street, Nuneaton
- 029 Griff House Beefeater, Coventry Road, Griff, Nuneaton
- 030 Griff House, Coventry Road, Griff, Nuneaton
- 031 Griffin Inn, Coventry Road, Griff, Nuneaton
- 032 Hare & Hounds, Hare & Hounds Lane, Nuneaton
- 033 Hearty Goodfellow, Arbury Road, Nuneaton
- 034 Ignitez Indian Cuisine & Cafe Bar, Queens Road, Nuneaton
- 035 Italian Express, Abbey Street, Nuneaton
- 036 Karens Kabin, Church Street, Nuneaton
- 037 Kelly's Bar, Attleborough, Nuneaton, Warwickshire
- 038 Kingswood, Kingswood Road, Nuneaton
- 039 La Tavola Calda Hotel, Midland Road, Nuneaton
- 040 Lamb & Flag, Church Road, Nuneaton
- 041 Leonardos, Newdegate Street, Nuneaton
- 042 Longshoot Hotel, The Long Shoot, Nuneaton
- 043 Lord Raglan, Coventry Road, Exhall, Coventry
- 044 Manor Snacks, Manor Court Road, Nuneaton
- 045 Masons, Coventry Street, Nuneaton
- 046 McDonald's Restaurants Ltd, Queens Road, Nuneaton
- 047 McDonald's Restaurants Ltd, St. Davids Way, Bermuda Park, Nuneaton
- 048 Meghna Tandoori, King Street, Bedworth
- 049 Millennium Balti, The Square, Attleborough, Nuneaton
- 050 Miners Arms, Marston Lane, Bedworth
- 051 Miners Arms, Whittleford Road, Nuneaton
- 052 Mount Pleasant, Leicester Road, Bedworth
- 053 New Inn, Rugby Road, Bulkington, Bedworth
- 054 Old Chequers Inn, Chequer Street, Bulkington, Bedworth
- 055 Pizza Hut UK Ltd, Abbey Street, Nuneaton
- 056 Plough Inn, Plough Hill Road, Nuneaton
- 057 Punch Bowl, Tuttle Hill, Nuneaton
- 058 Railway Tavern, Bond Street, Nuneaton
- 059 Rajdhani Indian Restaurant, Camborne Drive, Nuneaton
- 060 Room at the Top, Abbey Street, Nuneaton
- 061 Royal Oak, Arbury Road, Nuneaton
- 062 Royal Oak, Nuneaton Road, Bedworth
- 063 Rule & Compass, Leicester Street, Bulkington, Bedworth
- 064 Salutation Inn, Chancery Lane, Nuneaton
- 065 Shahi Balti, Abbey Street, Nuneaton
- 066 Starbucks Coffee Company UK Ltd, Market Place, Nuneaton
- 067 Sunnyside Inn, Northumberland Avenue, Nuneaton
- 068 Thai Tham, Coton Road, Nuneaton
- 069 The Acorn, Camborne Drive, Nuneaton
- 070 The Bear & Ragged Staff, King Street, Bedworth
- 071 The Boat Inn, Blackhorse Road, Longford, Coventry
- 072 The Buddys Kebab Shop Restaurant, Bond Gate, Nuneaton
- 073 The Camp Inn, Camp Hill Road, Nuneaton
- 074 The Cross Keys, Goodyers End Lane, Bedworth
- 075 The Crown Inn, Bond Street, Nuneaton
- 076 The Hayrick, Meadowside, Nuneaton
- 077 The Jailhouse, Chapel Street, Nuneaton
- 078 The Newdegate Arms, Newdigate Road, Bedworth
- 079 The Parade, Coton Road, Nuneaton
- 080 Tony S Cafe, Eadie Street, Nuneaton
- 081 Town Talk, Abbey Green, Nuneaton
- 082 Travellers Rest, Bulkington Road, Bedworth
- 083 Village Pantry, George Street, Attleborough, Nuneaton
- 084 Weavers Arms, Long Street, Bulkington, Bedworth
- 085 White Lion, Croft Road, Nuneaton
- 086 Wing Wah Chinese Restaurant, Bond Street, Nuneaton
- 087 Yeoman Harvester, St. Nicolas Park Drive, Nuneaton
- 088 Other (PLEASE WRITE IN)
- 089 (Don't do this activity)

**Q32 Where did you or members of your household undertake the activity mentioned?
(INTERVIEWERS PLEASE REFER TO Q28 - OTHER ACTIVITY)
DO NOT READ OUT. ONE ANSWER ONLY**

- 001 Attleborough
- 002 Bedworth
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton
- 011 Rugby
- 012 Solihull
- 013 Tamworth
- 014 Touchwood, Solihull
- 015 Kingswood Road
- 016 Queens Road
- 017 Bermuda Park, St Davids Way, Nuneaton
- 018 Arena Retail Park, Classic Drive, Coventry
- 019 Broadway Plaza, Ladywood Middleway, Birmingham
- 020 Cross Point Buisness Park, Gielgud Way, Coventry
- 021 Fosse Park, Fosse Park Avenue, Leicester
- 022 Junction 1 / Elliots Field Retail & Leisure Park, Leicester Road, Rugby
- 023 Meridian Leisure Park, Lubbesthorpe Way, Braunstone, Leicester
- 024 Star City, Watson Road, Birmingham
- 025 Other (PLEASE WRITE IN)
- 026 (Don't do this activity)

**Q33 What improvements to Nuneaton's existing leisure offer would make you visit it
more often than you currently do, during the day and/or evenings?
DO NOT READ OUT. CAN BE MULTICODED UP TO MARK UP TO THREE
RESPONSES ONLY.**

- 1 Improved access by foot and cycle
- 2 Improved public transport
- 3 More / better car parking
- 4 More / better disabled access
- 5 Improved security / CCTV
- 6 More / better policing
- 7 More street cleaning
- 8 Improvements in the built environment
- 9 More / better signposting and information
- A More better parks / green spaces
- B Provision of public toilets
- C Improved street furniture
- D More / better seats
- E More / better cultural facilities
- F A cinema
- G A theatre
- H A casino
- I More / better health clubs / gyms
- J A swimming pool
- K Ten Pin Bowling
- L Bingo
- M More / better public houses
- N More nightclubs
- O More quality restaurants
- P More pavement cafes
- Q Nothing
- R Other (PLEASE WRITE IN)
- S (Don't do this activity)

Q34 What improvements to Bedworth's existing leisure offer would make you visit it more often than you currently do?

DO NOT READ OUT. CAN BE MULTICODED UP TO MARK UP TO THREE RESPONSES ONLY.

- 1 Improved access by foot and cycle
- 2 Improved public transport
- 3 More / better car parking
- 4 More / better disabled access
- 5 Improved security / CCTV
- 6 More / better policing
- 7 More street cleaning
- 8 Improvements in the built environment
- 9 More / better signposting and information
- A More better parks / green spaces
- B Provision of public toilets
- C Improved street furniture
- D More / better seats
- E More / better cultural facilities
- F A cinema
- G A theatre
- H A casino
- I More / better health clubs / gyms
- J A swimming pool
- K Ten Pin Bowling
- L Bingo
- M More / better public houses
- N More nightclubs
- O More quality restaurants
- P More pavement cafes
- Q Nothing
- R Other (PLEASE WRITE IN)
- S (Don't do this activity)

Finally, I would like to ask you a few questions about yourself and your household. These are for survey control purposes only and the results will not be released identifying you by name.

GEN Gender of respondent
CODE FROM OBSERVATION

- 1 Male
- 2 Female

AGE Can I just ask, how old are you?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65+
- 7 (Refused)

OCC What is the occupation of the chief wage earner of the household?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Occupation (PLEASE WRITE IN)
- 2 Basic state pension ONLY
- 3 (Refused)

ADU How many adults aged 16 years and over, including yourself, live in your household?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 One
- 2 Two
- 3 Three
- 4 Four or more
- 5 (Refused)

CHI How many children aged 15 years and under, live in your household?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 None
- 2 One
- 3 Two
- 4 Three
- 5 Four or more
- 6 (Refused)

CAR How many cars does your household own or have the use of?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 None
- 2 One
- 3 Two
- 4 Three or more
- 5 (Refused)

FUT Would you be willing to be recontacted for future quality control purposes?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Yes
- 2 No

Thank & close

TABLE 2:

Q11 Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?
Those who do top up food shopping at Q10

SP-REWEIGHTED DATA	Total %	Total No	CV10 0 %	CV10 0 No	CV10 7 %	CV10 7 No	CV10 8 %	CV10 8 No	CV10 9 %	CV10 9 No	CV11 4 %	CV11 4 No	CV11 5 %
All respondents	Total (%)	Total (No)	CV10 0 (%)	CV10 0 (No)	CV10 7 (%)	CV10 7 (No)	CV10 8 (%)	CV10 8 (No)	CV10 9 (%)	CV10 9 (No)	CV11 4 (%)	CV11 4 (No)	CV11 5 (%)
Sainsbury PLC, Trinity Street, Coventry	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Clifford Bridge Road, Coventry	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Jubilee Crescent, Coventry	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Mace Stores, Coventry Road, Exhall, Coventry	0.28%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marks and Spencer, The Precinct, Coventry	0.57%	4	0.00%	0	0.00%	0	0.00%	0	1.61%	1	0.00%	0	0.00%
Post Office, Ash Green Lane, Coventry	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Asda, Abbey Park, Coventry	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Iceland, Cannon Park Shopping Centre, Coventry	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marks and Spencer, Arena Retail Park, Longford, Coventry	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons, Alvis Retail Park, Coventry	0.28%	2	2.08%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons, Slipworth Road, Binley, Coventry	0.43%	3	0.00%	0	0.00%	0	2.17%	1	0.00%	0	0.00%	0	0.00%
Sainsbury PLC, Austin Drive, Coventry	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Extra, Arena Retail Park, Coventry	1.99%	14	0.00%	0	0.00%	0	2.17%	1	0.00%	0	0.00%	0	0.00%
Tesco Extra, Coventry	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Olivier Way, Coventry	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
A J Stores, Nuneaton Road, Hartshill, Nuneaton	0.14%	1	2.08%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
AAA, Coleshill Road, Chapel End, Nuneaton	0.28%	2	2.08%	1	0.00%	0	0.00%	0	1.61%	1	0.00%	0	0.00%
Costcutter, Coleshill Road, Nuneaton	0.71%	5	8.33%	4	0.00%	0	0.00%	0	1.61%	1	0.00%	0	0.00%
Local Shop, Church Road, Hartshill	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local Shop, Coleshill Road, Nuneaton	0.28%	2	0.00%	0	0.00%	0	0.00%	0	3.23%	2	0.00%	0	0.00%
Nisa, Coleshill Road, Chapel End, Nuneaton	0.57%	4	4.17%	2	0.00%	0	0.00%	0	3.23%	2	0.00%	0	0.00%
One Stop, Coleshill Road, Nuneaton	0.28%	2	4.17%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Steve Mellor Butchers, Coleshill Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Supermart, Coleshill Road, Chapel End	0.28%	2	2.08%	1	0.00%	0	0.00%	0	1.61%	1	0.00%	0	0.00%
Aldi, Watling Street, Hinckley	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-Op, Trent Road, Hinckley	0.71%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Costcutter, Stoke Road, Hinckley	0.28%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Iceland, Brunel Road, Hinckley	0.28%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Lidl, Hawley Road, Hinckley	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local Shop, Camphill Road, Nuneaton	0.28%	2	0.00%	0	0.00%	0	0.00%	0	3.23%	2	0.00%	0	0.00%
Local Shop, Hinckley	0.57%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local Shop, Hingham On The Hill	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local Shop, Whitestone	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Londis, Coventry Road, Hinckley	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys, Brunel Road, Hinckley	0.85%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys, Clifton Way, Hinckley	1.71%	12	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, London Road, Hinckley	0.85%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Hawley Road, Hinckley	5.27%	37	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Station Road, Hinckley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Asda, Barwell Lane, Hinckley	5.13%	36	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-Op, Castle Street, Hinckley	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-Op, Church Street, Hinckley	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons, Hinckley Fields Industrial Estate, Hinckley	2.42%	17	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.04%	1	2.94%
Morrisons, Normandy Way, Hinckley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local Shop, Caesar Road, Nuneaton	0.14%	1	0.00%	0	0.00%	0	0.00%	0	1.61%	1	0.00%	0	0.00%
Leicester Market	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons, Counting House Road, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys, Enderby, Leicester	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Bradgate Mall, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marks and Spencer, Fosse Park Shopping Centre, Leicester	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Iceland, Clock Towers Shopping Centre, Rugby	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsbury PLC, Dunchurch Road, Rugby	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys, Bitterscote Drive, Tamworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Ventura Retail Park, Tamworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Asda, Ventura Road, Tamworth	0.14%	1	0.00%	0	2.04%	1	0.00%	0	0.00%	0	0.00%	0	0.00%
Marks and Spencer, Ventura Retail Park, Ventura Park Road, Tamworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons, Marlborough Way, Tamworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other	4.27%	30	2.08%	1	0.00%	0	0.00%	0	1.61%	1	0.00%	0	0.00%
	100%	702	100%	48	100%	49	100%	46	100%	62	100%	49	100%

TABLE 2:

Q11 Where do you normally do most of your household's shopping for small scale 'top-up' Those who do top up food shopping at Q10

	CV11 5	CV11 6	CV11 6	CV12 0	CV12 0	CV12 8	CV12 8	CV12 9	CV12 9	CV13 6	CV13 6	CV6 6
	No	%	No	%	No	%	No	%	No	%	No	%
SP-REWEIGHTED DATA												
All respondents	CV11 5 (No)	CV11 6 (%)	CV11 6 (No)	CV12 0 (%)	CV12 0 (No)	CV12 8 (%)	CV12 8 (No)	CV12 9 (%)	CV12 9 (No)	CV13 6 (%)	CV13 6 (No)	CV6 6 (%)
Sainsbury PLC, Trinity Street, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Clifford Bridge Road, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Jubilee Crescent, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Mace Stores, Coventry Road, Exhall, Coventry	0	0.00%	0	5.41%	2	2.08%	0	0.00%	0	0.00%	0	0.00%
Marks and Spencer, The Precinct, Coventry	0	0.00%	0	5.41%	2	2.08%	1	0.00%	0	0.00%	0	0.00%
Post Office, Ash Green Lane, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Asda, Abbey Park, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Iceland, Cannon Park Shopping Centre, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marks and Spencer, Arena Retail Park, Longford, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons, Alvis Retail Park, Coventry	0	0.00%	0	0.00%	0	0.00%	0	2.13%	1	0.00%	0	0.00%
Morrisons, Slipworth Road, Binley, Coventry	0	1.47%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsbury PLC, Austin Drive, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Extra, Arena Retail Park, Coventry	0	0.00%	0	2.70%	1	4.17%	2	8.51%	4	0.00%	0	100.00%
Tesco Extra, Coventry	0	0.00%	0	0.00%	0	0.00%	0	2.13%	1	0.00%	0	0.00%
Tesco, Olivier Way, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
A J Stores, Nuneaton Road, Hartshill, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
AAA, Coleshill Road, Chapel End, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Costcutter, Coleshill Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local Shop, Church Road, Hartshill	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local Shop, Coleshill Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Nisa, Coleshill Road, Chapel End, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
One Stop, Coleshill Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Steve Mellor Butchers, Coleshill Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Supermart, Coleshill Road, Chapel End	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Aldi, Watling Street, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-Op, Trent Road, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Costcutter, Stoke Road, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Iceland, Brunel Road, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Lidl, Hawley Road, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local Shop, Camphill Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local Shop, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local Shop, Hingham On The Hill	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	14.29%	1	0.00%
Local Shop, Whitestone	0	1.47%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Londis, Coventry Road, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys, Brunel Road, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys, Clifton Way, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Express, London Road, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Hawley Road, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Station Road, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Asda, Barwell Lane, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-Op, Castle Street, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-Op, Church Street, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons, Hinckley Fields Industrial Estate, Hinckley	1	1.47%	1	0.00%	0	0.00%	0	0.00%	0	42.86%	3	0.00%
Morrisons, Normandy Way, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Local Shop, Caesar Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Leicester Market	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons, Counting House Road, Leicester	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys, Enderby, Leicester	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Bradgate Mall, Leicester	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marks and Spencer, Fosse Park Shopping Centre, Leicester	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Iceland, Clock Towers Shopping Centre, Rugby	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsbury PLC, Dunchurch Road, Rugby	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys, Bitterscote Drive, Tamworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Ventura Retail Park, Tamworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Asda, Ventura Road, Tamworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marks and Spencer, Ventura Retail Park, Ventura Park Road, Tamworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons, Marlborough Way, Tamworth	0	0.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other	0	1.47%	1	0.00%	0	0.00%	0	0.00%	0	28.57%	2	0.00%
	34	100%	68	100%	37	100%	48	100%	47	100%	7	100%

TABLE 2:

Q11 Where do you normally do most of your household's shopping for small scale 'top-up'
Those who do top up food shopping at Q10

SP-REWEIGHTED DATA	CV6 6	CV7 9	CV7 9	CV9 1	CV9 1	LE10 0	LE10 0	LE10 1	LE10 1	LE10 2	LE10 2	LE10 3	LE10 3	LE9 8	LE9 8
	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No
All respondents	CV6 6 (No)	CV7 9 (%)	CV7 9 (No)	CV9 1 (%)	CV9 1 (No)	LE10 0 (%)	LE10 0 (No)	LE10 1 (%)	LE10 1 (No)	LE10 2 (%)	LE10 2 (No)	LE10 3 (%)	LE10 3 (No)	LE9 8 (%)	LE9 8 (No)
Sainsbury PLC, Trinity Street, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, Clifford Bridge Road, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.50%	1	0.00%	0	0.00%	0
Tesco, Jubilee Crescent, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Mace Stores, Coventry Road, Exhall, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Marks and Spencer, The Precinct, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Post Office, Ash Green Lane, Coventry	0	5.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Abbey Park, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Iceland, Cannon Park Shopping Centre, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Marks and Spencer, Arena Retail Park, Longford, Coventry	0	5.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Morrisons, Alvis Retail Park, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Morrisons, Skipworth Road, Binley, Coventry	0	0.00%	0	5.88%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury PLC, Austin Drive, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Extra, Arena Retail Park, Coventry	1	25.00%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Extra, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, Olivier Way, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	11.11%	1	0.00%	0
A J Stores, Nuneaton Road, Hartshill, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
AAA, Coleshill Road, Chapel End, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Costcutter, Coleshill Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Local Shop, Church Road, Hartshill	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Local Shop, Coleshill Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nisa, Coleshill Road, Chapel End, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
One Stop, Coleshill Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Steve Mellor Butchers, Coleshill Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Supermart, Coleshill Road, Chapel End	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Watling Street, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.50%	1	0.00%	0	0.00%	0
Co-Op, Trent Road, Hinckley	0	0.00%	0	0.00%	0	5.36%	3	2.78%	1	0.00%	0	0.00%	0	3.57%	1
Costcutter, Stoke Road, Hinckley	0	0.00%	0	0.00%	0	3.57%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Iceland, Brunel Road, Hinckley	0	0.00%	0	0.00%	0	3.57%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lidl, Hawley Road, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	11.11%	1	0.00%	0
Local Shop, Camphill Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Local Shop, Hinckley	0	0.00%	0	0.00%	0	3.57%	2	5.56%	2	0.00%	0	0.00%	0	0.00%	0
Local Shop, Hingham On The Hill	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Local Shop, Whitestone	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Londis, Coventry Road, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.50%	1	0.00%	0	0.00%	0
Sainsburys, Brunel Road, Hinckley	0	0.00%	0	0.00%	0	8.93%	5	2.78%	1	0.00%	0	0.00%	0	0.00%	0
Sainsburys, Clifton Way, Hinckley	0	0.00%	0	0.00%	0	21.43%	12	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Express, London Road, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	13.89%	5	2.50%	1	0.00%	0	0.00%	0
Tesco, Hawley Road, Hinckley	0	0.00%	0	0.00%	0	17.86%	10	13.89%	5	47.50%	19	33.33%	3	0.00%	0
Tesco, Station Road, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Barwell Lane, Hinckley	0	0.00%	0	0.00%	0	17.86%	10	50.00%	18	10.00%	4	0.00%	0	14.29%	4
Co-Op, Castle Street, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	2.78%	1	0.00%	0	0.00%	0	0.00%	0
Co-Op, Church Street, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.50%	1	0.00%	0	0.00%	0
Morrisons, Hinckley Fields Industrial Estate, Hinckley	0	0.00%	0	0.00%	0	8.93%	5	5.56%	2	7.50%	3	11.11%	1	0.00%	0
Morrisons, Normandy Way, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Local Shop, Caesar Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leicester Market	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.57%	1
Morrisons, Counting House Road, Leicester	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsburys, Enderby, Leicester	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	11.11%	1	0.00%	0
Tesco, Bradgate Mall, Leicester	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Marks and Spencer, Fosse Park Shopping Centre, Leicester	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.50%	1	0.00%	0	0.00%	0
Iceland, Clock Towers Shopping Centre, Rugby	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury PLC, Dunchurch Road, Rugby	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsburys, Bitterscote Drive, Tamworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ventura Retail Park, Tamworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Ventura Road, Tamworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Marks and Spencer, Ventura Retail Park, Ventura Park Road, Tamworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Morrisons, Marlborough Way, Tamworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	12.50%	5	11.11%	1	67.86%	19
	1	100%	20	100%	17	100%	56	100%	36	100%	40	100%	9	100%	28

TABLE 1:

Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases

SP-REWEIGHTED DATA	Total %	Total No	CV10 0 %	CV10 0 No	CV10 7 %	CV10 7 No	CV10 8 %	CV10 8 No	CV10 9 %	CV10 9 No	CV11 4 %	CV11 4 No	CV11 5 %	CV11 5 No
All respondents	Total (%)	Total (No)	CV10 0 (%)	CV10 0 (No)	CV10 7 (%)	CV10 7 (No)	CV10 8 (%)	CV10 8 (No)	CV10 9 (%)	CV10 9 (No)	CV11 4 (%)	CV11 4 (No)	CV11 5 (%)	CV11 5 (No)
Iceland Foods Plc, Queens Road, Nuneaton	0.63%	6	1.47%	1	0.00%	0	2.99%	2	1.28%	1	1.49%	1	1.75%	1
Iceland, Queens Road, Nuneaton	0.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.75%	1
Co-Op, New Century Way, Nuneaton	0.42%	4	1.47%	1	1.59%	1	1.49%	1	0.00%	0	0.00%	0	1.75%	1
Co-Op, Abbey Street, Nuneaton	0.63%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.49%	1	8.77%	5
Netto, Regent Street, Nuneaton	0.63%	6	0.00%	0	0.00%	0	0.00%	0	1.28%	1	1.49%	1	1.75%	1
Asda, Newtown Road, Nuneaton	25.71%	245	51.47%	35	55.56%	35	53.73%	36	60.26%	47	35.82%	24	29.82%	17
Sainsbury PLC, Vicarage Street, Nuneaton	13.12%	125	20.59%	14	22.22%	14	14.93%	10	10.26%	8	32.84%	22	35.09%	20
B Hadley, Church Street, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Caves Fruit & Veg, Queens Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Heron Frozen Foods Ltd, Abbey Street, Nuneaton	0.21%	2	0.00%	0	0.00%	0	0.00%	0	1.28%	1	0.00%	0	1.75%	1
Heron News, Abbey Street, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Holland & Barrett Ltd, Market Place, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
J B News, Leicester Street, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poundland Ltd, Abbey Street, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The Health Shop Nuneaton Ltd, Coventry Street, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cooltrader, Abbeygate Shopping Centre, Harefield Road, Nuneaton	0.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.75%	1
Marks and Spencer, Market Place, Nuneaton	0.42%	4	1.47%	1	0.00%	0	1.49%	1	1.28%	1	0.00%	0	1.75%	1
Tesco, Leicester Street / George Street Ringway, Bedworth	10.91%	104	0.00%	0	0.00%	0	1.49%	1	1.28%	1	4.48%	3	0.00%	0
Aldi, Mill Street, Bedworth	1.26%	12	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.49%	1	0.00%	0
Iceland Foods Plc, Mill Street, Bedworth	0.42%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stokes Plc, All Saints Square, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Supercigs, All Saints Square, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Arden News, Abbey Gate Shopping Precinct, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-Op, Kem Street, Attleborough	0.42%	4	1.47%	1	0.00%	0	0.00%	0	0.00%	0	4.48%	3	0.00%	0
Somerfield Stores Ltd, Camborne Drive, Nuneaton	0.31%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Kingswood Road, Nuneaton	2.62%	25	1.47%	1	1.59%	1	11.94%	8	10.26%	8	0.00%	0	1.75%	1
Lidl, Queens Road, Nuneaton	0.31%	3	0.00%	0	3.17%	2	0.00%	0	0.00%	0	0.00%	0	1.75%	1
Glenco Newsagents, Chequer Street, Bulkington, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gt News, Leicester Street, Bulkington, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Minimart, Rugby Road, Bulkington, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Spar, Leicester Street, Bulkington, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Farmfoods Ltd, Camborne Drive, Horestone	0.52%	5	0.00%	0	3.17%	2	0.00%	0	1.28%	1	1.49%	1	1.75%	1
Horeston Grange News, Camborne Drive, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
R K Supermarket, Kingswood Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Pinetree Newsagents, Pine Tree Road, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The Grocers, Pine Tree Road, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Keresley Newsagent, Rathbone Close, Keresley End, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bedworth Newsagents, Smorrall Lane, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Saints Liquor Store, Smorrall Lane, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-Op, Coniston Way, Nuneaton	0.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
K & R News, St. Nicolas Park Drive, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aloe Vera Products, Arbury Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
S & K Supermarkets, Arbury Road, Nuneaton	0.10%	1	0.00%	0	1.59%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Exton News, Armonson Road, Exhall, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
G R Supermarket, Church Road, Nuneaton	0.10%	1	0.00%	0	0.00%	0	1.49%	1	0.00%	0	0.00%	0	0.00%	0
Padda Newsagents, Church Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
R & R Supermarket, Church Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Costcutters Nuneaton, Copsewood Avenue, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Copsewood News, Copsewood Avenue, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
D G & P C Rogers, Coventry Road, Exhall, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Carters News, Dark Lane, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Drayton Stores, Drayton Road, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Heath End News, Heath End Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Just for You Newsagent, Heath End Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sonnys Grocer, Heath End Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, Heath Road, Bedworth	0.63%	6	0.00%	0	1.59%	1	0.00%	0	1.28%	1	0.00%	0	0.00%	0

TABLE 1:

Q01 Where do you normally go for your household's main food and grocery shopping i.e

SP-REWEIGHTED DATA	CV11 6 %	CV11 6 No	CV12 0 %	CV12 0 No	CV12 8 %	CV12 8 No	CV12 9 %	CV12 9 No	CV13 6 %	CV13 6 No	CV6 6 %	CV6 6 No	CV7 9 %	CV7 9 No	CV9 1 %
All respondents	CV11 6 (%)	CV11 6 (No)	CV12 0 (%)	CV12 0 (No)	CV12 8 (%)	CV12 8 (No)	CV12 9 (%)	CV12 9 (No)	CV13 6 (%)	CV13 6 (No)	CV6 6 (%)	CV6 6 (No)	CV7 9 (%)	CV7 9 (No)	CV9 1 (%)
Iceland Foods Plc, Queens Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Iceland, Queens Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-Op, New Century Way, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-Op, Abbey Street, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Netto, Regent Street, Nuneaton	1.14%	1	0.00%	0	0.00%	0	1.49%	1	0.00%	0	0.00%	0	0.00%	0	0.00%
Asda, Newtown Road, Nuneaton	31.82%	28	6.25%	3	1.69%	1	7.46%	5	26.67%	4	0.00%	0	0.00%	0	20.83%
Sainsbury PLC, Vicarage Street, Nuneaton	34.09%	30	0.00%	0	1.69%	1	4.48%	3	6.67%	1	0.00%	0	0.00%	0	0.00%
B Hadley, Church Street, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Caves Fruit & Veg, Queens Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Heron Frozen Foods Ltd, Abbey Street, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Heron News, Abbey Street, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Holland & Barrett Ltd, Market Place, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
J B News, Leicester Street, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Poundland Ltd, Abbey Street, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
The Health Shop Nuneaton Ltd, Coventry Street, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Cooltrader, Abbeygate Shopping Centre, Harefield Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marks and Spencer, Market Place, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Leicester Street / George Street Ringway, Bedworth	1.14%	1	54.17%	26	72.88%	43	31.34%	21	0.00%	0	0.00%	0	24.14%	7	0.00%
Aldi, Mill Street, Bedworth	0.00%	0	2.08%	1	10.17%	6	4.48%	3	0.00%	0	0.00%	0	3.45%	1	0.00%
Iceland Foods Plc, Mill Street, Bedworth	0.00%	0	4.17%	2	1.69%	1	1.49%	1	0.00%	0	0.00%	0	0.00%	0	0.00%
Stokes Plc, All Saints Square, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Supercigs, All Saints Square, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Arden News, Abbey Gate Shopping Precinct, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-Op, Kem Street, Attleborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Somerfield Stores Ltd, Camborne Drive, Nuneaton	2.27%	2	0.00%	0	0.00%	0	1.49%	1	0.00%	0	0.00%	0	0.00%	0	0.00%
Aldi, Kingswood Road, Nuneaton	3.41%	3	0.00%	0	1.69%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Lidl, Queens Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Glenco Newsagents, Chequer Street, Bulkington, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Gt News, Leicester Street, Bulkington, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Minimart, Rugby Road, Bulkington, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Spar, Leicester Street, Bulkington, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Farmfoods Ltd, Camborne Drive, Horestone	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Horeston Grange News, Camborne Drive, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
R K Supermarket, Kingswood Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Pinetree Newsagents, Pine Tree Road, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
The Grocers, Pine Tree Road, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Keresley Newsagent, Rathbone Close, Keresley End, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bedworth Newsagents, Smorrall Lane, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Saints Liquor Store, Smorrall Lane, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-Op, Coniston Way, Nuneaton	1.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
K & R News, St. Nicolas Park Drive, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Aloe Vera Products, Arbury Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
S & K Supermarkets, Arbury Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Exton News, Armonson Road, Exhall, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
G R Supermarket, Church Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Padda Newsagents, Church Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
R & R Supermarket, Church Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Costcutters Nuneaton, Copsewood Avenue, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Copsewood News, Copsewood Avenue, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
D G & P C Rogers, Coventry Road, Exhall, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Carters News, Dark Lane, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Drayton Stores, Drayton Road, Bedworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Heath End News, Heath End Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Just for You Newsagent, Heath End Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sonnys Grocer, Heath End Road, Nuneaton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Heath Road, Bedworth	0.00%	0	2.08%	1	1.69%	1	2.99%	2	0.00%	0	0.00%	0	0.00%	0	0.00%

TABLE 1:

Q01 Where do you normally go for your household's main food and grocery shopping i.e

SP-REWEIGHTED DATA	CV9 1	LE10 0	LE10 0	LE10 1	LE10 1	LE10 2	LE10 2	LE10 3	LE10 3	LE9 8	LE9 8
	No	%	No	%	No	%	No	%	No	%	No
All respondents	CV9 1 (No)	LE10 0 (%)	LE10 0 (No)	LE10 1 (%)	LE10 1 (No)	LE10 2 (%)	LE10 2 (No)	LE10 3 (%)	LE10 3 (No)	LE9 8 (%)	LE9 8 (No)
Iceland Foods Plc, Queens Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Iceland, Queens Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-Op, New Century Way, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-Op, Abbey Street, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Netto, Regent Street, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	9.09%	1	0.00%	0
Asda, Newtown Road, Nuneaton	5	2.53%	2	2.56%	1	3.70%	2	0.00%	0	0.00%	0
Sainsbury PLC, Vicarage Street, Nuneaton	0	0.00%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B Hadley, Church Street, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Caves Fruit & Veg, Queens Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Heron Frozen Foods Ltd, Abbey Street, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Heron News, Abbey Street, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Holland & Barrett Ltd, Market Place, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
J B News, Leicester Street, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poundland Ltd, Abbey Street, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The Health Shop Nuneaton Ltd, Coventry Street, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cooltrader, Abbeygate Shopping Centre, Harefield Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Marks and Spencer, Market Place, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, Leicester Street / George Street Ringway, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.70%	1
Aldi, Mill Street, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Iceland Foods Plc, Mill Street, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stokes Plc, All Saints Square, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Supercigs, All Saints Square, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Arden News, Abbey Gate Shopping Precinct, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-Op, Kem Street, Attleborough	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Somerfield Stores Ltd, Camborne Drive, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Kingswood Road, Nuneaton	0	1.27%	1	0.00%	0	1.85%	1	0.00%	0	0.00%	0
Lidl, Queens Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Glenco Newsagents, Chequer Street, Bulkington, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gt News, Leicester Street, Bulkington, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Minimart, Rugby Road, Bulkington, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Spar, Leicester Street, Bulkington, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Farmfoods Ltd, Camborne Drive, Horestone	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Horeston Grange News, Camborne Drive, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
R K Supermarket, Kingswood Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Pinetree Newsagents, Pine Tree Road, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The Grocers, Pine Tree Road, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Keresley Newsagent, Rathbone Close, Keresley End, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bedworth Newsagents, Smorrall Lane, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Saints Liquor Store, Smorrall Lane, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-Op, Coniston Way, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
K & R News, St. Nicolas Park Drive, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aloe Vera Products, Arbury Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
S & K Supermarkets, Arbury Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Exton News, Armson Road, Exhall, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
G R Supermarket, Church Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Padda Newsagents, Church Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
R & R Supermarket, Church Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Costcutters Nuneaton, Copswood Avenue, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Copswood News, Copswood Avenue, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
D G & P C Rogers, Coventry Road, Exhall, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Carters News, Dark Lane, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Drayton Stores, Drayton Road, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Heath End News, Heath End Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Just for You Newsagent, Heath End Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sonnys Grocer, Heath End Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, Heath Road, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0

TABLE 1:

Q01 Where do you normally go for your household's main food and grocery shopping i.e

SP-REWEIGHTED DATA	CV9 1	LE10 0	LE10 0	LE10 1	LE10 1	LE10 2	LE10 2	LE10 3	LE10 3	LE9 8	LE9 8
	No	%	No	%	No	%	No	%	No	%	No
All respondents	CV9 1 (No)	LE10 0 (%)	LE10 0 (No)	LE10 1 (%)	LE10 1 (No)	LE10 2 (%)	LE10 2 (No)	LE10 3 (%)	LE10 3 (No)	LE9 8 (%)	LE9 8 (No)
Kieras News, Newtown Road, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
A A Day Newsagent, Nuneaton Road, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Niko News, Bulkington Road, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-Op, Copper Beech Road , Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dillons Newsagents Ltd, Lutterworth Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bright Corner Shop Convenience Stores, Bracebridge Street, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
United News Shops Ltd, College Street, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
News Plus Group Ltd, Coventry Road, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
P.D.S News, Croft Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, Croft Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
J G News, Devon Close, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corner Shop, Edward Street, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Jay Supermarket, Edward Street, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bray Stores, Exhall Green, Exhall, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Haunchwood News, Haunchwood Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Jay Convenience Stores, Hickman Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
One Stop Community Stores Ltd, Higham Lane, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
One Stop Community Stores Ltd, Leicester Road, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Spar, Lutterworth Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Terry Haskins, Marston Lane, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Premier Stores, Mount Pleasant Road, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newdigate Stores, Oakley Court, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Mumtaz Store, Princes Street, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
V J S, Queen Elizabeth Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Costcutter Ltd, Raven Way, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, Raven Way, Nuneaton	0	1.27%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Star News, Sherbourne Avenue, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Holland & Barrett Ltd, Townsend Drive, Attleborough Fields Industrial Estate, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Spar, Trafford Drive, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Larchbank Convenience Store, Tresillian Road, Exhall, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Shivom News, Vernons Lane, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hundal Newsagents, Weddington Road, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Costcutter Supermarket, Wiclif Way, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Mid County Co-Operative, Sherbourne Avenue, Nuneaton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sedgies Newsagents, Heath Road, Bedworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Station Street, Atherstone	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-Op, Station Street, Atherstone	7	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-Op, Tamworth Road, Atherstone	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury PLC, Fletchamstead Highway, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury PLC, Trinity Street, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, Clifford Bridge Road, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, Jubilee Crescent, Coventry	0	0.00%	0	0.00%	0	1.85%	1	0.00%	0	0.00%	0
Asda, Abbey Park, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Brade Drive, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Iceland, Cannon Park Shopping Centre, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Marks and Spencer, Arena Retail Park, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Morrisons, Alvis Retail Park, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Morrisons, Skipworth Road, Binley, Coventry	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury PLC, Austin Drive, Coventry	0	1.27%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Extra, Arena Retail Park, Coventry	1	1.27%	1	2.56%	1	1.27%	0	0.00%	0	0.00%	0
Tesco, Olivier Way, Cross Point Business Centre, Coventry	0	0.00%	0	0.00%	0	0.00%	0	9.09%	1	0.00%	0
Costcutter, Coleshill, Hartshill	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Supermart, Coleshill Road, Chapel End	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Watling Street, Hinckley	0	1.27%	1	0.00%	0	1.85%	1	0.00%	0	0.00%	0
Iceland, Brunel Road, Hinckley	0	1.27%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lidl, Hawley Road, Hinckley	0	1.27%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0

TABLE 1:

Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases

SP-REWEIGHTED DATA	Total %	Total No	CV10 0 %	CV10 0 No	CV10 7 %	CV10 7 No	CV10 8 %	CV10 8 No	CV10 9 %	CV10 9 No	CV11 4 %	CV11 4 No	CV11 5 %	CV11 5 No
All respondents	Total (%)	Total (No)	CV10 0 (%)	CV10 0 (No)	CV10 7 (%)	CV10 7 (No)	CV10 8 (%)	CV10 8 (No)	CV10 9 (%)	CV10 9 (No)	CV11 4 (%)	CV11 4 (No)	CV11 5 (%)	CV11 5 (No)
Sainsburys, Brunel Road, Hinckley	0.63%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsburys, Clifton Way, Hinckley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, Hawley Road, Hinckley	4.41%	42	2.94%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Barwell Lane, Hinckley	10.18%	97	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Morrisons, Hinckley Fields Industrial Estate, Hinckley	7.97%	76	2.94%	2	3.17%	2	5.97%	4	3.85%	3	1.49%	1	5.26%	3
Leicester Market	0.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsburys, Enderby, Leicester	0.94%	9	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Marks and Spencer, Fosse Park Shopping Centre, Leicester	0.21%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.49%	1	0.00%	0
Iceland, Clock Towers Shopping Centre, Rugby	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury PLC, Dunchurch Road, Rugby	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsburys, Bitterscote Drive, Tamworth	0.10%	1	1.47%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Ventura Road, Tamworth	0.31%	3	0.00%	0	1.59%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Marks and Spencer, Ventura Retail Park, Ventura Park Road, Tamworth	0.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Morrisons, Marlborough Way, Tamworth	0.21%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	0.52%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.75%	1
	100%	953	100%	68	100%	63	100%	67	100%	78	100%	67	100%	57

TABLE 1:

Q01 Where do you normally go for your household's main food and grocery shopping i.e

SP-REWEIGHTED DATA	CV11 6	CV11 6	CV12 0	CV12 0	CV12 8	CV12 8	CV12 9	CV12 9	CV13 6	CV13 6	CV6 6	CV6 6	CV7 9	CV7 9	CV9 1
	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
All respondents	CV11 6 (%)	CV11 6 (No)	CV12 0 (%)	CV12 0 (No)	CV12 8 (%)	CV12 8 (No)	CV12 9 (%)	CV12 9 (No)	CV13 6 (%)	CV13 6 (No)	CV6 6 (%)	CV6 6 (No)	CV7 9 (%)	CV7 9 (No)	CV9 1 (%)
Sainsburys, Brunel Road, Hinckley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys, Clifton Way, Hinckley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco, Hawley Road, Hinckley	1.14%	1	0.00%	0	0.00%	0	0.00%	0	6.67%	1	0.00%	0	0.00%	0	0.00%
Asda, Barwell Lane, Hinckley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	13.33%	2	0.00%	0	0.00%	0	0.00%
Morrisons, Hinckley Fields Industrial Estate, Hinckley	6.82%	6	2.08%	1	0.00%	0	0.00%	0	33.33%	5	0.00%	0	0.00%	0	4.17%
Leicester Market	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys, Enderby, Leicester	2.27%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marks and Spencer, Fosse Park Shopping Centre, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Iceland, Clock Towers Shopping Centre, Rugby	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsbury PLC, Dunchurch Road, Rugby	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sainsburys, Bitterscote Drive, Tamworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Asda, Ventura Road, Tamworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	8.33%
Marks and Spencer, Ventura Retail Park, Ventura Park Road, Tamworth	1.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons, Marlborough Way, Tamworth	1.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.17%
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	6.67%	1	0.00%	0	0.00%	0	0.00%
	100%	88	100%	48	100%	59	100%	67	100%	15	100%	3	100%	29	100%

TABLE 1:

Q01 Where do you normally go for your household's main food and grocery shopping i.e

	SP-REWEIGHTED DATA											
	CV9 1 No	LE10 0 %	LE10 0 No	LE10 1 %	LE10 1 No	LE10 2 %	LE10 2 No	LE10 3 %	LE10 3 No	LE9 8 %	LE9 8 No	
All respondents	CV9 1 (No)	LE10 0 (%)	LE10 0 (No)	LE10 1 (%)	LE10 1 (No)	LE10 2 (%)	LE10 2 (No)	LE10 3 (%)	LE10 3 (No)	LE9 8 (%)	LE9 8 (No)	
Sainsburys, Brunel Road, Hinckley	0	6.33%	5	2.56%	1	0.00%	0	0.00%	0	0.00%	0	
Sainsburys, Clifton Way, Hinckley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	
Tesco, Hawley Road, Hinckley	0	12.66%	10	10.26%	4	38.89%	21	18.18%	2	2.70%	1	
Asda, Barwell Lane, Hinckley	0	36.71%	29	51.28%	20	29.63%	16	18.18%	2	75.68%	28	
Morrisons, Hinckley Fields Industrial Estate, Hinckley	1	29.11%	23	30.77%	12	12.96%	7	0.00%	0	16.22%	6	
Leicester Market	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.70%	1	
Sainsburys, Enderby, Leicester	0	0.00%	0	0.00%	0	3.70%	2	45.45%	5	0.00%	0	
Marks and Spencer, Fosse Park Shopping Centre, Leicester	0	0.00%	0	0.00%	0	1.85%	1	0.00%	0	0.00%	0	
Iceland, Clock Towers Shopping Centre, Rugby	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	
Sainsbury PLC, Dunchurch Road, Rugby	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	
Sainsburys, Bitterscote Drive, Tamworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	
Asda, Ventura Road, Tamworth	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	
Marks and Spencer, Ventura Retail Park, Ventura Park Road, Tamworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	
Morrisons, Marlborough Way, Tamworth	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	
Other	0	1.27%	1	0.00%	0	3.70%	2	0.00%	0	0.00%	0	
	24	100%	79	100%	39	100%	54	100%	11	100%	37	



Goad Category Report

Nuneaton

Survey Date: 10/09/2008

GETTING THE MOST FROM YOUR GOAD CATEGORY REPORT

Each shopping centre has its own unique mix of multiple outlets, independent shops, convenience and comparison stores, food outlets and vacant premises.

Understanding the retail composition of a centre and its effect on local consumers is crucial to the success of any business. By studying the information in the report, you will be able to examine site quality, evaluate threats opportunities, and assess the vitality and viability of the centre. However, you will only achieve this if you are aware of the various implications of the data that you see. This guide is designed to help you interpret the information you see on the Goad Category Report.

1. The Local Area

When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Category Reports are available for the majority of retail centre that we map.

2. The Indexing System

A simple indexing system appears throughout the report. This illustrates the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count.

For example, if restaurants accounted for 10% of a centre's outlets and the UK average was also 10%, the index would be 100. If however, the UK average was 8%, the index would be 125.

The index is an effective gap analysis tool and can be used to identify areas that are under and over represented within a centre. A retail category that is heavily under represented could indicate poor local demand. On the other hand, it could show that there is an untapped market waiting to be serviced. Either way, it provides a strong indication that the site will need to be examined further.

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of

comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

Comparing the number of vacant outlets with the GB average provides a useful insight into the current economic status of a centre. For example, a high index generally represents under-development or decay, while a low index shows a strong retail presence.

5. Multiple Outlets/Major Retailers

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers. The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV are often sufficient in itself to attract consumers to a centre. 30 national multiples have been identified as Major Retailers, (i.e. those retailers most likely to improve the consumer appeal of a centre).

The presence of multiple outlets and major retailers can have a significant impact on neighbouring outlets. While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian

The Goad Centre Report

This defines the retail extent and composition of a centre; showing the number of premises in over 27 retail categories and detailing the space allocation across each of them. A comparison of these figures with the national average illustrates under or over representation by category, allowing you to assess the degree of competition or opportunity within the centre.

The Goad Distribution Report

Goad Distribution Reports provides a top-level analysis of the total retail mix and composition of a centre. It shows the number of premises in 16 categories and details the space allocation across each of them.

Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure. Each category is broken down into the European standard COICOP (Classification of Individual Consumption by Purpose) classification. Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

Goad Paper Plans

These provide a bird's eye view of over 1,250 UK retail centres. The name, retail category, floor space and exact location of all outlets and vacant premises is recorded and mapped. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured. There are also over 800 retail park plans available

Goad Digital Plans

Digital plans are available online through our Goad Network system. This enables the user to View, Interrogate Edit & Print plans to their own requirements. For a demonstration logon to <http://www.goadnetwork.co.uk/demologin.asp>

Tailored Plans and Extracts

We are able to provide tailored plans and extracts which highlight the information most relevant to your enquiry.

The Retail Address Database

An extensive database covering the addresses of 360,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

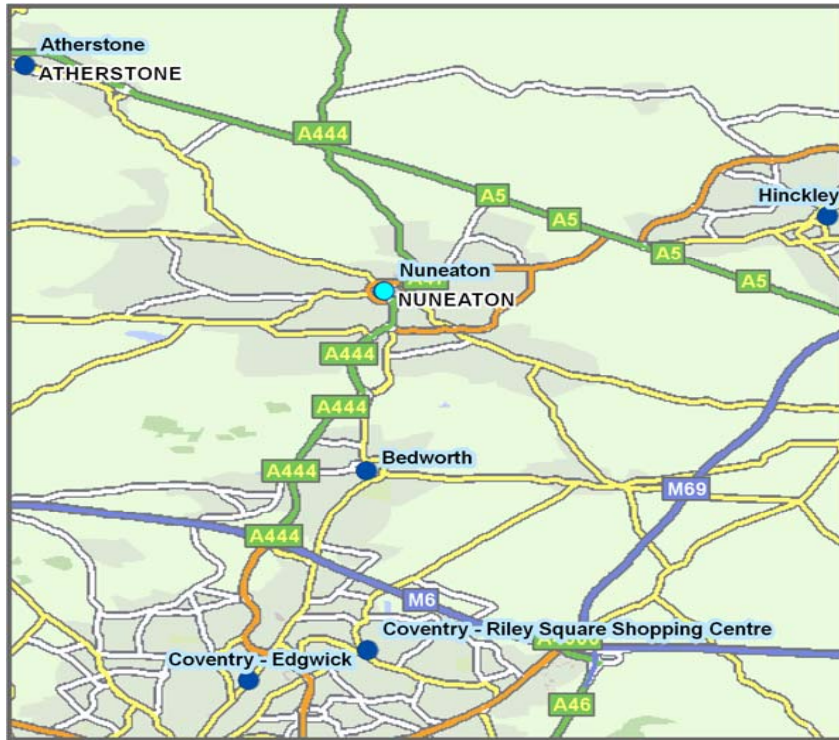
For further details on these products or if you have any queries regarding your Goad Category Report, please contact Experian on: Tel: 0845 601 6011

Fax: 0115 968 5003 E-mail:

goad.sales@uk.experian.com

Nearest Centres and Major Retailers

Nuneaton



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Nearest Location	Distance KM
Bedworth	4.82
Hinckley	6.86
Atherstone	8.05
Coventry - Riley Square Shopping Centre	9.63
Coventry - Edgwick	10.61

Major Retailers Present			
Department Stores			
BhS	1		
Debenhams	1		
House of Fraser	0		
John Lewis	0		
Marks & Spencer	1		
Mixed Goods Retailers			
Argos	1		
Boots the Chemist	1		
W H Smith	1		
Wilkinson	1		
Woolworths	1		
Supermarkets			
Sainsburys	1		
Tesco	0		
Waitrose	0		
Clothing			
Burton	1		
Dorothy Perkins	1		
H & M	1		
New Look	1		
Next	1		
River Island	1		
Topman	1		
Topshop	1		
Other Retailers			
Carphone Warehouse	1		
Clarks	1		
Clintons	2		
Currys	1		
H M V	1		
Superdrug	1		
Virgin Megastores	0		
Vodafone	1		
Waterstones	1		

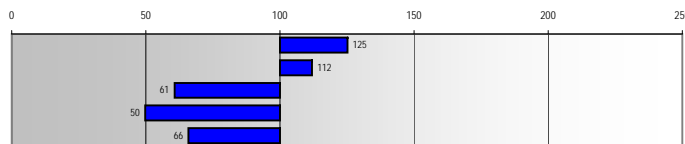
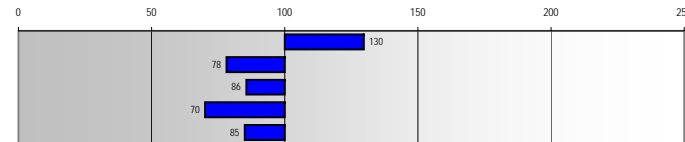
Multiple Counts & Floorspace by Sector

Counts	Outlets	Area %	Base %	Index
Comparison	110	54.73	42.20	130
Convenience	17	8.46	10.82	78
Retail Service	18	8.96	10.47	86
Leisure Services	30	14.93	21.28	70
Financial & Business Services	26	12.94	15.22	85

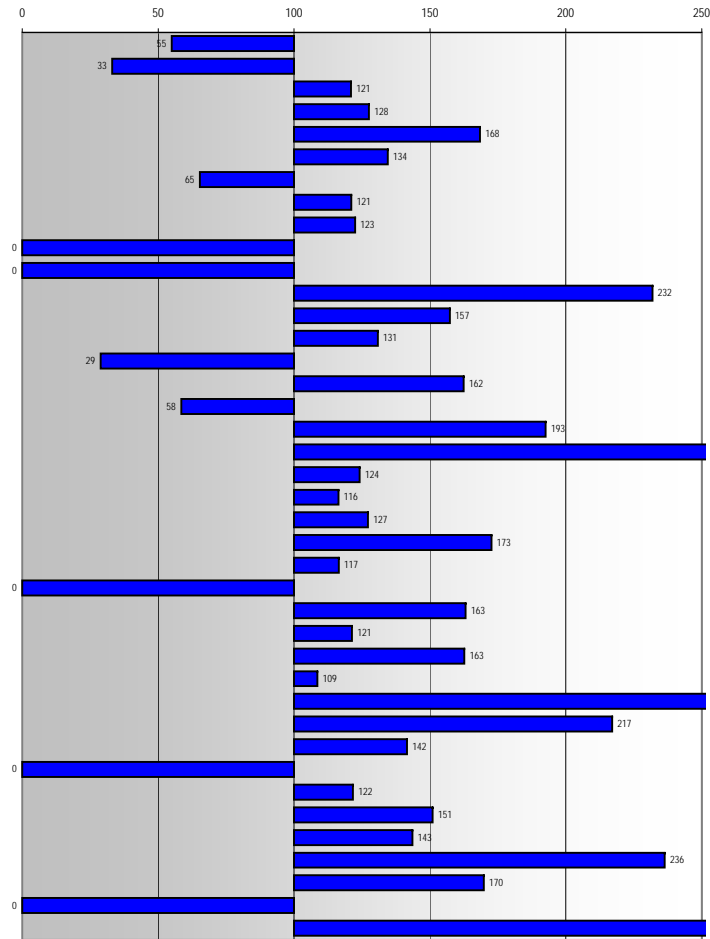
Total Multiple Outlets **201**

Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	528,200	59.33	47.41	125
Convenience	200,400	22.51	20.11	112
Retail Service	27,600	3.10	5.10	61
Leisure Services	81,700	9.18	18.46	50
Financial & Business Services	52,300	5.88	8.91	66

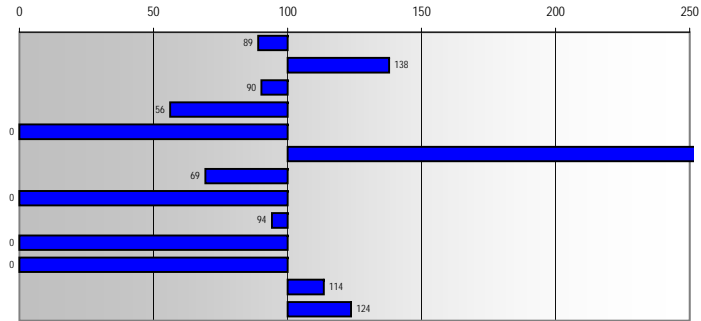
Total Multiple Floorspace **890,200**



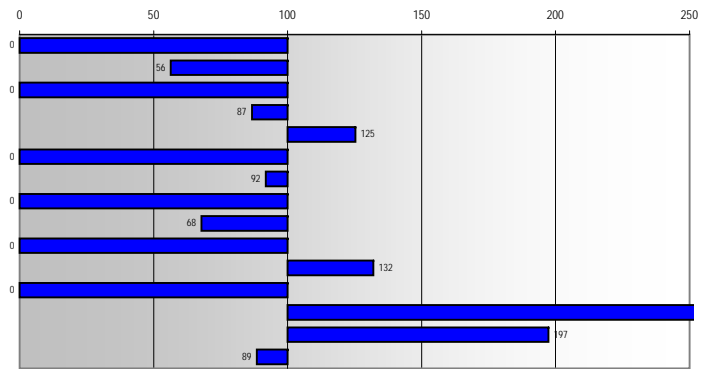
Sector	Classification	Outlets	Area %	Base %	Index
Comparison					
	Antique Shops	1	0.26	0.46	55
	Art & Art Dealers	1	0.26	0.77	33
	Booksellers	3	0.77	0.63	121
	Carpets & Flooring	3	0.77	0.60	128
	Catalogue Showrooms	1	0.26	0.15	168
	Charity Shops	11	2.81	2.09	134
	Chemist & Drugstores	3	0.77	1.17	65
	Childrens & Infants Wear	3	0.77	0.63	121
	Clothing General	10	2.55	2.08	123
	Crafts, Gifts, China & Glass	0	0.00	1.37	0
	Cycles & Accessories	0	0.00	0.22	0
	Department & Variety Stores	5	1.28	0.55	232
	DIY & Home Improvement	5	1.28	0.81	157
	Electrical & Other Durable Goods	8	2.04	1.56	131
	Florists	1	0.26	0.88	29
	Footwear	9	2.30	1.41	162
	Furniture Fitted	1	0.26	0.44	58
	Furniture General	8	2.04	1.06	193
	Gardens & Equipment	2	0.51	0.06	789
	Greeting Cards	5	1.28	1.03	124
	Hardware & Household Goods	6	1.53	1.32	116
	Jewellery, Watches & Silver	9	2.30	1.80	127
	Ladies & Mens Wear & Acc.	5	1.28	0.74	173
	Ladies Wear & Accessories	18	4.59	3.94	117
	Leather & Travel Goods	0	0.00	0.25	0
	Mens Wear & Accessories	6	1.53	0.94	163
	Music & Musical Instruments	1	0.26	0.21	121
	Music & Video Recordings	2	0.51	0.31	163
	Newsagents & Stationers	3	0.77	0.70	109
	Office Supplies	2	0.51	0.10	507
	Other Comparison Goods	7	1.79	0.82	217
	Photographic & Optical	1	0.26	0.18	142
	Secondhand Goods, Books, etc.	0	0.00	0.24	0
	Sports, Camping & Leisure Goods	4	1.02	0.84	122
	Telephones & Accessories	7	1.79	1.18	151
	Textiles & Soft Furnishings	5	1.28	0.89	143
	Toiletries, Cosmetics & Beauty Products	8	2.04	0.86	236
	Toys, Games & Hobbies	6	1.53	0.90	170
	Vehicle & Motorcycle Sales	0	0.00	0.34	0
	Vehicle Accessories	3	0.77	0.29	261
	Totals	173	44.13	34.86	127



Convenience	Outlets	Area %	Base %	Index
Bakers & Confectioners	6	1.53	1.72	89
Butchers	4	1.02	0.74	138
CTN	4	1.02	1.13	90
Convenience Stores	2	0.51	0.91	56
Fishmongers	0	0.00	0.12	0
Frozen Foods	3	0.77	0.27	287
Greengrocers	1	0.26	0.37	69
Grocers & Delicatessens	0	0.00	0.98	0
Health Foods	2	0.51	0.54	94
Markets	0	0.00	0.11	0
Off Licences	0	0.00	0.66	0
Shoe Repairs Etc	2	0.51	0.45	114
Supermarkets	4	1.02	0.82	124
Total Convenience	28	7.14	8.81	63



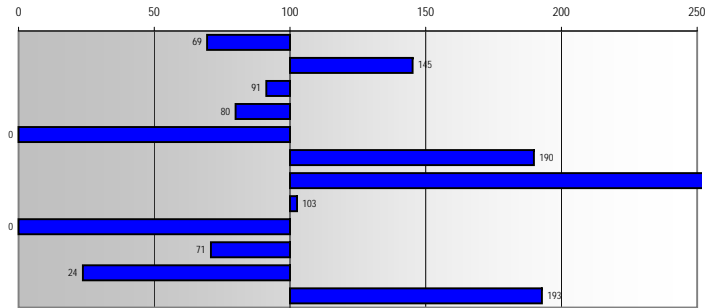
Retail Service	Outlets	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.09	0
Dry Cleaners & Launderettes	2	0.51	0.91	56
Filling Stations	0	0.00	0.22	0
Health & Beauty	23	5.87	6.76	87
Opticians	7	1.79	1.43	125
Other Retail Services	0	0.00	0.45	0
Photo Processing	1	0.26	0.28	92
Photo Studio	0	0.00	0.17	0
Post Offices	1	0.26	0.38	68
Repairs, Alterations & Restoration	0	0.00	0.29	0
Travel Agents	6	1.53	1.16	132
TV, Cable & Video Rental	0	0.00	0.01	0
Vehicle Rental	1	0.26	0.06	443
Vehicle Repairs & Services	4	1.02	0.52	197
Video Tape Rental	1	0.26	0.29	89
Totals	46	11.73	13.00	90



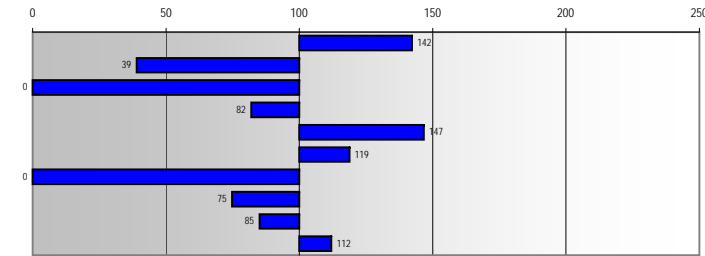
Other Retail	Outlets	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.18	0



Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	4	1.02	1.47	69
Bingo & Amusements	3	0.77	0.53	145
Cafes	11	2.81	3.07	91
Casinos & Betting Offices	4	1.02	1.28	80
Cinemas, Theatres & Concert Halls	0	0.00	0.23	0
Clubs	6	1.53	0.81	190
Disco, Dance & Nightclubs	3	0.77	0.19	400
Fast Food & Take Away	22	5.61	5.47	103
Hotels & Guest Houses	0	0.00	0.57	0
Public Houses	9	2.30	3.24	71
Restaurants	4	1.02	4.30	24
Sports & Leisure Facilities	2	0.51	0.26	193
Totals	68	17.35	21.42	81



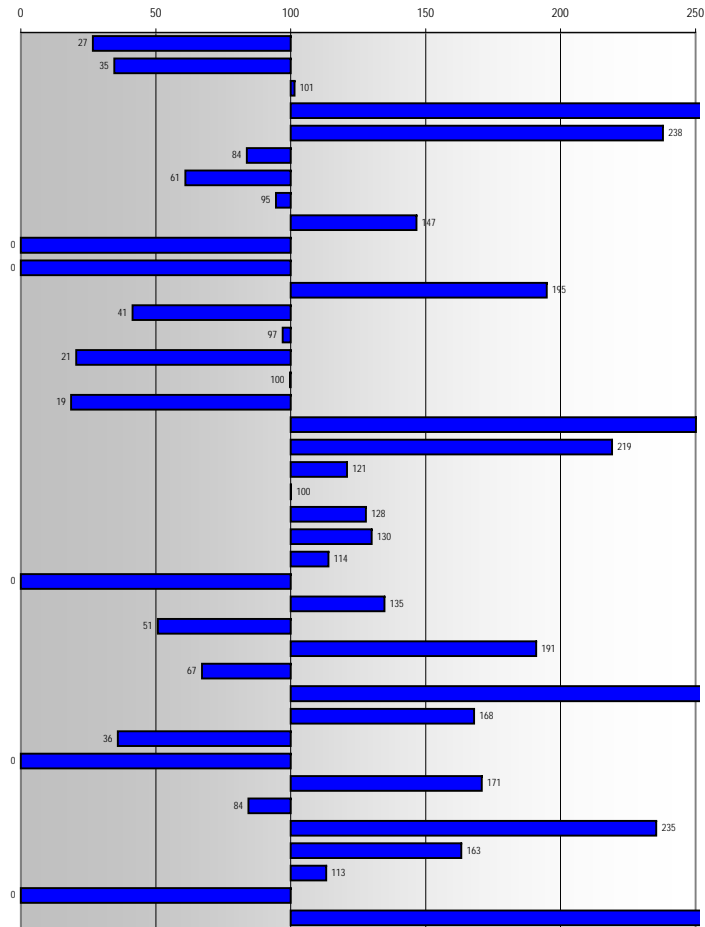
Financial & Business Services	Outlets	Area %	Base %	Index
Building Societies	3	0.77	0.54	142
Building Supplies & Services	1	0.26	0.65	39
Business Goods & Services	0	0.00	0.04	0
Employment & Careers	2	0.51	0.62	82
Financial Services	9	2.30	1.57	147
Legal Services	5	1.28	1.07	119
Other Business Services	0	0.00	0.31	0
Printing & Copying	1	0.26	0.34	75
Property Services	12	3.06	3.60	85
Retail Banks	11	2.81	2.51	112
Totals	44	11.22	11.25	100



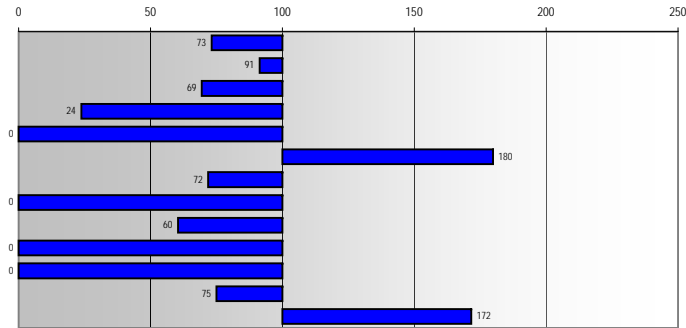
Vacant Outlets	Outlets	Area %	Base %	Index
Vacant Retail & Service Outlets	33	8.42	10.33	82
Total Number of Outlets	392			



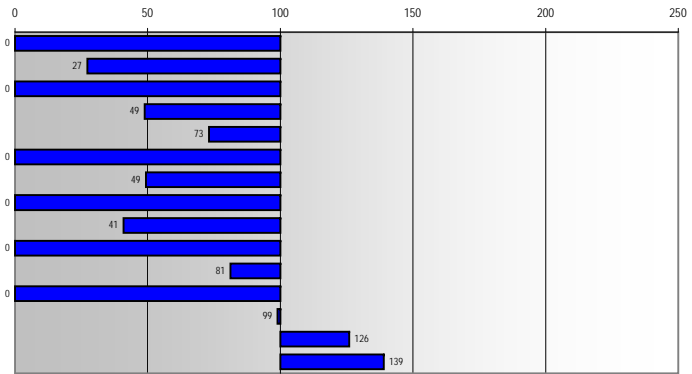
Sector	Classification	Floorspace	Area %	Base %	Index
Comparison					
	Antique Shops	800	0.07	0.25	27
	Art & Art Dealers	1,700	0.14	0.41	35
	Booksellers	6,700	0.56	0.55	101
	Carpets & Flooring	23,600	1.96	0.63	311
	Catalogue Showrooms	15,600	1.29	0.54	238
	Charity Shops	12,000	1.00	1.19	84
	Chemist & Drugstores	11,800	0.98	1.61	61
	Childrens & Infants Wear	5,800	0.48	0.51	95
	Clothing General	64,200	5.33	3.64	147
	Crafts, Gifts, China & Glass	0	0.00	0.68	0
	Cycles & Accessories	0	0.00	0.17	0
	Department & Variety Stores	135,000	11.21	5.75	195
	DIY & Home Improvement	6,800	0.56	1.36	41
	Electrical & Other Durable Goods	15,300	1.27	1.31	97
	Florists	800	0.07	0.32	21
	Footwear	13,400	1.11	1.12	100
	Furniture Fitted	900	0.07	0.40	19
	Furniture General	52,600	4.37	1.75	250
	Gardens & Equipment	1,800	0.15	0.07	219
	Greeting Cards	9,900	0.82	0.68	121
	Hardware & Household Goods	28,200	2.34	2.34	100
	Jewellery, Watches & Silver	12,000	1.00	0.78	128
	Ladies & Mens Wear & Acc.	15,300	1.27	0.98	130
	Ladies Wear & Accessories	43,800	3.64	3.19	114
	Leather & Travel Goods	0	0.00	0.13	0
	Mens Wear & Accessories	12,100	1.00	0.75	135
	Music & Musical Instruments	800	0.07	0.13	51
	Music & Video Recordings	8,000	0.66	0.35	191
	Newsagents & Stationers	5,900	0.49	0.73	67
	Office Supplies	8,600	0.71	0.13	539
	Other Comparison Goods	13,600	1.13	0.67	168
	Photographic & Optical	400	0.03	0.09	36
	Secondhand Goods, Books, etc.	0	0.00	0.11	0
	Sports, Camping & Leisure Goods	22,800	1.89	1.11	171
	Telephones & Accessories	6,300	0.52	0.62	84
	Textiles & Soft Furnishings	18,600	1.54	0.66	235
	Toiletries, Cosmetics & Beauty Products	16,700	1.39	0.85	163
	Toys, Games & Hobbies	9,200	0.76	0.68	113
	Vehicle & Motorcycle Sales	0	0.00	0.71	0
	Vehicle Accessories	12,400	1.03	0.30	340
	Totals	613,400	50.92	38.22	133



Convenience	Floorspace	Area %	Base %	Index
Bakers & Confectioners	7,300	0.61	0.83	73
Butchers	4,100	0.34	0.37	91
CTN	4,200	0.35	0.50	69
Convenience Stores	2,600	0.22	0.91	24
Fishmongers	0	0.00	0.05	0
Frozen Foods	14,500	1.20	0.67	180
Greengrocers	1,500	0.12	0.17	72
Grocers & Delicatessens	0	0.00	0.53	0
Health Foods	2,000	0.17	0.27	60
Markets	0	0.00	0.86	0
Off Licences	0	0.00	0.39	0
Shoe Repairs Etc	1,100	0.09	0.12	75
Supermarkets	174,700	14.50	8.45	172
Total Convenience	212,000	17.60	14.13	63



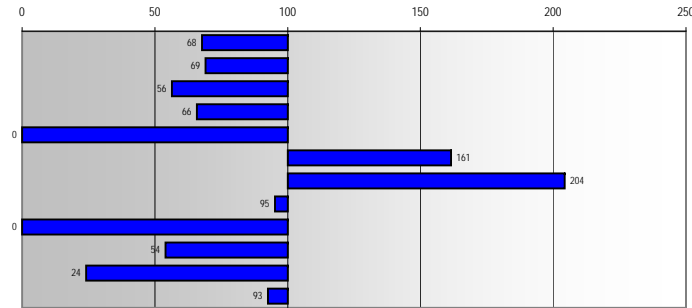
Retail Service	Floorspace	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.04	0
Dry Cleaners & Launderettes	1,300	0.11	0.40	27
Filling Stations	0	0.00	0.11	0
Health & Beauty	17,700	1.47	3.01	49
Opticians	7,100	0.59	0.81	73
Other Retail Services	0	0.00	0.31	0
Photo Processing	600	0.05	0.10	49
Photo Studio	0	0.00	0.08	0
Post Offices	2,100	0.17	0.43	41
Repairs, Alterations & Restoration	0	0.00	0.10	0
Travel Agents	6,100	0.51	0.62	81
TV, Cable & Video Rental	0	0.00	0.00	0
Vehicle Rental	600	0.05	0.05	99
Vehicle Repairs & Services	10,400	0.86	0.69	126
Video Tape Rental	4,200	0.35	0.25	139
Totals	50,100	4.16	7.00	59



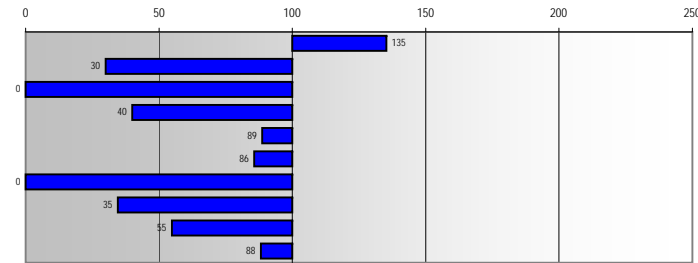
Other Retail	Floorspace	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.12	0



Leisure Services	Floorspace	Area %	Base %	Index
Bars & Wine Bars	17,100	1.42	2.09	68
Bingo & Amusements	8,600	0.71	1.03	69
Cafes	11,200	0.93	1.65	56
Casinos & Betting Offices	7,500	0.62	0.95	66
Cinemas, Theatres & Concert Halls	0	0.00	1.48	0
Clubs	27,100	2.25	1.39	161
Disco, Dance & Nightclubs	11,300	0.94	0.46	204
Fast Food & Take Away	29,100	2.42	2.54	95
Hotels & Guest Houses	0	0.00	1.79	0
Public Houses	27,800	2.31	4.27	54
Restaurants	10,200	0.85	3.52	24
Sports & Leisure Facilities	16,800	1.39	1.51	93
Totals	166,700	13.84	22.67	61



Financial & Business Services	Floorspace	Area %	Base %	Index
Building Societies	6,800	0.56	0.42	135
Building Supplies & Services	2,200	0.18	0.61	30
Business Goods & Services	0	0.00	0.06	0
Employment & Careers	1,700	0.14	0.35	40
Financial Services	9,900	0.82	0.93	89
Legal Services	8,300	0.69	0.80	86
Other Business Services	0	0.00	0.39	0
Printing & Copying	900	0.07	0.22	35
Property Services	12,700	1.05	1.92	55
Retail Banks	32,900	2.73	3.10	88
Totals	75,400	6.26	8.80	71



Vacant Outlets	Floorspace	Area %	Base %	Index
Vacant Retail & Service Outlets	87,100	7.23	8.46	85
Total Floorspace	1,204,700			



TERMS AND CONDITIONS

1. DEFINITIONS

"this agreement" means the terms and conditions hereunder and the correspondence between the parties attached hereto.
"Experian" means Experian Group Limited.
"the Client" means the person, firm or limited company to whom the Services are to be provided.
"the Information" means any information (in whatsoever form) provided to the Client by Experian in connection with the Services.
"the Media" means the records, tapes or other materials and documents by which the information is communicated to the Client.
"the Services" means the services to be provided by Experian to the Client more particularly described in the correspondence between the parties attached hereto.

2. CONTRACT TERMS

Subject to Clause 14 hereunder this Agreement shall be on the terms and conditions set out below to the exclusion of any other terms and conditions whether or not the same are endorsed upon, delivered with or referred to in any document delivered or sent by the client to Experian.

3. PAYMENT OF CHARGES

3.1 The charges for the Services ("the Charges") shall be specified by Experian to the Client.
3.2 The Client shall pay the Charges within 28 days of the date of Experian's invoice thereof.
3.3 Interest at an annual rate of 5% above Barclays Bank plc's base rate from time to time shall accrue daily and be calculated on a daily basis on any sum overdue from the date of invoice until payment in full of the Charges.
3.4 Unless expressly stated otherwise the Charges shall be exclusive of VAT (or any other duty chargeable in respect thereof) (which for the avoidance of doubt shall be payable by the Client in accordance with the terms and conditions hereof).

4. PROVISION OF THE SERVICES

4.1 Experian shall use all reasonable endeavours to ensure that the information is accurate in all material respects.
4.2 Save as provided in sub-clause 4.1 above or otherwise expressly provided in this Agreement or to the extent that it is unlawful for any said representations and warranties to be excluded Experian makes no representations or warranties whether express or implied (by statute or otherwise) in connection with the Services or use thereof by the Client or otherwise in connection with this Agreement.
4.3 The parties hereto agree that the time for the performance of Experian's obligations in connection with the Services shall not be of the essence in this Agreement.

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:
5.1 Experian shall not be liable (whether in contract or in negligence (other than the liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) or other tort or otherwise) for any indirect or consequential loss of any kind whatsoever (including without limitation loss of profit or loss of business) suffered by the Client in connection with the Services.
5.2 Without prejudice to the provisions of sub-clause 4.1 above Experian's maximum aggregate liability hereunder (other than liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) whether for breach of this Agreement or otherwise and whether or not arising from the negligence of Experian or any other person involved directly or indirectly in the provision of the Services shall not exceed an amount equal to the Charges (exclusive of VAT) payable to Experian hereunder.

6. COPYRIGHT

Property and the copyright (and all other intellectual property rights) in the Media and the Information (other than any information which has passed to Experian by the Client in connection with the Services or which has been obtained from any third party by Experian which copyright and all other intellectual property rights as appropriate shall remain vested in such third party) shall at all times remain vested in Experian.

7. CONFIDENTIALITY

7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy reproduce publish or transmit any part of the Information in any manner whatsoever and the media shall be returned to Experian upon demand.
7.2 The Client undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not divulge communicate or permit access to any third party any confidential information relating to Experian.
7.3 For the purpose of sub-clause 7.2 hereof the expression "confidential information" shall mean (as the context may require)
7.3.1 the Information; and/or
7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the Client; and/or
7.3.3 any information and/or know how relating to the methods or techniques used by Experian in devising and developing the Services and any tapes documents or other materials comprising any part of such information and/or know how made available by Experian hereunder.
7.4 The provisions of sub-clause 7.2 hereof shall not apply to any confidential information to the extent that:
7.4.1 the Client is required to divulge the same by a Court tribunal or government authority with competent jurisdiction
7.4.2 it has already come within the public domain
7.4.3 it was already known to the Client prior to the date of disclosure by Experian (as evidenced by written records)

8. INDEMNITY

The Client shall indemnify and keep indemnified Experian from and against any and all liability loss claims demands costs or expenses of any kind whatsoever which shall at any time suffer or incur and which arise out of or in connection with the services provided that this indemnity shall not apply to the extent that any such liability arises of the default of Experian.

9. DATA PROTECTION ACT 1984

The Client undertakes that at all times they shall comply fully with the provisions of the Data Protection Act 1984 and any subsequent amendments thereto or re-enactments thereof.

10. TERMINATION

10.1 Experian shall be entitled to terminate this Agreement immediately by written notice to the Client if:
10.1.1 The Client is guilty of any material breach of the provisions of this Agreement and such breach if capable of remedy is not remedied within twenty one working days of written notice having been given to remedy such breach.
10.1.2 The Client has had a bankruptcy order made against it or has made an arrangement or composition with its creditors or (being a body corporate) has had convened a meeting of creditors (whether formal or informal) or has entered into liquidation (whether voluntary or compulsory) except a solvent voluntary liquidation for the purpose only of reconstruction or amalgamation or has a receiver manager administrator or administrative receiver appointed of its undertaking or any part thereof or a resolution has been passed or a petition presented to any Court for the winding-up of the Client or for the granting of an administration order in respect of the Client or any proceedings have been commenced relating to the insolvency of the Client.
10.2 The termination of this Agreement shall be without prejudice to the rights of Experian accrued prior to such termination.

11. FORCE MAJEURE

Notwithstanding anything herein contained neither party shall be under any liability to the other in respect of any failure to perform or delay in performing any of the obligations hereunder which is due to any cause of whatsoever nature beyond its reasonable control and no such failure or delay shall be deemed for any purposes to be a breach of this Agreement.

12. ASSIGNMENT

The rights granted to the Client hereunder are personal to it and the Client shall not assign or grant any rights in respect of or otherwise deal in the same.

13. WAIVER

Failure by either party to enforce any of the provisions of this Agreement shall not operate as a waiver of any of its rights hereunder or operate so as to bar the exercise or enforcement thereof at any time or times.

14. VARIATIONS

This Agreement constitutes the whole of the terms agreed between the parties hereto in respect of the subject matter hereof and supersedes all previous negotiations, understandings or representations and shall be capable of being varied only by an instrument in writing signed by a duly authorised representative of each of the parties hereto.

15. NOTICE

Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.
15.1 If given by mail seventy-two hours after the same shall have been despatched and
15.2 If given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

16. SEVERANCE

This Agreement is severable in that if any provision hereof is determined to be illegal or unenforceable by any Court or competent jurisdiction such provision shall be deemed to have been deleted without affecting the remaining provisions of this Agreement.

17. LAW

This Agreement shall be governed by and construed in accordance with English Law and the parties hereto agree that the English Courts shall have exclusive jurisdiction.



Goad Category Report

Bedworth

Survey Date: 09/03/2007

GETTING THE MOST FROM YOUR GOAD CATEGORY REPORT

Each shopping centre has its own unique mix of multiple outlets, independent shops, convenience and comparison stores, food outlets and vacant premises.

Understanding the retail composition of a centre and its effect on local consumers is crucial to the success of any business. By studying the information in the report, you will be able to examine site quality, evaluate threats opportunities, and assess the vitality and viability of the centre. However, you will only achieve this if you are aware of the various implications of the data that you see. This guide is designed to help you interpret the information you see on the Goad Category Report.

1. The Local Area

When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Category Reports are available for the majority of retail centre that we map.

2. The Indexing System

A simple indexing system appears throughout the report. This illustrates the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count.

For example, if restaurants accounted for 10% of a centre's outlets and the UK average was also 10%, the index would be 100. If however, the UK average was 8%, the index would be 125.

The index is an effective gap analysis tool and can be used to identify areas that are under and over represented within a centre. A retail category that is heavily under represented could indicate poor local demand. On the other hand, it could show that there is an untapped market waiting to be serviced. Either way, it provides a strong indication that the site will need to be examined further.

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of

comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

Comparing the number of vacant outlets with the GB average provides a useful insight into the current economic status of a centre. For example, a high index generally represents under-development or decay, while a low index shows a strong retail presence.

5. Multiple Outlets/Major Retailers

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers. The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV are often sufficient in itself to attract consumers to a centre. 30 national multiples have been identified as Major Retailers, (i.e. those retailers most likely to improve the consumer appeal of a centre).

The presence of multiple outlets and major retailers can have a significant impact on neighbouring outlets. While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian

The Goad Centre Report

This defines the retail extent and composition of a centre; showing the number of premises in over 27 retail categories and detailing the space allocation across each of them. A comparison of these figures with the national average illustrates under or over representation by category, allowing you to assess the degree of competition or opportunity within the centre.

The Goad Distribution Report

Goad Distribution Reports provides a top-level analysis of the total retail mix and composition of a centre. It shows the number of premises in 16 categories and details the space allocation across each of them.

Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure. Each category is broken down into the European standard COICOP (Classification of Individual Consumption by Purpose) classification. Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

Goad Paper Plans

These provide a bird's eye view of over 1,250 UK retail centres. The name, retail category, floor space and exact location of all outlets and vacant premises is recorded and mapped. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured. There are also over 800 retail park plans available

Goad Digital Plans

Digital plans are available online through our Goad Network system. This enables the user to View, Interrogate Edit & Print plans to their own requirements. For a demonstration logon to <http://www.goadnetwork.co.uk/demologin.asp>

Tailored Plans and Extracts

We are able to provide tailored plans and extracts which highlight the information most relevant to your enquiry.

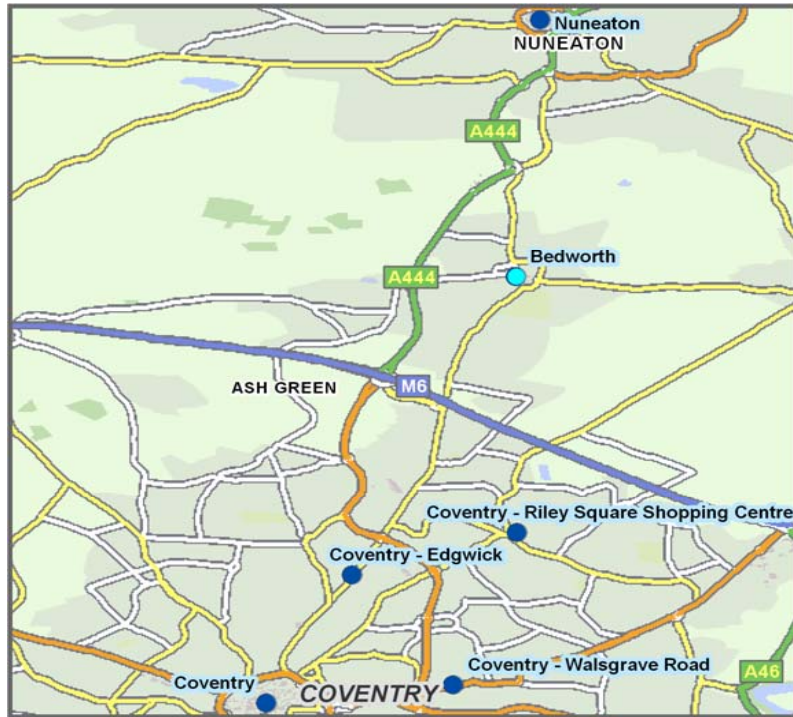
The Retail Address Database

An extensive database covering the addresses of 360,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

For further details on these products or if you have any queries regarding your Goad Category Report, please contact Experian on: Tel: 0845 601 6011

Fax: 0115 968 5003 E-mail:

goad.sales@uk.experian.com



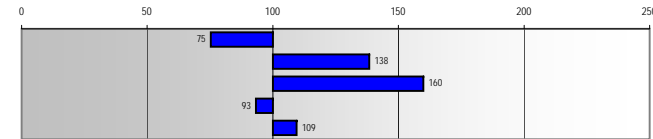
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Nearest Location	Distance KM
Coventry - Riley Square Shopping Centre	4.81
Nuneaton	4.82
Coventry - Edgwick	5.87
Coventry - Walsgrave Road	7.69
Coventry	8.43

Major Retailers Present		
Department Stores		
BhS	0	
Debenhams	0	
House of Fraser	0	
John Lewis	0	
Marks & Spencer	0	
Mixed Goods Retailers		
Argos	0	
Boots the Chemist	1	
T K Maxx	0	
W H Smith	0	
Wilkinson	0	
Supermarkets		
Sainsburys	0	
Tesco	4	
Waitrose	0	
Clothing		
Burton	0	
Dorothy Perkins	0	
H & M	0	
New Look	1	
Next	0	
Primark	0	
River Island	0	
Topman	0	
Topshop	0	
Other Retailers		
Carphone Warehouse	0	
Clarks	0	
Clintons	1	
H M V	0	
O2	0	
Superdrug	1	
Phones 4 U	0	
Vodafone	0	
Waterstones	0	

Multiple Counts & Floorspace by Sector

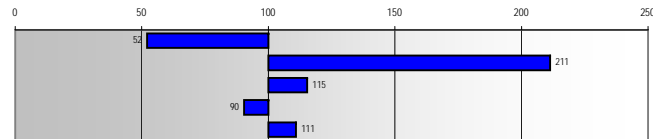
Counts	Outlets	Area %	Base %	Index
Comparison	19	31.67	42.06	75
Convenience	9	15.00	10.84	138
Retail Service	10	16.67	10.43	160
Leisure Services	12	20.00	21.44	93
Financial & Business Services	10	16.67	15.23	109



Total Multiple Outlets

60

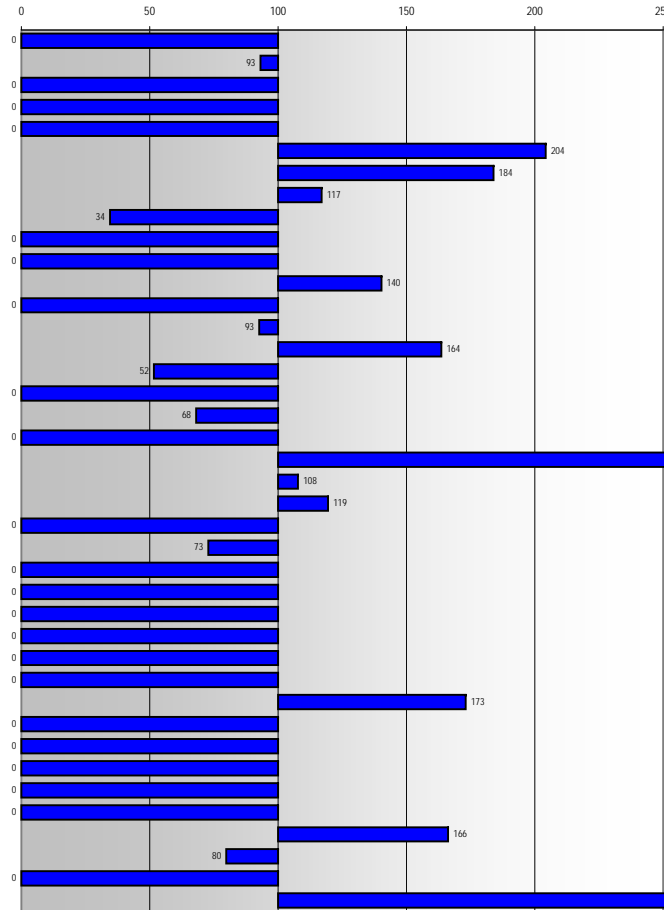
Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	44,400	24.54	47.15	52
Convenience	77,700	42.95	20.33	211
Retail Service	10,600	5.86	5.08	115
Leisure Services	30,300	16.75	18.52	90
Financial & Business Services	17,900	9.89	8.92	111



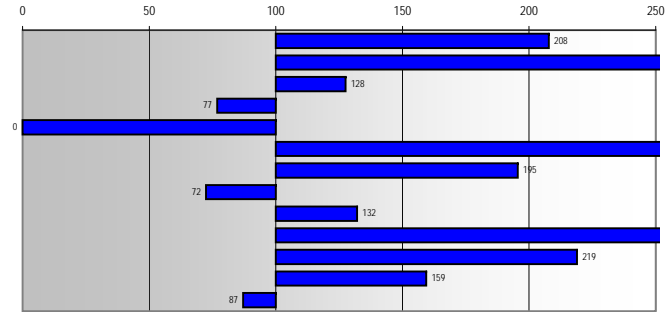
Total Multiple Floorspace

180,900

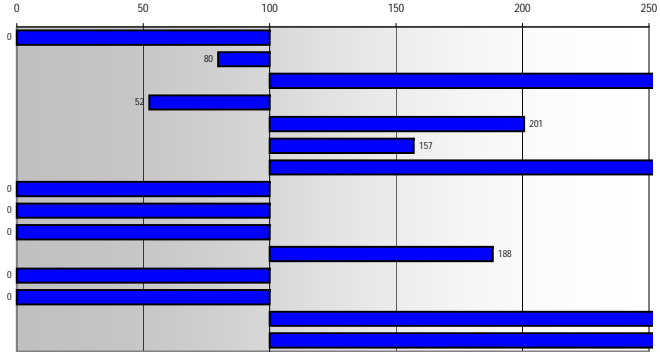
Sector	Classification	Outlets	Area %	Base %	Index
Comparison					
	Antique Shops	0	0.00	0.46	0
	Art & Art Dealers	1	0.71	0.77	93
	Booksellers	0	0.00	0.63	0
	Carpets & Flooring	0	0.00	0.60	0
	Catalogue Showrooms	0	0.00	0.15	0
	Charity Shops	6	4.29	2.10	204
	Chemist & Drugstores	3	2.14	1.17	184
	Childrens & Infants Wear	1	0.71	0.61	117
	Clothing General	1	0.71	2.07	34
	Crafts, Gifts, China & Glass	0	0.00	1.36	0
	Cycles & Accessories	0	0.00	0.22	0
	Department & Variety Stores	1	0.71	0.51	140
	DIY & Home Improvement	0	0.00	0.81	0
	Electrical & Other Durable Goods	2	1.43	1.54	93
	Florists	2	1.43	0.87	164
	Footwear	1	0.71	1.38	52
	Furniture Fitted	0	0.00	0.44	0
	Furniture General	1	0.71	1.05	66
	Gardens & Equipment	0	0.00	0.07	0
	Greeting Cards	4	2.86	1.00	285
	Hardware & Household Goods	2	1.43	1.33	108
	Jewellery, Watches & Silver	3	2.14	1.79	119
	Ladies & Mens Wear & Acc.	0	0.00	0.75	0
	Ladies Wear & Accessories	4	2.86	3.92	73
	Leather & Travel Goods	0	0.00	0.25	0
	Mens Wear & Accessories	0	0.00	0.94	0
	Music & Musical Instruments	0	0.00	0.21	0
	Music & Video Recordings	0	0.00	0.30	0
	Newsagents & Stationers	0	0.00	0.69	0
	Office Supplies	0	0.00	0.10	0
	Other Comparison Goods	2	1.43	0.83	173
	Photographic & Optical	0	0.00	0.18	0
	Secondhand Goods, Books, etc.	0	0.00	0.23	0
	Sports, Camping & Leisure Goods	0	0.00	0.83	0
	Telephones & Accessories	0	0.00	1.19	0
	Textiles & Soft Furnishings	0	0.00	0.86	0
	Toiletries, Cosmetics & Beauty Products	2	1.43	0.86	166
	Toys, Games & Hobbies	1	0.71	0.89	80
	Vehicle & Motorcycle Sales	0	0.00	0.34	0
	Vehicle Accessories	1	0.71	0.28	252
	Totals	38	27.14	34.57	79



Convenience	Outlets	Area %	Base %	Index
Bakers & Confectioners	5	3.57	1.72	208
Butchers	4	2.86	0.73	389
CTN	2	1.43	1.12	128
Convenience Stores	1	0.71	0.93	77
Fishmongers	0	0.00	0.12	0
Frozen Foods	1	0.71	0.27	269
Greengrocers	1	0.71	0.37	195
Grocers & Delicatessens	1	0.71	0.99	72
Health Foods	1	0.71	0.54	132
Markets	1	0.71	0.11	671
Off Licences	2	1.43	0.65	219
Shoe Repairs Etc	1	0.71	0.45	159
Supermarkets	1	0.71	0.82	87
Total Convenience	21	15.00	8.81	63



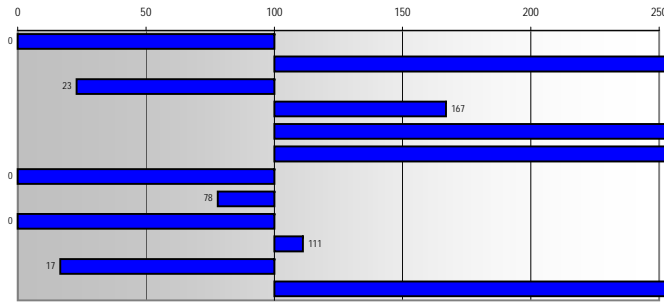
Retail Service	Outlets	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.09	0
Dry Cleaners & Laundrettes	1	0.71	0.90	80
Filling Stations	1	0.71	0.22	329
Health & Beauty	5	3.57	6.81	52
Opticians	4	2.86	1.42	201
Other Retail Services	1	0.71	0.46	157
Photo Processing	2	1.43	0.27	537
Photo Studio	0	0.00	0.17	0
Post Offices	0	0.00	0.38	0
Repairs, Alterations & Restoration	0	0.00	0.29	0
Travel Agents	3	2.14	1.14	188
TV, Cable & Video Rental	0	0.00	0.01	0
Vehicle Rental	0	0.00	0.06	0
Vehicle Repairs & Services	3	2.14	0.52	414
Video Tape Rental	1	0.71	0.28	259
Totals	21	15.00	13.00	115



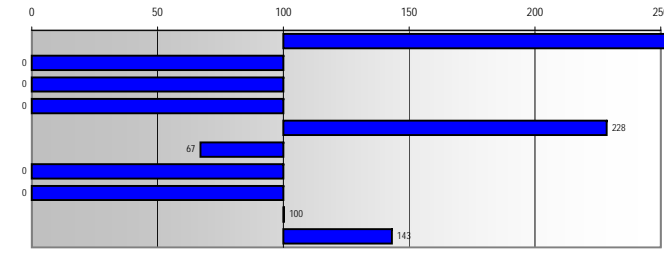
Other Retail	Outlets	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.18	0



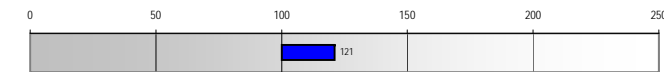
Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	0	0.00	1.48	0
Bingo & Amusements	2	1.43	0.52	273
Cafes	1	0.71	3.10	23
Casinos & Betting Offices	3	2.14	1.28	167
Cinemas, Theatres & Concert Halls	1	0.71	0.23	305
Clubs	3	2.14	0.80	268
Disco, Dance & Nightclubs	0	0.00	0.19	0
Fast Food & Take Away	6	4.29	5.50	78
Hotels & Guest Houses	0	0.00	0.57	0
Public Houses	5	3.57	3.21	111
Restaurants	1	0.71	4.32	17
Sports & Leisure Facilities	2	1.43	0.26	539
Totals	24	17.14	21.49	80

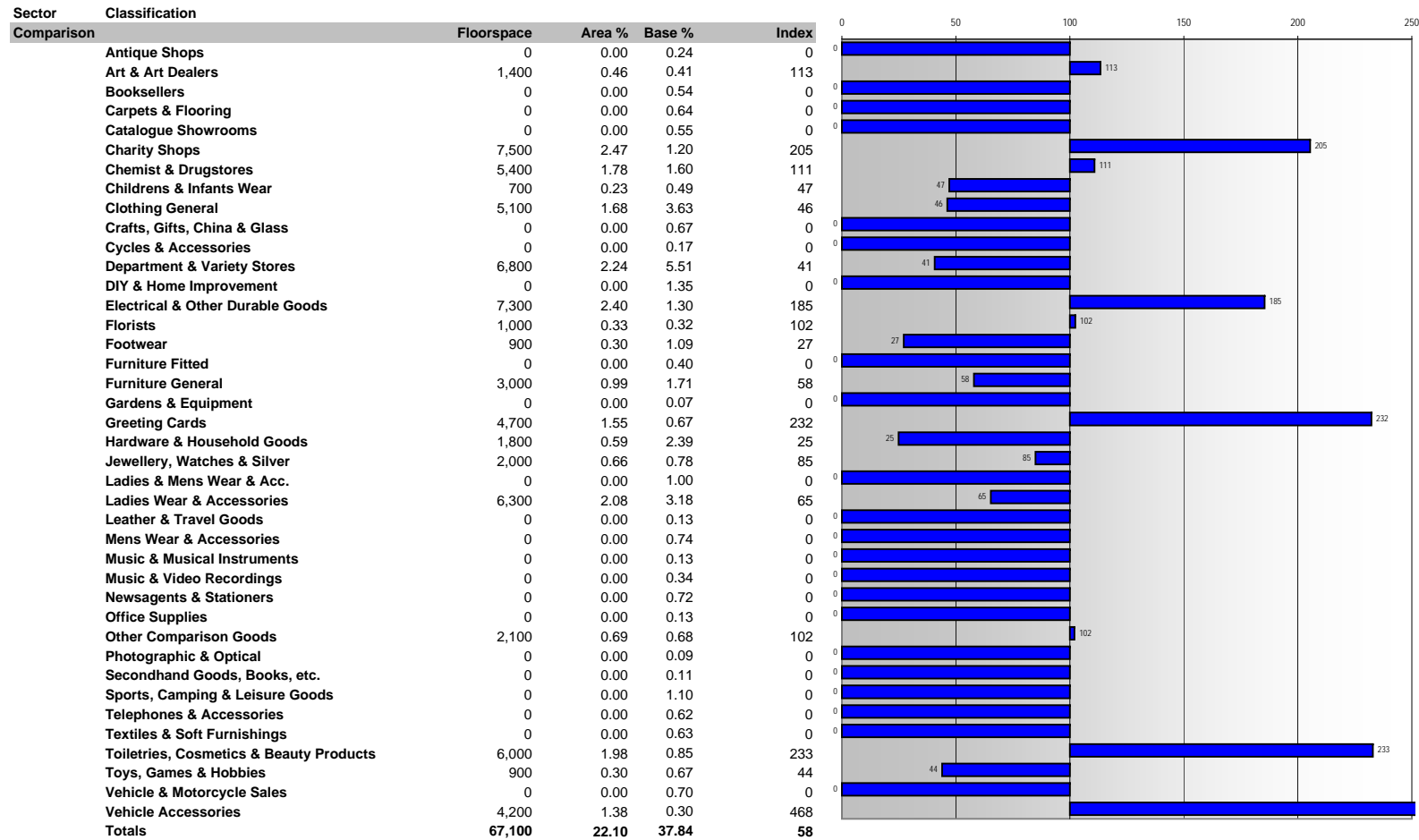


Financial & Business Services	Outlets	Area %	Base %	Index
Building Societies	2	1.43	0.54	266
Building Supplies & Services	0	0.00	0.64	0
Business Goods & Services	0	0.00	0.04	0
Employment & Careers	0	0.00	0.61	0
Financial Services	5	3.57	1.56	228
Legal Services	1	0.71	1.06	67
Other Business Services	0	0.00	0.32	0
Printing & Copying	0	0.00	0.34	0
Property Services	5	3.57	3.56	100
Retail Banks	5	3.57	2.49	143
Totals	18	12.86	11.17	115

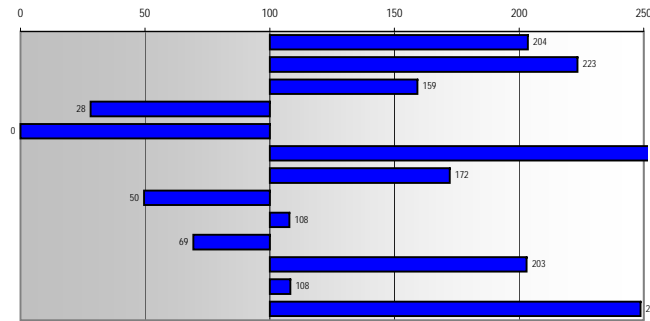


Vacant Outlets	Outlets	Area %	Base %	Index
Vacant Retail & Service Outlets	18	12.86	10.62	121
Total Number of Outlets	140			

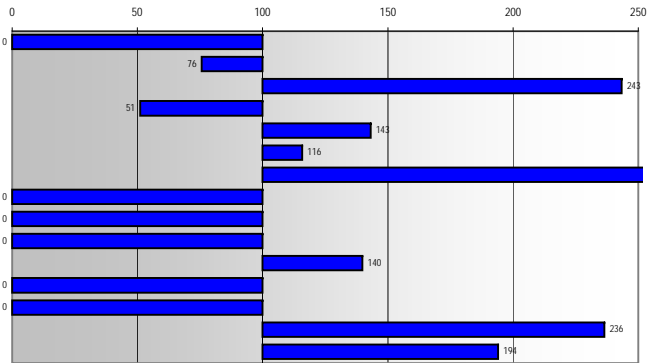




Convenience	Floorspace	Area %	Base %	Index
Bakers & Confectioners	5,100	1.68	0.83	204
Butchers	2,500	0.82	0.37	223
CTN	2,400	0.79	0.50	159
Convenience Stores	800	0.26	0.94	28
Fishmongers	0	0.00	0.05	0
Frozen Foods	6,500	2.14	0.67	322
Greengrocers	900	0.30	0.17	172
Grocers & Delicatessens	800	0.26	0.53	50
Health Foods	900	0.30	0.28	108
Markets	1,800	0.59	0.86	69
Off Licences	2,400	0.79	0.39	203
Shoe Repairs Etc	400	0.13	0.12	108
Supermarkets	64,000	21.08	8.48	249
Total Convenience	88,500	29.15	14.17	63



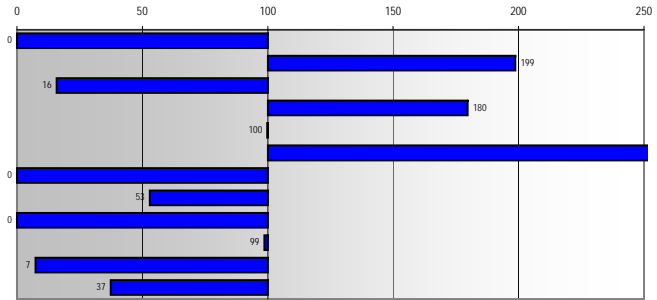
Retail Service	Floorspace	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.04	0
Dry Cleaners & Launderettes	900	0.30	0.39	76
Filling Stations	800	0.26	0.11	243
Health & Beauty	4,700	1.55	3.03	51
Opticians	3,500	1.15	0.81	143
Other Retail Services	1,100	0.36	0.31	116
Photo Processing	1,400	0.46	0.10	475
Photo Studio	0	0.00	0.08	0
Post Offices	0	0.00	0.42	0
Repairs, Alterations & Restoration	0	0.00	0.10	0
Travel Agents	2,600	0.86	0.61	140
TV, Cable & Video Rental	0	0.00	0.00	0
Vehicle Rental	0	0.00	0.05	0
Vehicle Repairs & Services	4,900	1.61	0.68	236
Video Tape Rental	1,400	0.46	0.24	198
Totals	21,300	7.02	6.97	101



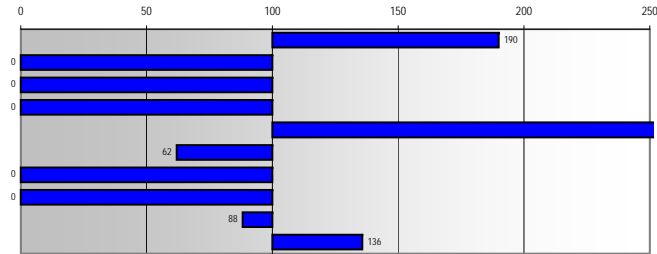
Other Retail	Floorspace	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.12	0



Leisure Services	Floorspace	Area %	Base %	Index
Bars & Wine Bars	0	0.00	2.10	0
Bingo & Amusements	6,200	2.04	1.03	199
Cafes	800	0.26	1.67	16
Casinos & Betting Offices	5,200	1.71	0.95	180
Cinemas, Theatres & Concert Halls	4,500	1.48	1.48	100
Clubs	15,800	5.20	1.38	377
Disco, Dance & Nightclubs	0	0.00	0.46	0
Fast Food & Take Away	4,100	1.35	2.55	53
Hotels & Guest Houses	0	0.00	1.78	0
Public Houses	12,700	4.18	4.24	99
Restaurants	800	0.26	3.55	7
Sports & Leisure Facilities	1,700	0.56	1.50	37
Totals	51,800	17.06	22.69	75



Financial & Business Services	Floorspace	Area %	Base %	Index
Building Societies	2,400	0.79	0.42	190
Building Supplies & Services	0	0.00	0.60	0
Business Goods & Services	0	0.00	0.06	0
Employment & Careers	0	0.00	0.35	0
Financial Services	7,100	2.34	0.92	253
Legal Services	1,500	0.49	0.80	62
Other Business Services	0	0.00	0.39	0
Printing & Copying	0	0.00	0.21	0
Property Services	5,100	1.68	1.91	88
Retail Banks	12,700	4.18	3.08	136
Totals	28,800	9.49	8.74	109



Vacant Outlets	Floorspace	Area %	Base %	Index
Vacant Retail & Service Outlets	46,100	15.18	8.87	171
Total Floorspace	303,600			



TERMS AND CONDITIONS

1. DEFINITIONS

"this agreement" means the terms and conditions hereunder and the correspondence between the parties attached hereto.

"Experian" means Experian Group Limited.

"the Client" means the person, firm or limited company to whom the Services are to be provided.

"the Information" means any information (in whatsoever form) provided to the Client by Experian in connection with the Services.

"the Media" means the records, tapes or other materials and documents by which the information is communicated to the Client.

"the Services" means the services to be provided by Experian to the Client more particularly described in the correspondence between the parties attached hereto.

2. CONTRACT TERMS

Subject to Clause 14 hereunder this Agreement shall be on the terms and conditions set out below to the exclusion of any other terms and conditions whether or not the same are endorsed upon, delivered with or referred to in any document delivered or sent by the client to Experian.

3. PAYMENT OF CHARGES

3.1 The charges for the Services ("the Charges") shall be specified by Experian to the Client.

3.2 The Client shall pay the Charges within 28 days of the date of Experian's invoice thereof.

3.3 Interest at an annual rate of 5% above Barclays Bank plc's base rate from time to time shall accrue daily and be calculated on a daily basis on any sum overdue from the date of invoice until payment in full of the Charges.

3.4 Unless expressly stated otherwise the Charges shall be exclusive of VAT (or any other duty chargeable in respect thereof) (which for the avoidance of doubt shall be payable by the Client in accordance with the terms and conditions hereof).

4. PROVISION OF THE SERVICES

4.1 Experian shall use all reasonable endeavours to ensure that the information is accurate in all material respects.

4.2 Save as provided in sub-clause 4.1 above or otherwise expressly provided in this Agreement or to the extent that it is unlawful for any said representations and warranties to be excluded Experian makes no representations or warranties whether express or implied (by statute or otherwise) in connection with the Services or use thereof by the Client or otherwise in connection with this Agreement.

4.3 The parties hereto agree that the time for the performance of Experian's obligations in connection with the Services shall not be of the essence in this Agreement.

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

5.1 Experian shall not be liable (whether in contract or in negligence (other than the liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) or other tort or otherwise) for any indirect or consequential loss of any kind whatsoever (including without limitation loss of profit or loss of business) suffered by the Client in connection with the Services.

5.2 Without prejudice to the provisions of sub-clause 4.1 above Experian's maximum aggregate liability hereunder (other than liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) whether for breach of this Agreement or otherwise and whether or not arising from the negligence of Experian or any other person involved directly or indirectly in the provision of the Services shall not exceed an amount equal to the Charges (exclusive of VAT) payable to Experian hereunder.

6. COPYRIGHT

Property and the copyright (and all other intellectual property rights) in the Media and the Information (other than any information which has passed to Experian by the Client in connection with the Services or which has been obtained from any third party by Experian which copyright and all other intellectual property rights as appropriate shall remain vested in such third party) shall at all times remain vested in Experian.

7. CONFIDENTIALITY

7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy reproduce publish or transmit any part of the Information in any manner whatsoever and the media shall be returned to Experian upon demand.

7.2 The Client undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not divulge communicate or permit access to any third party any confidential information relating to Experian.

7.3 For the purpose of sub-clause 7.2 hereof the expression "confidential information" shall mean (as the context may require)

7.3.1 the Information; and/or

7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the client; and/or

7.3.3 any information and/or know how relating to the methods or techniques used by Experian in devising and developing the Services and any tapes documents or other materials comprising any part of such information and/or know how made available by Experian hereunder.

7.4 The provisions of sub-clause 7.2 hereof shall not apply to any confidential information to the extent that:

7.4.1 the Client is required to divulge the same by a Court tribunal or government authority with competent jurisdiction

7.4.2 it has already come within the public domain

7.4.3 it was already known to the Client prior to the date of disclosure by Experian (as evidence by written records)

8. INDEMNITY

The Client shall indemnify and keep indemnified Experian from and against any and all liability loss claims demands costs or expenses of any kind whatsoever which shall at any time suffer or incur and which arise out of or in connection with the services provided that this indemnity shall not apply to the extent that any such liability arises of the default of Experian.

9. DATA PROTECTION ACT 1984

The Client undertakes that at all times they shall comply fully with the provisions of the Data Protection Act 1984 and any subsequent amendments thereto or re-enactments thereof.

10. TERMINATION

10.1 Experian shall be entitled to terminate this Agreement immediately by written notice to the Client if:

10.1.1 The Client is guilty of any material breach of the provisions of this Agreement and such breach if capable of remedy is not remedied within twenty one working days of written notice having been given to remedy such breach.

10.1.2 The Client has had a bankruptcy order made against it or has made an arrangement or composition with its creditors or (being a body corporate) has had convened a meeting of creditors (whether formal or informal) or has entered into liquidation (whether voluntary or compulsory) except a solvent voluntary liquidation for the purpose only of reconstruction or amalgamation or has a receiver manager administrator or administrative receiver appointed of its undertaking or any part thereof or a resolution has been passed or a petition presented to any Court for the winding-up of the Client or for the granting of an administration order in respect of the Client or any proceedings have been commenced relating to the insolvency of the Client.

10.2 The termination of this Agreement shall be without prejudice to the rights of Experian accrued prior to such termination.

11. FORCE MAJEURE

Notwithstanding anything herein contained neither party shall be under any liability to the other in respect of any failure to perform or delay in performing any of the obligations hereunder which is due to any cause of whatsoever nature beyond its reasonable control and no such failure or delay shall be deemed for any purposes to be a breach of this Agreement.

12. ASSIGNMENT

The rights granted to the Client hereunder are personal to it and the Client shall not assign or grant any rights in respect of or otherwise deal in the same.

13. WAIVER

Failure by either party to enforce any of the provisions of this Agreement shall not operate as a waiver of any of its rights hereunder or operate so as to bar the exercise or enforcement thereof at any time or times.

14. VARIATIONS

This Agreement constitutes the whole of the terms agreed between the parties hereto in respect of the subject matter hereof and supersedes all previous negotiations, understandings or representations and shall be capable of being varied only by an instrument in writing signed by a duly authorised representative of each of the parties hereto.

15. NOTICE

Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.

15.1 If given by mail seventy-two hours after the same shall have been despatched and 15.2 If given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

16. SEVERANCE

This Agreement is severable in that if any provision hereof is determined to be illegal or unenforceable by any Court or competent jurisdiction such provision shall be deemed to have been deleted without affecting the remaining provisions of this Agreement.

17. LAW

This Agreement shall be governed by and construed in accordance with English Law and the parties hereto agree that the English Courts shall have exclusive jurisdiction.

Convenience Goods Provision in Local Centres and Neighbourhood Locations

Local Centres		Neighbourhood Locations	
Arbury Road	Nisa	Armson Road	Exton News
Church Road	G R Supermarket Padda Newsagents R & R Supermarket	Attleborough Road	Everton News
Copsewood Avenue	Copsewood News Costcutters Nuneaton	Bracebridge Street	Bright Corner Shop Convenience Stores
		Bulkington Road	Niko News
Heath End Road	Just for You Newsagent Sedgies Newsagents Sonnys Grocer	College Street	United News Shops Ltd
		Copper Beech Road	Co-Operative Retail Services Ltd
Newtown Road	Kieras News	Coventry Road	D G & P C Rogers News Plus Group Ltd Hill Top Post Office And Newsagents
Pine Tree Road	Pinetree Newsagents The Grocers	Croft Road	Tesco Stores Ltd Ram Newsagent
		Dark Lane	Carters News
Rathbourne Close	Keresley Newsagent	Devon Close	J G News
Smorrall Lane	Bedworth Newsagents Saints Liquor Store	Drayton Road	Drayton Stores
		Edward Street	Cornor Shop Jay Supermarket
St. Nicolas Park Drive	Co-Op K & R News	Exhall Green	Bray Stores
		Haunchwood Road	Haunchwood News
		Heath End Road	Tesco Stores Ltd Heath End News
		Hickman Rd	Londis Jay Convenience Stores
		Higham Lane	One Stop Community Stores Ltd
		Ivanhoe Avenue	Premier
		Leicester Road	One Stop Community Stores Ltd
		Lister Street	Premier, Lister Street, Nuneaton
		Lutterworth Road	Dillons Newsagents Ltd S & K Supermarkets Spar
		Mount Pleasant	Premier Stores
		Oakley Court	Newdigate Stores
		Paragon Way	Coventry Wholesale Supplies
		Park Road	Select And Save
		Princes Street	Mumtaz Store
		Queen Elizabeth Road	V J S
		Raven Way	Costcutter Ltd Tesco
		Sherbourne Avenue	Mid County Co-Operative
		Trafford Drive	Spar
		Tresillian Road	Larchbank Convenience Store
		Tuttle Hill	Post Office
		Venons Lane	Shivom News
		Weddington Road	Hundal Newsagents
			One Stop
		Wiclif Way	Costcutter Supermarket

NUNEATON & BEDWORTH COUNCIL

**2010 CONVENIENCE GOODS RETAIL STUDY
Convenience Goods Capacity Assessment**

'Baseline' Scenario:

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2010 - 2026)

Year:	ZONE 1 CV10 0	ZONE 2 CV10 7	ZONE 3 CV10 8	ZONE 4 CV10 9	ZONE 5 CV11 4	ZONE 6 CV11 5	ZONE 7 CV11 6	ZONE 8 CV12 0	ZONE 9 CV12 8	ZONE 10 CV12 9	ZONE 11 CV13 6	ZONE 12 CV6 6	ZONE 13 CV7 9	ZONE 14 CV9 1	ZONE 15 LE10 0	ZONE 16 LE10 1	ZONE 17 LE10 2	ZONE 18 LE10 3	ZONE 19 LE9 8	TOTAL
2010	12,259	10,940	11,884	14,056	12,044	10,353	15,984	8,542	10,502	11,630	4,352	10,564	8,330	6,319	20,951	10,712	14,499	2,796	9,875	206,592
2011	12,253	10,951	11,947	14,115	12,116	10,382	16,030	8,633	10,507	11,629	4,385	10,616	8,341	6,314	21,254	10,860	14,541	2,816	9,961	207,651
2016	12,330	11,188	12,247	14,715	12,218	10,623	16,268	8,737	10,689	11,592	4,501	11,065	8,384	6,375	22,548	11,338	14,987	2,859	10,491	213,155
2021	12,456	11,466	12,608	15,308	12,503	10,957	16,536	8,877	10,868	11,636	4,619	11,481	8,507	6,425	23,930	11,871	15,405	2,921	11,069	219,443
2026	12,596	11,765	12,918	15,832	12,800	11,306	16,783	9,019	11,068	11,619	4,734	11,942	8,580	6,547	25,118	12,343	15,746	2,982	11,581	225,279

Sources: Experian Business Strategies 'Retail Area Planner' Report by postcode sector.
 Base year population derived from 2008 mid-year ONS population estimates.
 Projections are based on Experian's 'demographic component model'. This takes into account 2008 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas and London Boroughs. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate.

TABLE 2: EXPENDITURE PER CAPITA FORECASTS (2008 prices)

Year:	ZONE 1 CV10 0	ZONE 2 CV10 7	ZONE 3 CV10 8	ZONE 4 CV10 9	ZONE 5 CV11 4	ZONE 6 CV11 5	ZONE 7 CV11 6	ZONE 8 CV12 0	ZONE 9 CV12 8	ZONE 10 CV12 9	ZONE 11 CV13 6	ZONE 12 CV6 6	ZONE 13 CV7 9	ZONE 14 CV9 1	ZONE 15 LE10 0	ZONE 16 LE10 1	ZONE 17 LE10 2	ZONE 18 LE10 3	ZONE 19 LE9 8
2010	1,806	1,701	1,712	1,751	1,714	1,631	1,947	1,794	1,769	1,795	1,808	1,717	1,761	1,785	1,631	1,719	1,789	1,873	1,631
2011	1,798	1,694	1,704	1,743	1,707	1,623	1,938	1,786	1,761	1,787	1,800	1,710	1,753	1,777	1,624	1,711	1,781	1,864	1,624
2016	1,846	1,739	1,749	1,789	1,752	1,667	2,064	1,834	1,808	1,835	1,848	1,755	1,800	1,825	1,668	1,757	1,828	1,914	1,668
2021	1,914	1,804	1,815	1,856	1,818	1,729	2,064	1,903	1,876	1,904	1,917	1,821	1,867	1,893	1,730	1,823	1,897	1,986	1,730
2026	1,996	1,881	1,892	1,935	1,895	1,802	2,152	1,983	1,956	1,984	1,999	1,898	1,946	1,973	1,803	1,900	1,977	2,070	1,803

Sources & Notes: ⁽¹⁾ Average spend per capita estimates for 2010 are derived from Experian 'Retail Area Planner' Reports.
⁽²⁾ Annual expenditure growth forecasts informed by Experian Business Strategies - Retail Planner Briefing Note 8.1 (August 2010)
⁽³⁾ Expenditure on SFT has been deducted at the outset. The base year figure and forecasts have been informed by research published by Experian Business Strategies (EBS) and other research bodies.

TABLE 3: TOTAL FORECAST GROWTH IN CONVENIENCE GOODS EXPENDITURE, 2010 - 2026 (£ million)

Year:	ZONE 1 CV10 0	ZONE 2 CV10 7	ZONE 3 CV10 8	ZONE 4 CV10 9	ZONE 5 CV11 4	ZONE 6 CV11 5	ZONE 7 CV11 6	ZONE 8 CV12 0	ZONE 9 CV12 8	ZONE 10 CV12 9	ZONE 11 CV13 6	ZONE 12 CV6 6	ZONE 13 CV7 9	ZONE 14 CV9 1	ZONE 15 LE10 0	ZONE 16 LE10 1	ZONE 17 LE10 2	ZONE 18 LE10 3	ZONE 19 LE9 8	TOTAL
2010	22.1	18.6	20.3	24.6	20.6	16.9	31.1	15.3	18.6	20.9	7.9	18.1	14.7	11.3	34.2	18.4	25.9	5.2	16.1	361.0
2011	22.0	18.5	20.4	24.6	20.7	16.9	31.1	15.4	18.5	20.8	7.9	18.1	14.6	11.2	34.5	18.6	25.9	5.2	16.2	361.2
2016	22.8	19.5	21.4	26.3	21.4	17.7	33.6	16.0	19.3	21.3	8.3	19.4	15.1	11.6	37.6	19.9	27.4	5.5	17.5	381.7
2021	23.8	20.7	22.9	28.4	22.7	18.9	34.1	16.9	20.4	22.2	8.9	20.9	15.9	12.2	41.4	21.6	29.2	5.8	19.1	406.1
2026	25.1	22.1	24.4	30.6	24.3	20.4	36.1	17.9	21.6	23.1	9.5	22.7	16.7	12.9	45.3	23.5	31.1	6.2	20.9	434.4

NUNEATON & BEDWORTH COUNCIL

2010 CONVENIENCE GOODS RETAIL STUDY

Convenience Goods Capacity Assessment

'Baseline' Scenario:

TABLE 4: EXISTING CONVENIENCE GOODS FLOORSPACE & ESTIMATED 'BENCHMARK' TURNOVER LEVELS

	Estimated Food Sales Area (m ² net)	Average Sales Density (£ per m ²)	2010	2011	2016	2021	2026
NUNEATON TOWN CENTRE:							
Iceland, Queens Road	455	6,271	2.85	2.85	2.90	2.96	3.04
Co-op, Abbey Street	828	5,500	4.55	4.55	4.64	4.73	4.85
Netto, Regent Street	679	4,000	2.72	2.72	2.76	2.82	2.89
Asda, Newtown Road	3,029	15,048	45.58	45.58	46.41	47.34	48.54
J Sainsbury, Vicarage Road	2,412	10,140	24.46	24.46	24.91	25.41	26.05
All Other Convenience Floorspace	7,368	2,500	18.42	18.42	18.75	19.13	19.62
SUB-TOTAL	14,771	£6,674	£98.6	£98.6	£100.4	£102.4	£105.0
BEDWORTH TOWN CENTRE:							
Tesco, Leicester Street	2,903	£13,513	£39.23	£39.23	£39.94	£40.74	£41.77
Aldi, Mill Street	956	£4,500	£4.30	£4.30	£4.38	£4.47	£4.58
Iceland, Mill Street	326	£6,271	£2.04	£2.04	£2.08	£2.12	£2.17
All Other Convenience Floorspace	1,982	£2,500	£4.95	£4.95	£5.04	£5.15	£5.28
SUB-TOTAL	6,166	£8,194	£50.5	£50.5	£51.4	£52.5	£53.8
DISTRICT CENTRES							
Co-op, Kem Street-Attleborough	1,318	£5,500	£7.25	£7.25	£7.38	£7.53	£7.72
Co-op, School Road-Bulkington	391	£5,500	£2.15	£2.15	£2.19	£2.23	£2.29
Somerfield, Cambourne Drive-Horestone	734	£5,500	£4.04	£4.04	£4.11	£4.19	£4.30
Aldi, Kingswood Road	678	£4,500	£3.05	£3.05	£3.11	£3.17	£3.25
Lidl, Queens Road	904	£3,500	£3.16	£3.16	£3.22	£3.28	£3.37
All Other District Centre Convenience Floorspace	740	£2,500	£1.85	£1.85	£1.88	£1.92	£1.97
SUB-TOTAL	4,764		£21.5	£21.5	£21.9	£22.3	£22.9
LOCAL CENTRES							
All Local Centre Convenience Floorspace	1,330	£2,500	£3.33	£3.33	£3.39	£3.45	£3.54
SUB-TOTAL	1,330	£2,500	£3.3	£3.3	£3.4	£3.5	£3.5
NEIGHBOURHOOD CENTRES							
All Neighbourhood Centre Convenience Floorspace	4,194	£2,500	£10.49	£10.49	£10.68	£10.89	£11.17
SUB-TOTAL	4,194	£2,500	£10.5	£10.5	£10.7	£10.9	£11.2
TOTAL:	31,226	£5,906	£184.4	£184.4	£187.8	£191.5	£196.4

SOURCES: Floorspace estimates have been informed by the latest Council audits and floorspace estimates; the Nuneaton and Bedworth Town Centre Experian Goad 'Retail Category Report' and our own research.

Average sales density estimates have been informed by the published company averages as set out in Mintel's 'UK Retail Rankings', along with the findings of the store audits and centre health check assessments. Please note that SP has made an allowance for VAT & petrol sales, etc..

NOTES: Assume following 'productivity' growth rates for all existing, new and committed convenience goods floorspace:

2010-2011	0.00%
2012	0.20%
2013-2021	0.40%
2022-2026	0.50%

NUNEATON & BEDWORTH COUNCIL
2010 CONVENIENCE GOODS RETAIL STUDY
Convenience Goods Capacity Assessment
'Baseline' Scenario:

TABLE 5: NEW RETAIL FLOORSPACE COMMITMENTS (ie. with planning permission and/or under construction)

	Estimated Sales Area (m ² net)	Average Sales Density (£ per m ²)	2010	2011	2016	2021	2026
(1) Application Number: 9718 -Rugby Club Site Liberty Way Nuneaton							
Convenience Goods:	320	£2,500	£0.80	£0.80	£0.81	£0.83	£0.85
(2) Application Number: 30060 - 126 Abbey Street Nuneaton							
Convenience Goods:	120	£2,000	£0.24	£0.24	£0.24	£0.25	£0.26
BOROUGH AREA:			£1.04	£1.04	£1.06	£1.08	£1.11

SOURCE: Nuneaton and Bedworth Borough Council - Retail Commitments over 100m² gross.

NOTES:

(1) Application Number: 9718 - Address: Rugby Club Site Liberty Way Nuneaton CV11 6RR; Permission granted (9/10/2006) for an extension to existing club house; erection of retail, residential & office building for Nuneaton Rugby Football Union Football Club (NRFUFC); new stand & club house; improvements to footpath/cycle links. No specific operator has been identified for the retail component. The gross retail area is 400m² (320m² net - assuming a gross to net ratio of 80%).

(2) Application Number: 30060 - Address: 126 Abbey Street Nuneaton CV11 5BZ; Permission granted (13/5/2010) for A1 use Single Storey extension to rear. The gross retail area is 150m² (120m² net - assuming a gross to net ratio of 80%).

Assume following 'productivity' growth rates for all existing, new and committed convenience goods floorspace:

2010-2011	0.00%
2012	0.20%
2013-2021	0.40%
2022-2026	0.50%

NUNEATON & BEDWORTH COUNCIL

**2010 CONVENIENCE GOODS RETAIL STUDY
Convenience Goods Capacity Assessment**

'Baseline' Scenario:

TABLE 6: TOP-UP FOOD SHOPPING - 2010 MARKET SHARE ANALYSIS (%)

	ZONE 1 CV10 0	ZONE 2 CV10 7	ZONE 3 CV10 8	ZONE 4 CV10 9	ZONE 5 CV11 4	ZONE 6 CV11 5	ZONE 7 CV11 6	ZONE 8 CV12 0	ZONE 9 CV12 8	ZONE 10 CV12 9	ZONE 11 CV13 6	ZONE 12 CV6 6	ZONE 13 CV7 9	ZONE 14 CV9 1	ZONE 15 LE10 0	ZONE 16 LE10 1	ZONE 17 LE10 2	ZONE 18 LE10 3	ZONE 19 LE9 8		
NUNEATON TOWN CENTRE:																					
Iceland, Queens Road	0.0%	4.1%	4.3%	4.8%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Co-op, Abbey Street	0.0%	2.0%	2.2%	1.6%	0.0%	20.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Netto, Regent Street	2.1%	0.0%	0.0%	0.0%	4.1%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Asda, Newtown Road	6.3%	10.2%	10.9%	17.7%	10.2%	26.5%	10.3%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	5.9%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	
J Sainsbury, Vicarage Road	0.0%	2.0%	10.9%	3.2%	20.4%	11.8%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
All Other Convenience Floorspace	12.5%	14.3%	10.9%	3.2%	8.2%	0.0%	11.8%	0.0%	6.3%	0.0%	14.3%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	
BEDWORTH TOWN CENTRE:																					
Tesco, Leicester Street	0.0%	4.1%	0.0%	0.0%	2.0%	0.0%	0.0%	27.0%	43.8%	31.9%	0.0%	0.0%	35.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Aldi, Mill Street	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	13.5%	18.8%	2.1%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Iceland, Mill Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%	6.3%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
All Other Convenience Floorspace	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.8%	4.2%	4.3%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
DISTRICT CENTRES																					
Co-op, Kem Street-Attleborough	0.0%	8.2%	0.0%	1.6%	24.5%	0.0%	2.9%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Co-op, School Road-Bulkington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	29.8%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	
Co-op (formerly Somerfield), Cambourne Drive-Horestone	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Aldi, Kingswood Road	4.2%	2.0%	15.2%	4.8%	0.0%	2.9%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	3.6%	
Lidl, Queens Road	0.0%	4.1%	2.2%	0.0%	0.0%	23.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
All Other District Centre Convenience Floorspace	10.4%	2.0%	0.0%	3.2%	4.1%	2.9%	16.2%	5.4%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	1.8%	2.8%	0.0%	0.0%	0.0%	0.0%	
LOCAL CENTRES	4.2%	4.1%	2.2%	0.0%	10.2%	0.0%	0.0%	2.7%	2.1%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
NEIGHBOURHOOD CENTRES	22.9%	38.8%	37.0%	38.7%	10.2%	5.9%	20.6%	16.2%	12.5%	2.1%	0.0%	0.0%	10.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	
BOROUGH AREA - MARKET SHARE LEVELS:	68.8%	98.0%	95.7%	79.0%	95.9%	97.1%	94.1%	83.8%	93.8%	87.2%	14.3%	0.0%	65.0%	5.9%	8.9%	2.8%	0.0%	11.1%	3.6%		
ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA																					
Atherstone	4.2%	0.0%	0.0%	1.6%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	88.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Barwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	
Burbage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%	
Coventry	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	10.8%	2.1%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	
Coventry-Asda, Abbey Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Coventry-Asda, Brade Drive	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Coventry-Iceland, Cannon Park Shopping 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%	0.0%	0.0%	0.0%	0.0%	0.0%	
Coventry-Marks and Spencer, Arena Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Coventry-Morrisons, Alvis Retail Park	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Coventry-Morrisons, Skipworth Road, Binley	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Coventry-Sainsbury, Austin Drive	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Coventry-Tesco Extra, Arena Retail Park	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	2.7%	4.2%	10.6%	0.0%	100.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Coventry-Tesco, Olivier Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	
Hartshill	22.9%	0.0%	0.0%	11.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hinckley	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	64.3%	38.9%	55.0%	44.4%	3.6%		
Hinckley-Asda, Barwell Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.9%	50.0%	10.0%	0.0%	14.3%		
Hinckley-Co-Op, Castle Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	2.5%	0.0%	0.0%	0.0%		
Morrisons, Hinckley Fields Industrial Estate	0.0%	0.0%	0.0%	0.0%	2.0%	2.9%	1.5%	0.0%	0.0%	0.0%	42.9%	0.0%	0.0%	0.0%	8.9%	5.6%	7.5%	11.1%	0.0%		
Kenilworth	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	3.6%		
Leicester-Marks and Spencer, Fosse Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%		
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Tamworth-Asda, Ventura Road	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Tamworth-Marks and Spencer, Ventura Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Tamworth-Morrisons, Marlborough Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Outside Borough-All Other	2.1%	0.0%	0.0%	1.6%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	28.6%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	11.1%	67.9%		
SUB_TOTAL-OUTSIDE BOROUGH AREA	31.3%	2.0%	4.3%	21.0%	4.1%	2.9%	5.9%	16.2%	6.3%	12.8%	85.7%	100.0%	35.0%	94.1%	91.1%	97.2%	100.0%	88.9%	96.4%		
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

NUNEATON & BEDWORTH COUNCIL

**2010 CONVENIENCE GOODS RETAIL STUDY
Convenience Goods Capacity Assessment**

'Baseline' Scenario:

TABLE 7: MAIN FOOD SHOPPING - 2010 MARKET SHARE ANALYSIS (%)

	ZONE 1 CV10 0	ZONE 2 CV10 7	ZONE 3 CV10 8	ZONE 4 CV10 9	ZONE 5 CV11 4	ZONE 6 CV11 5	ZONE 7 CV11 6	ZONE 8 CV12 0	ZONE 9 CV12 8	ZONE 10 CV12 9	ZONE 11 CV13 6	ZONE 12 CV6 6	ZONE 13 CV7 9	ZONE 14 CV9 1	ZONE 15 LE10 0	ZONE 16 LE10 1	ZONE 17 LE10 2	ZONE 18 LE10 3	ZONE 19 LE9 8
NUNEATON TOWN CENTRE:																			
Iceland, Queens Road	1.5%	0.0%	3.0%	1.3%	1.5%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Abbey Street	1.5%	1.6%	1.5%	0.0%	1.5%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Netto, Regent Street	0.0%	0.0%	0.0%	1.3%	1.5%	1.8%	1.1%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%
Asda, Newtown Road	51.5%	55.5%	53.7%	60.3%	53.7%	29.8%	31.8%	6.3%	1.7%	7.5%	26.7%	0.0%	0.0%	20.8%	2.5%	2.6%	3.7%	0.0%	0.0%
3 Sainsbury, Vicarage Road	20.6%	22.2%	14.9%	10.3%	32.8%	35.1%	34.1%	0.0%	1.7%	4.5%	6.7%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%
All Other Convenience Floorspace	1.5%	0.0%	1.5%	2.6%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BEDWORTH TOWN CENTRE:																			
Tesco, Leicester Street	0.0%	0.0%	1.5%	1.3%	4.5%	0.0%	1.1%	54.2%	72.9%	31.3%	0.0%	0.0%	24.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
Aldi, Mill Street	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	2.1%	10.2%	4.5%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Mill Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	1.7%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Convenience Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DISTRICT CENTRES																			
Co-op, Kern Street-Attleborough	1.5%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, School Road-Bulkington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (formerly Somerfield), Cambourne Drive-Horestone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Kingswood Road	1.5%	1.6%	11.0%	10.3%	1.8%	3.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.0%	0.0%	0.0%	1.9%	0.0%
Lidl, Queens Road	0.0%	3.2%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other District Centre Convenience Floorspace	0.0%	3.2%	0.0%	1.3%	1.5%	1.8%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRES																			
	0.0%	3.2%	1.5%	1.3%	0.0%	0.0%	0.0%	2.1%	1.7%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NEIGHBOURHOOD CENTRES																			
	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%
BOROUGH AREA - MARKET SHARE LEVELS:																			
	79.4%	90.5%	91.0%	89.7%	85.1%	91.2%	75.0%	68.8%	91.5%	55.2%	33.3%	0.0%	27.6%	20.8%	7.6%	2.6%	5.6%	9.1%	2.7%
ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA																			
Atherstone	7.4%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	54.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Barwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burbage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coventry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%
Coventry-Asda, Abbey Park	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	11.9%	0.0%	0.0%	10.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coventry-Asda, Brade Drive	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	6.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coventry-Iceland, Cannon Park Shopping 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%	0.0%	0.0%	0.0%	0.0%
Coventry-Marks and Spencer, Arena Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coventry-Morrisons, Alvis Retail Park	1.5%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coventry-Morrisons, Skipworth Road, Binley	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	1.7%	7.5%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coventry-Sainsbury, Austin Drive	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	3.0%	0.0%	0.0%	6.9%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%
Coventry-Tesco Extra, Arena Retail Park	0.0%	3.2%	3.0%	3.8%	9.0%	0.0%	10.2%	14.6%	6.8%	14.9%	0.0%	66.7%	48.3%	4.2%	1.3%	2.6%	0.0%	0.0%	0.0%
Coventry-Tesco, Olivier Way	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%
Hartshill	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hinckley	4.4%	0.0%	0.0%	0.0%	0.0%	1.8%	3.4%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	22.8%	12.8%	40.7%	18.2%	2.7%
Hinckley-Asda, Barwell Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.0%	0.0%	0.0%	36.7%	51.3%	29.6%	18.2%	75.7%
Hinckley-Co-Op, Castle Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Hinckley Fields Industrial Estate	2.9%	3.2%	6.0%	3.8%	1.5%	5.3%	6.8%	2.1%	0.0%	0.0%	33.3%	0.0%	0.0%	4.2%	29.1%	30.8%	13.0%	0.0%	16.2%
Kenilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leicester	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%	0.0%	0.0%	0.0%	3.7%	45.5%	2.7%
Leicester-Marks and Spencer, Fosse Park	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth-Asda, Ventura Road	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth-Marks and Spencer, Ventura Retail Park	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%
Tamworth-Morrisons, Marlborough Way	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Borough-All Other	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	1.3%	0.0%	3.7%	0.0%	0.0%
SUB TOTAL-OUTSIDE BOROUGH AREA	20.6%	9.5%	9.0%	10.3%	14.9%	8.8%	25.0%	31.3%	8.5%	44.8%	66.7%	100.0%	72.4%	79.2%	92.4%	97.4%	94.4%	90.9%	97.3%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

NUNEATON & BEDWORTH COUNCIL
2010 CONVENIENCE GOODS RETAIL STUDY
Convenience Goods Capacity Assessment

'Baseline' Scenario:

TABLE 8: TOP-UP FOOD SHOPPING - 2010 MARKET SHARE ANALYSIS (£M)

	ZONE 1 CV10 0	ZONE 2 CV10 7	ZONE 3 CV10 8	ZONE 4 CV10 9	ZONE 5 CV11 4	ZONE 6 CV11 5	ZONE 7 CV11 6	ZONE 8 CV12 0	ZONE 9 CV12 8	ZONE 10 CV12 9	ZONE 11 CV13 6	ZONE 12 CV6 6	ZONE 13 CV7 9	ZONE 14 CV9 1	ZONE 15 LE10 0	ZONE 16 LE10 1	ZONE 17 LE10 2	ZONE 18 LE10 3	ZONE 19 LE9 8	TOTAL
TOTAL AVAILABLE FOOD SPEND (£M):	22.1	18.6	20.3	24.6	20.6	16.0	31.1	15.3	18.6	20.0	7.9	18.1	14.7	11.3	34.2	18.4	25.9	5.2	16.1	361.0
% OF TOTAL SPEND:	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	
TOTAL TOP-UP FOOD SPEND (£M):	5.5	4.7	5.1	6.2	5.2	4.2	7.8	3.8	4.6	5.2	2.0	4.5	3.7	2.8	8.5	4.6	6.5	1.3	4.0	90.2
NUNEATON TOWN CENTRE:																				
Iceland, Queens Road	0.0	0.2	0.2	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Co-op, Abbey Street	0.0	0.1	0.1	0.1	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Netto, Regent Street	0.1	0.0	0.0	0.0	0.2	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	0.4
Asda, Newtown Road	0.3	0.5	0.6	1.1	0.5	1.1	0.8	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.0	0.0	5.4
J Sainsbury, Vicarage Road	0.0	0.1	0.6	0.2	1.1	0.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
All Other Convenience Floorspace	0.7	0.7	0.6	0.2	0.4	0.0	0.9	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	4.2
BEDWORTH TOWN CENTRE:																				
Tesco, Leicester Street	0.0	0.2	0.0	0.0	0.1	0.0	0.0	1.0	2.0	1.7	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	6.3
Aldi, Mill Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.9	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Iceland, Mill Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
All Other Convenience Floorspace	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1
DISTRICT CENTRES																				
Co-op, Kern Street-Attleborough	0.0	0.4	0.0	0.1	1.3	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op, School Road-Bulkington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	1.9
Co-op (formerly Somerfield), Cambourne Drive-Horestone	0.3	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Aldi, Kingswood Road	0.2	0.1	0.8	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.1	1.9
Lidl, Queens Road	0.0	0.2	0.1	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	1.3
All Other District Centre Convenience Floorspace	0.6	0.1	0.0	0.2	0.2	0.1	1.3	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	3.3
LOCAL CENTRES	0.2	0.2	0.1	0.0	0.5	0.0	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
NEIGHBOURHOOD CENTRES	1.3	1.8	1.9	2.4	0.5	0.2	1.6	0.6	0.6	0.1	0.0	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0	11.5
BOROUGH AREA - MARKET SHARE LEVELS:	3.8	4.6	4.9	4.9	5.0	4.1	7.3	3.2	4.4	4.6	0.3	0.0	2.4	0.2	0.8	0.1	0.0	0.1	0.1	50.6
ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA																				
Atherstone	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	2.9
Barwell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Burbage	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	0.5	0.0	0.0	0.6
Coventry	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	1.0
Coventry-Asda, Abbey Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coventry-Asda, Brade Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coventry-Iceland, Cannon Park Shopping 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	0.0	0.0	0.0	0.0	0.0
Coventry-Marks and Spencer, Arena Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Coventry-Morrisons, Alvis Retail Park	0.1	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	0.2
Coventry-Morrisons, Skipworth Road, Binley	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Coventry-Sainsbury, Austin Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coventry-Tesco Extra, Arena Retail Park	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.2	0.6	0.0	4.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	6.4
Coventry-Tesco, Olivier Way	0.0	0.0	0.0	0.0	0.0	0.0	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	0.1
Hartshill	1.3	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Hinckley	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0	5.5	1.8	3.6	0.6	0.1	0.1	12.2
Hinckley-Asda, Barwell Lane	0.0	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	2.3	0.6	0.0	0.6	0.0	5.1
Hinckley-Co-Op, Castle Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.3
Morrisons, Hinckley Fields Industrial Estate	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.8	0.0	0.0	0.0	0.8	0.3	0.5	0.1	0.0	0.0	2.8
Kenilworth	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	0.1
Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.3
Leicester-Marks and Spencer, Fosse Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2
Rugby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth-Asda, Ventura Road	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	0.1
Tamworth-Marks and Spencer, Ventura Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth-Morrisons, Marlborough Way	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Borough-All Other	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.8	0.1	2.7	4.6	4.6
SUB-TOTAL-OUTSIDE BOROUGH AREA	1.7	0.1	0.2	1.3	0.2	0.1	0.5	0.6	0.3	0.7	1.7	4.5	1.3	2.7	7.8	4.5	6.5	1.2	3.9	39.7
TOTAL SPEND:	5.5	4.7	5.1	6.2	5.2	4.2	7.8	3.8	4.6	5.2	2.0	4.5	3.7	2.8	8.5	4.6	6.5	1.3	4.0	90.2

NUNEATON & BEDWORTH COUNCIL
2010 CONVENIENCE GOODS RETAIL STUDY
Convenience Goods Capacity Assessment

'Baseline' Scenario:

TABLE 9: MAIN FOOD SHOPPING - 2010 MARKET SHARE ANALYSIS (£M)

	ZONE 1 CV10 0	ZONE 2 CV10 7	ZONE 3 CV10 8	ZONE 4 CV10 9	ZONE 5 CV11 4	ZONE 6 CV11 5	ZONE 7 CV11 6	ZONE 8 CV12 0	ZONE 9 CV12 8	ZONE 10 CV12 9	ZONE 11 CV13 6	ZONE 12 CV6 6	ZONE 13 CV7 9	ZONE 14 CV9 1	ZONE 15 LE10 0	ZONE 16 LE10 1	ZONE 17 LE10 2	ZONE 18 LE10 3	ZONE 19 LE9 8	TOTAL
TOTAL AVAILABLE FOOD SPEND (£M):	22.1	18.6	20.3	24.6	20.6	16.9	31.1	15.3	18.6	20.9	7.9	18.1	14.7	11.3	34.2	18.4	25.9	5.2	16.1	361.0
% OF TOTAL SPEND:	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%
TOTAL TOP-UP FOOD SPEND (£M):	16.6	14.0	15.3	18.5	15.5	12.7	23.3	11.5	13.9	15.7	5.9	13.6	11.0	8.5	25.6	13.8	19.5	3.9	12.1	270.7
NUNEATON TOWN CENTRE:																				
Iceland, Queens Road	0.2	0.0	0.5	0.2	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op, Abbey Street	0.2	0.2	0.2	0.0	0.2	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Netto, Regent Street	0.0	0.0	0.0	0.2	0.2	0.2	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.5
Asda, Newtown Road	8.5	7.8	8.2	11.1	5.5	3.8	7.4	0.7	1.2	1.6	0.0	0.0	1.8	0.6	0.4	0.7	0.0	0.0	0.0	59.5
J Sainsbury, Vicarage Road	3.4	3.1	2.3	1.9	5.1	4.4	8.0	0.0	0.2	0.7	0.4	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	30.2
All Other Convenience Floorspace	0.2	0.0	0.2	0.5	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
BEDWORTH TOWN CENTRE:																				
Tesco, Leicester Street	0.0	0.0	0.2	0.2	0.7	0.0	0.3	6.2	10.2	4.9	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.3	25.7
Aldi, Mill Street	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	1.4	0.7	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Iceland, Mill Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
All Other Convenience Floorspace	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DISTRICT CENTRES																				
Co-op, Kem Street-Attleborough	0.2	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Co-op, School Road-Bulkington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op (formerly Somerfield), Cambourne Drive-Horestone	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Aldi, Kingswood Road	0.2	0.2	1.8	1.9	0.0	0.2	0.8	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.0	6.1
Lidl, Queens Road	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
All Other District Centre Convenience Floorspace	0.0	0.4	0.0	0.2	0.2	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
LOCAL CENTRES																				
	0.0	0.4	0.2	0.2	0.0	0.0	0.0	0.2	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
NEIGHBOURHOOD CENTRES																				
	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.6
BOROUGH AREA - MARKET SHARE LEVELS:																				
	13.2	12.6	13.9	16.6	13.2	11.6	17.5	7.9	12.8	8.6	2.0	0.0	3.0	1.8	1.9	0.4	1.1	0.4	0.3	138.6
ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA																				
Atherstone	1.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	0.0	0.0	0.0	0.0	0.0	6.0
Barwell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burbage	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coventry	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	1.0
Coventry-Asda, Abbey Park	0.0	0.2	0.0	0.0	0.0	0.0	1.0	0.0	1.9	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2
Coventry-Asda, Brade Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.9	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Coventry-Iceland, Cannon Park Shopping 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	0.0	0.0	0.0	0.0	0.0
Coventry-Marks and Spencer, Arena Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Coventry-Morrisons, Alvis Retail Park	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0
Coventry-Morrisons, Skipworth Road, Binley	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	1.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Coventry-Sainsbury, Austin Drive	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.8	0.0	0.3	0.0	0.0	0.0	0.0	0.0	2.0
Coventry-Tesco Extra, Arena Retail Park	0.0	0.4	0.5	0.7	1.4	0.0	2.4	1.7	0.9	2.3	0.0	9.1	5.3	0.4	0.3	0.4	0.0	0.0	0.0	25.8
Coventry-Tesco, Olivier Way	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.6
Hartshill	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Hinckley	0.7	0.0	0.0	0.0	0.2	0.8	0.0	0.0	0.0	0.4	0.0	0.0	0.0	5.8	1.8	7.9	0.7	0.3	18.7	
Hinckley-Asda, Barwell Lane	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	9.4	7.1	5.8	0.7	9.1	32.9	
Hinckley-Co-Op, Castle Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Morrisons, Hinckley Fields Industrial Estate	0.5	0.4	0.9	0.7	0.2	0.7	1.6	0.2	0.0	2.0	0.0	0.0	0.4	7.5	4.2	2.5	0.0	2.0	23.8	
Kenilworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Leicester	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.8	0.3	3.4	
Leicester-Marks and Spencer, Fosse Park	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.6	
Rugby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Tamworth	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Tamworth-Asda, Ventura Road	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Tamworth-Marks and Spencer, Ventura Retail Park	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	0.0	0.0	0.0	0.0	0.3
Tamworth-Morrisons, Marlborough Way	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Outside Borough-All Other	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	1.7
SUB-TOTAL-OUTSIDE BOROUGH AREA																				
	3.4	1.3	1.4	1.9	2.3	1.1	5.8	3.6	1.2	7.0	3.9	13.6	8.0	6.7	23.7	13.5	18.4	3.6	11.8	132.1
TOTAL SPEND:																				
	16.6	14.0	15.3	18.5	15.5	12.7	23.3	11.5	13.9	15.7	5.9	13.6	11.0	8.5	25.6	13.8	19.5	3.9	12.1	270.7

NUNEATON & BEDWORTH COUNCIL

2010 CONVENIENCE GOODS RETAIL STUDY

Convenience Goods Capacity Assessment

'Baseline' Scenario:

TABLE 10: TOTAL FOOD SHOPPING - 2010 MARKET SHARE ANALYSIS (%)

	ZONE 1 CV10 0	ZONE 2 CV10 7	ZONE 3 CV10 8	ZONE 4 CV10 9	ZONE 5 CV11 4	ZONE 6 CV11 5	ZONE 7 CV11 6	ZONE 8 CV12 0	ZONE 9 CV12 8	ZONE 10 CV12 9	ZONE 11 CV13 6	ZONE 12 CV6 6	ZONE 13 CV7 9	ZONE 14 CV9 1	ZONE 15 LE10 0	ZONE 16 LE10 1	ZONE 17 LE10 2	ZONE 18 LE10 3	ZONE 19 LE9 8	TOTAL	Borough Area	
NUNEATON TOWN CENTRE:																						
Iceland, Queens Road	1.1%	1.0%	3.3%	2.2%	1.1%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.0%
Co-op, Abbey Street	1.1%	1.7%	1.7%	0.4%	1.1%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.4%
Netto, Regent Street	0.5%	0.0%	0.0%	1.0%	2.1%	1.3%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.6%	0.0%
Asda, Newtown Road	40.2%	44.2%	43.0%	49.6%	29.4%	29.0%	26.4%	4.7%	1.3%	5.6%	20.0%	0.0%	1.3%	17.1%	2.3%	1.9%	2.8%	0.0%	0.0%	18.0%	24.6%	
J Sainsbury, Vicarage Road	15.4%	17.2%	13.9%	8.5%	29.7%	29.3%	28.5%	0.0%	1.3%	3.4%	5.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	9.3%	13.4%	
All Other Convenience Floorspace	4.2%	3.6%	3.8%	2.7%	2.0%	3.9%	2.9%	0.0%	1.6%	0.0%	3.6%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	1.6%	2.2%	
BEDWORTH TOWN CENTRE:																						
Tesco, Leicester Street	0.0%	1.0%	1.1%	1.0%	3.9%	0.0%	0.9%	47.4%	65.6%	31.5%	0.0%	0.0%	26.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	8.9%	13.1%	
Aldi, Mill Street	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	4.9%	12.3%	3.9%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.0%	
Iceland, Mill Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	2.8%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	
All Other Convenience Floorspace	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	1.0%	1.1%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	
DISTRICT CENTRES																						
Co-op, Kern Street-Attleborough	1.1%	2.0%	0.0%	0.4%	9.5%	0.0%	0.7%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.2%	
Co-op, School Road-Bulkington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.5%	0.7%	
Co-op, formerly Somerfield), Cambourne Drive-Horestone	2.1%	1.7%	12.8%	8.9%	0.0%	2.1%	2.9%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.9%	0.0%	0.0%	2.2%	2.9%	0.0%	
Aldi, Kingswood Road	0.0%	3.4%	0.5%	0.0%	0.0%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.8%	
Lidl, Queens Road	2.2%	2.9%	0.0%	1.8%	2.1%	2.1%	4.9%	1.4%	0.0%	1.6%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.8%	
All Other District Centre Convenience Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
LOCAL CENTRES	1.0%	3.4%	1.7%	1.0%	2.6%	0.0%	0.0%	2.2%	1.8%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.4%	
NEIGHBOURHOOD CENTRES	5.7%	9.7%	10.4%	9.7%	2.6%	1.5%	5.1%	4.1%	3.1%	0.5%	0.0%	0.0%	2.5%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	3.4%	4.8%	
BOROUGH AREA - MARKET SHARE LEVELS:	76.7%	92.3%	92.2%	87.1%	87.8%	92.7%	79.8%	72.5%	92.1%	63.2%	28.6%	0.0%	36.9%	17.1%	7.9%	2.6%	4.2%	9.6%	2.9%	52.4%	74.3%	
ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA																						
Atherstone	6.6%	0.0%	0.0%	1.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	62.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.8%	
Barwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.1%	0.0%	
Burbage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.2%	0.0%	
Coventry	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	2.7%	0.5%	1.1%	5.0%	0.0%	1.3%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.5%	0.4%	
Coventry-Asda, Abbey Park	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	9.0%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.7%	
Coventry-Asda, Brade Drive	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	4.5%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	
Coventry-Iceland, Cannon Park Shopping 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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Coventry-Marks and Spencer, Arena Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	
Coventry-Morrisons, Alvis Retail Park	1.6%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.5%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	2.2%	
Coventry-Morrisons, Skipworth Road, Binley	0.0%	0.0%	0.5%	0.0%	1.1%	0.0%	0.4%	0.0%	1.3%	5.6%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.8%	
Coventry-Sainsbury, Austin Drive	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	2.2%	0.0%	5.2%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.7%	
Coventry-Tesco Extra, Arena Retail Park	0.0%	2.4%	2.8%	2.9%	6.7%	0.0%	7.7%	11.6%	6.1%	13.9%	0.0%	75.0%	42.5%	3.1%	0.9%	1.9%	0.0%	0.0%	0.0%	8.9%	12.9%	
Coventry-Tesco, Olivier Way	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	0.2%	0.1%	
Hartshill	6.8%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.9%	
Hinckley	3.3%	0.0%	0.0%	0.8%	0.0%	1.3%	2.9%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%	0.0%	33.2%	19.3%	44.3%	24.7%	2.9%	8.6%	0.9%	
Hinckley-Asda, Barwell Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	51.0%	24.7%	13.6%	60.3%	0.0%	10.5%	0.0%	
Hinckley-Co-Op, Castle Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.6%	0.0%	0.0%	0.1%	0.0%	0.0%	
Morrisons, Hinckley Fields Industrial Estate	2.2%	2.4%	4.5%	2.9%	1.6%	4.7%	5.5%	1.6%	0.0%	35.7%	0.0%	0.0%	3.1%	24.1%	24.5%	11.6%	2.8%	12.2%	7.4%	2.3%	0.0%	
Kenilworth	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	36.9%	2.9%	1.0%	0.2%	0.0%	
Leicester-Marks and Spencer, Fosse Park	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.2%	0.1%	
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Tamworth	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	
Tamworth-Asda, Ventura Road	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%	
Tamworth-Marks and Spencer, Ventura Retail Park	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%	0.0%	0.0%	0.0%	0.1%	0.0%	
Tamworth-Morrisons, Marlborough Way	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%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	
Outside Borough-All Other	0.5%	0.0%	0.0%	0.4%	0.0%	1.3%	0.4%	0.0%	0.0%	0.0%	12.1%	0.0%	0.0%	0.0%	0.0%	5.9%	2.8%	17.0%	0.0%	1.7%	0.2%	
SUB TOTAL-OUTSIDE BOROUGH AREA	23.3%	7.7%	7.8%	12.9%	12.2%	7.3%	20.2%	27.5%	7.9%	36.8%	71.4%	100.0%	63.1%	82.9%	92.1%	97.4%	95.8%	90.4%	97.1%	47.6%	25.7%	
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

NUNEATON & BEDWORTH COUNCIL

**2010 CONVENIENCE GOODS RETAIL STUDY
Convenience Goods Capacity Assessment**

'Baseline' Scenario:

TABLE 11: 2010 - TOTAL FOOD SHOPPING - DERIVED TURNOVER (€M)

	ZONE 1 CV10 0	ZONE 2 CV10 7	ZONE 3 CV10 8	ZONE 4 CV10 9	ZONE 5 CV11 4	ZONE 6 CV11 5	ZONE 7 CV11 6	ZONE 8 CV12 0	ZONE 9 CV12 8	ZONE 10 CV12 9	ZONE 11 CV13 6	ZONE 12 CV6 6	ZONE 13 CV7 9	ZONE 14 CV9 1	ZONE 15 LE10 0	ZONE 16 LE10 1	ZONE 17 LE10 2	ZONE 18 LE10 3	ZONE 19 LE9 8	TOTAL	Borough Area
TOTAL AVAILABLE FOOD SPEND (€M):	22.1	18.6	20.3	24.6	20.6	16.9	31.1	15.3	18.6	20.9	7.9	18.1	14.7	11.3	34.2	18.4	25.9	5.2	16.1	361.0	241.9
NUNEATON TOWN CENTRE:																					
Iceland, Queens Road	0.2	0.2	0.7	0.5	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	2.4
Co-op, Abbey Street	0.2	0.3	0.3	0.1	0.2	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	3.4
Netto, Regent Street	0.1	0.0	0.0	0.2	0.4	0.2	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.0	1.6
Asda, Newtown Road	8.9	8.2	8.7	12.2	6.1	4.9	8.2	0.7	0.2	1.2	1.6	0.0	0.2	1.9	0.8	0.4	0.7	0.0	0.0	65.0	59.6
J Sainsbury, Vicarage Road	3.4	3.2	2.8	2.1	6.1	4.9	8.9	0.0	0.2	0.7	0.4	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	33.5	32.4
All Other Convenience Floorspace	0.9	0.7	0.8	0.7	0.4	0.7	0.9	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	5.8	5.3
BEDWORTH TOWN CENTRE:																					
Tesco, Leicester Street	0.0	0.2	0.2	0.2	0.8	0.0	0.3	7.3	12.2	6.6	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.3	32.0	31.7
Aldi, Mill Street	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.8	2.3	0.8	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	4.8	4.8
Iceland, Mill Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.7
All Other Convenience Floorspace	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.1
DISTRICT CENTRES																					
Co-op, Kern Street-Attleborough	0.2	0.4	0.0	0.1	2.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	3.0
Co-op, School Road-Bulkington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	1.9	1.7
Co-op (formerly Somerfield), Cambourne Drive-Horestone	0.3	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	2.5
Aldi, Kingswood Road	0.5	0.3	2.6	2.2	0.0	0.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.1	8.1	7.1
Lidl, Queens Road	0.0	0.6	0.1	0.0	0.0	1.2	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	2.0	2.0
All Other District Centre Convenience Floorspace	0.6	0.5	0.0	0.4	0.4	0.3	1.5	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	4.7	4.4
LOCAL CENTRES	0.2	0.6	0.3	0.2	0.5	0.0	0.0	0.3	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	3.4
NEIGHBOURHOOD CENTRES	1.3	1.8	2.1	2.4	0.5	0.2	1.6	0.6	0.6	0.1	0.0	0.0	0.4	0.0	0.5	0.0	0.0	0.0	0.0	12.1	11.6
BOROUGH AREA - MARKET SHARE LEVELS:	17.0	17.2	18.8	21.4	18.1	15.6	24.8	11.1	17.1	13.2	2.2	0.0	5.4	1.9	2.7	0.5	1.1	0.5	0.5	189.2	179.8
ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA																					
Atherstone	1.5	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	0.0	0.0	0.0	0.0	0.0	9.0	1.9
Barwell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0
Burbage	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	0.5	0.0	0.0	0.6	0.1
Coventry	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.1	0.2	0.4	0.0	0.2	0.0	0.0	0.0	0.5	0.0	0.0	1.9	1.0
Coventry-Asda, Abbey Park	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.9	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	4.2	4.2
Coventry-Asda, Brade Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.9	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.8	1.8
Coventry-Iceland, Cannon Park Shopping 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	0.0	0.0	0.0	0.0	0.0	0.0
Coventry-Marks and Spencer, Arena Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Coventry-Morrisons, Alvis Retail Park	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	5.2
Coventry-Morrisons, Skipworth Road, Binley	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.0	0.2	1.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	2.4	1.9
Coventry-Sainsbury, Austin Drive	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.8	0.0	0.3	0.0	0.0	0.0	0.0	2.0	1.7
Coventry-Tesco Extra, Arena Retail Park	0.0	0.4	0.6	0.7	1.4	0.0	2.4	1.8	1.1	2.9	0.0	13.6	6.2	0.4	0.3	0.4	0.0	0.0	0.0	32.2	31.1
Coventry-Tesco, Olivier Way	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.7	0.2
Hartshill	1.5	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	2.2
Hinckley	0.7	0.0	0.0	0.2	0.0	0.2	0.9	0.0	0.0	0.7	0.0	0.0	0.0	0.0	11.3	3.6	11.5	1.3	0.5	30.9	2.1
Hinckley-Asda, Barwell Lane	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	10.9	9.4	6.4	0.7	9.7	9.7	38.0	0.0
Hinckley-Co-Op, Castle Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.3	0.0
Morrisons, Hinckley Fields Industrial Estate	0.5	0.4	0.9	0.7	0.3	0.8	1.7	0.2	0.0	2.8	0.0	0.0	0.0	0.4	8.2	4.5	3.0	0.1	2.0	26.6	5.6
Kenilworth	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	0.1	0.1
Leicester	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	0.7	1.9	0.5	3.7	0.5
Leicester-Marks and Spencer, Fosse Park	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.8	0.2
Rugby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Tamworth-Asda, Ventura Road	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	1.0	0.3
Tamworth-Marks and Spencer, Ventura Retail Park	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	0.0	0.0	0.0	0.3	0.3
Tamworth-Morrisons, Marlborough Way	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	0.4	0.0	0.0	0.0	0.0	0.0	0.6	0.3
Outside Borough-All Other	0.1	0.0	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.3	0.0	1.5	0.1	2.7	6.2	0.6
SUB-TOTAL-OUTSIDE BOROUGH AREA	5.1	1.4	1.6	3.2	2.5	1.2	6.3	4.2	1.5	7.7	5.6	18.1	9.2	9.4	31.5	17.9	24.9	4.7	15.6	171.7	62.1
TOTAL SPEND:	22.1	18.6	20.3	24.6	20.6	16.9	31.1	15.3	18.6	20.9	7.9	18.1	14.7	11.3	34.2	18.4	25.9	5.2	16.1	361.0	241.9

NUNEATON & BEDWORTH COUNCIL

2010 CONVENIENCE GOODS RETAIL STUDY

Convenience Goods Capacity Assessment

'Baseline' Scenario:

TABLE 12: 2011 - TOTAL FOOD SHOPPING - DERIVED TURNOVER (£M)

	ZONE 1 CV10 0	ZONE 2 CV10 7	ZONE 3 CV10 8	ZONE 4 CV10 9	ZONE 5 CV11 4	ZONE 6 CV11 5	ZONE 7 CV11 6	ZONE 8 CV12 0	ZONE 9 CV12 8	ZONE 10 CV12 9	ZONE 11 CV13 6	ZONE 12 CV6 6	ZONE 13 CV7 9	ZONE 14 CV9 1	ZONE 15 LE10 0	ZONE 16 LE10 1	ZONE 17 LE10 2	ZONE 18 LE10 3	ZONE 19 LE9 8	TOTAL
TOTAL AVAILABLE FOOD SPEND (£M):	22.0	18.5	20.4	24.6	20.7	16.9	31.1	15.4	18.5	20.8	7.9	18.1	14.6	11.2	34.5	18.6	25.9	5.2	16.2	361.2
NUNEATON TOWN CENTRE:																				
Iceland, Queens Road	0.2	0.2	0.7	0.5	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Co-op, Abbey Street	0.2	0.3	0.3	0.1	0.2	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4
Netto, Regent Street	0.1	0.0	0.0	0.2	0.4	0.2	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.0
Asda, Newtown Road	8.8	8.2	8.8	12.2	6.1	4.9	8.2	0.7	1.2	1.6	0.0	0.2	1.9	0.8	0.4	0.7	0.0	0.0	0.0	64.9
J Sainsbury, Vicarage Road	3.4	3.2	2.8	2.1	6.1	4.9	8.9	0.0	0.2	0.7	0.4	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	33.4
All Other Convenience Floorspace	0.9	0.7	0.8	0.7	0.4	0.7	0.9	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	5.8
BEDWORTH TOWN CENTRE:																				
Tesco, Leicester Street	0.0	0.2	0.2	0.2	0.8	0.0	0.3	7.3	12.1	6.5	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.3	32.0
Aldi, Mill Street	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.8	2.3	0.8	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	4.7
Iceland, Mill Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
All Other Convenience Floorspace	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1
DISTRICT CENTRES																				
Co-op, Ken Street-Attleborough	0.2	0.4	0.0	0.1	2.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Co-op, School Road-Bulkington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	1.9
Co-op (formerly Somerfield), Cambourne Drive-Horestone	0.3	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Aldi, Kingswood Road	0.5	0.3	2.6	2.2	0.0	0.3	0.9	0.0	0.2	0.0	2.2	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.1	8.1
Lidl, Queens Road	0.0	0.6	0.1	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
All Other District Centre Convenience Floorspace	0.6	0.5	0.0	0.4	0.4	0.3	1.5	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	4.7
LOCAL CENTRES	0.2	0.6	0.3	0.2	0.5	0.0	0.0	0.3	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4
NEIGHBOURHOOD CENTRES	1.3	1.8	2.1	2.4	0.5	0.2	1.6	0.6	0.6	0.1	0.0	0.0	0.4	0.0	0.5	0.0	0.0	0.0	0.0	12.1
BOROUGH AREA - MARKET SHARE LEVELS:	16.9	17.1	18.8	21.4	18.2	15.6	24.8	11.2	17.0	13.1	2.3	0.0	5.4	1.9	2.7	0.5	1.1	0.5	0.5	189.0
ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA																				
Atherstone	1.4	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	0.0	8.9
Barwell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Burbage	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	0.5	0.0	0.0	0.6
Coventry	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.1	0.2	0.4	0.0	0.2	0.0	0.0	0.0	0.5	0.0	0.0	1.9
Coventry-Asda, Abbey Park	0.0	0.2	0.0	0.0	0.0	0.0	1.0	0.0	1.9	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2
Coventry-Asda, Brade Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.9	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Coventry-Iceland, Cannon Park Shopping 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	0.0	0.0	0.0	0.0	0.0
Coventry-Marks and Spencer, Arena Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Coventry-Morrisons, Alvis Retail Park	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2
Coventry-Morrisons, Skipworth Road, Binley	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.0	0.2	1.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	2.4
Coventry-Sainsbury, Austin Drive	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.8	0.0	0.3	0.0	0.0	0.0	0.0	2.0
Coventry-Tesco Extra, Arena Retail Park	0.0	0.4	0.6	0.7	1.4	0.0	2.4	1.8	1.1	2.9	0.0	13.6	6.2	0.4	0.3	0.4	0.0	0.0	0.0	32.1
Coventry-Tesco, Olivier Way	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.7
Hartshill	1.5	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Hinckley	0.7	0.0	0.0	0.2	0.0	0.2	0.9	0.0	0.0	0.0	0.7	0.0	0.0	0.0	11.4	3.6	11.5	1.3	0.5	31.0
Hinckley-Asda, Barwell Lane	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	11.0	9.5	6.4	0.7	9.8	0.0	38.2
Hinckley-Co-Op, Castle Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.3
Morrisons, Hinckley Fields Industrial Estate	0.5	0.4	0.9	0.7	0.3	0.8	1.7	0.2	0.0	2.8	0.0	0.0	0.4	8.3	4.5	3.0	0.1	2.0	2.0	26.8
Kenilworth	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	0.1
Leicester	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.9	0.5	0.0	3.7
Leicester-Marks and Spencer, Fosse Park	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.8
Rugby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Tamworth-Asda, Ventura Road	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Tamworth-Marks and Spencer, Ventura Retail Park	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	0.0	0.0	0.0	0.3
Tamworth-Morrisons, Marlborough Way	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Outside Borough-All Other	0.1	0.0	0.0	0.1	0.0	0.2	0.1	0.0	0.0	1.0	0.0	0.0	0.0	0.3	0.0	1.5	0.1	2.7	0.0	6.3
SUB-TOTAL-OUTSIDE BOROUGH AREA	5.1	1.4	1.6	3.2	2.5	1.2	6.3	4.2	1.5	7.6	5.6	18.1	9.2	9.3	31.8	18.1	24.8	4.7	15.7	172.2
TOTAL SPEND:	22.0	18.5	20.4	24.6	20.7	16.9	31.1	15.4	18.5	20.8	7.9	18.1	14.6	11.2	34.5	18.6	25.9	5.2	16.2	361.2

NUNEATON & BEDWORTH COUNCIL
2010 CONVENIENCE GOODS RETAIL STUDY
Convenience Goods Capacity Assessment

'Baseline' Scenario:

TABLE 13: 2016 - TOTAL FOOD SHOPPING - DERIVED TURNOVER (£M)

	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	TOTAL
	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8	
TOTAL AVAILABLE FOOD SPEND (£M):	22.8	19.5	21.4	26.3	21.4	17.7	33.6	16.0	19.3	21.3	8.3	19.4	15.1	11.6	37.6	19.9	27.4	5.5	17.5	381.7
NUNEATON TOWN CENTRE:																				
Iceland, Queens Road	0.3	0.2	0.7	0.6	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Co-op, Abbey Street	0.3	0.3	0.4	0.1	0.2	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Netto, Regent Street	0.4	0.0	0.0	0.3	0.5	0.2	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	2.1
Asda, Newtown Road	9.1	8.6	9.2	13.1	6.3	5.1	8.9	0.8	0.2	1.2	1.7	0.0	0.2	2.0	0.9	0.4	0.8	0.0	0.0	68.4
J Sainsbury, Vicarage Road	3.5	3.3	3.0	2.2	6.4	5.2	9.6	0.0	0.2	0.7	0.4	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	35.3
All Other Convenience Floorspace	1.0	0.7	0.8	0.7	0.4	0.7	1.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	6.1
BEDWORTH TOWN CENTRE:																				
Tesco, Leicester Street	0.0	0.2	0.2	0.3	0.8	0.0	0.3	7.6	12.7	6.7	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.4	33.2
Aldi, Mill Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Iceland, Mill Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
All Other Convenience Floorspace	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1
DISTRICT CENTRES																				
Co-op, Kern Street-Attleborough	0.3	0.4	0.0	0.1	2.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
Co-op, School Road-Bulkington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	1.9
Co-op (formerly Somerfield), Cambourne Drive-Horestone	0.4	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Aldi, Kingswood Road	0.5	0.3	2.7	2.3	0.0	0.4	1.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.2	8.5
Lidl, Queens Road	0.0	0.7	0.1	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
All Other District Centre Convenience Floorspace	0.6	0.6	0.0	0.5	0.5	0.4	1.6	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	4.9
LOCAL CENTRES																				
	0.2	0.7	0.4	0.3	0.5	0.0	0.0	0.4	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
NEIGHBOURHOOD CENTRES																				
	1.3	1.9	2.2	2.5	0.5	0.3	1.7	0.6	0.6	0.1	0.0	0.0	0.4	0.0	0.5	0.0	0.0	0.0	0.0	12.8
BOROUGH AREA - MARKET SHARE LEVELS:																				
	17.5	18.0	19.8	22.9	18.8	16.4	26.8	11.6	17.8	13.4	2.4	0.0	5.6	2.0	3.0	0.5	1.1	0.5	0.5	198.6
ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA																				
Atherstone	1.5	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.3	0.0	0.0	0.0	0.0	0.0	9.3
Barwell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Burbage	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	0.5	0.0	0.0	0.6
Coventry	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.1	0.2	0.4	0.0	0.2	0.0	0.0	0.0	0.6	0.0	0.0	2.0
Coventry-Asda, Abbey Park	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.9	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	4.3
Coventry-Asda, Brade Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	1.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Coventry-Iceland, Cannon Park Shopping 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	0.0	0.0	0.0	0.0	0.0
Coventry-Marks and Spencer, Arena Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Coventry-Morrisons, Alvis Retail Park	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.0	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6
Coventry-Morrisons, Skipworth Road, Binley	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.0	0.2	1.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	2.5
Coventry-Sainsbury, Austin Drive	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.0	0.8	0.0	0.4	0.0	0.0	0.0	0.0	2.1
Coventry-Tesco Extra, Arena Retail Park	0.0	0.5	0.6	0.8	1.4	0.0	2.6	1.9	1.2	2.9	0.0	14.6	6.4	0.4	0.4	0.4	0.0	0.0	0.0	33.9
Coventry-Tesco, Olivier Way	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.8
Hartshill	1.6	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Hinckley	0.8	0.0	0.0	0.2	0.0	0.2	1.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	12.5	3.9	12.1	1.4	0.5	33.2
Hinckley-Asda, Barwell Lane	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.0	10.2	6.8	0.7	10.6	41.1
Hinckley-Co-Op, Castle Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.3
Morrisons, Hinckley Fields Industrial Estate	0.5	0.5	1.0	0.8	0.3	0.8	1.8	0.3	0.0	0.0	3.0	0.0	0.0	0.4	9.1	4.9	3.2	0.2	2.1	28.7
Kenilworth	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	0.1
Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	2.0	0.5	3.9
Leicester-Marks and Spencer, Fosse Park	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.8
Rugby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth	0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Tamworth-Asda, Ventura Road	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	1.1
Tamworth-Marks and Spencer, Ventura Retail Park	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	0.0	0.0	0.0	0.3
Tamworth-Morrisons, Marlborough Way	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	0.4	0.0	0.0	0.0	0.0	0.0	0.6
Outside Borough-All Other	0.1	0.0	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.4	0.0	1.6	0.2	3.0	6.7
SUB-TOTAL-OUTSIDE BOROUGH AREA																				
	5.3	1.5	1.7	3.4	2.6	1.3	6.8	4.4	1.5	7.8	5.9	19.4	9.5	9.6	34.6	19.4	26.3	4.9	17.0	183.1
TOTAL SPEND:																				
	22.8	19.5	21.4	26.3	21.4	17.7	33.6	16.0	19.3	21.3	8.3	19.4	15.1	11.6	37.6	19.9	27.4	5.5	17.5	381.7

NUNEATON & BEDWORTH COUNCIL
2010 CONVENIENCE GOODS RETAIL STUDY
Convenience Goods Capacity Assessment

'Baseline' Scenario:

TABLE 14: 2021 - TOTAL FOOD SHOPPING - DERIVED TURNOVER (£M)

	ZONE 1 CV10 0	ZONE 2 CV10 7	ZONE 3 CV10 8	ZONE 4 CV10 9	ZONE 5 CV11 4	ZONE 6 CV11 5	ZONE 7 CV11 6	ZONE 8 CV12 0	ZONE 9 CV12 8	ZONE 10 CV12 9	ZONE 11 CV13 6	ZONE 12 CV6 6	ZONE 13 CV7 9	ZONE 14 CV9 1	ZONE 15 LE10 0	ZONE 16 LE10 1	ZONE 17 LE10 2	ZONE 18 LE10 3	ZONE 19 LE9 8	TOTAL
TOTAL AVAILABLE FOOD SPEND (£M):	23.8	20.7	22.9	28.4	22.7	18.9	34.1	16.9	20.4	22.2	8.9	20.9	15.9	12.2	41.4	21.6	29.2	5.8	19.1	406.1
NUNEATON TOWN CENTRE:																				
Iceland, Queens Road	0.3	0.2	0.8	0.6	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Co-op, Abbey Street	0.3	0.4	0.4	0.1	0.3	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8
Netto, Regent Street	0.1	0.0	0.0	0.3	0.5	0.2	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.2
Asda, Newtown Road	9.6	9.1	9.8	14.1	6.7	5.5	9.0	0.8	0.3	1.2	1.8	0.0	0.2	2.1	1.0	0.4	0.8	0.0	0.0	72.4
J Sainsbury, Vicarage Road	3.7	3.6	3.2	2.4	6.8	5.5	9.7	0.0	0.3	0.7	0.4	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	37.1
All Other Convenience Floorspace	1.0	0.7	0.9	0.8	0.5	0.7	1.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	6.4
BEDWORTH TOWN CENTRE:																				
Tesco, Leicester Street	0.0	0.2	0.3	0.3	0.9	0.0	0.3	8.0	13.4	7.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.4	34.9
Aldi, Mill Street	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.8	2.5	0.9	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	5.2
Iceland, Mill Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
All Other Convenience Floorspace	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.2
DISTRICT CENTRES																				
Co-op, Kern Street-Attleborough	0.3	0.4	0.0	0.1	2.2	0.0	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Co-op, School Road-Bulkington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	2.0
Co-op (Formerly Somerfield), Cambourne Drive-Horestone	0.4	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Aldi, Kingswood Road	0.5	0.4	0.0	0.4	1.9	0.0	0.3	1.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	9.2
Lidl, Queens Road	0.0	0.7	0.1	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
All Other District Centre Convenience Floorspace	0.6	0.6	0.0	0.5	0.5	0.4	1.7	0.2	0.0	0.4	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	5.2
LOCAL CENTRES	0.2	0.7	0.4	0.3	0.6	0.0	0.0	0.4	0.4	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8
NEIGHBOURHOOD CENTRES	1.4	2.0	2.4	2.7	0.6	0.3	1.8	0.7	0.6	0.1	0.0	0.0	0.4	0.0	0.6	0.0	0.0	0.0	0.0	13.5
BOROUGH AREA - MARKET SHARE LEVELS:	18.3	19.1	21.1	24.7	20.0	17.6	27.2	12.2	18.8	14.0	2.5	0.0	5.9	2.1	3.3	0.6	1.2	0.6	0.6	209.7
ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA																				
Atherstone	1.6	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.6	0.0	0.0	0.0	0.0	0.0	9.7
Barwell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Burbage	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	0.5	0.0	0.0	0.7
Coventry	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.1	0.2	0.4	0.0	0.2	0.0	0.0	0.0	0.6	0.0	0.0	2.2
Coventry-Asda, Abbey Park	0.0	0.2	0.0	0.0	0.0	0.0	1.1	0.0	2.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5
Coventry-Asda, Brade Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	1.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Coventry-Iceland, Cannon Park Shopping 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	0.0	0.0	0.0	0.0	0.0
Coventry-Marks and Spencer, Arena Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Coventry-Morrisons, Alvis Retail Park	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0
Coventry-Morrisons, Skipworth Road, Binley	0.0	0.0	0.1	0.0	0.3	0.0	1.1	0.0	0.3	1.2	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	2.6
Coventry-Sainsbury, Austin Drive	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.0	0.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.2
Coventry-Tesco Extra, Arena Retail Park	0.0	0.5	0.6	0.8	1.5	0.0	2.6	2.0	1.2	3.1	0.0	15.7	6.7	0.4	0.4	0.0	0.0	0.0	0.0	36.0
Coventry-Tesco, Olivier Way	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	0.0	0.0	0.0	0.6	0.0	0.8
Hartshill	1.6	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Hinckley	0.8	0.0	0.0	0.2	0.0	0.2	1.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	13.7	4.2	12.9	1.4	0.6	35.9
Hinckley-Asda, Barwell Lane	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	13.2	11.0	7.2	0.8	11.6	0.0	44.7
Hinckley-Co-Op, Castle Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.3
Morrisons, Hinckley Fields Industrial Estate	0.5	0.5	1.0	0.8	0.4	0.9	1.9	0.3	0.0	3.2	0.0	0.4	10.0	5.3	3.4	0.2	2.3	0.2	2.3	30.9
Kenilworth	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	0.1
Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	2.1	0.6	4.1
Leicester-Marks and Spencer, Fosse Park	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	0.0	0.0	0.6	0.0	0.0	0.8
Rugby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Tamworth-Asda, Ventura 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	0.8	0.0	0.0	0.0	0.0	0.0	1.1
Tamworth-Marks and Spencer, Ventura Retail Park	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	0.0	0.0	0.0	0.3
Tamworth-Morrisons, Marlborough Way	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Outside Borough-All Other	0.1	0.0	0.0	0.1	0.0	0.2	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.4	0.4	0.0	1.7	0.2	3.2	7.2
SUB-TOTAL-OUTSIDE BOROUGH AREA	5.5	1.6	1.8	3.7	2.8	1.4	6.9	4.6	1.6	8.1	6.3	20.9	10.0	10.1	38.1	21.1	28.0	5.2	18.6	196.4
TOTAL SPEND:	23.8	20.7	22.9	28.4	22.7	18.9	34.1	16.9	20.4	22.2	8.9	20.9	15.9	12.2	41.4	21.6	29.2	5.8	19.1	406.1

NUNEATON & BEDWORTH COUNCIL

**2010 CONVENIENCE GOODS RETAIL STUDY
Convenience Goods Capacity Assessment**

'Baseline' Scenario:

TABLE 15: 2026 - TOTAL FOOD SHOPPING - DERIVED TURNOVER (£M)

	ZONE 1 CV10 0	ZONE 2 CV10 7	ZONE 3 CV10 8	ZONE 4 CV10 9	ZONE 5 CV11 4	ZONE 6 CV11 5	ZONE 7 CV11 6	ZONE 8 CV12 0	ZONE 9 CV12 8	ZONE 10 CV12 9	ZONE 11 CV13 6	ZONE 12 CV6 6	ZONE 13 CV7 9	ZONE 14 CV9 1	ZONE 15 LE10 0	ZONE 16 LE10 1	ZONE 17 LE10 2	ZONE 18 LE10 3	ZONE 19 LE9 8	TOTAL
TOTAL AVAILABLE FOOD SPEND (£M):	25.1	22.1	24.4	30.6	24.3	20.4	36.1	17.9	21.6	23.1	9.5	22.7	16.7	12.9	45.3	23.5	31.1	6.2	20.9	434.4
NUNEATON TOWN CENTRE:																				
Iceland, Queens Road	0.3	0.2	0.8	0.7	0.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Co-op, Abbey Street	0.3	0.4	0.4	0.1	0.3	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Netto, Regent Street	0.1	0.0	0.0	0.3	0.5	0.3	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.3
Asda, Newtown Road	10.1	9.8	10.5	15.2	7.1	5.9	9.5	0.8	0.3	1.3	1.9	0.0	0.2	2.2	1.1	0.5	0.9	0.0	0.0	77.3
J Sainsbury, Vicarage Road	3.9	3.8	3.4	2.6	7.2	6.0	10.3	0.0	0.3	0.8	0.5	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	39.5
All Other Convenience Floorspace	1.1	0.8	0.9	0.8	0.5	0.8	1.1	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	6.9
BEDWORTH TOWN CENTRE:																				
Tesco, Leicester Street	0.0	0.2	0.3	0.3	0.9	0.0	0.3	8.5	14.2	7.3	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.4	36.9
Aldi, Mill Street	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.9	2.7	0.9	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	5.5
Iceland, Mill Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
All Other Convenience Floorspace	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3
DISTRICT CENTRES																				
Co-op, Kern Street-Attleborough	0.3	0.5	0.0	0.1	2.3	0.0	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5
Co-op, School Road-Bulkington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	2.1
Co-op (Formerly Somerfield), Cambourne Drive-Horestone	0.4	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Aldi, Kingswood Road	0.5	0.4	0.0	0.4	1.1	0.0	0.3	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	9.2
Lidl, Queens Road	0.0	0.8	0.1	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
All Other District Centre Convenience Floorspace	0.7	0.6	0.0	0.5	0.5	0.4	1.8	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	5.5
LOCAL CENTRES	0.3	0.8	0.4	0.3	0.6	0.0	0.0	0.4	0.4	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0
NEIGHBOURHOOD CENTRES	1.4	2.1	2.5	3.0	0.6	0.3	1.9	0.7	0.7	0.1	0.0	0.0	0.4	0.0	0.6	0.0	0.0	0.0	0.0	14.4
BOROUGH AREA - MARKET SHARE LEVELS:	19.3	20.4	22.5	26.7	21.3	18.9	28.8	13.0	19.9	14.6	2.7	0.0	6.2	2.2	3.6	0.6	1.3	0.6	0.6	223.2
ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA																				
Atherstone	1.6	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.1	0.0	0.0	0.0	0.0	0.0	10.3
Barwell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Burbage	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	0.6	0.0	0.0	0.7
Coventry	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.1	0.3	0.5	0.0	0.2	0.0	0.0	0.0	0.6	0.0	0.0	2.3
Coventry-Asda, Abbey Park	0.0	0.3	0.0	0.0	0.0	0.0	1.1	0.0	2.1	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7
Coventry-Asda, Brade Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	1.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Coventry-Iceland, Cannon Park Shopping 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	0.0	0.0	0.0	0.0	0.0
Coventry-Marks and Spencer, Arena Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Coventry-Morrisons, Alvis Retail Park	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5
Coventry-Morrisons, Skipworth Road, Binley	0.0	0.0	0.1	0.0	0.3	0.0	1.1	0.0	0.3	1.3	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	2.7
Coventry-Sainsbury, Austin Drive	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.0	0.9	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.4
Coventry-Tesco Extra, Arena Retail Park	0.0	0.5	0.7	0.9	1.6	0.0	2.8	2.1	1.3	3.2	0.0	17.0	7.1	0.4	0.4	0.5	0.0	0.0	0.0	38.5
Coventry-Tesco, Olivier Way	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	0.0	0.0	0.6	0.0	0.0	0.9
Hartshill	1.7	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Hinckley	0.8	0.0	0.0	0.2	0.0	0.3	1.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	15.0	4.5	13.8	1.5	0.6	38.7
Hinckley-Asda, Barwell Lane	0.0	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	14.5	12.0	7.7	0.8	12.6	48.5
Hinckley-Co-Op, Castle Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.4
Morrisons, Hinckley Fields Industrial Estate	0.6	0.5	1.1	0.9	0.4	1.0	2.0	0.3	0.0	3.4	0.0	0.0	0.4	10.9	5.7	3.6	0.2	2.5	2.5	33.4
Kenilworth	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	0.1
Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	2.3	0.6	4.4
Leicester-Marks and Spencer, Fosse Park	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	0.0	0.0	0.6	0.0	0.0	0.9
Rugby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Tamworth-Asda, Ventura 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	0.8	0.0	0.0	0.0	0.0	1.2
Tamworth-Marks and Spencer, Ventura Retail Park	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	0.0	0.0	0.0	0.0	0.3
Tamworth-Morrisons, Marlborough Way	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.7
Outside Borough-All Other	0.1	0.0	0.0	0.1	0.0	0.3	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.4	0.0	1.8	0.2	3.5	7.8
SUB-TOTAL-OUTSIDE BOROUGH AREA	5.8	1.7	1.9	4.0	3.0	1.5	7.3	4.9	1.7	8.5	6.8	22.7	10.5	10.7	41.7	22.8	29.8	5.6	20.3	211.2
TOTAL SPEND (£m):	25.1	22.1	24.4	30.6	24.3	20.4	36.1	17.9	21.6	23.1	9.5	22.7	16.7	12.9	45.3	23.5	31.1	6.2	20.9	434.4

NUNEATON & BEDWORTH COUNCIL

2010 CONVENIENCE GOODS RETAIL STUDY
Convenience Goods Capacity Assessment

'Baseline' Scenario:

TABLE 16: ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (i.e. beyond catchment area)

	2010	2011	2016	2021	2026
NUNEATON TOWN CENTRE:					
Iceland, Queens Road	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Abbey Street	0.0%	0.0%	0.0%	0.0%	0.0%
Netto, Regent Street	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Newtown Road	0.0%	0.0%	0.0%	0.0%	0.0%
J Sainsbury, Vicarage Road	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Convenience Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%
BEDWORTH TOWN CENTRE:					
Tesco, Leicester Street	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Mill Street	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Mill Street	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Convenience Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, School Road-Bulkington	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (formerly Somerfield), Cambourne Drive-Horestone	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Kingswood Road	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Queens Road	0.0%	0.0%	0.0%	0.0%	0.0%
All Other District Centre Convenience Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRES					
All Local Centre Convenience Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%
NEIGHBOURHOOD CENTRES					
All Neighbourhood Centre Convenience Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%

TABLE 17: TOTAL 'POTENTIAL' TURNOVER OF ALL CENTRES & STORES WITHIN BOROUGH

	2010	2011	2016	2021	2026
NUNEATON TOWN CENTRE:					
Iceland, Queens Road	£2.4	£2.4	£2.6	£2.7	£2.9
Co-op, Abbey Street	£3.4	£3.4	£3.6	£3.8	£4.1
Netto, Regent Street	£2.0	£2.0	£2.1	£2.2	£2.3
Asda, Newtown Road	£65.0	£64.9	£68.4	£72.4	£77.3
J Sainsbury, Vicarage Road	£33.5	£33.4	£35.3	£37.1	£39.5
All Other Convenience Floorspace	£5.8	£5.8	£6.1	£6.4	£6.9
Sub-total	£112.1	£111.9	£118.0	£124.7	£133.1
BEDWORTH TOWN CENTRE:					
Tesco, Leicester Street	£32.0	£32.0	£33.2	£34.9	£36.9
Aldi, Mill Street	£4.8	£4.7	£4.9	£5.2	£5.5
Iceland, Mill Street	£1.7	£1.7	£1.7	£1.8	£1.9
All Other Convenience Floorspace	£1.1	£1.1	£1.1	£1.2	£1.3
Sub-total	£39.5	£39.5	£41.0	£43.1	£45.6
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	£3.0	£3.0	£3.1	£3.3	£3.5
Co-op, School Road-Bulkington	£1.9	£1.9	£1.9	£2.0	£2.1
Co-op (formerly Somerfield), Cambourne Drive-Horestone	£2.5	£2.5	£2.6	£2.7	£2.9
Aldi, Kingswood Road	£8.1	£8.1	£8.5	£9.1	£9.8
Lidl, Queens Road	£2.0	£2.0	£2.1	£2.2	£2.4
All Other District Centre Convenience Floorspace	£4.7	£4.7	£4.9	£5.2	£5.5
Sub-total	£22.1	£22.1	£23.3	£24.5	£26.1
LOCAL CENTRES					
All Local Centre Convenience Floorspace	£3.4	£3.4	£3.6	£3.8	£4.0
NEIGHBOURHOOD CENTRES					
All Neighbourhood Centre Convenience Floorspace	£12.1	£12.1	£12.8	£13.5	£14.4
TOTAL TURNOVER:	£189.2	£189.0	£198.6	£209.7	£223.2

NUNEATON & BEDWORTH COUNCIL

2010 CONVENIENCE GOODS RETAIL STUDY

Convenience Goods Capacity Assessment

'Baseline' Scenario:

TABLE 18: BOROUGH-WIDE CONVENIENCE GOODS CAPACITY ASSESSMENT

	2010	2011	2016	2021	2026
STEP 1: TOTAL EXISTING FLOORSPACE IN BOROUGH (m² net):	31,226	31,226	31,226	31,226	31,226
STEP 2: TOTAL FORECAST 'POTENTIAL' TURNOVER (£m):					
(i) Total 'Potential' Turnover (£ million):	£189.21	£189.01	£198.60	£209.67	£223.20
(ii) Average Sales Density (£ per sq.m):	£6,059	£6,053	£6,360	£6,714	£7,148
STEP 3: TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):					
(i) Total 'Benchmark' Turnover (£ million):	£184.42	£184.42	£187.76	£191.55	£196.38
(ii) Average Sales Density (£ per sq.m):	£5,906	£5,906	£6,013	£6,134	£6,289
STEP 4: TOTAL FORECAST RESIDUAL EXPENDITURE:	£4.80	£4.59	£10.84	£18.12	£26.81
STEP 5: FORECAST TURNOVER OF COMMITTED FLOORSPACE (£m):	£1.04	£1.04	£1.06	£1.08	£1.11
STEP 6: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£3.76	£3.55	£9.78	£17.04	£25.70
STEP 7: FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:					
CAPACITY FOR NEW SUPERSTORE (sq m):					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£12,000	£12,218	£12,464	£12,779
(ii) Net Floorspace Capacity (sq m):	313	296	801	1,367	2,012
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	447	422	1,144	1,953	2,874
STEP 8: CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m):					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,000	£6,109	£6,232	£6,389
(ii) Net Floorspace Capacity (sq m):	626	591	1,601	2,735	4,023
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	894	845	2,288	3,907	5,747

NOTES: Assume following 'productivity' growth rates for all existing, new and committed convenience goods floorspace:

2010-2011	0.00%
2012	0.20%
2013-2021	0.40%
2022-2026	0.50%