



Western Berkshire Retail & Commercial Leisure Assessment 2016

Volume 3 — Household
Survey Results
NEMS Market Research
April 2017

GVA on behalf of [Bracknell Forest Council](#) | [Reading Borough Council](#) | [West Berkshire Council](#) | [Wokingham Borough Council](#)

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West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q01 Where do you do most of your household's main food shopping?												
<i>Excl. nulls & SFT's</i>												
Aldi, Birch Hill, Bracknell	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Camberley	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broadway, Didcot	0.5%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Aldi, London Road, Newbury	0.4%	7	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Aldi, Bath Road, Reading	0.8%	15	0.0%	0	8.3%	10	11.4%	4	0.0%	0	0.0%	0
Aldi, Vastern Court, Reading	0.3%	5	0.0%	0	3.6%	4	0.0%	0	0.8%	0	0.6%	1
Aldi, High Street, West Drayton, Yiewsley	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Basingstoke	1.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	1.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Holmers Farm Way, High Wycombe	2.2%	41	0.0%	0	0.0%	0	0.0%	0	15.8%	7	19.7%	32
Asda, Chalfont Way, Lower Earley, Reading	3.0%	56	30.7%	40	5.9%	7	3.7%	1	0.0%	0	1.9%	2
Asda, Telford Drive, Slough	3.2%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Asda, Honey End Lane, Tilehurst	1.1%	21	1.1%	1	12.9%	15	8.4%	3	0.0%	0	0.0%	0
Asda, Lion Retail Park, Oriental Road, Woking	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wokingham Road, Earley	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Lambourn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Reading Road, Pangbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Erleigh Road, Reading	0.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Henley Road, Caversham, Reading	0.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, School Road, Tilehurst, Reading	0.1%	1	0.0%	0	0.7%	1	1.6%	1	0.0%	0	0.0%	0
Co-op, The Triangle, Tilehurst, Reading	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Co-op, Franklin Avenue, Tadley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Broadway, Thatcham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Theale	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Lidl, The Atrium, Charles Street, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, West Richardson Street, High Wycombe	0.8%	14	0.0%	0	0.0%	0	0.0%	0	8.8%	14	0.0%	0
Lidl, Stafferton Way, Maidenhead	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4
Lidl, London Road, Newbury	0.3%	5	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading	0.3%	5	2.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Oxford Road, Reading	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Farnham Road, Slough	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	17
Lidl, Pennings Road, Tidworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Molly Millers Lane, Wokingham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Headley Road, Woodley	0.6%	10	4.1%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	5
Marks and Spencer Simply Food, The Square, Chalfont Way, Lower Earley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Newbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Paddington House, Festival Place, Basingstoke	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Eden Place, The Eden Centre, High Wycombe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Marks and Spencer, High Street, Maidenhead	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Marks and Spencer, Broad Street, Reading	0.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Meadows Marshall Road, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Marks and Spencer, London Road, Woodley	0.1%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alexandra Road, Aldershot	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Morrisons, Worting Road, Basingstoke	1.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0											
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.8%	1	0.0%	0	8.2%	8	0.0%	0	
Morrisons, Summit Avenue, Farnborough	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	
Morrisons, Elvetham Heath, Fleet	0.8%	16	0.0%	0	0.0%	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	
Morrisons, Temple End, High Wycombe	0.5%	10	0.0%	0	0.0%	0	0.0%	0	2.4%	1	5.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Basingstoke Road, Reading	0.6%	12	3.0%	4	5.8%	7	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Wooshill Shopping Centre, Wokingham	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%
Sainsbury's, Shepherds Spring Lane, Andover	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Station Mall, Basingstoke	0.2%	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	
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	1.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Maxwell Road, Beaconsfield	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	10	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Bagshot Road, Ringmead, Bracknell	1.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	14.9%	14	2.9%	2	
Sainsbury's, Princess Square, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.0%	0	
Sainsbury's, Watchmoor Park, Blackwater Valley Road, Camberley	2.1%	39	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	18	0.0%	0	15.3%	11	
Sainsbury's, The Sainsbury Centre, Guildford Street, Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	
Sainsbury's, Central Drive, Orchard Centre, Didcot	0.5%	10	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	
Sainsbury's, Queensmead, Farnborough	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	11	0.0%	0	0.0%	0	
Sainsbury's, Fleet Road, Fleet	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Oxford Road, High Wycombe	1.2%	23	0.0%	0	0.0%	0	0.0%	0	2.2%	1	13.0%	21	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, King Street, Maidenhead	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Providence Place, Maidenhead	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, West Street,	0.5%	9	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.8%	5	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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Marlow												
Sainsbury's, Hectors Way, Newbury	1.8%	34	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Sainsbury's, Heyford Hill, Oxford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Reading	1.7%	31	0.7%	1	6.4%	7	37.1%	12	0.0%	0	0.0%	0
Sainsbury's, Broad Street, Reading	0.2%	3	1.6%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Friar Street, Reading	0.2%	4	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Farnham Road, Slough	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	6
Sainsbury's, Uxbridge Road, Slough	1.6%	30	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Sainsbury's, The Causeway, Staines	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	13
Sainsbury's, Mulfords Hill, Tadley	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow	1.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Sainsbury's, Limborough Road, Wantage	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	2.1%	39	19.0%	25	0.0%	0	8.8%	3	0.0%	0	0.6%	1
Sainsbury's, Redding Way, Knaphill, Woking	2.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wolsey Walk, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Straight Bit, Flackwell Heath, High Wycombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Sainsbury's Local, Andover Road, Newbury	0.4%	8	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Farnham Common, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Local, Coombe Square, Chapel Street, Thatcham	0.2%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Marcham Road, Abingdon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco Extra, River Way,	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Andover												
Tesco Extra, Pinchington Lane, Newbury	1.7%	32	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading	1.2%	22	4.5%	6	7.2%	8	0.0%	0	1.3%	1	0.0%	0
Tesco Extra, Portman Road, Reading	1.1%	22	1.3%	2	15.5%	18	3.8%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.8%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunel Way / Wellington Street, Slough	1.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Extra, Town Lane, Stanwell	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3
Tesco Extra, Barnes Wallace Drive, Brooklands Ctr, Weybridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Superstore, Wellington Avenue, Aldershot	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road West, Amersham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Tesco Superstore, County Lane, Warfield, Bracknell	1.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Whitton Road, Bracknell	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wallingford Road, Didcot	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Egham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Packhorse Road, Gerrards Cross	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Superstore, Reading Road, Henley-on-Thames	0.7%	12	1.1%	1	0.0%	0	0.0%	0	20.1%	9	0.0%	0
Tesco Superstore, Station Road, Hook	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4
Tesco Superstore, Everland Road, Hungerford	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Marlborough Business Park, Salisbury Road, Marlborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.3%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Superstore, Bath	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	8

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Road, Taplow												
Tesco Superstore, Station Road, Tidworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, West Drayton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dedworth Road, Windsor	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	1.0%	20	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Hampstead House, Basingstoke	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Nicholson Walk, Maidenhead	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Northbrook Street, Newbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ascot	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott, Basingstoke	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Bourne End	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horndean Road, Forest Park, Bracknell	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Burnham Lane, Burnham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lychpit Local Centre, Chineham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cockcroft Road, Didcot	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Broadway, Farnham Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Beaumaris Parade, Balmoral Drive, Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chapel Lane, High Wycombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, New Road, High Wycombe	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Esso PFS, Church Street, Caversham,	0.2%	4	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Reading												
Tesco Express, Esso PFS, Emmer Green, Reading	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Reading	0.3%	6	0.0%	0	5.4%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxford Road (near Broad Street Mall), Reading	0.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxford Road (near Reading West Station), Reading	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Yorktown Road, Sandhurst	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	9
Tesco Express, Grassmere Parade, Wexham Road, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Slough	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	4	0.0%	0
Tesco Express, Northfield Road, Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Twyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Waitrose, The Chantry Centre, Andover	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4
Waitrose, Basing View, Basingstoke	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield	1.1%	20	0.0%	0	0.0%	0	0.0%	0	10.4%	17	0.0%	0
Waitrose, Bond Way, Bracknell	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Waitrose (Little), Bagshot Road, Bracknell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Backs, Chesham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Waitrose, Church Road, Egham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5
Waitrose, Hart Centre, Fleet	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Waitrose, Station Road, Gerrards Cross	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	3
Waitrose, Bell Street, Henley-on-Thames	0.6%	12	0.0%	0	0.0%	0	0.0%	0	21.0%	9	1.8%	2

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Waitrose, Marlow Hill, High Wycombe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	11	0.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Marlborough	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chapel Street, Marlow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Newbury	1.1%	20	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
Waitrose, Church Street, Caversham, Reading	0.5%	9	1.9%	2	4.2%	5	0.8%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading	1.0%	18	13.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Reading	1.1%	21	0.0%	0	12.4%	14	8.8%	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
Waitrose, Yorktown Road, Sandhurst	0.3%	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	2.0%	2	5.8%	4
Waitrose, Two Rivers Retail Park, Staines	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	8	1.6%	3	0.0%	0	1.1%	1
Waitrose, The Broadway, Thatcham	0.2%	4	0.0%	0	0.0%	0	3.3%	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
Waitrose, London Road, Twyford	1.2%	23	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Martin's Street, Wallingford	1.1%	20	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, King Edward Court, Windsor	1.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	21	9.9%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	1.4%	27	2.9%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.4%	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	7.8%	6
Asda, Anton Mill Road, Andover	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bridle Path, Woodcote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Winchester Street, Overton	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
Lidl, Gastons Wood, Basingstoke	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Worthing Road, Basingstoke	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Road, Woking																								
Tesco Superstore, London Road, Loudwater	1.4%	26	0.0%	0	0.0%	0	0.0%	0	0.9%	0	15.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Goldsworth Park Centre, Denton Way, Woking	0.5%	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	4.9%	9	0.0%	0	0.0%	0
Local shops - Zone 2	0.1%	2	0.0%	0	0.7%	1	0.5%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 5	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 14	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 20	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
Local shops - Zone 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	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other - Zone 1	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
Other - Zone 2	0.2%	5	2.9%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 5	0.3%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	3	1.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Zone 11	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	1.6%	1
Other - Zone 13	0.3%	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	2.8%	2
Other - Zone 14	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
Other - Zone 15	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 16	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0
Other - Zone 0	1.2%	22	0.0%	0	0.7%	1	0.0%	0	7.4%	3	0.8%	1	0.0%	0	2.5%	6	1.5%	1	0.7%	1	0.0%	0	0.0%	0
Weighted base:	1879		131		116		33		44		163		117		252		69		180		96		72	
Sample:	1888		88		92		95		87		87		87		96		87		89		85		85	

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q01A Which internet / home delivery retailer do you most often use for your main food shopping?																								
<i>Those who said 'Internet / delivery' at Q01</i>																								
Asda	5.2%	10	14.8%	2	0.0%	0	8.9%	0	0.0%	0	4.3%	1	4.3%	1	0.0%	0	10.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons	8.6%	16	0.0%	0	8.3%	1	0.0%	0	0.0%	0	19.1%	5	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	2
Iceland	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	14.2%	26	10.8%	1	18.4%	2	44.8%	1	15.4%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	18.4%	4	19.1%	1	37.7%	4
Tesco	42.4%	77	66.4%	9	65.0%	7	36.0%	1	48.3%	4	52.2%	12	31.2%	5	100.0%	1	32.5%	2	39.5%	9	80.8%	2	29.7%	3
Ocado	22.9%	42	0.0%	0	0.0%	0	10.3%	0	29.3%	2	12.8%	3	57.7%	10	0.0%	0	41.7%	3	42.1%	10	0.0%	0	13.8%	1
Waitrose	5.2%	10	8.0%	1	8.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	15.4%	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
Abel & Cole	0.3%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suma	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
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	183	14		11		2		8		24		17		1		7		23		3		11		
Sample:	162	7		9		5		10		13		11		1		12		9		5		8		

Q02 How do you normally travel to (STORE / CENTRE MENTIONED AT Q01)?*Not those who said 'Internet / delivery' or '(Don't know / varies)' at Q01*

Car / van (as driver)	75.4%	1417	70.4%	92	62.7%	73	81.9%	27	75.5%	33	82.0%	133	70.8%	83	65.3%	165	82.8%	57	74.4%	134	74.3%	72	88.1%	64
Car / van (as passenger)	11.6%	217	7.5%	10	14.6%	17	13.1%	4	7.3%	3	7.9%	13	17.7%	21	14.9%	38	2.5%	2	19.2%	34	14.8%	14	5.9%	4
Motorcycle	0.1%	1	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	0.0%	0
Bus	2.1%	40	4.1%	5	3.3%	4	2.2%	1	2.4%	1	1.2%	2	2.9%	3	3.0%	8	3.6%	2	3.0%	5	0.5%	0	1.4%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.3%	6	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.6%	161	13.1%	17	16.1%	19	2.2%	1	11.6%	5	4.0%	6	5.9%	7	15.1%	38	9.7%	7	2.2%	4	9.2%	9	2.3%	2
Bicycle	0.4%	7	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.1%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	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	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	14	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.8%	2	0.0%	0	0.6%	1	0.6%	1	0.8%	1
(Don't travel / goods delivered)	0.7%	13	0.0%	0	2.7%	3	0.0%	0	0.0%	0	2.2%	4	1.1%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.8%	1
Weighted base:	1879	131		116		33		44		163		117		252		69		180		96		72		
Sample:	1888	88		92		95		87		87		87		96		87		89		85		85		

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q03 When you undertake your main food and grocery shopping at (STORE / CENTRE MENTIONED AT Q01), do you or other members of your household usually visit other shops, services, or leisure facilities on the same shopping trip? [MR]																								
<i>Not those who said 'Internet / delivery' or '(Don't know / varies)' at Q01 or '(Don't travel / goods delivered)' at Q02</i>																								
Yes - buying fuel	4.4%	82	6.0%	8	2.5%	3	2.1%	1	2.5%	1	0.0%	0	3.2%	4	3.1%	8	16.1%	11	5.3%	10	7.5%	7	3.3%	2
Yes - leisure activity	3.1%	58	2.9%	4	4.2%	5	1.8%	1	5.0%	2	6.2%	10	4.1%	5	3.0%	8	2.5%	2	1.3%	2	7.0%	7	0.8%	1
Yes - non-food shopping	13.3%	248	5.6%	7	11.9%	14	12.7%	4	13.1%	6	10.1%	16	18.3%	21	23.5%	59	13.7%	9	8.0%	14	4.7%	4	3.8%	3
Yes - other food shopping	7.3%	136	2.6%	3	3.5%	4	4.8%	2	8.8%	4	4.4%	7	13.3%	15	8.2%	21	14.4%	10	2.2%	4	2.6%	3	8.7%	6
Yes - travelling to / from school / college / university	1.1%	21	0.0%	0	0.8%	1	0.0%	0	0.9%	0	2.2%	4	0.0%	0	0.0%	0	2.7%	2	2.4%	4	0.0%	0	0.0%	0
Yes - travelling to / from work	3.2%	60	9.0%	12	2.6%	3	2.8%	1	5.3%	2	0.6%	1	6.0%	7	1.4%	3	6.3%	4	0.7%	1	2.7%	3	3.2%	2
Yes - visiting café / pub / restaurant	3.4%	63	2.0%	3	2.4%	3	2.5%	1	3.3%	1	6.3%	10	1.3%	1	1.0%	2	2.7%	2	5.4%	10	9.1%	9	2.9%	2
Yes - visiting family / friends	2.0%	37	1.6%	2	1.1%	1	0.5%	0	2.7%	1	3.1%	5	1.3%	1	4.5%	11	1.8%	1	1.5%	3	0.0%	0	0.0%	0
Yes - visiting financial service such as bank, building society, post office	2.7%	51	1.1%	1	1.4%	2	1.6%	1	3.7%	2	2.0%	3	10.0%	12	2.5%	6	2.0%	1	2.4%	4	1.1%	1	3.4%	2
Yes - visiting health service such as doctor, dentist, hospital	0.7%	13	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.6%	1	1.8%	1
Yes - visiting other service such as laundrette, hairdresser, recycling	0.6%	12	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting the market	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
Yes - 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
Yes - walking the dog	0.2%	4	1.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	1	0.0%	0	0.0%	0
Yes - window shopping / browsing	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	66.3%	1237	69.7%	91	72.2%	82	73.2%	24	64.5%	28	81.2%	129	51.6%	60	62.0%	156	53.1%	37	74.6%	134	66.4%	64	75.3%	54
(Don't know)	0.9%	16	0.7%	1	0.0%	0	1.2%	0	1.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	2.6%	2
Weighted base:		1866		131		113		33		44		159		116		251		69		180		96		72
Sample:		1877		88		91		95		87		86		86		95		87		89		84		84

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Q04 Apart from (STORE / CENTRE MENTIONED AT Q01), where else do you use regularly to do a main food shop?												
<i>Not those who said '(Don't know / varies)' at Q01 AND Excl. nulls & SFT's</i>												
Aldi, Birch Hill, Bracknell	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Camberley	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broadway, Didcot	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury	0.4%	8	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Aldi, Bath Road, Reading	0.6%	12	0.0%	0	6.4%	8	7.5%	2	0.0%	0	0.0%	0
Aldi, Vastern Court, Reading	0.5%	9	1.5%	2	4.1%	5	0.0%	0	3.1%	1	0.0%	0
Aldi, High Street, West Drayton, Yiewsley	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Basingstoke	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Holmers Farm Way, High Wycombe	2.7%	52	0.0%	0	0.0%	0	0.0%	0	14.8%	7	24.6%	43
Asda, Chalfont Way, Lower Earley, Reading	2.4%	46	20.5%	27	1.4%	2	10.4%	3	0.0%	0	0.0%	0
Asda, Telford Drive, Slough	1.6%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst	0.9%	16	1.1%	1	9.3%	11	10.0%	3	0.0%	0	0.0%	0
Asda, Lion Retail Park, Oriental Road, Woking	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Lambourn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Reading Road, Pangbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Erleigh Road, Reading	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Henley Road, Caversham, Reading	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, School Road, Tilehurst, Reading	0.1%	2	0.0%	0	1.3%	2	2.4%	1	0.0%	0	0.0%	0
Co-op, The Triangle, Tilehurst, Reading	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-op, Wood Lane, Sonning Common, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Co-op, Former The Royal Oak, School Green, Shinfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franklin Avenue, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Broadway, Thatcham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Co-op, High Street, Theale	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, West Richardson Street, High Wycombe	0.8%	15	0.0%	0	0.0%	0	0.0%	0	3.6%	2	7.7%	13
Lidl, Stafferton Way, Maidenhead	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	9
Lidl, London Road, Newbury	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading	0.2%	4	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, Oxford Road, Reading	0.2%	4	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Farnham Road, Slough	1.4%	27	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lidl, Pennings Road, Tidworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Molly Millers Lane, Wokingham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Headley Road, Woodley	0.5%	9	5.5%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Marks and Spencer Simply Food, Fleet Road, Fleet	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Wycombe Retail Park, London Road, High Wycombe	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Marks and Spencer Simply Food, The Square, Chalfont Way, Lower Earley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Spittal Street, Marlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marks and Spencer, High Street, Andover	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Paddington House, Festival Place, Basingstoke	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Eden Place, The Eden Centre, High Wycombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Marks and Spencer, High Street, Maidenhead	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Marks and Spencer, Northbrook Street,	0.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0

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Newbury												
Marks and Spencer, Broad Street, Reading	0.3%	6	1.5%	2	2.6%	3	1.2%	0	0.0%	0	0.0%	0
Marks and Spencer, The Meadows Marshall Road, Sandhurst	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Slough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Marks and Spencer, Peach Street, Wokingham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, London Road, Woodley	0.1%	2	1.5%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Morrisons, Alexandra Road, Aldershot	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Morrisons, Worting Road, Basingstoke	1.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Morrisons, Summit Avenue, Farnborough	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, Fleet	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Temple End, High Wycombe	1.0%	19	0.0%	0	0.0%	0	0.0%	0	3.5%	2	10.1%	17
Morrisons, Basingstoke Road, Reading	0.6%	12	2.7%	4	4.1%	5	1.2%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bridge Street, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Shepherds Spring Lane, Andover	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	1.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Maxwell Road, Beaconsfield	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7
Sainsbury's, Bagshot Road, Ringmead, Bracknell	1.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princess Square, Bracknell	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Sainsbury's, Cambridge Walk, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Sainsbury's, Watchmoor	1.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	21

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Park, Blackwater Valley Road, Camberley												
Sainsbury's, The Sainsbury Centre, Guildford Street, Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Central Drive, Orchard Centre, Didcot	0.8%	16	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Sainsbury's, Water Lane, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe	1.5%	30	0.0%	0	0.0%	0	2.4%	1	15.8%	27	1.0%	1
Sainsbury's, Providence Place, Maidenhead	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	9
Sainsbury's, West Street, Marlow	0.2%	3	0.0%	0	0.0%	0	1.7%	1	0.6%	1	1.3%	2
Sainsbury's, Hectors Way, Newbury	1.6%	30	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's, Heyford Hill, Oxford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Reading	2.0%	38	0.7%	1	11.8%	14	30.4%	9	1.2%	1	0.7%	1
Sainsbury's, Broad Street, Reading	0.1%	2	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Sainsbury's, Friar Street, Reading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Sainsbury's, Uxbridge Road, Slough	1.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	28
Sainsbury's, The Causeway, Staines	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5
Sainsbury's, Brunel Plaza, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Stratton, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Mulfords Hill, Tadley	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.6%	4
Sainsbury's, Limborough Road, Wantage	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	2.6%	50	17.7%	23	1.3%	2	0.0%	0	0.0%	0	7.5%	9
Sainsbury's, Redding Way, Knaphill, Woking	2.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	38

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Sainsbury's Local, Heather Ridge Arcade, Frimley, Camberley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Sainsbury's Local, Bell Street, Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Sainsbury's Local, Straight Bit, Flackwell Heath, High Wycombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Sainsbury's Local, Andover Road, Newbury	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Maiden Place, Lower Earley, Reading	0.4%	8	5.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Farnham Common, Slough	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	9
Sainsbury's Local, Coombe Square, Chapel Street, Thatcham	0.2%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	8
Sainsbury's Local, Norries Barn, Ashbridge Road, Wokingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Extra, River Way, Andover	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	1.5%	29	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading	0.5%	10	3.1%	4	4.1%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading	1.1%	21	0.8%	1	13.9%	17	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.6%	49	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	20
Tesco Extra, Brunel Way / Wellington Street, Slough	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	8.9%	22
Tesco Extra, Town Lane, Stanwell	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Tesco Extra, Barnes Wallace Drive, Brooklands Ctr, Weybridge	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	10
Tesco Superstore, Wellington Avenue,	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Aldershot												
Tesco Superstore, London Road West, Amersham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell	1.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Whitton Road, Bracknell	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wallingford Road, Didcot	1.0%	19	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Tesco Superstore, High Street, Egham	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Packhorse Road, Gerrards Cross	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Superstore, Reading Road, Henley-on-Thames	0.7%	13	1.1%	1	0.0%	0	0.0%	0	13.8%	6	0.0%	0
Tesco Superstore, Station Road, Hook	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Everland Road, Hungerford	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Marlborough Business Park, Salisbury Road, Marlborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bath Road, Taplow	2.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5
Tesco Superstore, Station Road, Tidworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dedworth Road, Windsor	1.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Superstore, Finchampstead Road, Wokingham	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Tesco Metro, Hampstead House, Basingstoke	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Nicholson Walk, Maidenhead	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Tesco Metro, Northbrook Street, Newbury	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charlton Road, Charlton, Andover	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Ascot	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1

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Tesco Express, Buckingham Parade, Kempshott, Basingstoke	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horndean Road, Forest Park, Bracknell	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4
Tesco Express, Lychpit Local Centre, Chineham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horton Road, Datchet	0.5%	10	0.0%	0	0.0%	0	0.0%	0	4.0%	10	0.0%	0
Tesco Express, Cockcroft Road, Didcot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Beaumaris Parade, Balmoral Drive, Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, Chapel Lane, High Wycombe	0.1%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Tesco Express, New Road, High Wycombe	0.3%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0
Tesco Express, Bath Road, Maidenhead	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Esso PFS, Church Street, Caversham, Reading	0.4%	7	0.0%	0	5.3%	6	0.0%	0	0.8%	0	0.0%	0
Tesco Express, London Road, Reading	0.3%	6	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxford Road (near Reading West Station), Reading	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Yorktown Road, Sandhurst	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	9
Tesco Express, Heath End Road, Baughurst, Tadley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Northfield Road, Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Twyford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, Winchester Street, Whitchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Express, Clarence Road, Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Reading Road, Yateley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Waitrose, London Road, Bagshot	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Waitrose, Basing View, Basingstoke	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield	0.9%	18	0.0%	0	0.0%	0	0.0%	0	9.6%	17	0.0%	0
Waitrose, Bond Way, Bracknell	0.9%	18	2.9%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose (Little), Bagshot Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Waitrose, Church Road, Egham	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	7
Waitrose, Hart Centre, Fleet	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Frimley	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7
Waitrose, Station Road, Gerrards Cross	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1
Waitrose, Bell Street, Henley-on-Thames	0.5%	10	0.0%	0	0.0%	0	0.0%	0	18.1%	8	1.2%	1
Waitrose, Marlow Hill, High Wycombe	0.5%	10	0.0%	0	0.0%	0	0.0%	0	3.0%	1	5.0%	9
Waitrose, Moorbridge Road, Maidenhead	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	22
Waitrose, High Street, Marlborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chapel Street, Marlow	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.0%	4
Waitrose, Oxford Road, Newbury	0.9%	17	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Caversham, Reading	0.5%	10	0.7%	1	6.9%	8	0.9%	0	1.5%	1	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading	0.9%	16	12.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Reading	1.0%	18	0.0%	0	10.1%	12	12.9%	4	0.0%	0	0.0%	0
Waitrose, Yorktown Road, Sandhurst	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Two Rivers Retail Park, Staines	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4
Waitrose, The Broadway, Thatcham	0.5%	10	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0
Waitrose, London Road, Twyford	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	18
Waitrose, St Martin's Street, Wallingford	0.7%	14	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0

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Waitrose, Wallingford Street, Wantage	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Waitrose, King Edward Court, Windsor	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	0.7%	13	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	6
Asda, Anton Mill Road, Andover	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bridle Path, Woodcote	0.0%	0	0.0%	0	0.0%	0	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, High Street, Benson	0.0%	0	0.0%	0	0.0%	0	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, Park Parade, Hazlemere	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.6%	12	0.0%	0	0.0%	0	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, Worthing Road, Basingstoke	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Tesco Superstore, London Road, Loudwater	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	9	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Goldsworth Park Centre, Denton Way, Woking	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	11	0.0%	0	0.0%	0
Local shops - Zone 2	0.2%	3	0.0%	0	1.9%	2	0.6%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 4	0.1%	1	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	0.0%	0
Local shops - Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 6	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.2%	2
Local shops - Zone 14	0.3%	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
Local shops - Zone 15	0.0%	1	0.0%	0	0.6%	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
Local shops - Zone 16	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
Local shops - Zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 0	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	2	1.0%	1	1.7%	3	0.0%	0
Other - Zone 1	0.3%	5	2.7%	4	0.6%	1	0.7%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 2	1.0%	19	9.0%	12	2.6%	3	0.9%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.2%	2	0.0%	0
Other - Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 5	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 6	0.0%	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	0.0%	0
Other - Zone 7	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	7	0.0%	0	0.0%	0	0.0%	0
Other - Zone 8	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.6%	1	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Other - Zone 11	0.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	2.3% 2
Other - Zone 13	0.3% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other - Zone 14	0.2% 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
Other - Zone 15	0.0% 0	0.0% 0	0.0% 0	0.0% 0	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 - Zone 16	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
Other - Zone 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	0.0% 0	0.0% 0
Other - Zone 20	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
Other - Zone 0	1.7% 33	0.8% 1	0.0% 0	0.0% 0	8.4% 4	0.5% 1	0.6% 1	2.8% 7	5.4% 4	0.9% 2	4.4% 4	0.0% 0
Weighted base:	1909	130	119	30	46	173	122	251	71	185	93	76
Sample:	1890	85	92	92	89	91	88	95	90	90	83	85

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q05 Where do you do most of your household's small scale 'top-up' food shopping?																								
<i>Excl. nulls & SFT's</i>																								
Aldi, Birch Hill, Bracknell	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.8%	1
Aldi, London Road, Camberley	0.2%	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	4.5%	3
Aldi, Broadway, Didcot	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
Aldi, London Road, Newbury	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bath Road, Reading	0.3%	5	1.4%	1	1.2%	1	12.3%	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
Aldi, Vastern Court, Reading	0.2%	3	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Way, Basingstoke	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0
Asda, Holmers Farm Way, High Wycombe	0.8%	12	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Reading	1.5%	24	15.3%	16	8.5%	6	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Telford Drive, Slough	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	5.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst	0.4%	6	0.0%	0	5.5%	4	7.0%	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
Asda, Lion Retail Park, Oriental Road, Woking	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	11	0.0%	0	0.0%	0	0.0%	0
Co-op, Clayhill Road, Burghfield Common	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
Co-op, South View Avenue, Caversham	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wokingham Road, Earley	0.1%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Charnham Street, Hungerford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Hungerford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, High Street, Lambourn	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Reading Road, Pangbourne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Pangbourne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Erleigh Road, Reading	0.3%	4	3.4%	4	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
Co-op, Henley Road, Caversham, Reading	0.4%	7	6.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Reading	0.3%	5	3.7%	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	0.0%	0
Co-op, School Road,	0.9%	14	0.0%	0	12.2%	9	20.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Tilehurst, Reading												
Co-op, The Triangle, Tilehurst, Reading	0.3%	5	0.0%	0	6.5%	5	2.9%	1	0.0%	0	0.0%	0
Co-op, Whitley Wood Road, Reading	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wood Lane, Sonning Common, Reading	0.2%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0
Co-op, Former The Royal Oak, School Green, Shinfield	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-op, Franklin Avenue, Tadley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Burwood Centre, Station Road, Thatcham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Harts Hill Road, Dunston Park, Thatcham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Thatcham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Broadway, Thatcham	0.3%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Co-op, High Street, Theale	0.2%	3	0.0%	0	1.2%	1	7.8%	2	0.0%	0	0.0%	0
Lidl, London Road, Blackwater	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, West Richardson Street, High Wycombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Lidl, London Road, Newbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading	0.1%	2	0.9%	1	1.0%	1	0.7%	0	0.0%	0	0.0%	0
Lidl, Oxford Road, Reading	0.1%	2	0.0%	0	1.9%	1	0.7%	0	0.0%	0	0.0%	0
Lidl, Farnham Road, Slough	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	12
Lidl, Molly Millers Lane, Wokingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Headley Road, Woodley	0.5%	8	7.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Grove Court, Station Road, Beaconsfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Marks and Spencer Simply Food, Fleet Road, Fleet	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Wycombe Retail Park, London Road, High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0

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Marks and Spencer Simply Food, The Square, Chalfont Way, Lower Earley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Spittal Street, Marlow	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Paddington House, Festival Place, Basingstoke	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Maidenhead	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Northbrook Street, Newbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Broad Street, Reading	0.2%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Meadows Marshall Road, Sandhurst	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Marks and Spencer, High Street, Slough	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Peach Street, Wokingham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, London Road, Woodley	0.2%	3	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Morrisons, Worting Road, Basingstoke	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Morrisons, Elvetham Heath, Fleet	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Temple End, High Wycombe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Morrisons, Basingstoke Road, Reading	0.3%	4	2.5%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Shepherds Spring Lane, Andover	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Sainsbury's, Wallop Drive, Kempshott, Basingstoke	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Maxwell Road, Beaconsfield	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	10
Sainsbury's, Bagshot Road, Ringmead, Bracknell	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princess Square, Bracknell	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cambridge Walk, Camberley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Watchmoor Park, Blackwater Valley Road, Camberley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Central Drive, Orchard Centre, Didcot	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's, Fleet Road, Fleet	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe	0.3%	4	0.0%	0	0.0%	0	1.3%	1	2.4%	4	0.0%	0
Sainsbury's, Providence Place, Maidenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsbury's, West Street, Marlow	0.3%	5	0.0%	0	0.0%	0	1.0%	0	1.3%	2	2.5%	3
Sainsbury's, Hectors Way, Newbury	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Reading	0.3%	5	0.9%	1	1.0%	1	11.3%	3	0.0%	0	0.0%	0
Sainsbury's, Broad Street, Reading	0.1%	2	1.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Farnham Road, Slough	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	13
Sainsbury's, Uxbridge Road, Slough	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	6
Sainsbury's, The Causeway, Staines	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Sainsbury's, Paddington Drive, Bridgemead, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Mulfords Hill, Tadley	0.7%	12	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's, Limbrough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Road, Wantage												
Sainsbury's, King Street Lane, Winnersh	1.3%	20	8.3%	9	1.0%	1	5.7%	1	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	1.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wolsey Walk, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Heather Ridge Arcade, Frimley, Camberley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Straight Bit, Flackwell Heath, High Wycombe	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	13
Sainsbury's Local, Wootton Way, Maidenhead	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4
Sainsbury's Local, Andover Road, Newbury	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Maiden Place, Lower Earley, Reading	0.9%	15	13.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Farnham Common, Slough	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	7
Sainsbury's Local, Coombe Square, Chapel Street, Thatcham	0.0%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's Local, Norries Barn, Ashbridge Road, Wokingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading	0.5%	8	0.0%	0	9.7%	7	1.5%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunel Way / Wellington Street, Slough	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	11
Tesco Extra, Town Lane, Stanwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Tesco Superstore, London Road West, Amersham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tesco Superstore, Whitton Road, Bracknell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco Superstore, District Shopping Centre, Chineham	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wallingford Road, Didcot	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco Superstore, High Street, Egham	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	8
Tesco Superstore, Packhorse Road, Gerrards Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Superstore, Reading Road, Henley-on-Thames	0.1%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0
Tesco Superstore, Station Road, Hook	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Everland Road, Hungerford	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Marlborough Business Park, Salisbury Road, Marlborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bath Road, Taplow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Superstore, Station Road, Tidworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Dedworth Road, Windsor	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, Finchampstead Road, Wokingham	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Tesco Metro, Hampstead House, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Nicholson Walk, Maidenhead	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6
Tesco Metro, Northbrook Street, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charlton Road, Charlton, Andover	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Compton Square, Cricketers Way, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Tesco Express, High Street, Ascot	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott, Basingstoke	0.4%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley, Basingstoke	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kingfisher Parade, Blackwater	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.8%
Tesco Express, London Road, Blackwater	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3.6%
Tesco Express, The Parade, Bourne End	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Tesco Express, Horndean Road, Forest Park, Bracknell	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.1%
Tesco Express, Burnham Lane, Burnham	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	10
Tesco Express, High Street, Burnham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Tesco Express, Greenwood Road, Crowthorne	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6.6%
Tesco Express, Horton Road, Datchet	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	13
Tesco Express, Cockcroft Road, Didcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Broadway, Farnham Common	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Tesco Express, Beaumaris Parade, Balmoral Drive, Frimley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Tesco Express, Millbrook Square, Grove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chapel Lane, High Wycombe	1.3%	21	0.0%	0	0.0%	0	1.0%	0	13.7%	21	0.0%	0
Tesco Express, New Road, High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Andover Road, Luggershall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Maidenhead	0.4%	7	0.0%	0	0.0%	0	0.7%	0	0.0%	0	6.4%	7
Tesco Express, Furze Platt Road, Maidenhead	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Tesco Express, Esso PFS, Church Street, Caversham,	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

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Reading												
Tesco Express, Loddon Vale Ctr, Woodley, Reading	0.4%	6	4.6%	5	0.0%	0	5.7%	1	0.0%	0	0.0%	0
Tesco Express, London Road, Reading	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Tesco Express, Southcote Service Station, Bath Road, Reading	0.2%	3	0.0%	0	1.0%	1	2.8%	1	0.0%	0	0.0%	0
Tesco Express, Tilehurst Road, Reading	0.2%	3	0.0%	0	3.3%	2	0.7%	0	0.0%	0	0.0%	0
Tesco Express, Whiteley Street, Reading	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Yorktown Road, Sandhurst	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4
Tesco Express, Grassmere Parade, Wexham Road, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, London Road, Slough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Tesco Express, Heath End Road, Baughurst, Tadley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Northfield Road, Thatcham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Twyford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Tesco Express, Winchester Street, Whitchurch	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clarence Road, Windsor	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	5
Tesco Express, Reading Road, Yateley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Waitrose, The Chantry Centre, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	7
Waitrose, Basing View, Basingstoke	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Beaconsfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Waitrose, Bond Way, Bracknell	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Bagshot Road, Bracknell	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Road, Egham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5
Waitrose, Hart Centre, Fleet	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4

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Frimley												
Waitrose, Station Road, Gerrards Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bell Street, Henley-on-Thames	0.4%	7	0.0%	0	0.0%	0	0.0%	0	14.7%	6	0.0%	0
Waitrose, Marlow Hill, High Wycombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Waitrose (Little), Hazlemere, High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Waitrose, Moorbridge Road, Maidenhead	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Waitrose, High Street, Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chapel Street, Marlow	0.6%	10	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.6%	1
Waitrose, Oxford Road, Newbury	0.9%	14	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Caversham, Reading	0.3%	5	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, Reading	0.6%	9	8.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Reading	0.5%	8	0.0%	0	9.1%	7	2.9%	1	0.0%	0	0.0%	0
Waitrose, Yorktown Road, Sandhurst	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Broadway, Thatcham	0.5%	8	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	19
Waitrose, St Martin's Street, Wallingford	1.3%	22	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Waitrose, Wallingford Street, Wantage	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, King Edward Court, Windsor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	1.0%	16	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Anton Mill Road, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bridle Path, Woodcote	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Benson	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Co-op, Park Parade,	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	18

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Hazlemere												
Co-op, Winchester Street, Overton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Worthing Road, Basingstoke	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goldsworth Road, Woking	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Tesco Superstore, London Road, Loudwater	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	13
Waitrose, Goldsworth Park Centre, Denton Way, Woking	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Local shops - Zone 1	0.1%	2	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 2	0.6%	10	3.1%	3	6.3%	5	0.0%	0	2.2%	1	0.0%	0
Local shops - Zone 3	0.1%	1	0.0%	0	1.0%	1	0.7%	0	0.0%	0	0.0%	0
Local shops - Zone 4	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Local shops - Zone 5	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.2%	3
Local shops - Zone 6	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	12
Local shops - Zone 7	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	14
Local shops - Zone 8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Local shops - Zone 9	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	11
Local shops - Zone 10	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 11	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local shops - Zone 12	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 13	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 14	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 15	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 16	0.1%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Local shops - Zone 17	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 18	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 20	0.5%	8	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Local shops - Zone 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops - Zone 0	3.6%	59	0.0%	0	0.0%	0	1.4%	0	15.7%	7	1.1%	2
Other - Zone 1	0.7%	11	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 2	0.2%	4	1.4%	1	2.1%	2	1.3%	0	0.0%	0	0.0%	0
Other - Zone 4	0.5%	8	0.0%	0	0.0%	0	0.0%	0	20.3%	8	0.0%	0
Other - Zone 5	2.4%	38	0.0%	0	0.0%	0	0.0%	0	7.9%	3	16.5%	25
Other - Zone 6	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.7%	1	11.2%	12
Other - Zone 7	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	19
Other - Zone 8	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	12
Other - Zone 9	2.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	33
Other - Zone 10	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 11	1.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	18
Other - Zone 12	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Other - Zone 13	0.4% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other - Zone 14	0.7% 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
Other - Zone 16	0.3% 5	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other - Zone 17	0.2% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other - Zone 18	0.2% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other - Zone 20	0.7% 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
Other - Zone 21	0.0% 0	0.0% 0	0.0% 0	0.0% 0	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 - Zone 0	6.0% 97	0.9% 1	0.0% 0	1.3% 0	5.5% 2	0.9% 1	4.4% 5	15.1% 32	8.8% 5	6.6% 12	7.9% 7	0.0% 0
Weighted base:	1612	105	73	25	42	150	108	214	60	181	83	69
Sample:	1557	66	64	70	72	80	77	74	75	81	78	77

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q06 Where do you usually do most of your household's shopping for clothes, footwear and other fashion goods?												
<i>Excl. nulls & SFT's</i>												
Asda, Brighton Way, Basingstoke	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Holmers Farm Way, High Wycombe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	1
Asda, Chalfont Way, Lower Earley, Reading	1.0%	17	7.2%	9	0.0%	0	12.5%	4	0.0%	0	0.0%	0
Asda, Telford Drive, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-operative, The Triangle, Tilehurst, Reading	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Meadows Marshall Road, Sandhurst	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Marks and Spencer, London Road, Woodley	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Shepherds Spring Lane, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, Providence Place, Maidenhead	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, Heyford Hill, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Reading	0.2%	4	0.7%	1	2.1%	2	0.7%	0	0.0%	0	0.0%	0
Sainsbury's, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Sainsbury's, Mulfords Hill, Tadley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.5%	8	1.1%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	6
Sainsbury's, Wolsey Walk, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Tesco Extra, Napier Road, Reading	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Tesco Superstore, County Lane, Warfield, Bracknell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Superstore, Whitton Road, Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco Superstore, Marlborough Business Park, Salisbury Road, Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Basingstoke	10.5%	181	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bicester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	1.9%	32	1.1%	1	0.0%	0	1.0%	0	0.0%	0	10.4%	12
Calcot	0.4%	7	0.0%	0	7.1%	7	0.0%	0	0.0%	0	0.0%	0
Camberley	7.1%	123	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Central London / West End / Covent Garden	1.3%	22	0.0%	0	0.9%	1	0.0%	0	3.5%	1	2.4%	4
Didcot	0.5%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Farnborough	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Farnham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	2.9%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Henley-on-Thames	0.4%	7	0.7%	1	0.0%	0	0.0%	0	5.7%	2	0.0%	0
High Wycombe	9.7%	166	0.0%	0	0.0%	0	0.0%	0	33.1%	13	84.7%	126
Hungerford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	1.0%	17	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Marlborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Newbury	5.1%	87	0.0%	0	0.0%	0	10.6%	3	0.0%	0	0.0%	0
Oxford	1.4%	24	0.0%	0	0.0%	0	0.0%	0	3.6%	1	2.4%	4
Pangbourne	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Reading Town Centre	25.0%	431	87.5%	114	82.4%	83	65.1%	19	40.6%	16	0.0%	0
Salisbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	5.3%	91	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1
Staines	2.1%	37	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.6%	1
Swindon	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	1.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	24

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Wallingford	0.1%	2	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
Wantage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield London, Shepherd's Bush, London	0.5%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	2	0.0%	0	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	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	0.9%	2	0.0%	0	0.0%	0
Winchester	0.2%	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
Windsor	5.9%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	7.4%	9	27.8%	62	38.0%	25	0.0%	0	4.3%	4	0.0%	0
Witney	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
Woking	2.5%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	23.2%	42	0.7%	1	0.0%	0
Wokingham	0.3%	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	1.3%	1	0.0%	0
Woodley	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Shopping Park, Slough	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	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
Farnborough Gate Retail Park, Farnborough	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	7
Hatch Warren Retail Park, Basingstoke	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
John Lewis, High Wycombe	0.8%	13	0.0%	0	0.0%	0	0.7%	0	0.9%	0	3.4%	5	5.8%	7	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Oxford	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
Newbury Retail Park, Pinchington Lane, Newbury	1.1%	19	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	0.0%	0	0.0%	0
Peel Centre, Bracknell	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	6	0.0%	0
Pincent's Lane Retail Park, Reading	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	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
Templars Shopping Park, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Camberley (M&S, Next Home & Garden)	1.0%	17	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	4.6%	4	12.6%	9
Two Rivers Retail Park, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	8	0.0%	0	0.0%	0	5.0%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Andover	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail Park, Swindon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-upon-Thames	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.5%	3	0.0%	0	0.0%	0
Other retail warehousing, Newbury	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
Southampton	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
Swindon Designer Outlet,	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

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Swindon												
Tilehurst	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Other - Zone 1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Other - Zone 0	0.6%	10	0.0%	0	0.8%	1	0.7%	0	2.4%	1	0.0%	0
Weighted base:	1720	130	100	29	40	149	116	224	67	179	86	72
Sample:	1636	83	80	84	72	71	78	82	84	80	79	78

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Q06A What is the main reason you choose to shop at this location?																								
<i>Not those who said 'Internet / delivery' or '(Don't know / varies)' or '(Don't do this type of shopping)' at Q06</i>																								
Can get everything I want there	5.1%	88	2.6%	3	13.2%	13	1.9%	1	6.8%	3	6.4%	10	9.0%	10	6.6%	15	5.8%	4	3.0%	5	2.7%	2	1.4%	1
Character / old buildings	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean shopping environment	0.9%	15	0.0%	0	3.9%	4	0.0%	0	1.0%	0	0.0%	0	0.6%	1	2.7%	6	1.5%	1	0.7%	1	0.7%	1	0.8%	1
Close to family / friends	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient to home	49.7%	854	48.4%	63	47.1%	47	50.2%	14	47.3%	19	78.3%	117	30.5%	36	47.0%	105	54.7%	36	47.7%	85	36.8%	32	45.8%	33
Convenient to work	2.2%	38	2.0%	3	1.6%	2	0.6%	0	2.7%	1	3.6%	5	3.0%	3	1.5%	3	2.1%	1	1.6%	3	3.7%	3	1.5%	1
Delivery service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.0%	16	0.7%	1	0.0%	0	2.3%	1	1.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	4.7%	4	0.0%	0
Easy to get to by foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by public transport	1.4%	24	4.4%	6	2.4%	2	4.0%	1	0.9%	0	0.0%	0	1.4%	2	1.4%	3	2.2%	1	0.0%	0	1.2%	1	1.5%	1
Friendly / helpful staff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good access to leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / easy to get around	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	6.5%	8	1.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Good places to eat / drink	0.1%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit / always used it	1.9%	32	1.6%	2	0.0%	0	0.7%	0	1.7%	1	1.1%	2	0.0%	0	6.0%	14	0.7%	0	3.9%	7	0.0%	0	3.6%	3
Independent stores	0.3%	6	0.7%	1	0.0%	0	0.0%	0	1.9%	1	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices / value for money	3.2%	54	5.2%	7	0.8%	1	10.6%	3	1.4%	1	0.9%	1	1.3%	1	2.3%	5	5.1%	3	10.3%	18	0.0%	0	2.8%	2
Not too busy	0.2%	3	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online shopping is convenient	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is free	0.5%	8	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	2.3%	2	1.1%	1
Parking prices are low	0.3%	5	0.0%	0	0.0%	0	2.5%	1	1.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Parking provision is good	1.0%	17	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	6.2%	7	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Pedestrianised shopping area	0.1%	1	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	0.7%	1	0.0%	0
Pleasant shopping environment	1.3%	22	0.0%	0	1.6%	2	0.0%	0	1.0%	0	0.6%	1	2.6%	3	3.5%	8	0.7%	0	0.0%	0	0.9%	1	1.9%	1
Quality of food stores available	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Quality of non-food stores available	4.6%	78	2.6%	3	11.6%	12	5.0%	1	10.7%	4	0.7%	1	0.6%	1	1.8%	4	5.4%	4	7.0%	13	10.4%	9	5.0%	4
Range of food stores	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%	0
Range of non-food stores	18.3%	314	29.1%	38	14.5%	14	10.4%	3	8.2%	3	1.9%	3	13.5%	16	17.1%	38	14.5%	10	22.2%	40	23.0%	20	28.9%	21
Safe shopping environment	0.1%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Self-service checkouts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	0	0.9%	2	0.0%	0	0.8%	1
Supporting local business	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover shopping area	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	0.6%	1	0.6%	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
Can get a lift there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11		
Convenient generally	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.1%	1
Convenient for other activities / services	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Has a Park & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has good disabled parking / access	0.1%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	1	0.0%	0
I like to shop whilst on holiday	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Offers reward points	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Particular store I like is there	1.3%	23	1.1%	1	0.0%	0	0.6%	0	2.9%	1	0.0%	0	2.6%	3
They deliver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They offer a good range of sizes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
(Don't know)	0.6%	10	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0
(No particular reason)	2.0%	34	0.7%	1	3.3%	3	2.3%	1	5.8%	2	0.0%	0	9.8%	11
Weighted base:	1720	130	100	29	40	149	116	224	67	179	86	72		
Sample:	1636	83	80	84	72	71	78	82	84	80	79	78		

West Berkshire Household Survey for GVA

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Q07 Where else do you do your household's shopping for clothes, footwear and other fashion goods?																						
<i>Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q06 AND Excl. nulls & SFT's</i>																						
Asda, West Meade, Farnborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Asda, Holmers Farm Way, High Wycombe	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Reading	0.6%	10	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Asda, Telford Drive, Slough Marks and Spencer, The Meadows Marshall Road, Sandhurst	0.1% 0.7%	1 11	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.6% 0.0%	1 0	0.0% 0.6%	0 1	0.0% 2.0%	0 2	0.0% 7.8%	0 5								
Sainsbury's, Shepherds Spring Lane, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke	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
Sainsbury's, Maxwell Road, Beaconsfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell	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	2.2%	2	0.0%	0
Sainsbury's, Hectors Way, Newbury	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
Sainsbury's, Heyford Hill, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Reading	0.4%	6	0.0%	0	3.5%	3	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Causeway, Staines	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
Sainsbury's, Paddington Drive, Bridgemead, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	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
Tesco Extra, Portman Road, Reading	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4
Tesco Superstore, County Lane, Warfield, Bracknell	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
Tesco Superstore, Whitton Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Superstore, London	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

West Berkshire Household Survey for GVA

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April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Road, Newbury												
Homebase, Staines	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Basingstoke	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Basingstoke	10.3%	168	1.6%	1	1.4%	1	6.6%	2	0.0%	0	0.0%	8
Beaconsfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Bracknell	1.8%	30	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	2
Calcot	0.1%	2	0.0%	0	0.8%	1	2.7%	1	0.0%	0	0.0%	0
Camberley	5.8%	95	2.6%	2	0.8%	1	0.7%	0	0.0%	0	1.6%	17
Central London / West End / Covent Garden	3.2%	52	5.2%	5	0.8%	1	6.2%	2	6.6%	3	0.0%	1
City of London	0.6%	10	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Didcot	0.6%	10	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Egham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Farnborough	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3
Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Fleet	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	3.1%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	6
Henley-on-Thames	0.7%	12	0.0%	0	0.8%	1	0.0%	0	10.6%	4	0.0%	0
High Wycombe	6.6%	107	1.1%	1	0.0%	0	0.0%	0	34.9%	14	53.2%	0
Hungerford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	1.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	0
Marlborough	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.7%	11	0.0%	0	0.0%	0	1.4%	1	5.0%	7	3.1%	0
Newbury	3.6%	58	0.0%	0	0.9%	1	11.1%	3	0.0%	0	0.0%	0
Oxford	2.5%	41	3.5%	3	0.0%	0	1.8%	0	12.1%	5	5.1%	0
Reading Town Centre	22.3%	363	66.3%	63	72.8%	70	49.2%	13	24.0%	9	3.2%	9
Salisbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	5.1%	84	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	0
Staines	1.4%	23	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.7%	0
Swindon	1.1%	18	0.0%	0	8.6%	8	0.0%	0	0.0%	0	0.8%	0
Tadley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Thatcham	0.1%	1	0.0%	0	0.9%	1	0.7%	0	0.0%	0	0.0%	0
Uxbridge	1.4%	23	0.0%	0	0.0%	0	0.0%	0	6.8%	10	0.0%	0
Wallingford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield London, Shepherd's Bush, London	1.3%	21	0.0%	0	3.2%	3	0.0%	0	2.8%	1	2.4%	0
Weybridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.5%	7	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	3.8%	62	0.0%	0	0.0%	0	0.7%	0	0.6%	1	5.6%	1
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Woking	2.8%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Wokingham	1.0%	17	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Woodley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Shopping Park, Slough	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bicester Village Outlet	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enham Arch Retail Park, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Hatch Warren Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Wycombe	0.9%	15	0.0%	0	0.0%	0	0.0%	0	4.2%	6	7.9%	9
Meadowside Retail Park, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peel Centre, Bracknell	0.3%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Pincents Lane Retail Park, Reading	0.1%	2	0.0%	0	0.8%	1	5.4%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.3%	5	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
The Meadows, Camberley (M&S, Next Home & Garden)	1.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Two Rivers Retail Park, Staines	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Abroad	0.7%	11	2.3%	2	0.0%	0	5.4%	1	0.0%	0	1.7%	2
Andover	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail Park, Swindon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-upon-Thames	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	8
Other retail warehousing, Reading - Zone 2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Portsmouth	0.7%	12	0.0%	0	0.0%	0	0.9%	0	0.7%	1	0.0%	0
Southampton	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Swindon	0.5%	8	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.4%	5
Tilehurst	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Other - Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other - Zone 14	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Other - Zone 0	2.5% 40	2.0% 2	1.4% 1	0.7% 0	3.4% 1	7.7% 11	9.7% 11	3.7% 8	1.2% 1	0.7% 1	0.0% 0	0.0% 0
Weighted base:	1631	95	96	26	39	140	113	206	62	177	93	63
Sample:	1613	66	76	73	70	77	76	81	83	83	85	71

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11													
Q08 Where do you do most of your household's shopping for furniture, floor coverings and household textiles?																									
<i>Excl. nulls & SFT's</i>																									
Asda, Holmers Farm Way, High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Telford Drive, Slough Marks and Spencer, The Meadows Marshall Road, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Shepherds Spring Lane, Andover	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	1.1%	1	0.0%	0	1.2%	1	
Sainsbury's, Bath Road, Calcot, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, County Lane, Warfield, Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Bath Road, Taplow	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%
B&Q, Abingdon	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%
B&Q, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Farnborough	0.8%	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	4.3%	4	0.0%	0	3.6%	2	
B&Q, Guildford	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	1.2%	1	0.0%	0	0.0%	0	0.0%
B&Q, High Wycombe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Newbury	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%	0	0.0%
B&Q, Reading	1.0%	11	5.7%	5	2.2%	2	0.0%	0	1.6%	1	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Slough	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Basingstoke	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%
Homebase, Bracknell	0.5%	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	5.7%	3	4.1%	2	
Homebase, High Wycombe (Loudwater)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Reading	0.2%	2	0.0%	0	2.7%	2	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	0.0%
Homebase, Woking	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	1.2%	1	0.0%	0	4.1%	2	
Wickes, Basingstoke	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, High Wycombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Newbury	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%
Abingdon	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	0.0%	0	0.0%	0	0.0%
Addlestone	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	1.6%	1	
Aldershot	0.3%	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	2.7%	3	0.0%	0	0.0%	0	0.0%
Aylesbury	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	1.6%	1	
Bagshot	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	1.2%	1	0.0%	0	0.0%	0	0.0%
Basingstoke	4.7%	52	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%	1	0.0%	0	1.6%	1	
Bracknell	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	11.2%	5	0.0%	0	0.0%
Calcot	0.2%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley	1.6%	18	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.1%	0	10.0%	10	2.4%	1	4.7%	2	
Central London / West End / Covent Garden	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Crowthorne	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	1.1%	0	2.2%	1		
Didcot	0.1%	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		
Farnborough	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	7	1.1%	0	12.1%	6		
Fleet	0.8%	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		
Frimley	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%	1		
Guildford	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	19	1.3%	1	0.0%	0		
Henley-on-Thames	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
High Wycombe	6.1%	68	0.0%	0	0.0%	0	0.0%	0	24.4%	8	38.6%	41	13.5%	11	4.5%	6	1.7%	1	0.0%	0	0.0%	0		
Hungerford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lower Earley	0.1%	1	1.1%	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		
Maidenhead	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	10	1.1%	1	0.0%	0	0.0%	0	0.0%	0		
Marlborough	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		
Marlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Newbury	4.5%	51	0.0%	0	0.0%	0	14.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Oxford	0.6%	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		
Reading Town Centre	21.5%	241	57.2%	49	69.5%	51	47.5%	7	15.7%	5	0.0%	0	10.6%	9	4.8%	6	2.2%	1	6.5%	7	41.7%	19	16.0%	8
Salisbury	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		
Sandhurst	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Slough	3.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.5%	41	3.7%	2	0.0%	0	0.0%	0		
Staines	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	10	0.0%	0	0.0%	0		
Sunningdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0		
Sunninghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0		
Swindon	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0		
Tadley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Taplow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Thatcham	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	0.0%	0	0.0%	0		
Twyford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Uxbridge	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	10	0.0%	0	0.0%	0	0.0%	0		
Wallingford	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		
Walton-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wantage	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		
Weybridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0		
Windsor	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	8.9%	12	7.1%	3	0.0%	0	1.1%	0	0.0%	0
Winnersh	0.3%	3	1.1%	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		
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Woking	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	1.7%	2	0.0%	0	0.0%	0
Wokingham	0.4%	5	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.0%	1
Woodley	0.2%	2	1.3%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley	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	1.6%	1
Bath Road Shopping Park, Slough	3.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.3%	2	24.6%	32	15.6%	7	0.0%	0	0.0%	0	1.2%	1
Bicester Village Outlet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Oxford	0.3%	3	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
Bridge Retail Park, Wokingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Brighton Hill Retail Park,	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0

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Basingstoke												
Brunel Retail Park, Reading	0.7%	8	1.7%	1	2.8%	2	5.6%	1	1.6%	1	0.0%	0
Churchill Retail Park, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enham Arch Retail Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	1.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	1.5%	17	14.4%	12	1.2%	1	0.0%	0	1.6%	1	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Wycombe	5.2%	59	0.0%	0	1.0%	1	1.4%	0	23.4%	8	16.2%	17
Maidenhead Retail Park, Maidenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Newbury Retail Park, Pinchington Lane, Newbury	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park, Oxford	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Peel Centre, Bracknell	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincents Lane Retail Park, Reading	0.2%	2	1.7%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	3.4%	39	8.0%	7	7.5%	6	2.7%	0	0.0%	0	1.6%	1
Solartron Retail Park, Farnborough	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Camberley (M&S, Next Home & Garden)	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Two Rivers Retail Park, Staines	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Wallingford Road Retail Park, Didcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, High Wycombe	3.1%	35	1.3%	1	0.0%	0	0.0%	0	3.6%	1	27.2%	29
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham, Reading	0.1%	1	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0
Fairacres Retail Park, Abingdon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goring-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail Park, Swindon	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-upon-Thames	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Other retail warehousing, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehousing,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Reading - Zone 1												
Other retail warehousing, Reading - Zone 2	0.1%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Overton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	2.7%	30	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0
Swindon Designer Outlet, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilehurst	0.1%	1	0.0%	0	1.0%	1	1.4%	0	0.0%	0	0.0%	0
Other - Zone 5	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.9%	2
Other - Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other - Zone 12	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 14	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 0	4.0%	45	2.5%	2	7.5%	6	1.2%	0	17.3%	6	7.6%	8
Weighted base:	1121	86	74	14	34	107	83	130	43	100	46	49
Sample:	1169	63	65	44	62	57	63	53	55	55	45	58

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Q09 Where do you do most of your household's shopping for DIY and decorating goods?												
<i>Excl. nulls & SFT's</i>												
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, Everland Road, Hungerford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Abingdon	0.9%	15	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
B&Q, Aylesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
B&Q, Basingstoke	3.6%	65	0.8%	1	0.9%	1	0.6%	0	0.0%	0	0.0%	0
B&Q, Farnborough	10.2%	184	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
B&Q, Guildford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
B&Q, High Wycombe	4.4%	80	0.0%	0	0.0%	0	0.0%	0	12.9%	5	40.1%	64
B&Q, Newbury	3.7%	67	0.0%	0	0.0%	0	11.2%	3	0.0%	0	0.0%	0
B&Q, Reading	12.7%	229	58.6%	74	60.8%	63	55.6%	17	20.4%	9	0.0%	0
B&Q, Slough	10.8%	195	0.0%	0	0.0%	0	0.9%	0	1.0%	0	1.4%	2
B&Q, Swindon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Basingstoke	3.5%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Bracknell	4.5%	81	1.7%	2	0.0%	0	0.0%	0	0.0%	0	9.5%	12
Homebase, High Wycombe (London Road)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.8%	5
Homebase, High Wycombe (Loudwater)	2.0%	37	0.0%	0	0.0%	0	0.0%	0	10.4%	4	19.0%	30
Homebase, Maidenhead	3.4%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.3%	48
Homebase, Newbury	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oxford (Botley Road)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oxford (Cowley)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Homebase, Reading	1.8%	33	8.2%	10	15.4%	16	8.3%	3	7.6%	3	0.0%	0
Homebase, Staines	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Homebase, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Woking	2.7%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Andover	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Basingstoke	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Bracknell	2.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6
Wickes, Farnborough	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, High Wycombe	1.1%	19	0.0%	0	0.0%	0	0.0%	0	4.3%	2	10.9%	17
Wickes, Newbury	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Oxford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wickes, Reading (Reading Retail Park)	1.3%	23	1.9%	2	13.6%	14	10.6%	3	1.3%	1	0.0%	0
Wickes, Slough	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Wickes, Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Winnersh	1.0%	18	7.1%	9	0.0%	0	4.7%	1	0.0%	0	3.1%	4
Wickes, Woking	1.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	9

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Abingdon	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	1.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	10
Camberley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames	0.2%	3	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0
High Wycombe	1.6%	28	0.0%	0	0.0%	0	11.5%	5	14.7%	24	0.0%	0
Hungerford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.1%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Newbury	1.0%	17	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Oxford	0.1%	2	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Pangbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.3%	23	0.0%	0	1.2%	1	5.4%	2	6.4%	3	0.0%	0
Salisbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	1.4%	26	0.0%	0	0.0%	0	0.0%	0	0.6%	1	9.8%	24
Staines	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	6
Sunninghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Swindon	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	11
Winnersh	0.6%	12	8.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	11
Wokingham	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.2%	4	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Shopping Park, Slough	1.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	21
Brighton Hill Retail Park, Basingstoke	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Causeway Retail Park, Staines	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Churchill Retail Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Enham Arch Retail Park, Andover	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Forbury Retail Park, Reading	0.2%	4	0.0%	0	3.0%	3	0.0%	0	1.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Wycombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Newbury Retail Park, Pinchington Lane, Newbury	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park, Oxford	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Peel Centre, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincents Lane Retail Park, Reading	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	1.2%	22	9.2%	12	3.0%	3	0.6%	0	0.0%	0	0.0%	0
Solartron Retail Park, Farnborough	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4
Wallingford Road Retail Park, Didcot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, High Wycombe	0.4%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	0	4.5%	7
Andover	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Caversham, Reading	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Abingdon	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goring-on-Thames	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail Park, Swindon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehousing, Newbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehousing, Reading - Zone 1	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other retail warehousing, Reading - Zone 2	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilehurst	0.1%	2	0.0%	0	1.3%	1	0.6%	0	0.0%	0	0.0%	0
Other - Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Other - Zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 20	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 0	0.8%	14	1.2%	1	0.0%	0	0.0%	0	1.3%	1	4.5%	7
Weighted base:	1809	126	104	31	42	161	121	247	61	185	83	73
Sample:	1730	81	80	82	79	84	83	91	77	86	76	83

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Camberley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1										
Crowthorne	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.6%	1	17.0%	8				
Didcot	1.3%	16	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Farnborough	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	5.4%	3		
Farnham	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		
Fleet	0.7%	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	2.8%	1		
Frimley	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		
Guildford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0		
Henley-on-Thames	0.1%	1	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		
High Wycombe	5.8%	70	0.0%	0	0.0%	0	0.0%	0	20.2%	7	40.3%	40	20.4%	16	2.8%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Hungerford	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
Lambourn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Earley	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	0.5%	6	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	4.3%	3	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	2.6%	31	0.0%	0	0.0%	0	3.6%	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
Oxford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	15.4%	185	39.3%	37	54.5%	46	37.3%	7	17.3%	6	1.0%	1	11.1%	9	3.8%	6	1.3%	0	5.5%	7	19.2%	12	5.4%	3
Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	4.6%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.4%	2	28.1%	46	18.3%	7	0.0%	0	0.0%	0	0.0%	0
Staines	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Swindon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	0.9%	10	0.0%	0	0.9%	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
Taplow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham	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
Wallingford	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
Wantage	0.3%	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%	0	0.0%	0
Winchester	0.3%	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%	0	0.0%	0
Windsor	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	11	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0
Wokingham	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
Woodley	1.1%	13	12.1%	11	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley	0.1%	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	0.0%	0	0.0%	0
Bath Road Shopping Park, Slough	6.4%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	7.0%	6	42.6%	70	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Oxford	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
Brighton Hill Retail Park, Basingstoke	4.6%	56	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	2.3%	27	3.1%	3	24.0%	20	16.2%	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
Causeway Retail Park, Staines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchill Retail Park, Andover	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enham Arch Retail Park, Andover	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
Farnborough Gate Retail Park, Farnborough	8.8%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.9%	56	0.0%	0	56.5%	26		

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q11 Where do you do most of your household's shopping for TV, audio, photographic, mobile phones, and computer equipment?												
<i>Excl. nulls & SFT's</i>												
Asda, West Meade, Farnborough	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Holmers Farm Way, High Wycombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Sainsbury's, Shepherds Spring Lane, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Maxwell Road, Beaconsfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsbury's, Bagshot Road, Ringmead, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princess Square, Bracknell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Watchmoor Park, Blackwater Valley Road, Camberley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street, Maidenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsbury's, Bath Road, Calcot, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Causeway, Staines	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's, Oxford Road, Stratton, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Limborough Road, Wantage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
B&Q, High Wycombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Bracknell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Abingdon	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Addlestone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	4.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Bracknell	2.7%	33	0.0%	0	0.0%	0	0.0%	0	7.8%	7	0.0%	1
Calcot	0.2%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Camberley	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6
Crowthorne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	2.0%	25	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Eton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	1
Farnborough	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Fleet	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	0
Henley-on-Thames	0.1%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
High Wycombe	6.1%	77	0.0%	0	0.0%	0	25.8%	10	38.0%	44	15.5%	0
Hungerford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	0.7%	9	1.7%	1	0.0%	0	0.0%	0	8.7%	8	0.0%	0
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	2.9%	37	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0
Oxford	0.5%	6	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0
Princes Risborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Reading Town Centre	18.1%	227	65.3%	58	63.9%	52	48.9%	9	22.6%	9	0.0%	4
Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Slough	3.6%	45	0.0%	0	0.0%	0	0.0%	0	1.7%	1	26.8%	0
Staines	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.8%	0
Swindon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	0.4%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Wantage	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Woking	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	0
Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bath Road Shopping Park, Slough	6.4%	80	0.0%	0	0.0%	0	0.0%	0	0.8%	1	7.7%	0
Botley Road Retail Park, Oxford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	3.5%	44	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	2.1%	26	1.1%	1	24.6%	20	18.4%	3	0.0%	0	0.0%	0
Causeway Retail Park, Staines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Churchill Retail Park, Andover	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enham Arch Retail Park,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q12 Where do you do most of your household's shopping on goods for personal care, such as soaps, beauty products, medical goods?												
<i>Excl. nulls & SFT's</i>												
Asda, Brighton Way, Basingstoke	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Holmers Farm Way, High Wycombe	0.9%	16	0.0%	0	0.0%	0	0.0%	0	7.0%	3	6.7%	11
Asda, Chalfont Way, Lower Earley, Reading	1.9%	35	20.6%	24	5.0%	6	9.0%	3	0.0%	0	0.0%	0
Asda, Telford Drive, Slough	1.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst	0.7%	13	0.0%	0	9.0%	10	7.3%	2	0.0%	0	0.0%	0
Co-operative, The Triangle, Tilehurst, Reading	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Lidl, Pennings Road, Tidworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Marks and Spencer, The Meadows Marshall Road, Sandhurst	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, London Road, Woodley	0.1%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Shepherds Spring Lane, Andover	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Maxwell Road, Beaconsfield	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Sainsbury's, Bagshot Road, Ringmead, Bracknell	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Watchmoor Park, Blackwater Valley Road, Camberley	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.6%	1
Sainsbury's, Providence Place, Maidenhead	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Sainsbury's, West Street, Marlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sainsbury's, Hectors Way, Newbury	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road,	1.1%	19	0.8%	1	4.6%	5	20.8%	6	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Calcot, Reading												
Sainsbury's, Farnham Road, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Uxbridge Road, Slough	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Causeway, Staines	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Sainsbury's, Paddington Drive, Bridgemead, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Mulford's Hill, Tadley	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.3%	13
Sainsbury's, Limborough Road, Wantage	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	1.1%	21	4.2%	5	0.0%	0	4.8%	1	0.0%	0	5.6%	7
Sainsbury's, Redding Way, Knaphill, Woking	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Station Road, Addlestone	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco Extra, River Way, Andover	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading	0.4%	7	1.3%	1	5.4%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading	0.8%	14	0.0%	0	10.3%	11	4.0%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Tesco Extra, Barnes Wallace Drive, Brooklands Ctr, Weybridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Superstore, Whitton Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Shopping Centre, Chineham												
Tesco Superstore, Wallingford Road, Didcot	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Packhorse Road, Gerrards Cross	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Superstore, Reading Road, Henley-on-Thames	0.2%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0
Tesco Superstore, Station Road, Hook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Everland Road, Hungerford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Marlborough Business Park, Salisbury Road, Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.2%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco Superstore, Bath Road, Taplow	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Tesco Superstore, Station Road, Tidworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, West Drayton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Tesco Superstore, Dedworth Road, Windsor	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3
Tesco Superstore, Finchampstead Road, Wokingham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Basingstoke	7.4%	134	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	0.6%	10	0.0%	0	0.0%	0	0.0%	0	6.4%	10	0.0%	0
Blackwater	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	3.5%	63	0.0%	0	0.0%	0	0.9%	0	0.0%	0	5.9%	7
Calcot	0.4%	6	0.0%	0	2.2%	2	11.9%	4	0.0%	0	0.0%	0
Camberley	3.4%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End / Covent Garden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Chobham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	6
Crowthorne	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	1.1%	19	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Egham	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	1.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet	2.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Gerrards Cross	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0

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Grove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7
Henley-on-Thames	0.8%	15	0.0%	0	0.0%	0	0.0%	0	27.5%	13	0.0%	0
High Wycombe	6.0%	109	0.0%	0	0.0%	0	0.0%	0	17.2%	8	60.7%	96
Hook	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambourn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Earley	0.6%	11	9.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	2.7%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.5%	49
Marlborough	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	1.2%	22	0.0%	0	0.0%	0	0.0%	0	5.3%	8	10.8%	13
Newbury	3.9%	71	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Pangbourne	0.1%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	7.0%	128	31.1%	37	45.5%	50	21.8%	7	5.6%	3	0.0%	0
Sandhurst	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	4.2%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%	76
Staines	1.1%	20	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sunningdale	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Thatcham	0.7%	12	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Theale	0.0%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Twyford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6
Uxbridge	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	6
Virginia Water	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Wallingford	1.6%	28	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0
Wantage	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield London, Shepherd's Bush, London	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	5
Whitchurch	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	3.1%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Winnersh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.2%	3	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Woking	2.1%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	2.9%	52	3.2%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Woodley	2.0%	37	25.8%	31	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Yateley	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Shopping Park, Slough	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	13
Brighton Hill Retail Park, Basingstoke	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Churchill Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Andover																								
John Lewis, High Wycombe	0.5%	9	0.0%	0	0.0%	0	0.7%	0	0.0%	0	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.6%	10	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	0.0%	0	0.0%	0
Peel Centre, Bracknell	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Pincents Lane Retail Park, Reading	0.1%	1	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	0.5%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Camberley (M&S, Next Home & Garden)	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	2.1%	1
Two Rivers Retail Park, Staines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Andover	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	0.5%	0	0.0%	0
Caversham, Reading	0.5%	10	0.8%	1	7.7%	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
Goring-on-Thames	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail Park, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-upon-Thames	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other retail warehousing, Reading - Zone 1	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
Other retail warehousing, Reading - Zone 2	0.3%	6	1.3%	1	1.9%	2	1.6%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilehurst	0.5%	9	0.0%	0	5.6%	6	3.3%	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
Other - Zone 4	0.1%	1	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
Other - Zone 5	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 7	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 11	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0
Other - Zone 12	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
Other - Zone 14	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 0	3.0%	55	0.0%	0	0.7%	1	0.0%	0	15.1%	7	5.0%	8	4.3%	5	7.3%	17	1.4%	1	3.0%	5	0.5%	0	1.2%	1
Weighted base:	1819		118		111		30		46		158		123		237		71		180		92		66	
Sample:	1793		78		89		82		82		84		91		86		90		82		80		77	

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q13 Where do you do most of your household's shopping on goods for recreational goods including books, games, sports goods and bicycles?												
<i>Excl. nulls & SFT's</i>												
Asda, Brighton Way, Basingstoke	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Holmers Farm Way, High Wycombe	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	0	4.2%	4
Asda, Chalfont Way, Lower Earley, Reading	0.6%	6	7.8%	5	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Asda, Telford Drive, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst	0.4%	3	0.0%	0	6.4%	3	1.4%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hectors Way, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Causeway, Staines	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Sainsbury's, King Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading	0.2%	2	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading	0.1%	1	0.0%	0	1.8%	1	1.4%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Superstore, Wellington Avenue, Aldershot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Wallingford Road, Didcot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Reading Road, Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Tesco Superstore, Everland Road, Hungerford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Tesco Superstore, Finchampstead Road, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	8.9%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Bracknell	4.1%	38	1.4%	1	0.0%	0	0.0%	0	0.0%	0	14.9%	7
Calcot	0.1%	1	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Camberley	7.0%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End / Covent Garden	0.4%	4	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.9%	2
Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Farnborough	2.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Henley-on-Thames	0.6%	6	0.0%	0	0.0%	0	19.8%	5	0.0%	0	1.5%	1
High Wycombe	7.7%	71	0.0%	0	0.0%	0	32.8%	8	69.4%	58	8.8%	4
Hungerford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambourn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	6
Marlborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	1.3%	12	0.0%	0	0.0%	0	3.3%	1	8.5%	7	7.6%	4
Newbury	4.6%	42	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Oxford	0.8%	7	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Reading Town Centre	16.5%	153	73.6%	50	83.1%	40	67.1%	9	20.7%	5	0.0%	0
Salisbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	5.7%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Staines	1.5%	14	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sunningdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Thame	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Uxbridge	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	15
Wallingford	1.2%	11	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Wantage	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Weybridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	4.9%	46	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.5%	2
Woking	4.5%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Woodley	0.4%	3	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Bath Road Shopping Park, Slough	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Causeway Retail Park, Staines	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Forbury Retail Park, Reading	0.9%	8	9.4%	6	0.0%	0	0.0%	0	2.4%	1	0.0%	0
John Lewis, High Wycombe	1.7%	16	0.0%	0	0.0%	0	0.0%	0	1.8%	0	4.3%	4
Lion Shopping Park, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Maidenhead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Newbury Retail Park, Pinchington Lane, Newbury	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peel Centre, Bracknell	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Pincents Lane Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.3%	3	1.4%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0
The Meadows, Camberley (M&S, Next Home & Garden)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Andover	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham, Reading	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Goring-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-upon-Thames	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Tilehurst	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
Other - Zone 5	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.5%	1
Other - Zone 0	1.4%	13	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Weighted base:	924	68	48	13	23	84	50	131	35	124	45	33
Sample:	810	34	40	35	44	42	31	40	48	47	39	30

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Maidenhead	1.2%	12	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Marlborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.8%	8	0.0%	0	0.0%	0	0.0%	0	2.3%	2	12.2%	6
Newbury	5.4%	57	0.0%	0	0.0%	0	9.0%	1	0.0%	0	0.0%	0
Oxford	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	23.2%	248	76.9%	64	86.5%	58	67.7%	10	31.7%	9	0.0%	0
Slough	5.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields / Shoreditch, London	0.1%	2	1.3%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Staines	1.7%	18	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1
Sunninghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Uxbridge	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	26
Wallingford	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Wantage	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield London, Shepherd's Bush, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Whitchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Windsor	5.1%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5
Witney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	1.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Wokingham	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.8%	8	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Shopping Park, Slough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5
Bicester Village Outlet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Causeway Retail Park, Staines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Enham Arch Retail Park, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Wycombe	2.2%	24	0.0%	0	0.0%	0	1.4%	0	5.0%	1	10.4%	11
Newbury Retail Park, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peel Centre, Bracknell	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	1.4%	14	3.6%	3	0.0%	0	11.5%	2	0.0%	0	3.4%	4
Andover	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11										
Ascot	0.2%	2	0.0%	0	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
Caversham, Reading	0.2%	2	0.0%	0	2.5%	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
Kingston-upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	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
Southampton	0.3%	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%	0
Tilehurst	0.2%	2	0.0%	0	1.1%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 11	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0
Other - Zone 14	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
Other - Zone 0	0.9%	10	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0	2.9%	4	0.0%	0	0.0%	0	2.5%	1	1.9%	1
Weighted base:	1068	84	67	14	28	105	50	154	38	102	54	41										
Sample:	987	47	50	41	50	58	39	47	54	51	49	40										

Q15 Do you visit any of the following town centres? [MR/PR]

Bracknell	15.0%	315	18.5%	28	9.8%	12	13.7%	5	7.9%	4	5.4%	10	23.7%	32	5.4%	14	22.6%	17	7.9%	16	90.1%	96	21.4%	19
Crowthorne	5.5%	116	2.7%	4	3.2%	4	0.5%	0	1.0%	1	0.5%	1	0.9%	1	0.8%	2	2.2%	2	2.4%	5	22.3%	24	48.6%	42
Lambourn	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Lower Earley	8.7%	182	54.4%	82	21.4%	27	13.3%	5	4.1%	2	1.9%	4	7.4%	10	0.8%	2	0.6%	0	0.6%	1	5.6%	6	5.1%	4
Newbury	17.2%	362	8.5%	13	16.0%	20	42.7%	15	8.0%	4	5.3%	10	4.5%	6	1.0%	2	1.9%	1	1.1%	2	1.6%	2	4.2%	4
Pangbourne	3.7%	78	2.5%	4	16.3%	21	20.5%	7	8.1%	4	0.0%	0	1.7%	2	0.0%	0	0.6%	0	0.5%	1	2.4%	3	0.9%	1
Reading	64.8%	1363	94.6%	143	96.2%	122	93.0%	32	57.8%	31	43.6%	81	76.8%	105	62.6%	162	40.6%	31	46.6%	97	76.4%	81	67.0%	58
Sandhurst town centre, NOT including the Meadows Shopping Centre	5.9%	123	1.7%	3	0.0%	0	0.8%	0	1.0%	1	0.8%	2	4.4%	6	1.0%	2	0.6%	0	10.6%	22	13.1%	14	54.3%	47
Shinfield Road Centre, Reading	3.4%	71	17.0%	26	7.1%	9	6.7%	2	1.0%	1	0.0%	0	0.0%	0	5.0%	13	0.0%	0	0.6%	1	1.0%	1	2.3%	2
Thatcham	4.9%	104	0.0%	0	5.0%	6	22.0%	8	3.1%	2	1.9%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.6%	1
Theale	3.5%	73	0.6%	1	19.1%	24	33.4%	12	2.8%	2	1.9%	4	2.1%	3	0.0%	0	0.0%	0	2.0%	4	0.5%	1	0.0%	0
Twyford	7.6%	159	25.1%	38	9.3%	12	7.0%	2	6.7%	4	3.8%	7	41.3%	56	1.0%	3	0.6%	0	2.6%	5	7.8%	8	0.7%	1
Winnersh	6.9%	144	35.9%	54	3.2%	4	10.6%	4	4.5%	2	1.9%	4	10.4%	14	1.2%	3	0.0%	0	1.1%	2	9.2%	10	1.2%	1
Wokingham	17.1%	359	41.3%	62	19.1%	24	11.7%	4	6.2%	3	3.4%	6	27.4%	37	6.7%	17	3.0%	2	5.6%	12	47.4%	50	43.2%	38
Woodley	12.4%	260	74.9%	113	18.0%	23	14.3%	5	6.9%	4	0.0%	0	33.6%	46	2.0%	5	1.2%	1	1.1%	2	8.8%	9	4.1%	4
(None of these)	25.3%	531	3.2%	5	1.9%	2	1.0%	0	38.4%	20	55.1%	103	17.9%	24	36.4%	94	47.3%	36	46.3%	96	4.3%	5	10.0%	9
Weighted base:	2102	151	127	35	53	187	136	259	77	208	106	87												
Sample:	2102	100	101	101	100	100	100	100	100	100	100	100												

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q15B Which do you visit the most often? [PR]																								
<i>Not those who said '(None of these)' to visiting a town centre at Q15A</i>																								
Bracknell	5.9%	93	1.0%	1	0.0%	0	0.8%	0	1.7%	1	5.4%	5	6.9%	8	0.0%	0	26.9%	11	3.8%	4	58.2%	59	3.2%	3
Crowthorne	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	3.5%	4	3.0%	3	21.4%	17
Lambourn	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Earley	1.6%	25	12.1%	18	1.8%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.1%	1	0.8%	1	0.6%	1
Newbury	12.9%	203	0.0%	0	3.4%	4	9.9%	3	1.7%	1	0.0%	0	0.7%	1	0.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Pangbourne	0.5%	8	0.0%	0	0.7%	1	2.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Reading	58.9%	926	40.1%	58	91.0%	113	70.9%	24	86.5%	28	91.6%	77	49.6%	56	95.6%	157	66.0%	27	79.5%	89	28.3%	29	39.5%	31
Sandhurst town centre, NOT including the Meadows Shopping Centre	2.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	7.5%	8	0.0%	0	32.9%	26
Shinfield Road Centre, Reading	0.2%	3	1.2%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham	1.3%	20	0.0%	0	0.0%	0	4.3%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theale	0.3%	4	0.0%	0	0.6%	1	5.1%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	2.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh	0.7%	10	1.4%	2	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%	0	0.0%	0
Wokingham	5.7%	90	2.6%	4	1.2%	2	1.3%	0	2.3%	1	1.0%	1	3.7%	4	1.6%	3	2.3%	1	3.7%	4	9.8%	10	0.6%	1
Woodley	4.9%	76	41.6%	61	1.2%	2	5.0%	2	0.0%	0	0.0%	0	5.9%	7	1.2%	2	1.2%	0	0.0%	0	0.0%	0	0.6%	1
Weighted base:	1571	146	125	34	33	84	112	165	41	112	102	78												
Sample:	1624	96	98	99	66	41	75	49	46	54	97	88												

West Berkshire Household Survey for GVA

By Zone

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q15C Which do you visit the second most often? [PR]																								
<i>Not those who said '(None of these)' to visiting a town centre at Q15A</i>																								
Bracknell	6.5%	102	2.1%	3	4.7%	6	5.8%	2	2.3%	1	6.5%	5	11.5%	13	6.9%	11	14.9%	6	7.3%	8	24.4%	25	9.1%	7
Crowthorne	2.0%	31	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.8%	1	0.0%	0	8.7%	9	13.4%	10
Lambourn	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Earley	1.9%	30	12.8%	19	2.5%	3	6.1%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	6.0%	94	1.8%	3	8.7%	11	16.2%	6	3.4%	1	3.3%	3	0.8%	1	0.8%	1	1.2%	0	0.0%	0	0.0%	0	1.4%	1
Pangbourne	2.2%	35	2.6%	4	11.6%	14	10.3%	4	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Reading	16.1%	252	25.0%	36	5.8%	7	4.9%	2	2.8%	1	5.4%	5	19.3%	22	2.8%	5	8.7%	4	4.9%	5	30.8%	31	11.5%	9
Sandhurst town centre, NOT including the Meadows Shopping Centre	1.9%	30	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	7.5%	8	0.5%	0	19.6%	15
Shinfield Road Centre, Reading	0.5%	7	1.0%	1	0.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Thatcham	2.4%	38	0.0%	0	1.8%	2	4.3%	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
Theale	0.7%	11	0.0%	0	2.6%	3	11.7%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	2.2%	35	0.7%	1	4.3%	5	2.1%	1	6.5%	2	4.2%	4	12.9%	14	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Winkersley	1.2%	19	6.4%	9	0.0%	0	0.5%	0	0.0%	0	4.2%	4	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Wokingham	6.7%	105	14.3%	21	6.7%	8	0.0%	0	3.4%	1	2.3%	2	5.9%	7	7.0%	12	0.0%	0	6.8%	8	7.6%	8	20.8%	16
Woodley	4.2%	66	18.6%	27	8.9%	11	3.6%	1	6.1%	2	0.0%	0	11.9%	13	1.2%	2	0.0%	0	0.0%	0	4.5%	5	0.0%	0
Don't visit anywhere else (only visit one place)	45.3%	712	14.8%	22	41.1%	51	33.4%	11	68.9%	23	74.1%	62	36.1%	40	78.6%	129	73.5%	30	72.4%	81	20.3%	21	24.2%	19
Weighted base:		1571		146		125		34		33		84		112		165		41		112		102		78
Sample:		1624		96		98		99		66		41		75		49		46		54		97		88

Meanscore: [Number of visits per week]

Q16A How often do you visit (MAIN CENTRE MENTIONED AT Q15B)?

Not those who said '(None of these)' to visiting a town centre at Q15A

Daily	3.9%	61	6.8%	10	6.2%	8	3.9%	1	2.8%	1	1.2%	1	5.9%	7	0.0%	0	1.8%	1	0.0%	0	0.6%	1	1.6%	1
5 - 6 times a week	1.5%	24	2.7%	4	4.4%	6	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.5%	1	0.0%	0	3.7%	4	2.6%	2
4 times a week	0.9%	14	1.8%	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	6.2%	5
3 times a week	5.1%	81	14.0%	20	10.4%	13	2.1%	1	0.0%	0	0.0%	0	10.5%	12	0.0%	0	0.0%	0	0.0%	0	8.5%	9	4.6%	4
Twice a week	5.4%	85	7.8%	11	6.3%	8	9.1%	3	2.8%	1	0.0%	0	7.6%	9	1.2%	2	0.0%	0	2.6%	3	9.0%	9	7.2%	6
Once a week	14.2%	224	25.8%	38	21.6%	27	20.0%	7	6.6%	2	0.0%	0	16.3%	18	0.0%	0	7.1%	3	2.6%	3	17.4%	18	25.7%	20
Once every 2 weeks	13.0%	204	26.9%	39	15.4%	19	20.5%	7	8.5%	3	0.0%	0	4.6%	5	20.4%	34	4.6%	2	0.0%	0	34.0%	35	4.0%	3
Once a month	14.7%	231	8.7%	13	18.1%	23	22.1%	8	19.2%	6	10.4%	9	14.0%	16	7.9%	13	16.7%	7	12.8%	14	15.4%	16	24.0%	19
Less often	40.2%	632	3.7%	5	16.9%	21	13.2%	5	59.2%	19	87.3%	73	40.0%	45	69.6%	115	67.4%	27	81.0%	90	11.4%	12	24.0%	19
(Don't know / varies)	1.0%	16	1.8%	3	0.7%	1	4.2%	1	1.1%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Mean:		0.95		1.73		1.49		1.22		0.48		0.21		1.16		0.27		0.48		0.20		1.08		1.16
Weighted base:		1571		146		125		34		33		84		112		165		41		112		102		78
Sample:		1624		96		98		99		66		41		75		49		46		54		97		88

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q17A What is usually the MAIN purpose of your trip to (MAIN CENTRE MENTIONED AT Q15B)?												
<i>Not those who said '(None of these)' to visiting a town centre at Q15A</i>												
Buying fuel	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	13.9%	218	39.1%	57	5.9%	7	12.8%	4	3.4%	1	1.0%	1
Leisure activity	3.7%	59	5.3%	8	0.6%	1	0.6%	0	1.1%	0	3.1%	3
Non-food shopping	59.0%	928	26.9%	39	65.3%	81	52.1%	18	70.8%	23	78.2%	66
Travelling to / from school / college / university	0.2%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Travelling to / from work	5.2%	82	3.2%	5	11.4%	14	6.5%	2	5.1%	2	1.2%	1
Visiting café / pub / restaurant	4.6%	72	7.9%	11	2.8%	4	7.7%	3	2.8%	1	4.2%	4
Visiting family / friends	3.7%	58	0.8%	1	2.8%	4	3.4%	1	6.1%	2	6.3%	5
Visiting financial service such as bank, building society, post office	3.9%	61	12.1%	18	5.2%	6	0.5%	0	2.1%	1	0.0%	0
Visiting health service such as doctor, dentist, hospital	1.1%	17	0.0%	0	0.6%	1	6.7%	2	0.0%	0	0.0%	0
Visiting other service such as laundrette, hairdresser, recycling	0.4%	7	0.0%	0	1.0%	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
For a day out	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Visiting the market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking the dog	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Window shopping / browsing	1.9%	30	0.7%	1	1.8%	2	7.3%	3	7.4%	2	1.6%	1
(Don't know / varies)	2.0%	32	4.1%	6	1.8%	2	1.7%	1	1.2%	0	3.1%	3
Weighted base:	1571	146	125	34	33	84	112	165	41	112	102	78
Sample:	1624	96	98	99	66	41	75	49	46	54	97	88

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q18A When you visit (MAIN CENTRE MENTIONED AT Q15B), which other activities / services do you use? [MR]																								
<i>Not those who said '(None of these)' to visiting a town centre at Q15A</i>																								
Buy fuel	0.9%	14	1.4%	2	0.0%	0	0.6%	0	1.1%	0	1.6%	1	1.2%	1	0.0%	0	1.2%	0	0.9%	1	2.5%	3	0.0%	0
Food shopping	11.4%	179	17.7%	26	7.5%	9	7.1%	2	2.3%	1	2.3%	2	22.9%	26	13.5%	22	0.0%	0	3.0%	3	20.6%	21	4.9%	4
Leisure activity	7.7%	120	5.6%	8	5.1%	6	16.6%	6	11.5%	4	2.4%	2	11.8%	13	2.8%	5	5.6%	2	3.8%	4	8.2%	8	8.6%	7
Non-food shopping	22.6%	355	29.5%	43	22.7%	28	21.6%	7	7.2%	2	6.9%	6	26.4%	30	18.7%	31	11.3%	5	17.8%	20	36.5%	37	18.6%	15
Travel to / from school / college / university	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.7%	1
Travel to / from work	0.6%	9	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.2%	0	0.0%	0	0.6%	1	0.0%	0
Visit café / pub / restaurant	29.3%	461	24.9%	36	27.6%	34	42.8%	15	18.6%	6	39.6%	33	36.5%	41	41.5%	68	3.6%	1	39.3%	44	18.4%	19	23.5%	18
Visit family / friends	2.4%	37	1.0%	1	3.2%	4	4.8%	2	1.1%	0	0.0%	0	0.0%	0	2.8%	5	1.2%	0	2.0%	2	5.1%	5	0.7%	1
Visit financial service such as bank, building society, post office	6.8%	106	15.6%	23	7.3%	9	7.4%	3	4.4%	1	0.0%	0	7.4%	8	7.0%	12	3.0%	1	3.8%	4	12.5%	13	10.0%	8
Visit health service such as doctor, dentist, hospital	1.2%	18	0.7%	1	1.8%	2	2.1%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	1.2%	0	0.0%	0	0.8%	1	6.0%	5
Visit other service such as laundrette, hairdresser, recycling	2.1%	33	2.6%	4	3.1%	4	3.9%	1	1.7%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	3	4.7%	4
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
Window shop / browse	0.9%	14	2.6%	4	3.7%	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	1.5%	1
Visiting the market (Don't know / varies)	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No other activity / No other service used)	40.3%	633	34.0%	50	41.4%	52	25.3%	9	66.1%	22	48.4%	41	26.6%	30	44.1%	73	79.2%	32	42.2%	47	33.3%	34	43.5%	34
Weighted base:	1571	146	125	34	33	84	112	165	41	112	102	78												
Sample:	1624	96	98	99	66	41	75	49	46	54	97	88												

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q19A What do you like about (MAIN CENTRE MENTIONED AT Q15B)? [MR]																								
<i>Not those who said '(None of these)' to visiting a town centre at Q15A</i>																								
Everything	1.6%	25	2.5%	4	3.3%	4	5.8%	2	1.7%	1	4.2%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	5.2%	4
Accessible by rail	1.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	2.3%	4	13.0%	5	1.1%	1	6.0%	6	0.7%	1
Attractive environment	8.4%	131	5.7%	8	1.9%	2	11.6%	4	5.7%	2	21.1%	18	5.9%	7	9.3%	15	10.6%	4	2.6%	3	9.0%	9	7.7%	6
Clean / litter free	0.5%	8	0.0%	0	0.6%	1	3.0%	1	1.2%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Close to home	20.6%	323	48.5%	71	28.7%	36	28.9%	10	19.9%	7	1.2%	1	16.6%	19	3.8%	6	10.4%	4	5.3%	6	18.3%	19	20.8%	16
Close to school / college / university	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	0.7%	1
Close to work / en route to work	0.5%	8	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.1%	1	2.6%	2
Compact / easy to get around	7.4%	115	10.0%	15	7.2%	9	4.0%	1	2.8%	1	9.8%	8	18.7%	21	1.5%	2	0.0%	0	0.0%	0	5.6%	6	4.1%	3
Easily accessible by foot / cycle	1.0%	15	2.6%	4	0.6%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	5.8%	90	3.2%	5	0.6%	1	10.9%	4	13.4%	4	0.0%	0	10.8%	12	9.4%	15	1.2%	0	2.0%	2	4.8%	5	5.0%	4
Free / cheap parking	1.9%	31	3.0%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	8.1%	9	0.0%	0	0.0%	0	0.0%	0	6.0%	6	6.8%	5
Good bus service / accessible public transport	2.6%	41	2.7%	4	10.4%	13	6.7%	2	0.0%	0	0.0%	0	8.1%	9	1.9%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Good disabled access	0.3%	4	1.0%	1	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
Good facilities (e.g. seating, toilets)	0.2%	3	0.0%	0	0.7%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good foodstores	0.9%	15	0.0%	0	5.0%	6	2.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	1.0%	15	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.8%	4	4.0%	4	0.6%	1
Good layout / shops close together	2.3%	36	0.0%	0	0.6%	1	4.1%	1	2.9%	1	2.3%	2	1.7%	2	1.5%	2	12.1%	5	3.8%	4	5.7%	6	0.7%	1
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, arts centres etc.)	1.2%	19	1.2%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	9	0.7%	1
Good market	0.3%	4	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Good places to eat	4.1%	65	7.9%	11	0.6%	1	0.5%	0	4.4%	1	4.2%	4	2.2%	2	9.2%	15	0.0%	0	3.3%	4	0.6%	1	3.9%	3
Good pubs / bars	0.8%	13	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0	3.8%	4	1.1%	1	1.6%	1
Good quality of shops	5.5%	87	3.9%	6	5.7%	7	0.6%	0	6.3%	2	31.1%	26	7.2%	8	3.9%	6	3.1%	1	4.2%	5	3.3%	3	6.0%	5
Good range of chain / well known stores	16.8%	265	12.8%	19	8.8%	11	14.7%	5	14.3%	5	10.1%	8	17.6%	20	31.7%	52	33.2%	13	34.0%	38	10.2%	10	9.3%	7
Good range of non-food shops	23.7%	372	20.0%	29	16.6%	21	11.0%	4	29.9%	10	12.6%	11	28.8%	32	45.9%	75	27.4%	11	35.1%	39	15.6%	16	22.1%	17
Good range of services (e.g. bank, library, hairdresser etc.)	0.5%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Good range of specialist / independent stores	3.7%	57	0.0%	0	1.9%	2	0.6%	0	1.1%	0	0.0%	0	4.1%	5	3.8%	6	0.0%	0	2.4%	3	3.5%	4	5.3%	4
Good road access	0.5%	8	0.0%	0	1.0%	1	0.5%	0	2.5%	1	0.0%	0	0.8%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Historic environment	0.4%	7	0.0%	0	1.3%	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	0.0%	0
Library	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long opening hours /	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q20A What do you dislike about (MAIN CENTRE MENTIONED AT Q15B)? [MR]																								
<i>Not those who said '(None of these)' to visiting a town centre at Q15A</i>																								
Everything	1.0%	15	0.8%	1	2.1%	3	2.1%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.2%	0	0.0%	0	1.1%	1	0.0%	0
Centre very windy	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	0.6%	1	0.0%	0
Cost of parking	12.8%	201	17.8%	26	13.8%	17	21.1%	7	16.8%	6	14.0%	12	14.1%	16	7.8%	13	15.2%	6	7.1%	8	10.1%	10	17.3%	14
Difficult to cross streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Few traffic free areas	2.3%	36	0.0%	0	0.0%	0	0.0%	0	10.0%	3	1.0%	1	2.6%	3	0.0%	0	1.8%	1	3.7%	4	2.5%	3	0.7%	1
Lack of leisure, sports or cultural facilities	0.1%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	7.2%	114	5.3%	8	0.7%	1	7.7%	3	10.1%	3	6.5%	5	6.3%	7	9.0%	15	11.9%	5	8.0%	9	4.7%	5	13.7%	11
Litter / dirty / dogs	0.7%	12	0.0%	0	1.0%	1	3.0%	1	1.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Awkward car parks (layout)	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	1.9%	3	0.0%	0	8.6%	10	0.0%	0	1.0%	1
No department store	0.3%	4	0.0%	0	1.1%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Not enough choice of shops	4.9%	76	6.1%	9	0.6%	1	5.4%	2	1.2%	0	0.0%	0	11.9%	13	0.0%	0	1.2%	0	0.0%	0	12.2%	12	1.7%	1
Not enough clothes shops	1.6%	25	3.6%	5	0.6%	1	0.5%	0	0.0%	0	0.0%	0	3.7%	4	0.9%	1	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Not enough supermarket / food shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Poor bus service to centre	1.0%	15	1.7%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	10	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Poor environment	2.0%	32	3.2%	5	4.6%	6	4.8%	2	7.6%	2	0.0%	0	1.0%	1	0.0%	0	2.7%	1	2.2%	2	4.8%	5	1.5%	1
Poor facilities (e.g. seating, toilets)	0.4%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Poor quality shops	0.5%	8	0.8%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	3.1%	3	0.0%	0
Poor signposting in centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	0.1%	1	0.0%	0	0.0%	0	0.6%	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
Short opening hours / no facilities in the evening	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
Short opening hours / no facilities on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few pubs, eating places etc.	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.7%	1
Too few service businesses (e.g. banks / building societies)	0.1%	2	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	0.0%	0	0.0%	0
Too many shops of one type	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	6.3%	98	2.8%	4	4.4%	5	1.8%	1	4.0%	1	12.6%	11	3.3%	4	0.0%	0	3.6%	1	3.3%	4	4.2%	4	10.9%	9
Unsafe / poor security / dangerous	0.8%	13	1.3%	2	1.3%	2	2.1%	1	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Vandals / hooligans	0.7%	11	0.0%	0	0.7%	1	2.6%	1	0.0%	0	5.9%	5	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Annoying one-way system	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.8%	1	0.0%	0	11.5%	13	0.0%	0	3.3%	3
Cyclists in pedestrianised areas	0.1%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get to by car	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Difficult to get to on foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have any character	0.8%	12	0.0%	0	1.3%	2	0.5%	0	0.0%	0	0.0%	0	1.0%	1	1.2%	2	1.8%	1	0.0%	0	1.3%	1	0.0%	0
Don't like the new	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
development												
Expensive prices in the shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homeless people	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's more of a place for young people now	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No undercover shopping	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1
Not enough independent shops	1.3%	21	0.7%	1	5.8%	7	4.1%	1	1.2%	0	0.0%	0
Pedestrian crossings have a long delay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor condition of pavements	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Poor condition of roads	0.1%	1	0.0%	0	0.6%	1	0.5%	0	0.0%	0	0.0%	0
Poor disabled access	0.2%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor use of Forbury Gardens	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Shops too far apart	1.6%	26	0.0%	0	0.0%	0	0.0%	0	4.2%	4	6.1%	7
The old prison should be a cultural centre	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
The toll bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The train station is too far from town centre	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Too big	0.6%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Too busy	2.9%	45	2.1%	3	5.5%	7	1.3%	0	2.9%	1	1.6%	1
Too far away	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.9%	2
Too many banks	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many beauty parlours / nail bars	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Too many betting shops	0.2%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many building projects	0.9%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Too many cafes	0.1%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Too many charity shops	0.4%	6	2.5%	4	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Too many empty shops	0.3%	5	1.0%	1	1.3%	2	0.5%	0	0.0%	0	0.0%	0
Too many estate agents	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Too many houses have been built	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many restaurants / takeaways	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too multicultural	0.1%	2	0.0%	0	0.6%	1	0.5%	0	0.0%	0	0.7%	1
Too quiet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Nothing (Don't know)	49.1%	772	51.7%	75	53.6%	67	44.4%	15	58.1%	19	46.0%	39
	2.6%	41	2.8%	4	2.2%	3	1.6%	1	1.1%	0	1.0%	1
Weighted base:	1571	146	125	34	33	84	112	165	41	112	102	78
Sample:	1624	96	98	99	66	41	75	49	46	54	97	88

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q21A How do you think (MAIN CENTRE MENTIONED AT Q15B) could be improved? [MR]																								
<i>Not those who said 'None of these' to visiting a town centre at Q15A</i>																								
Better choice of shops	6.3%	99	12.4%	18	1.7%	2	5.8%	2	1.2%	0	0.0%	0	17.3%	19	0.9%	1	9.6%	4	0.0%	0	14.0%	14	1.7%	1
Better facilities for pedestrians (including pedestrian crossings)	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.0%	2	0.0%	0
Better facilities for youth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 maintenance / cleanliness	2.5%	40	2.4%	4	6.8%	8	9.2%	3	2.8%	1	9.7%	8	2.7%	3	0.9%	1	1.8%	1	0.9%	1	0.0%	0	0.0%	0
Better quality shops	1.5%	24	1.8%	3	3.1%	4	4.2%	1	1.2%	0	0.0%	0	1.0%	1	0.0%	0	4.5%	2	0.0%	0	2.7%	3	0.0%	0
Improve appearance / environment	3.2%	51	5.6%	8	2.2%	3	1.1%	0	6.1%	2	0.0%	0	7.2%	8	0.8%	1	1.3%	1	3.0%	3	13.7%	14	0.7%	1
Improve bus services / access	1.2%	19	1.9%	3	1.4%	2	1.4%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improve rail services / access	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve security, including CCTV	1.0%	15	1.3%	2	6.4%	8	0.6%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Improve signposting in centre	1.1%	17	0.0%	0	0.7%	1	2.1%	1	2.8%	1	1.6%	1	6.2%	7	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Introduce a named retailer (WRITE IN NAME OF RETAILER)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer midweek opening hours / more evening activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours on Sunday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 banks / building societies	0.2%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	9.3%	146	4.7%	7	7.6%	9	8.7%	3	10.9%	4	10.8%	9	8.3%	9	12.0%	20	5.6%	2	8.6%	10	5.3%	5	23.6%	19
More large shops / department stores	2.7%	43	6.3%	9	0.6%	1	0.6%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	9.3%	9	0.0%	0
More leisure, sports or cultural facilities	1.0%	15	1.7%	2	0.0%	0	2.6%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	2.6%	2
More pubs, restaurants, cafes	2.3%	36	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	8	6.2%	10	1.8%	1	0.0%	0	10.4%	11	1.5%	1
More supermarkets / food shops	0.3%	5	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.6%	1	0.0%	0
More traffic free areas / pedestrianisation	2.0%	31	1.0%	1	2.0%	3	5.7%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0
More / better seating, toilets	0.9%	14	4.1%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	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
Another bridge needed	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 cycle routes	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.3%	5	1.0%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.7%	1
BHS	0.3%	4	0.0%	0	3.0%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bypass / fly-over built	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Cheaper parking	9.6%	150	12.0%	18	12.6%	16	11.1%	4	13.7%	5	6.5%	5	10.5%	12	8.0%	13	4.7%	2	13.7%	15	3.3%	3	14.8%	12
Cheaper shops	0.2%	3	0.0%	0	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
Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disney Store	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorothy Perkins	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fabric Land	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.8%	12	3.2%	5	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
House of Fraser	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
Iceland	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
It needs a ring road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larger John Lewis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less beauty parlours / nail bars	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
Less beggars / homeless people	0.1%	2	0.0%	0	0.7%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	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
Less empty shops	0.5%	9	0.8%	1	1.6%	2	4.2%	1	1.1%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less estate agents	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	0.7%	1
Less traffic congestion	4.3%	68	1.4%	2	2.7%	3	2.0%	1	2.1%	1	9.8%	8	5.9%	7	0.0%	0	0.0%	0	0.0%	0	3.1%	3	5.6%	4
Library	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McDonald's	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
More independent shops	2.8%	44	2.4%	4	10.1%	13	6.8%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	5	2.9%	2
More traffic lights	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.3%	4	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%	1
Mothercare	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Next	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petrol station	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
Pizza Express	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.5%	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	0.6%	1	0.0%	0
Reduce the cost of Park & Ride	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
Remove intrusive CCTV	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	0.7%	1
Remove the bus lanes	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
Remove the disabled bays	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
Repair the pavements	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair the roads	0.2%	3	0.0%	0	1.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Restrict number of houses being built	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	0.6%	1	1.0%	1	1.0%	1
Shops closer together	0.4%	6	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Speed up the renovations	0.3%	5	2.6%	4	0.0%	0	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
Stop people smoking outside shops	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
Stop the new development	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Subway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TGI Friday's	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish it	0.7%	11	0.0%	0	1.3%	2	0.0%	0	1.7%	1	0.0%	0
Waitrose	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
WHSmith	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zara	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No need to improve	40.2%	632	34.1%	50	39.0%	49	35.6%	12	51.9%	17	47.6%	40
(Don't know)	11.3%	178	8.8%	13	6.5%	8	10.5%	4	6.8%	2	14.2%	12
Weighted base:	1571	146	125	34	33	84	112	165	41	112	102	78
Sample:	1624	96	98	99	66	41	75	49	46	54	97	88

Q22A How do you normally travel to (MAIN CENTRE MENTIONED AT Q15B)?

Not those who said '(None of these)' to visiting a town centre at Q15A

Car / van (as driver)	66.1%	1038	48.4%	71	43.9%	55	60.2%	21	85.7%	28	94.8%	79	70.7%	79	57.3%	94	80.2%	33	60.0%	67	69.0%	70	71.5%	56
Car / van (as passenger)	6.5%	102	5.1%	7	2.7%	3	4.9%	2	6.6%	2	4.1%	3	4.4%	5	8.5%	14	1.3%	1	11.4%	13	6.7%	7	3.0%	2
Walk	8.6%	135	26.9%	39	24.3%	30	2.5%	1	0.0%	0	0.0%	0	11.4%	13	0.0%	0	0.0%	0	0.0%	0	5.7%	6	19.3%	15
Bus	6.7%	106	14.2%	21	27.6%	34	26.6%	9	4.9%	2	1.0%	1	0.7%	1	6.9%	11	0.0%	0	0.0%	0	7.0%	7	0.6%	1
Taxi	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1
Train	10.0%	157	0.0%	0	0.6%	1	4.2%	1	0.0%	0	0.0%	0	11.9%	13	27.3%	45	18.5%	8	22.4%	25	8.6%	9	4.0%	3
Cycle	0.3%	5	1.4%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle / moped	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.0%	2	0.0%	0
Disability vehicle (wheelchair, scooter etc.)	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Park & Ride	0.2%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	18	2.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.6%	1	0.7%	1	0.7%	1
Weighted base:	1571	146	125	34	33	84	112	165	41	112	102	78												
Sample:	1624	96	98	99	66	41	75	49	46	54	97	88												

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Meanscore: [Time in minutes]																								
Q23A How long do you typically spend in (MAIN CENTRE MENTIONED AT Q15B)?																								
<i>Not those who said '(None of these)' to visiting a town centre at Q15A</i>																								
Less than 30 minutes	4.8%	76	2.7%	4	1.4%	2	2.6%	1	2.9%	1	1.2%	1	9.4%	10	0.0%	0	2.3%	1	7.9%	9	3.8%	4	24.6%	19
30- 59 minutes	10.4%	163	13.9%	20	5.6%	7	8.0%	3	1.7%	1	0.0%	0	20.0%	22	8.1%	13	14.5%	6	2.4%	3	20.8%	21	22.5%	18
1hr -1 hr 29 min	11.3%	178	36.0%	52	20.6%	26	11.7%	4	7.2%	2	5.9%	5	8.8%	10	0.0%	0	3.6%	1	6.0%	7	15.6%	16	8.3%	6
1hr 30 mins - 1 hr 59 min	11.1%	174	7.6%	11	21.9%	27	8.6%	3	16.6%	5	1.6%	1	5.3%	6	3.0%	5	23.5%	10	8.8%	10	16.2%	17	4.2%	3
2hrs - 2hrs 29 mins	14.3%	224	16.6%	24	27.7%	35	22.7%	8	24.8%	8	5.3%	4	13.6%	15	7.1%	12	8.1%	3	9.2%	10	8.0%	8	2.7%	2
2hrs 30 mins - 2hrs 59 mins	8.7%	137	5.2%	8	5.5%	7	8.2%	3	16.1%	5	17.7%	15	3.5%	4	2.1%	3	13.5%	5	9.2%	10	7.0%	7	5.8%	5
3hrs - 3hrs 59 mins	15.6%	246	8.4%	12	5.6%	7	9.5%	3	19.1%	6	20.1%	17	14.4%	16	44.1%	72	3.1%	1	22.5%	25	5.7%	6	9.6%	8
4hrs or more	19.4%	305	3.0%	4	6.4%	8	15.6%	5	10.5%	3	43.2%	36	21.6%	24	35.7%	59	30.2%	12	32.9%	37	12.7%	13	18.5%	14
(Don't know / varies)	4.3%	68	6.6%	10	5.2%	7	13.2%	5	1.1%	0	5.0%	4	3.3%	4	0.0%	0	1.2%	0	1.1%	1	10.1%	10	3.8%	3
<i>Mean:</i>	<i>151.04</i>		<i>105.30</i>		<i>123.26</i>		<i>147.31</i>		<i>154.17</i>		<i>212.07</i>		<i>140.13</i>		<i>208.63</i>		<i>157.38</i>		<i>181.69</i>		<i>119.51</i>		<i>111.94</i>	
Weighted base:	1571	146	125	34	33	84	112	165	41	112	102	78												
Sample:	1624	96	98	99	66	41	75	49	46	54	97	88												

Meanscore: [Number of visits per week]**Q16B How often do you visit (SECOND MAIN CENTRE MENTIONED AT Q15C)?***Not those who said '(None of these)' to visiting a town centre at Q15A or 'Don't visit anywhere else (only visit one place)' at Q15C*

Daily	1.1%	10	0.8%	1	0.0%	0	13.3%	3	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
5 - 6 times a week	0.9%	8	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
4 times a week	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
3 times a week	1.0%	9	0.0%	0	4.2%	3	1.7%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Twice a week	3.1%	27	3.6%	4	1.2%	1	2.1%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	6	7.4%	4
Once a week	9.5%	81	20.1%	25	4.6%	3	16.1%	4	12.3%	1	0.0%	0	20.9%	15	0.0%	0	39.8%	4	0.0%	0	2.8%	2	2.8%	2
Once every 2 weeks	13.2%	113	22.7%	28	2.1%	2	9.6%	2	14.8%	2	0.0%	0	21.2%	15	5.5%	2	4.4%	0	0.0%	0	13.3%	11	19.6%	12
Once a month	25.0%	215	36.6%	45	25.1%	18	16.5%	4	30.2%	3	0.0%	0	10.7%	8	32.9%	12	16.2%	2	31.1%	10	41.5%	34	26.7%	16
Less often	44.3%	381	11.5%	14	59.1%	43	33.5%	8	42.6%	4	100.0%	22	35.8%	26	58.1%	20	39.6%	4	68.9%	21	35.3%	29	39.2%	23
(Don't know / varies)	1.6%	14	2.7%	3	2.7%	2	7.1%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>0.52</i>		<i>0.69</i>		<i>0.41</i>		<i>1.42</i>		<i>0.33</i>		<i>0.10</i>		<i>0.93</i>		<i>0.19</i>		<i>0.51</i>		<i>0.16</i>		<i>0.40</i>		<i>0.62</i>	
Weighted base:	859	124	73	23	10	22	71	35	11	31	81	59												
Sample:	956	77	53	67	21	11	49	12	13	17	77	67												

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q17B What is usually the MAIN purpose of your trip to (SECOND MAIN CENTRE MENTIONED AT Q15C)?												
<i>Not those who said '(None of these)' to visiting a town centre at Q15A or 'Don't visit anywhere else (only visit one place)' at Q15C</i>												
Buying fuel	0.4%	3	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Food shopping	13.8%	118	26.0%	32	7.5%	6	14.0%	3	10.3%	1	4.7%	1
Leisure activity	4.6%	39	2.0%	2	6.9%	5	8.0%	2	20.3%	2	16.3%	4
Non-food shopping	49.1%	422	36.3%	45	50.2%	37	27.3%	6	28.2%	3	27.3%	6
Travelling to / from school / college / university	0.3%	2	0.0%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0
Travelling to / from work	2.5%	22	4.0%	5	2.3%	2	4.9%	1	10.8%	1	0.0%	0
Visiting café / pub / restaurant	5.1%	44	2.0%	2	12.2%	9	4.0%	1	5.4%	1	0.0%	0
Visiting family / friends	8.8%	76	12.5%	15	4.6%	3	4.3%	1	17.4%	2	29.0%	6
Visiting financial service such as bank, building society, post office	4.9%	42	5.6%	7	1.9%	1	2.9%	1	3.5%	0	0.0%	0
Visiting health service such as doctor, dentist, hospital	1.8%	15	1.5%	2	2.1%	2	4.0%	1	0.0%	0	16.3%	4
Visiting other service such as laundrette, hairdresser, recycling	1.1%	9	0.8%	1	2.1%	2	4.3%	1	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
For a day out	0.7%	6	0.0%	0	0.0%	0	1.5%	0	0.0%	0	2.1%	1
Visiting the market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	3.7%	32	4.1%	5	4.5%	3	8.5%	2	0.0%	0	6.3%	1
(Don't know / varies)	3.2%	27	5.3%	7	1.6%	1	7.0%	2	4.0%	0	0.0%	0
Weighted base:	859	124	73	23	10	22	71	35	11	31	81	59
Sample:	956	77	53	67	21	11	49	12	13	17	77	67

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q18B When you visit (SECOND MAIN CENTRE MENTIONED AT Q15C), which other activities / services do you use? [MR]																								
<i>Not those who said 'None of these' to visiting a town centre at Q15A or 'Don't visit anywhere else (only visit one place)' at Q15C</i>																								
Buy fuel	0.5%	4	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1		
Food shopping	9.6%	82	14.0%	17	11.5%	8	20.3%	5	7.4%	1	0.0%	0	10.0%	7	3.5%	1	0.0%	0	13.8%	4	9.8%	8	18.2%	11
Leisure activity	9.5%	81	9.1%	11	6.3%	5	12.2%	3	0.0%	0	25.0%	5	11.8%	8	0.0%	0	4.4%	0	0.0%	0	13.7%	11	7.7%	5
Non-food shopping	17.4%	149	15.7%	19	11.6%	9	14.6%	3	20.3%	2	6.3%	1	25.7%	18	74.2%	26	19.9%	2	5.4%	2	25.4%	21	12.3%	7
Travel to / from school / college / university	0.1%	1	0.8%	1	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
Travel to / from work	0.5%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit café / pub / restaurant	19.8%	170	21.8%	27	11.3%	8	16.8%	4	21.4%	2	16.3%	4	16.8%	12	20.8%	7	13.1%	1	18.1%	6	17.6%	14	10.8%	6
Visit family / friends	4.3%	37	4.5%	6	1.6%	1	1.5%	0	0.0%	0	4.7%	1	4.2%	3	5.5%	2	4.4%	0	4.0%	1	7.1%	6	4.4%	3
Visit financial service such as bank, building society, post office	5.2%	45	4.8%	6	3.1%	2	5.2%	1	13.9%	1	0.0%	0	3.9%	3	28.8%	10	0.0%	0	0.0%	0	9.2%	7	5.0%	3
Visit health service such as doctor, dentist, hospital	1.9%	16	2.4%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Visit other service such as laundrette, hairdresser, recycling	1.5%	13	1.6%	2	1.0%	1	1.4%	0	3.5%	0	0.0%	0	4.0%	3	3.5%	1	0.0%	0	0.0%	0	0.7%	1	2.3%	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	0.0%	0	0.0%	0	0.0%	0
Walking the dog	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
Window shopping / browsing	0.9%	7	2.3%	3	1.2%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
(Don't know / varies)	2.2%	19	2.7%	3	1.6%	1	0.8%	0	0.0%	0	0.0%	0	1.2%	1	3.5%	1	0.0%	0	5.4%	2	5.7%	5	0.0%	0
(No other activity / No other service used)	44.7%	384	38.7%	48	60.9%	45	46.3%	11	43.5%	4	47.7%	10	42.9%	31	11.1%	4	71.4%	8	58.7%	18	37.5%	30	48.8%	29
Weighted base:	859	124		73		23		10		22		71		35		11		31		81		59		
Sample:	956	77		53		67		21		11		49		12		13		17		77		67		

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q19B What do you like about (SECOND MAIN CENTRE MENTIONED AT Q15C)? [MR]																								
<i>Not those who said '(None of these)' to visiting a town centre at Q15A or 'Don't visit anywhere else (only visit one place)' at Q15C</i>																								
Everything	1.3%	12	3.1%	4	0.0%	0	1.2%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Accessible by rail	0.8%	7	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Attractive environment	9.6%	83	9.7%	12	19.0%	14	21.1%	5	8.9%	1	4.0%	1	3.6%	3	5.5%	2	6.8%	1	5.4%	2	13.9%	11	13.4%	8
Clean / litter free	0.5%	5	0.8%	1	0.0%	0	2.1%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	14.4%	124	28.6%	35	2.3%	2	15.8%	4	13.9%	1	0.0%	0	11.6%	8	0.0%	0	8.7%	1	0.0%	0	10.6%	9	25.5%	15
Close to school / college / university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	0.8%	7	1.2%	1	0.0%	0	1.2%	0	4.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Compact / easy to get around	5.9%	51	2.4%	3	6.3%	5	5.2%	1	0.0%	0	0.0%	0	10.9%	8	32.3%	11	0.0%	0	4.0%	1	5.7%	5	7.7%	5
Easily accessible by foot / cycle	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	4.9%	43	3.1%	4	12.8%	9	6.2%	1	3.5%	0	0.0%	0	5.4%	4	3.5%	1	6.8%	1	4.0%	1	1.4%	1	6.4%	4
Free / cheap parking	2.8%	24	3.2%	4	1.2%	1	3.1%	1	4.0%	0	0.0%	0	9.5%	7	0.0%	0	0.0%	0	5.4%	2	0.7%	1	7.4%	4
Good bus service / accessible public transport	0.7%	6	0.8%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	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
Good facilities (e.g. seating, toilets)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good foodstores	0.4%	4	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
Good for a day out	0.5%	4	0.0%	0	1.6%	1	0.8%	0	9.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Good layout / shops close together	3.7%	32	3.8%	5	1.0%	1	2.4%	1	3.5%	0	0.0%	0	4.2%	3	28.8%	10	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, arts centres etc.)	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	4.0%	1	0.0%	0	1.0%	1
Good market	0.8%	7	1.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good places to eat	3.9%	34	6.2%	8	1.0%	1	4.8%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	9	5.3%	4	1.0%	1
Good pubs / bars	2.3%	20	6.2%	8	0.0%	0	4.0%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	7	1.4%	1	1.0%	1
Good quality of shops	3.2%	27	1.6%	2	3.7%	3	0.0%	0	10.8%	1	16.3%	4	1.2%	1	0.0%	0	0.0%	0	9.3%	3	5.7%	5	4.3%	3
Good range of chain / well known stores	10.0%	86	9.3%	12	5.3%	4	5.4%	1	10.8%	1	4.7%	1	10.1%	7	4.1%	1	0.0%	0	4.0%	1	15.6%	13	5.4%	3
Good range of non-food shops	15.0%	129	11.9%	15	7.1%	5	8.7%	2	5.4%	1	0.0%	0	20.9%	15	7.6%	3	4.4%	0	13.8%	4	19.0%	15	8.2%	5
Good range of services (e.g. bank, library, hairdresser etc.)	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0	6.8%	1	4.0%	1	0.0%	0	0.0%	0
Good range of specialist / independent stores	5.8%	49	2.1%	3	15.6%	11	4.8%	1	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	5.4%	2	6.5%	5	3.0%	2
Good road access	0.7%	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	2.3%	1
Historic environment	1.3%	11	0.0%	0	1.0%	1	0.8%	0	3.5%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	1
Library	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long opening hours /	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q20B What do you dislike about (SECOND MAIN CENTRE MENTIONED AT Q15C)? [MR]												
<i>Not those who said '(None of these)' to visiting a town centre at Q15A or 'Don't visit anywhere else (only visit one place)' at Q15C</i>												
Everything	0.8%	7	0.9%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Centre very windy	0.2%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Cost of parking	8.7%	75	10.1%	13	1.0%	1	1.8%	0	5.4%	1	0.0%	0
Difficult to cross streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Few traffic free areas	1.6%	14	1.2%	1	0.0%	0	2.4%	1	9.4%	1	0.0%	0
Lack of leisure, sports or cultural facilities	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	5.5%	47	2.7%	3	2.8%	2	0.0%	0	0.0%	0	5.2%	4
Litter / dirty / dogs	1.5%	13	2.0%	2	0.0%	0	0.0%	0	0.0%	0	8.5%	6
Awkward car parks (layout)	0.7%	6	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
No department store	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough choice of shops	6.9%	59	7.7%	10	10.8%	8	3.1%	1	8.0%	1	0.0%	0
Not enough clothes shops	1.4%	12	3.1%	4	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Not enough supermarket / food shops	0.2%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Poor bus service to centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor environment	3.8%	33	2.1%	3	1.0%	1	0.0%	0	10.9%	1	0.0%	0
Poor facilities (e.g. seating, toilets)	0.2%	2	0.9%	1	0.0%	0	0.8%	0	3.5%	0	0.0%	0
Poor quality shops	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor signposting in centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Short opening hours / no facilities in the evening	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Short opening hours / no facilities on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few pubs, eating places etc.	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few service businesses (e.g. banks / building societies)	0.2%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.0%	1
Too many shops of one type (WRITE IN SHOP TYPE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	8.7%	74	5.1%	6	12.8%	9	0.8%	0	0.0%	0	11.8%	8
Unsafe / poor security / dangerous	0.7%	6	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Vandals / hooligans	1.3%	11	0.0%	0	0.0%	0	0.9%	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
Annoying one-way system	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get to by car	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Doesn't have any character	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like the new development	0.3%	2	0.0%	0	1.6%	1	1.2%	0	0.0%	0	0.0%	0
Expensive prices in the shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Moved the Park & Ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
No undercover shopping	0.4%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Not enough independent shops	0.5%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1.3%
Poor disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roads too narrow	0.4%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	5.4%	2
Shops too far apart	1.7%	15	0.0%	0	0.0%	0	0.0%	0	16.3%	4	9.7%	7
The toll bridge	0.1%	1	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0
The train station is too far from town centre	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Too big	0.3%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Too busy	1.8%	16	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	1
Too far away	0.5%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	4.1%	1
Too many betting shops	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many building projects	0.7%	6	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	11.2%
Too many cafes	0.2%	1	0.8%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Too many charity shops	0.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many estate agents	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Too many pubs	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Too many restaurants / takeaways	0.5%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Too small	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Nothing	53.2%	457	62.1%	77	64.7%	48	80.1%	18	60.9%	6	75.0%	16
(Don't know)	3.4%	29	3.6%	4	0.0%	0	0.0%	0	0.0%	0	8.7%	2
Weighted base:	859	124	73	23	10	22	71	35	11	31	81	59
Sample:	956	77	53	67	21	11	49	12	13	17	77	67

West Berkshire Household Survey for GVA

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q21B How do you think (SECOND MAIN CENTRE MENTIONED AT Q15C) could be improved? [MR]																								
<i>Not those who said '(None of these)' to visiting a town centre at Q15A or 'Don't visit anywhere else (only visit one place)' at Q15C</i>																								
Better choice of shops	7.9%	68	13.1%	16	8.5%	6	0.8%	0	0.0%	0	0.0%	0	11.2%	8	3.5%	1	0.0%	0	0.0%	0	15.2%	12	13.7%	8
Better facilities for pedestrians (including pedestrian crossings)	0.4%	4	1.2%	1	1.6%	1	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
Better facilities for youth	0.2%	1	0.0%	0	0.0%	0	3.1%	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
Better maintenance / cleanliness	1.8%	15	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	8.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	2.2%	19	10.8%	13	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment	2.3%	20	2.1%	3	0.0%	0	0.8%	0	4.0%	0	0.0%	0	4.2%	3	0.0%	0	5.0%	1	13.8%	4	1.4%	1	0.8%	1
Improve bus services / access	0.9%	8	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Improve rail services / access	0.8%	7	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Improve security, including CCTV	0.5%	4	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	0.8%	1
Improve signposting in centre	0.4%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a named retailer (WRITE IN NAME OF RETAILER)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer midweek opening hours/more evening activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours on Sunday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 banks / building societies	0.3%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	9.3%	80	0.0%	0	13.2%	10	4.1%	1	14.8%	2	16.3%	4	17.1%	12	0.0%	0	6.8%	1	25.1%	8	14.4%	12	6.7%	4
More large shops / department stores	3.3%	28	5.9%	7	1.2%	1	0.0%	0	3.5%	0	0.0%	0	0.0%	0	9.6%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0
More leisure, sports or cultural facilities	1.1%	10	1.2%	1	0.0%	0	1.2%	0	3.5%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs, restaurants, cafes	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.5%	2	0.0%	0	0.0%	0	5.7%	5	3.3%	2
More supermarkets / food shops	0.9%	8	0.8%	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	3.9%	3	0.0%	0
More traffic free areas / pedestrianisation	1.2%	11	0.0%	0	1.6%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	6	0.0%	0
More / better seating, toilets	0.4%	4	0.9%	1	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	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	0.0%	0	0.0%	0	0.0%	0
Better cycle routes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 disabled access	0.3%	2	0.8%	1	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
Bypass / fly-over built	0.3%	3	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Cheaper parking	6.7%	58	4.5%	6	0.0%	0	1.8%	0	0.0%	0	0.0%	0	15.5%	11	0.0%	0	0.0%	0	13.8%	4	9.0%	7	2.8%	2
Cheaper shops	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
Cheaper toll bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Free parking	1.0%	8	1.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	5.4%	2	2.5%	2	0.0%	0		
Improved Park & Ride	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		
KFC	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		
Larger John Lewis	0.2%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Less cafes	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		
Less charity shops	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0		
Less empty shops	0.3%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1		
Less restaurants / takeaways	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Less traffic congestion	4.7%	40	2.0%	2	4.9%	4	0.9%	0	0.0%	0	8.1%	6	0.0%	0	4.4%	0	17.8%	5	2.1%	2	6.3%	4		
Lessen the impact of the rebuilding / regeneration	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	2.8%	2	1.0%	1		
More independent shops	2.0%	17	1.2%	1	2.7%	2	7.0%	2	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.7%	1	4.8%	3		
More undercover shopping	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	0.7%	1	0.0%	0		
Less charity shops	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0		
Primark	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		
Sell the canal area more	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Shops closer together	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Update / refurbish it	0.6%	5	0.0%	0	1.0%	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		
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
No need to improve (Don't know)	48.0%	412	54.5%	68	62.3%	46	56.9%	13	48.0%	5	70.3%	15	39.6%	28	76.3%	27	72.6%	8	48.8%	15	37.7%	31	40.0%	24
Weighted base:		859		124		73		23		10		22		71		35		11		31		81		59
Sample:		956		77		53		67		21		11		49		12		13		17		77		67

Q22B How do you normally travel to (SECOND MAIN CENTRE MENTIONED AT Q15C)?

Not those who said '(None of these)' to visiting a town centre at Q15A or 'Don't visit anywhere else (only visit one place)' at Q15C

Car / van (as driver)	72.9%	626	61.8%	77	72.6%	53	65.5%	15	96.6%	10	100.0%	22	82.5%	59	60.1%	21	79.1%	9	63.1%	19	71.5%	58	81.2%	48
Car / van (as passenger)	6.0%	52	2.3%	3	9.3%	7	4.6%	1	3.5%	0	0.0%	0	4.2%	3	32.3%	11	0.0%	0	5.4%	2	3.4%	3	3.5%	2
Walk	5.2%	44	12.1%	15	1.0%	1	13.9%	3	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0	12.2%	10	4.3%	3
Bus	4.0%	34	13.4%	17	7.1%	5	6.6%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Taxi	0.9%	8	3.1%	4	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
Train	6.3%	54	0.9%	1	3.9%	3	6.3%	1	0.0%	0	0.0%	0	5.2%	4	4.1%	1	13.1%	1	17.8%	5	3.5%	3	0.8%	1
Cycle	1.2%	10	0.9%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	6.9%	4
Motorcycle / moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (wheelchair, scooter etc.)	0.2%	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	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
Park & Ride	0.4%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.1%	27	2.7%	3	1.9%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	13.8%	4	5.7%	5	3.3%	2
Weighted base:		859		124		73		23		10		22		71		35		11		31		81		59
Sample:		956		77		53		67		21		11		49		12		13		17		77		67

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Meanscore: [Time in minutes]																								
Q23B How long do you typically spend in (SECOND MAIN CENTRE MENTIONED AT Q15C)?																								
<i>Not those who said '(None of these)' to visiting a town centre at Q15A or 'Don't visit anywhere else (only visit one place)' at Q15C</i>																								
Less than 30 minutes	9.7%	84	8.9%	11	4.7%	3	11.8%	3	5.4%	1	4.7%	1	15.2%	11	0.0%	0	0.0%	0	3.4%	1	10.2%	8	28.9%	17
30- 59 minutes	15.0%	129	15.5%	19	31.3%	23	11.1%	3	23.7%	2	6.3%	1	15.2%	11	5.5%	2	13.7%	1	7.9%	2	14.1%	11	21.6%	13
1hr -1 hr 29 min	12.5%	107	27.8%	35	11.2%	8	27.1%	6	11.4%	1	0.0%	0	7.3%	5	9.1%	3	4.4%	0	23.1%	7	6.8%	6	21.1%	13
1hr 30 mins - 1 hr 59 min	11.4%	98	4.2%	5	18.5%	14	9.4%	2	28.3%	3	0.0%	0	7.1%	5	0.0%	0	48.5%	5	13.3%	4	11.4%	9	3.8%	2
2hrs - 2hrs 29 mins	17.1%	147	17.2%	21	17.7%	13	8.2%	2	0.0%	0	0.0%	0	30.9%	22	11.1%	4	5.0%	1	23.1%	7	24.3%	20	8.5%	5
2hrs 30 mins - 2hrs 59 mins	8.3%	71	6.1%	8	5.0%	4	10.1%	2	8.0%	1	48.9%	11	6.6%	5	3.5%	1	5.0%	1	4.0%	1	6.3%	5	1.8%	1
3hrs - 3hrs 59 mins	9.7%	83	7.0%	9	4.1%	3	4.7%	1	5.4%	1	0.0%	0	5.1%	4	67.2%	24	4.4%	0	0.0%	0	8.4%	7	1.8%	1
4hrs or more	12.1%	104	9.6%	12	3.6%	3	2.9%	1	17.7%	2	36.0%	8	4.9%	4	3.5%	1	11.2%	1	21.2%	7	13.4%	11	6.6%	4
(Don't know / varies)	4.3%	37	3.5%	4	4.0%	3	14.8%	3	0.0%	0	4.0%	1	7.6%	5	0.0%	0	7.8%	1	4.0%	1	5.0%	4	6.0%	4
Mean:	124.57	111.61	96.88	96.48	122.22	189.19	106.77	180.77	124.59	135.72	128.50	74.31												
Weighted base:	859	124	73	23	10	22	71	35	11	31	81	59												
Sample:	956	77	53	67	21	11	49	12	13	17	77	67												

Q24 Have you visited Bracknell Town Centre in the last five years?

Yes	31.0%	651	42.9%	65	16.6%	21	31.5%	11	13.3%	7	19.2%	36	47.0%	64	24.7%	64	56.7%	44	28.2%	59	99.5%	106	50.7%	44
No	69.0%	1451	57.1%	86	83.4%	106	68.5%	24	86.7%	46	80.8%	151	53.0%	72	75.3%	195	43.3%	33	71.8%	149	0.5%	0	49.3%	43
Weighted base:	2102	151	127	35	53	187	136	259	77	208	106	87												
Sample:	2102	100	101	101	100	100	100	100	100	100	100	100												

Q24A Are you aware of the redevelopment works currently taking place in Bracknell Town Centre?*Those who have visited Bracknell Town Centre in the last five years at Q24*

Yes	74.1%	483	72.2%	47	77.2%	16	82.6%	9	78.6%	6	61.8%	22	77.8%	50	37.2%	24	91.0%	40	53.4%	31	96.2%	102	84.4%	37
No	24.5%	160	27.8%	18	22.8%	5	17.4%	2	21.4%	2	32.9%	12	20.4%	13	60.9%	39	9.0%	4	46.6%	27	0.0%	0	15.6%	7
(Don't know / not sure)	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	1.8%	1	1.9%	1	0.0%	0	0.0%	0	3.8%	4	0.0%	0
Weighted base:	651	65	21	11	7	36	64	64	44	59	106	44												
Sample:	583	40	19	24	13	19	43	18	53	28	99	50												

West Berkshire Household Survey for GVA

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q24B Have the redevelopment works changed how you visit Bracknell Town Centre?																								
<i>Those who are aware of the redevelopment works currently taking place in Bracknell Town Centre at Q24A</i>																								
Yes - Visited an alternative location (WRITE IN LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Yes - Visited less often	23.9%	115	16.5%	8	10.1%	2	8.7%	1	7.3%	0	4.6%	1	23.2%	12	26.4%	6	22.8%	9	0.0%	0	35.0%	36	42.0%	16
Yes - Other change (WRITE IN CHANGE)	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	4	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
No	70.6%	341	83.5%	39	89.9%	15	88.2%	8	60.8%	3	79.5%	18	71.8%	36	68.4%	16	69.7%	28	96.6%	30	59.2%	60	50.4%	19
Yes - Visited more often	0.1%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Visited Camberley instead	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	4.7%	2
Yes - Visited Reading instead	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.1%	1	0.0%	0
Yes - Visited Sandhurst instead	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	0.5%	0	0.0%	0
Yes - Visited Slough instead	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Visited Windsor instead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Yes - Visited Wokingham instead	0.3%	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	0.0%	0	0.6%	1	1.3%	1
Yes - Visited Bracknell at non-peak times to avoid rush hour	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	0.6%	1	0.0%	0
Yes - Had to move my work office	0.2%	1	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	0.0%	0	0.0%	0
Yes - Had to park further away than usual	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - Had to take different routes due to road disruptions	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / not sure)	1.7%	8	0.0%	0	0.0%	0	0.0%	0	31.9%	2	0.0%	0	0.0%	0	5.2%	1	1.2%	0	3.4%	1	1.1%	1	1.6%	1
Weighted base:	483	47	16	9	6	22	50	24	40	31	102	37												
Sample:	482	34	14	20	10	8	33	8	49	17	98	47												

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
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Meanscore: [Will visit it more = 2, Will visit it the same as before = 1, Will visit it less than before = -1, Will not visit it all = -2]

Q24C Part of the redevelopment works include the development of a new shopping centre, called 'Lexicon Bracknell', which is expected to open in 2017. Will you return to Bracknell Town Centre once Lexicon Bracknell has been completed?

Those who said 'Yes' or '(Don't know / not sure)' at Q24B

Will visit it more	74.0%	105	50.9%	4	46.3%	1	54.8%	1	18.7%	0	100.0%	5	81.1%	11	83.5%	6	73.8%	9	100.0%	1	67.3%	28	91.0%	17
Will visit it the same as before	8.9%	13	12.3%	1	0.0%	0	19.2%	0	16.1%	0	0.0%	0	18.9%	3	0.0%	0	10.6%	1	0.0%	0	12.4%	5	0.0%	0
Will visit it less than before	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	1.2%	0	0.0%	0
Will not visit it all	2.1%	3	24.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / not sure)	13.8%	20	12.3%	1	53.7%	1	26.0%	0	65.2%	1	0.0%	0	0.0%	0	16.6%	1	7.8%	1	0.0%	0	19.1%	8	9.0%	2
<i>Mean:</i>		<i>1.52</i>		<i>0.65</i>		<i>0.93</i>		<i>1.29</i>		<i>0.54</i>		<i>2.00</i>		<i>1.81</i>		<i>1.67</i>		<i>1.47</i>		<i>2.00</i>		<i>1.46</i>		<i>1.82</i>
Weighted base:		142		8		2		1		2		5		14		7		12		1		42		18
Sample:		151		7		2		5		3		2		11		3		16		1		37		21

Q25 Do you / your household take part in any of the following leisure or cultural activities...? [MR/PR]

Cafés	69.1%	1452	72.6%	109	58.7%	75	64.8%	23	68.2%	36	70.6%	132	74.6%	102	74.3%	192	65.3%	50	73.1%	152	69.7%	74	60.8%	53
Restaurants	78.5%	1651	78.5%	118	66.9%	85	84.2%	29	82.5%	44	81.6%	152	82.9%	113	79.3%	205	82.1%	63	76.0%	158	72.5%	77	82.5%	72
Pubs / clubs	58.5%	1230	58.7%	88	37.1%	47	50.4%	18	71.6%	38	66.1%	123	56.5%	77	59.9%	155	66.4%	51	64.0%	133	38.8%	41	61.3%	53
Cinema	66.2%	1391	57.7%	87	39.7%	51	66.4%	23	78.6%	42	76.0%	142	73.9%	101	67.6%	175	48.3%	37	70.8%	147	64.3%	68	70.6%	62
Arts / cultural activities (theatres / museums / live music / art galleries etc.)	52.2%	1098	56.9%	86	42.9%	55	39.5%	14	56.8%	30	62.1%	116	50.6%	69	62.8%	162	48.3%	37	44.9%	93	39.6%	42	51.0%	44
Children's soft play venues	19.5%	409	13.4%	20	22.2%	28	24.4%	8	11.4%	6	19.4%	36	15.3%	21	13.3%	35	15.4%	12	24.9%	52	23.6%	25	20.3%	18
Entertainment venues (bowling, ice skating, bingo etc)	35.9%	754	28.4%	43	22.6%	29	29.3%	10	21.8%	12	45.4%	85	36.6%	50	28.1%	73	19.1%	15	53.4%	111	50.5%	54	41.1%	36
Health and fitness clubs (gyms, leisure centres, swimming pools etc)	37.4%	787	33.9%	51	28.5%	36	33.4%	12	37.3%	20	57.6%	108	48.8%	67	36.7%	95	33.2%	26	35.8%	74	35.2%	38	42.9%	37
(None of these)	6.3%	133	6.3%	9	16.1%	21	3.8%	1	3.0%	2	3.6%	7	3.6%	5	4.7%	12	10.2%	8	3.1%	6	8.1%	9	6.9%	6
Weighted base:		2102		151		127		35		53		187		136		259		77		208		106		87
Sample:		2102		100		101		101		100		100		100		100		100		100		100		100

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Q26 Where do you go most often to visit cafés?												
<i>Those who said 'Cafés' at Q25</i>												
Abingdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amersham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	6.9%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Beaconsfield	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	1.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Bracknell (other locations, not in the town centre)	0.8%	12	0.9%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Calcot	0.1%	2	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Camberley	5.2%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End / Covent Garden	2.1%	30	0.0%	0	1.2%	1	0.0%	0	3.9%	1	6.2%	8
Chobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City of London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Town Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne (other locations, not in the town centre)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Farnham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Fleet	2.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Guildford	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames	1.3%	19	0.0%	0	1.2%	1	0.0%	0	29.4%	11	0.0%	0
High Wycombe	6.6%	95	0.0%	0	0.0%	0	0.0%	0	16.4%	6	67.9%	89
Hook	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford (other locations, not in the town centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambourn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Earley	0.3%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	10
Marlborough	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	3.0%	43	0.0%	0	0.0%	0	0.0%	0	9.6%	4	9.3%	12
Newbury Town Centre	5.6%	81	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Newbury (other locations, not in the town centre)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.8%	12	1.4%	1	1.2%	1	0.0%	0	6.6%	2	0.0%	0
Pangbourne	0.6%	9	0.0%	0	4.3%	3	6.2%	1	0.0%	0	0.0%	0
Reading Town Centre	13.6%	198	56.9%	62	58.6%	44	57.6%	13	14.8%	5	0.0%	0
Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Q27 Where do you go most often to visit restaurants?												
<i>Those who said 'Restaurants' at Q25</i>												
Abingdon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Addlestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amersham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Basingstoke	7.8%	128	0.0%	0	2.5%	2	0.0%	0	3.2%	1	0.0%	0
Beaconsfield	1.8%	31	0.0%	0	0.0%	0	0.0%	0	2.1%	1	17.2%	26
Blackwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4
Bracknell (other locations, not in the town centre)	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	6.2%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End / Covent Garden	3.1%	52	0.0%	0	0.0%	0	0.9%	0	0.0%	0	7.4%	11
Chertsey	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City of London	0.5%	8	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Crowthorne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Farnham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet	2.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.4%	7	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Guildford	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames	1.8%	29	0.0%	0	1.0%	1	0.7%	0	30.4%	13	0.0%	0
High Wycombe	4.7%	77	0.0%	0	0.0%	0	0.0%	0	12.3%	5	46.0%	70
Hook	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford (other locations, not in the town centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Earley	0.4%	7	4.9%	6	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Maidenhead	1.5%	25	1.3%	1	0.0%	0	0.0%	0	0.0%	0	10.6%	12
Marlborough	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	3.3%	54	0.0%	0	0.0%	0	0.0%	0	5.2%	2	14.5%	22
Newbury Town Centre	3.0%	50	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Newbury (other locations, not in the town centre)	0.8%	14	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Oxford	1.1%	17	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Pangbourne	0.4%	6	0.0%	0	4.5%	4	0.9%	0	0.0%	0	0.0%	0
Princes Risborough	0.1%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Reading Town Centre	14.1%	232	59.4%	70	60.8%	52	66.6%	20	4.1%	2	0.9%	1

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Salisbury	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.5%
Sandhurst (other locations, not in the town centre)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.8%
Slough	2.2%	37	0.0%	0	0.0%	0	0.0%	0	13.7%	28	0.0%	0
Staines	0.9%	15	0.0%	0	0.0%	0	0.0%	0	1.3%	3	20.1%	13
Sunningdale	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Sunninghill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow	0.6%	10	0.0%	0	0.0%	0	0.0%	0	4.9%	10	0.0%	0
Thatcham	0.4%	6	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Theale	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Twyford	0.9%	15	1.6%	2	0.0%	0	0.0%	0	12.0%	14	0.0%	0
Uxbridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4
Virginia Water	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Wallingford	0.9%	15	0.0%	0	0.9%	1	0.0%	0	6.5%	3	0.0%	0
Wantage	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0
Westfield London, Shepherd's Bush, London	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5
Whitchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.3%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Windsor	6.5%	107	1.3%	1	0.0%	0	0.0%	0	2.7%	3	40.6%	83
Winnersh	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	2.6%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	42
Wokingham Town Centre	3.2%	52	2.1%	2	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Wokingham (other locations, not in the town centre)	0.7%	12	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Woodley	0.5%	9	7.5%	9	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Yateley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.3%	87	4.7%	6	3.6%	3	2.5%	1	12.2%	5	7.7%	12
Andover	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Benson	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham	0.4%	7	0.8%	1	7.0%	6	0.0%	0	0.0%	0	0.0%	0
Goring-on-Thames	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilehurst	0.1%	1	0.0%	0	0.9%	1	1.5%	0	0.0%	0	0.0%	0
Woodcote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.6%	175	12.4%	15	15.3%	13	8.4%	2	11.7%	5	2.8%	4
Weighted base:	1651		118		85		29		44		152	
Sample:	1590		74		66		79		78		82	

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11										
Q28 Where do you go most often to visit pubs / clubs?																						
<i>Those who said 'Pubs / clubs' at Q25</i>																						
Abingdon	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
Addlestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Amersham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.3%	4	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%	0	5.3%	3
Basingstoke	6.2%	77	0.0%	0	2.6%	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
Beaconsfield	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	15	7.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwater	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	2.0%	1
Bracknell Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	9.4%	4	0.0%	0
Bracknell (other locations, not in the town centre)	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	15	0.0%	0
Calcot	0.1%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	9	0.0%	0	21.4%	11
Central London / West End / Covent Garden	2.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	9.0%	7	3.2%	5	2.0%	1	0.9%	1	0.0%	0
Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Chobham	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	8	0.0%	0	0.9%	1
Crowthorne Town Centre	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	10.0%	5
Crowthorne (other locations, not in the town centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Didcot	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	7	0.0%	0	0.0%	0	0.0%	0
Eton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	0	0.0%	0	0.0%	0
Farnborough	2.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	12.2%	16	0.0%	0
Farnham	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
Fleet	2.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	9	0.0%	0	0.0%	0
Frimley	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	14	0.0%	0	0.0%	0
Gerrards Cross	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0
Guildford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Hemel Hempstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames	0.8%	10	0.0%	0	0.0%	0	0.0%	0	22.8%	9	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe	4.0%	49	0.0%	0	0.0%	0	0.0%	0	8.2%	3	37.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook	0.7%	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
Hungerford Town Centre	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	0.0%	0
Hungerford (other locations, not in the town centre)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambourn	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
Lower Earley	0.9%	11	12.7%	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
Maidenhead	2.9%	36	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	16	11.0%	17	2.5%	1	0.0%	0	0.0%	0
Marlborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	2.6%	32	1.1%	1	0.0%	0	0.0%	0	2.5%	1	11.3%	14	20.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.1%	25	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury (other locations, not in the town centre)	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Oxford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	9.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Pangbourne	0.4%	5	0.0%	0	1.6%	1	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Reading Town Centre	8.0%	98	35.6%	31	66.7%	31	51.0%	9	2.4%	1	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0	9.9%	4	1.1%	1
Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	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	0.0%	0	9.9%	5
Sandhurst (other locations, not in the town centre)	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	2.6%	1
Slough	2.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Sunningdale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.8%	1	0.0%	0	0.0%	0
Sunninghill	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.9%	1
Tadley	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow	0.1%	1	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	0.0%	0	0.0%	0
Thame	0.0%	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
Thatcham	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theale	0.1%	1	0.0%	0	0.0%	0	7.1%	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
Twyford	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	6	0.0%	0	0.0%	0	0.0%	0
Wallingford	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.4%	5	0.0%	0	0.0%	0	0.0%	0	13.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch	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	0.0%	0	0.0%	0
Windsor	5.4%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	35.6%	55	18.0%	9	0.0%	0	0.0%	0	0.0%	0
Winnersh	0.4%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.1%	2	1.1%	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
Woking	2.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	26	0.0%	0	0.0%	0
Wokingham Town Centre	1.9%	23	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.2%	4	1.4%	1	0.9%	1
Wokingham (other locations, not in the town centre)	0.6%	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	6.3%	7	0.0%	0	0.0%	0
Woodley	0.7%	9	10.0%	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
Yateley	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	13
Other	14.6%	180	13.2%	12	4.2%	2	5.5%	1	23.2%	9	21.7%	27	19.3%	15	11.8%	18	8.9%	5	18.2%	24	14.0%	6	6.6%	4
Andover	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	7	0.8%	1	4.9%	2	0.9%	1	0.0%	0
Benson	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham	0.4%	5	2.1%	2	5.4%	3	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
Goring-on-Thames	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
Overton	0.3%	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%	0	0.0%	0
Tilehurst	0.7%	8	0.0%	0	10.7%	5	17.0%	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
Woodcote	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
(Don't know / varies)	12.0%	148	16.5%	15	8.9%	4	4.2%	1	14.4%	6	7.1%	9	11.2%	9	5.1%	8	13.8%	7	9.1%	12	18.2%	8	11.1%	6
Weighted base:		1230		88		47		18		38		123		77		155		51		133		41		53
Sample:		1164		53		36		48		68		63		50		52		61		63		40		64

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q29 Where do you go most often to visit the cinema?												
<i>Those who said 'Cinema' at Q25</i>												
Cineworld, Westgate, Aldershot	1.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Cineworld, Orchard Centre, Didcot	2.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Leisure West, Air Park Way, Feltham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Cineworld, Eden Shopping Centre, High Wycombe	7.0%	97	0.0%	0	0.0%	0	0.0%	0	10.0%	4	57.3%	81
Cineworld, Regents Circus, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Shaw Ridge Leisure Park, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Crest Road, High Wycombe	5.4%	75	0.0%	0	0.0%	0	0.0%	0	22.8%	10	34.1%	48
Empire, Queensmere Centre, Slough	3.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	41
Empire, Greenbridge Retail and Leisure Park, Swindon	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everyman, High Street, Esher	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Everyman, High Street, Walton-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Basingstoke Leisure Park, Churchill Way West, Basingstoke	4.5%	62	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Odeon, The Point, Bracknell	3.7%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Odeon, Ethorpe Crescent, Gerrards Cross	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Odeon, Bedford Road, Guildford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, King Street, Maidenhead	8.1%	113	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.7%	45
Odeon, Magdalen Street, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, St Georges Place, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, The Chimes Shopping Ctr, Uxbridge	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	20
Phoenix Picturehouse, Walton Street, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Film Theatre, Reading	0.1%	2	0.0%	0	1.5%	1	0.8%	0	0.0%	0	0.0%	0
Reel, Anton Mill Road, Andover	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Regal Picturehouse, Boroma Way, Henley on Thames	1.9%	26	0.0%	0	0.0%	0	0.0%	0	39.1%	16	0.0%	0	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Showcase Cinema De Lux, Loddon Bridge, Reading Road, Wokingham	9.0%	125	44.3%	38	17.4%	9	8.8%	2	3.6%	2	0.0%	0	6.7%	7	1.1%	2	1.3%	0	0.0%	0	15.2%	10	4.8%	3	
Vue, Festival Place, Basingstoke	5.8%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vue, The Atrium, Park Street, Camberley	10.3%	143	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	3	50.1%	74	11.3%	8	72.9%	45	
Vue, Kingsmead Shopping Centre, Farnborough	1.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	13	0.0%	0	0.0%	0	0.0%
Vue, Kennet Ctr, Newbury	5.8%	81	0.0%	0	0.0%	0	6.5%	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%
Vue, Ozone Leisure Park, Oxford	0.8%	11	0.0%	0	0.0%	0	0.0%	0	15.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vue, Riverside, Oracle Shopping Ctr, Reading	6.0%	83	13.3%	12	57.0%	29	72.1%	17	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.9%	1	
Vue, Two Rivers Shopping Centre, Staines-upon-Thames	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.2%	14	1.4%	2	0.0%	0	0.0%	0	0.0%
Aldershot	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	0.9%	1	
Basingstoke	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bracknell Town Centre	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	0.8%	1	
Bracknell (other locations, not in the town centre)	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	0.8%	1	0.8%	1	
Camberley	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	7.8%	11	0.0%	0	1.8%	1	
Central London / West End / Covent Garden	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%
Farnborough	0.3%	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	2.9%	4	0.0%	0	0.0%	0	0.0%
Farnham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gerrards Cross	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Henley-on-Thames	0.2%	2	1.1%	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%
High Wycombe	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lower Earley	0.3%	4	4.4%	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	0.0%	0	0.0%
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	0.3%	4	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%	0	0.0%
Newbury (other locations, not in the town centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford	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%
Reading Town Centre	0.5%	7	2.5%	2	3.9%	2	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%
Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Slough	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Staines	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	13	19.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon	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%
Wallingford	0.3%	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%	0	0.0%	0	0.0%
Westfield London, Shepherd's Bush, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Whitchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh	5.0%	70	32.7%	28	18.7%	9	7.8%	2	0.0%	0	0.0%	0
Woking	2.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Wokingham (other locations, not in the town centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	31
Woodley	0.1%	2	1.7%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Other	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	8
Odeon, Anton Mill Road, Andover	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.8%	25	0.0%	0	0.0%	0	0.0%	0	1.3%	2	2.5%	2
Weighted base:	1391	87	51	23	42	142	101	175	37	147	68	62
Sample:	1252	56	43	59	71	71	63	49	54	64	64	75

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Q30 Where do you go most often to visit theatres / museums / live music / art galleries?												
<i>Those who said 'Arts / cultural activities (theatres / museums / live music / art galleries etc.)' at Q25</i>												
The London Theatre, 443 New Cross Road, New Cross	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Horniman Museum & Gardens, 100 London Road, Forest Hill	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End / Covent Garden / Leicester Square	50.5%	554	57.3%	49	48.9%	27	54.0%	7	34.1%	10	65.1%	76
Other	7.7%	85	1.1%	1	7.3%	4	9.2%	1	5.9%	2	1.6%	2
Basingstoke	2.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell (other)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corn Exchange, Market Place, Newbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe	1.0%	11	0.0%	0	0.0%	0	0.0%	0	7.9%	2	5.6%	6
New Victoria Theatre, The Ambassadors, Peacocks Centre, Woking	2.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury (other)	1.1%	12	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Oxford	3.4%	38	0.0%	0	0.0%	0	1.5%	0	19.9%	6	0.0%	0
Reading (other)	3.0%	33	9.1%	8	27.5%	15	1.3%	0	1.3%	0	0.0%	0
South Hill Park Arts Centre, Ringmead, Bracknell	0.8%	8	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
The Anvil, Churchill Way East, Basingstoke	2.3%	25	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
The Hexagon, Queens Walk, Reading	3.0%	33	17.7%	15	3.6%	2	15.1%	2	2.3%	1	0.0%	0
The Watermill Theatre, Bagnor, Newbury	1.5%	16	0.0%	0	1.4%	1	2.8%	0	0.0%	0	0.0%	0
Theatre Royal, Thames Street, Windsor	3.8%	42	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.2%	1
Windsor (other)	1.7%	18	1.3%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Woking (other)	3.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Swan, St Mary Street, High Wycombe	3.4%	37	0.0%	0	0.0%	0	0.0%	0	16.8%	5	26.5%	31
(Don't know / varies)	7.9%	87	13.5%	12	7.1%	4	10.4%	1	11.8%	4	0.0%	0
Weighted base:	1098	86	55	14	30	116	69	162	37	93	42	44
Sample:	1057	50	50	43	54	60	52	54	53	52	36	48

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q31 Where do you go most often to visit children's soft play venues?												
<i>Those who said 'Children's soft play venues' at Q25</i>												
Abingdon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	7.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.3%	10
Basingstoke	13.7%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell (other locations, not in the town centre)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calcot	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Camberley	5.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	1
Didcot	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	2
Esher	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3
Fleet	2.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Guildford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Hemel Hempstead	0.9%	4	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.0%	0
Henley-on-Thames	0.1%	0	0.0%	0	0.0%	0	5.8%	0	0.0%	0	0.0%	0
High Wycombe	8.1%	33	0.0%	0	0.0%	0	51.9%	3	80.4%	29	4.1%	1
Hungerford Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	1.9%	8	0.0%	0	0.0%	0	0.0%	0	12.7%	3	14.5%	5
Marlow	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Newbury Town Centre	4.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury (other locations, not in the town centre)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	9.1%	37	48.6%	10	40.0%	11	68.3%	6	9.1%	1	0.0%	0
Sandhurst (other locations, not in the town centre)	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	5.9%	24	0.0%	0	22.1%	6	0.0%	0	9.8%	4	4.1%	1
Swindon	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	0.4%	1	0.0%	0	0.0%	0	24.1%	1	0.0%	0	0.0%	0
Thatcham	0.4%	2	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0
Wallingford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Winnersh	5.4%	22	19.0%	4	14.1%	4	19.0%	2	9.1%	1	0.0%	0
Woking	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	1.4%	6	4.7%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Wokingham (other locations, not in the town centre)	3.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	2.4%	10	0.0%	0	3.1%	1	0.0%	0	0.0%	0	43.1%	9
Yateley	3.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.7%	11	7.4%	1	0.0%	0	0.0%	0	18.5%	4	0.0%	0
Andover	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goring-on-Thames	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilehurst	1.7%	7	7.4%	1	17.9%	5	4.5%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
(Don't know / varies)	9.6% 39	12.9% 3	0.0% 0	2.4% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	32.3% 4	31.0% 16	17.7% 4	0.0% 0
Weighted base:	409	20	28	8	6	36	21	35	12	52	25	18
Sample:	266	11	12	16	11	10	14	8	11	20	18	13

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q32 Which entertainment venues do you visit most often (e.g. bowling, ice skating, bingo)?																								
<i>Those who said 'Entertainment venues (bowling, ice skating, bingo etc)' at Q25</i>																								
10 Pin, Crown Square, Woking	2.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	3	15.5%	17	0.0%	0	0.0%	0
Airport Bowl, Bath Road, Hayes	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	26.0%	4	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, Eden Centre, High Wycombe	7.6%	57	0.0%	0	0.0%	0	0.0%	0	44.7%	5	61.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowlplex, West Ham Leisure Park, Basingstoke	7.9%	60	0.0%	0	6.9%	2	2.0%	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
Bowlplex, The Atrium, Park Street, Camberley	9.2%	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	40.6%	45	0.0%	0	50.9%	18
Bowlplex, Ozone Leisure Park, Oxford	2.1%	16	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, The Point, Bracknell	9.3%	70	25.8%	11	6.2%	2	7.0%	1	0.0%	0	0.0%	0	33.3%	17	0.0%	0	39.0%	6	0.9%	1	40.5%	22	13.8%	5
Lakeside Superbowl, Newbury Leisure Park, Thatcham	4.9%	37	0.0%	0	4.2%	1	36.9%	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
Spectrum, Parkway, Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tenpin, Leisure West, Feltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0
Tenpin, St Clouds Way, Maidenhead	9.8%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	9	44.1%	22	57.3%	42	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Wokingham Superbowl, Wellington Road, Wokingham	5.3%	40	39.0%	17	3.1%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.6%	1
BJ's Bingo, Gillette Way, Reading	0.5%	4	7.9%	3	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Concept Bingo, Queensmead, Farnborough	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
Coronet, Broadway, Didcot	0.4%	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
Gala Bingo, High Street, Aldershot	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	1.6%	1
Gala Bingo, Basingstoke Leisure Park, Basingstoke	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Ozone Leisure Park, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Bath Road, Slough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Point Bingo, The Point Leisure Complex, Bracknell	0.9%	6	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	1.5%	1	0.0%	0
Aldershot	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Basingstoke	4.4%	33	0.0%	0	0.0%	0	3.7%	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

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Bracknell Town Centre	1.7%	13	0.0%	0	0.0%	0	18.6%	2	15.7%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	12.3%	7	1.6%	1
Bracknell (other locations, not in the town centre)	3.5%	27	8.9%	4	27.7%	8	2.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.1%	1	17.2%	9	5.7%	2
Camberley	2.2%	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	13.1%	14	0.0%	0	6.3%	2
Central London / West End / Covent Garden	1.0%	8	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	1.1%	1	7.6%	4	0.0%	0
Chesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City of London	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	2.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7	0.0%	0	5.7%	2
Guildford	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	9	0.0%	0	4.4%	2		
High Wycombe	1.7%	13	0.0%	0	0.0%	0	0.0%	0	3.5%	0	13.5%	11	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.5%	4	0.0%	0	3.1%	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
Newbury (other locations, not in the town centre)	0.1%	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
Oxford	1.2%	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	0.0%	0	0.0%	0
Pangbourne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	3.4%	25	4.4%	2	46.2%	13	7.5%	1	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	5	0.0%	0
Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	13	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Swindon	0.5%	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
Thatcham	0.4%	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
Theale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Windsor	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Witney	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
Woking	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.1%	1	2.6%	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	0.0%	0
Wokingham (other locations, not in the town centre)	0.3%	2	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	1.1%	1	0.0%	0
Yateley	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	1.4%	1
Other	1.2%	9	0.0%	0	0.0%	0	0.0%	0	3.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	5.7%	2
(Don't know / varies)	4.8%	36	7.0%	3	2.7%	1	9.5%	1	9.5%	1	0.0%	0	4.4%	2	13.9%	10	0.0%	0	2.6%	3	3.2%	2	1.4%	1
Weighted base:	754		43		29		10		12		85		50		73		15		111		54		36	
Sample:	526		22		15		27		18		35		25		18		15		36		39		34	

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q33 Where do you go most often to visit health & fitness clubs?												
<i>Those who said 'Health and fitness clubs (gyms, leisure centres, swimming pools etc)' at Q25</i>												
Abingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amersham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Basingstoke	7.8%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0
Blackwater	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Bracknell Town Centre	2.9%	22	0.0%	0	0.0%	0	0.0%	0	6.7%	7	0.0%	0
Bracknell (other locations, not in the town centre)	3.9%	31	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Camberley	2.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Central London / West End / Covent Garden	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0
Chertsey	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Crowthorne Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne (other locations, not in the town centre)	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	2.5%	19	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Egham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	4
Farnborough	2.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	13
Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Grove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames	1.2%	9	1.9%	1	0.0%	0	0.0%	0	33.2%	7	0.0%	0
High Wycombe	9.9%	78	0.0%	0	0.0%	0	16.0%	3	69.0%	74	1.1%	1
Hook	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford (other locations, not in the town centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambourn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Earley	3.3%	26	42.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	4.7%	37	2.9%	1	0.0%	0	0.0%	0	6.7%	7	40.6%	27
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	2.6%	20	0.0%	0	0.0%	0	4.8%	1	1.3%	1	19.2%	13
Newbury Town Centre	2.1%	17	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Newbury (other locations, not in the town centre)	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.3%	2	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Reading Town Centre	6.3%	50	13.5%	7	76.7%	28	55.3%	6	4.8%	1	0.0%	0
Sandhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst (other locations, not in the town centre)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	7.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Staines	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Sunningdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	0.4%	3	0.0%	0	0.0%	0	17.2%	3	0.0%	0	0.0%	0
Thatcham	1.9%	15	0.0%	0	3.3%	1	9.6%	1	0.0%	0	0.0%	0
Twyford	1.2%	9	0.0%	0	0.0%	0	0.0%	0	13.6%	9	0.0%	0
Wallingford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Weybridge	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	4
Whitchurch	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Winnersh	1.4%	11	6.6%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Woking	2.4%	19	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0
Wokingham Town Centre	2.0%	16	2.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wokingham (other locations, not in the town centre)	1.9%	15	9.3%	5	0.0%	0	0.0%	0	4.5%	3	0.0%	0
Woodley	0.8%	6	11.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13.1%
Other	10.4%	82	4.8%	2	6.7%	2	15.1%	2	8.9%	2	7.9%	8
Andover	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Caversham	0.4%	3	1.9%	1	5.8%	2	0.0%	0	0.0%	0	0.0%	0
Goring-on-Thames	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilehurst	0.5%	4	0.0%	0	5.4%	2	8.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	16	1.9%	1	2.1%	1	6.1%	1	5.6%	1	0.0%	0
Weighted base:	787		51		36		12		20		108	
Sample:	615		28		26		30		35		42	

GEN Gender of respondent.

Male	33.7%	709	42.8%	64	39.3%	50	24.0%	8	32.5%	17	36.3%	68	26.2%	36	35.1%	91	32.1%	25	32.6%	68	36.7%	39	30.3%	26
Female	66.3%	1393	57.2%	86	60.7%	77	76.0%	26	67.5%	36	63.7%	119	73.8%	101	64.9%	168	67.9%	52	67.4%	140	63.3%	67	69.7%	61
Weighted base:		2102		151		127		35		53		187		136		259		77		208		106		87
Sample:		2102		100		101		101		100		100		100		100		100		100		100		100

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
AGE Could I ask how old you are please?																								
18 to 24	11.5%	242	5.1%	8	4.9%	6	4.1%	1	5.4%	3	11.5%	21	13.3%	18	23.5%	61	5.0%	4	16.5%	34	11.5%	12	9.4%	8
25 to 34	11.0%	231	5.1%	8	9.8%	12	20.6%	7	10.8%	6	15.3%	29	8.9%	12	15.7%	40	19.8%	15	12.4%	26	11.5%	12	0.0%	0
35 to 44	20.4%	430	17.8%	27	21.9%	28	24.5%	9	10.7%	6	28.5%	53	22.0%	30	11.6%	30	7.4%	6	20.4%	43	36.0%	38	30.2%	26
45 to 54	17.8%	374	13.1%	20	19.5%	25	13.5%	5	19.1%	10	13.6%	25	17.0%	23	10.6%	27	19.7%	15	22.3%	46	27.7%	29	24.7%	21
55 to 64	17.2%	362	28.7%	43	14.2%	18	13.5%	5	24.9%	13	11.8%	22	16.3%	22	20.4%	53	17.2%	13	14.3%	30	5.9%	6	20.8%	18
65 +	19.1%	401	24.5%	37	25.3%	32	19.2%	7	29.1%	16	15.0%	28	19.6%	27	18.2%	47	24.3%	19	13.2%	27	7.5%	8	13.8%	12
(Refused)	3.0%	62	5.6%	8	4.3%	6	4.5%	2	0.0%	0	4.2%	8	2.9%	4	0.0%	0	6.6%	5	0.9%	2	0.0%	0	1.0%	1
Weighted base:		2102		151		127		35		53		187		136		259		77		208		106		87
Sample:		2102		100		101		101		100		100		100		100		100		100		100		100

ADU How many adults, including yourself, aged 16 years or over old are there living in your household ?

One	14.2%	299	22.5%	34	15.7%	20	9.8%	3	20.1%	11	12.8%	24	10.2%	14	16.3%	42	9.0%	7	10.7%	22	16.6%	18	15.4%	13
Two	48.2%	1013	44.8%	67	51.4%	65	60.9%	21	49.0%	26	46.5%	87	53.7%	73	39.6%	102	47.3%	36	51.0%	106	42.2%	45	40.6%	35
Three	20.7%	435	12.5%	19	11.9%	15	10.8%	4	21.7%	12	18.6%	35	27.9%	38	30.9%	80	20.4%	16	21.6%	45	15.8%	17	25.1%	22
Four	11.2%	235	14.7%	22	7.0%	9	16.8%	6	8.5%	5	7.8%	15	5.6%	8	11.0%	28	12.6%	10	12.0%	25	23.3%	25	16.0%	14
Five	2.6%	55	1.0%	1	6.3%	8	0.0%	0	0.8%	0	5.2%	10	0.6%	1	1.7%	4	5.0%	4	4.7%	10	2.2%	2	1.3%	1
Six or more	0.7%	15	0.0%	0	0.9%	1	0.0%	0	0.0%	0	5.1%	10	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.5%	52	4.5%	7	6.8%	9	1.8%	1	0.0%	0	3.9%	7	2.0%	3	0.0%	0	5.0%	4	0.0%	0	0.0%	0	1.6%	1
Weighted base:		2102		151		127		35		53		187		136		259		77		208		106		87
Sample:		2102		100		101		101		100		100		100		100		100		100		100		100

CHI How many children aged under 16 are there living in your household?

None	63.0%	1325	77.9%	117	63.6%	81	56.6%	20	84.8%	45	47.1%	88	69.6%	95	77.7%	201	75.9%	58	54.7%	114	50.5%	54	59.5%	52
One	13.2%	278	3.2%	5	12.2%	16	14.6%	5	10.3%	6	10.5%	20	7.4%	10	15.9%	41	13.8%	11	15.1%	31	15.4%	16	15.6%	14
Two	15.4%	323	10.9%	16	15.0%	19	16.7%	6	4.1%	2	30.4%	57	16.0%	22	5.6%	14	2.1%	2	19.4%	40	26.0%	28	23.3%	20
Three	3.8%	79	3.5%	5	0.0%	0	4.1%	1	0.8%	0	1.9%	4	5.0%	7	0.8%	2	3.2%	2	4.7%	10	4.3%	5	0.0%	0
Four	1.6%	35	0.0%	0	2.4%	3	6.2%	2	0.0%	0	1.9%	4	0.0%	0	0.0%	0	0.0%	0	6.2%	13	0.0%	0	0.0%	0
Five	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
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.9%	62	4.5%	7	6.8%	9	1.8%	1	0.0%	0	8.2%	15	2.0%	3	0.0%	0	5.0%	4	0.0%	0	3.8%	4	1.6%	1
Weighted base:		2102		151		127		35		53		187		136		259		77		208		106		87
Sample:		2102		100		101		101		100		100		100		100		100		100		100		100

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
CAR How many cars does your household own or have the use of?																								
None	5.4%	113	10.0%	15	6.6%	8	3.5%	1	8.3%	4	2.9%	5	4.1%	6	5.6%	15	4.0%	3	3.9%	8	7.4%	8	2.4%	2
One	27.5%	578	36.4%	55	36.9%	47	29.2%	10	30.6%	16	19.4%	36	23.5%	32	33.7%	87	33.3%	26	22.5%	47	28.8%	31	25.8%	22
Two	43.0%	904	30.5%	46	36.0%	46	48.6%	17	44.3%	24	56.8%	106	54.1%	74	33.6%	87	31.1%	24	51.1%	106	38.2%	41	44.3%	39
Three or more	21.5%	452	18.6%	28	13.1%	17	16.2%	6	16.7%	9	16.9%	32	16.3%	22	26.3%	68	26.6%	21	22.5%	47	21.8%	23	25.9%	23
(Refused)	2.6%	55	4.5%	7	7.4%	9	2.4%	1	0.0%	0	3.9%	7	2.0%	3	0.8%	2	5.0%	4	0.0%	0	3.8%	4	1.6%	1
Weighted base:		2102		151		127		35		53		187		136		259		77		208		106		87
Sample:		2102		100		101		101		100		100		100		100		100		100		100		100

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]																								
Full time	63.5%	1335	54.5%	82	59.3%	75	70.1%	24	59.0%	32	77.3%	144	59.3%	81	68.0%	176	56.0%	43	66.1%	137	65.6%	70	65.9%	57
Part time	6.3%	132	4.9%	7	4.7%	6	3.3%	1	6.3%	3	1.9%	4	4.7%	6	6.5%	17	1.9%	1	8.5%	18	7.0%	7	10.9%	10
Retired on State Pension ONLY	6.4%	135	7.9%	12	8.8%	11	5.6%	2	11.6%	6	5.2%	10	9.3%	13	7.3%	19	11.3%	9	2.8%	6	6.0%	6	2.3%	2
Retired NOT only on State Pension	14.3%	300	20.3%	31	10.8%	14	15.1%	5	19.4%	10	7.3%	14	17.2%	23	10.6%	27	21.3%	16	11.4%	24	11.5%	12	18.7%	16
Student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unemployed	1.7%	35	1.0%	1	3.4%	4	0.0%	0	0.0%	0	3.8%	7	0.6%	1	0.6%	1	0.0%	0	1.2%	2	2.6%	3	0.0%	0
Disabled / long-term sick	1.4%	28	3.0%	4	0.0%	0	0.0%	0	2.7%	1	0.0%	0	3.1%	4	0.0%	0	0.0%	0	6.2%	13	2.4%	3	0.0%	0
Carer	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Housewife / househusband (Refused)	0.2%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	1.0%	1	0.0%	0
(Refused)	6.1%	128	8.5%	13	12.4%	16	5.9%	2	1.0%	1	4.5%	8	5.8%	8	7.1%	18	8.1%	6	3.3%	7	3.8%	4	2.2%	2
Weighted base:		2102		151		127		35		53		187		136		259		77		208		106		87
Sample:		2102		100		101		101		100		100		100		100		100		100		100		100

West Berkshire Household Survey for GVA

By Zone

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
ZON Zone																								
Zone 1	7.2%	151	100.0%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Zone 2	6.0%	127	0.0%	0	100.0%	127	0.0%	0	0.0%	0	0.0%	0												
Zone 3	1.7%	35	0.0%	0	0.0%	0	100.0%	35	0.0%	0	0.0%	0												
Zone 4	2.5%	53	0.0%	0	0.0%	0	0.0%	0	100.0%	53	0.0%	0												
Zone 5	8.9%	187	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	187												
Zone 6	6.5%	136	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	136												
Zone 7	12.3%	259	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	259										
Zone 8	3.7%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%	77									
Zone 9	9.9%	208	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	100.0%	208								
Zone 10	5.1%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	100.0%	106							
Zone 11	4.1%	87	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%	87						
Zone 12	3.7%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 13	4.5%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 14	6.7%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 15	2.8%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 16	5.1%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 17	2.3%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 18	1.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 19	1.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 20	3.2%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Zone 21	1.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Weighted base:		2102		151		127		35		53		187		136		259		77		208		106		87
Sample:		2102		100		101		101		100		100		100		100		100		100		100		100

West Berkshire Household Survey for GVA

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
PC Postcode Sector												
RG7	0.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
GU140	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU146	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	23
GU147	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU148	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	19
GU149	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU151	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	9
GU152	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
GU153	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
GU154	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU166	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	20
GU167	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
GU168	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	14
GU169	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	7
GU170	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU179	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU185	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	22
GU195	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU206	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
GU212	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	13
GU213	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	14
GU214	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	6
GU215	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	9
GU216	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
GU217	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
GU218	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3
GU240	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	10
GU248	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	7
GU249	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	9
GU254	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	8
GU466	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU467	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU470	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU478	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU479	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU511	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU512	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU513	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU514	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU515	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU527	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP100	0.3%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	6	0.0%	0
HP108	0.3%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	5	0.0%	0
HP109	1.1%	22	0.0%	0	0.0%	0	0.0%	0	12.0%	22	0.0%	0
HP111	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
HP123	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP124	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP135	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP136	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP137	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP143	0.8%	16	0.0%	0	0.0%	0	0.0%	0	30.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP157	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP9 1	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP9 2	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT160	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	6	0.0%	0	0.0%	0	0.0%	0
OX100	0.2%	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%	0	0.0%	0	0.0%	0
OX106	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX108	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX109	0.8%	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	0.0%	0
OX110	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX116	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX117	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX118	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX119	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX128	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX129	0.5%	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
OX495	0.6%	13	0.0%	0	0.0%	0	0.0%	0	23.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG1 2	0.1%	1	0.0%	0	0.9%	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
RG1 3	0.2%	4	2.5%	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
RG1 5	0.5%	10	6.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG1 6	0.2%	5	0.0%	0	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG1 7	0.3%	7	0.0%	0	5.6%	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
RG100	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG108	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG109	1.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG120	0.4%	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	7.0%	8	0.0%	0	0.0%	0
RG122	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	2.9%	3	0.0%	0	0.0%	0
RG127	1.1%	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	22.3%	24	0.0%	0	0.0%	0
RG128	0.5%	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	10.5%	11	0.0%	0	0.0%	0
RG129	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	14	0.0%	0	0.0%	0
RG141	0.2%	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%	0	0.0%	0	0.0%	0
RG142	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG145	0.2%	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
RG146	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG147	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG170	0.6%	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	0.0%	0
RG177	0.2%	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
RG178	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG179	0.2%	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%	0	0.0%	0	0.0%	0
RG180	0.2%	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
RG183	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG184	0.2%	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

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
RG189	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG193	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG194	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG198	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG2 0	0.1%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
RG2 7	0.1%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG2 8	0.2%	5	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG2 9	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG200	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG204	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG205	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG206	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG207	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG208	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG209	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG213	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG214	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG215	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG217	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG218	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG224	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG225	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG226	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG237	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG238	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG247	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG248	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG249	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG253	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG263	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG264	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG265	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG270	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG278	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG279	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG287	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG301	0.4%	9	0.0%	0	6.7%	9	0.0%	0	0.0%	0	0.0%	0
RG302	0.3%	5	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
RG303	0.7%	15	0.0%	0	11.5%	15	0.0%	0	0.0%	0	0.0%	0
RG304	1.4%	29	0.0%	0	22.5%	29	0.0%	0	0.0%	0	0.0%	0
RG306	0.3%	6	0.0%	0	4.3%	6	0.0%	0	0.0%	0	0.0%	0
RG314	0.5%	10	0.0%	0	0.0%	0	27.9%	10	0.0%	0	0.0%	0
RG315	0.6%	13	0.0%	0	0.0%	0	36.3%	13	0.0%	0	0.0%	0
RG316	1.3%	28	0.0%	0	22.0%	28	0.0%	0	0.0%	0	0.0%	0
RG317	0.2%	5	0.0%	0	0.0%	0	13.5%	5	0.0%	0	0.0%	0
RG4 5	0.2%	5	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG4 6	0.3%	5	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
RG4 7	0.5%	10	0.0%	0	8.1%	10	0.0%	0	0.0%	0	0.0%	0
RG4 8	0.5%	11	0.0%	0	8.6%	11	0.0%	0	0.0%	0	0.0%	0
RG4 9	0.3%	6	0.0%	0	0.0%	0	0.0%	0	10.7%	6	0.0%	0
RG401	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG402	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG403	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG404	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG405	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG411	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG412	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG413	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG414	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG415	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG421	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	9
RG422	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	12
RG423	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	9
RG424	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5
RG425	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4
RG426	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
RG427	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4
RG456	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10.9%
RG457	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.8%
RG5 3	0.7%	16	10.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG5 4	2.1%	44	29.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG6 1	0.2%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG6 3	0.6%	13	8.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG6 4	0.7%	16	10.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG6 5	0.6%	14	9.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG6 7	0.6%	13	8.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG7 1	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG7 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG7 3	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG7 4	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG7 5	0.2%	5	0.0%	0	0.0%	0	13.1%	5	0.0%	0	0.0%	0
RG7 6	0.1%	3	0.0%	0	0.0%	0	7.2%	3	0.0%	0	0.0%	0
RG8 0	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG8 7	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG8 8	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG8 9	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG9 1	0.4%	7	0.0%	0	0.0%	0	13.9%	7	0.0%	0	0.0%	0
RG9 2	0.1%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0
RG9 3	0.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
RG9 4	0.1%	3	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0
RG9 5	0.2%	3	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0
RG9 6	0.1%	3	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0
SL0 0	0.8%	17	0.0%	0	0.0%	0	0.0%	0	6.5%	17	0.0%	0
SL0 9	0.4%	9	0.0%	0	0.0%	0	0.0%	0	3.4%	9	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
SL1 1	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 2	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 3	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 5	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 6	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 7	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 8	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 9	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL2 1	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL2 3	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL2 4	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL2 5	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL3 0	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL3 6	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL3 7	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL3 8	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL3 9	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL4 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL4 2	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL4 3	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL4 4	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL4 5	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL4 6	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 0	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 7	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 9	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 0	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 1	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 2	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 3	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 4	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 5	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 6	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 7	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 8	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 9	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL7 1	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL7 2	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL7 3	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL8 5	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL9 7	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL9 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN8 2	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN8 3	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP104	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP105	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
SP110	0.2% 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
SP116	0.3% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
SP119	0.3% 7	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
TW195	0.3% 7	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	9.0% 7	0.0% 0	0.0% 0	0.0% 0
TW196	0.2% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	5.7% 4	0.0% 0	0.0% 0	0.0% 0
TW200	0.2% 5	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	6.5% 5	0.0% 0	0.0% 0	0.0% 0
TW209	0.6% 12	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	15.1% 12	0.0% 0	0.0% 0	0.0% 0
Weighted base:	2102	151	127	35	53	187	136	259	77	208	106	87
Sample:	2102	100	101	101	100	100	100	100	100	100	100	100

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Q01 Where do you do most of your household's main food shopping?											
<i>Excl. nulls & SFT's</i>											
Aldi, Birch Hill, Bracknell	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Camberley	0.6%	11	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%
Aldi, Broadway, Didcot	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Newbury	0.4%	7	0.0%	0	0.0%	0	0.7%	0	4.2%	4	0.0%
Aldi, Bath Road, Reading	0.8%	15	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%
Aldi, Vastern Court, Reading	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, High Street, West Drayton, Yiewsley	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Brighton Way, Basingstoke	1.3%	25	0.0%	0	0.0%	0	18.0%	24	1.0%	0	0.0%
Asda, West Meade, Farnborough	1.7%	32	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%
Asda, Holmers Farm Way, High Wycombe	2.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Chalfont Way, Lower Earley, Reading	3.0%	56	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Telford Drive, Slough	3.2%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Honey End Lane, Tilehurst	1.1%	21	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%
Asda, Lion Retail Park, Oriental Road, Woking	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Wokingham Road, Earley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Lambourn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Co-op, Reading Road, Pangbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Erleigh Road, Reading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%
Co-op, Henley Road, Caversham, Reading	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, School Road, Tilehurst, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Triangle, Tilehurst, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Franklin Avenue, Tadley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Co-op, The Broadway, Thatcham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Co-op, High Street, Theale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, London Road, Blackwater	0.4%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%

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Weighted:

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Lidl, The Atrium, Charles Street, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, High Street, Crowthorne	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, West Richardson Street, High Wycombe	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Stafferton Way, Maidenhead	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, London Road, Newbury	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%
Lidl, Basingstoke Road, Reading	0.3%	5	0.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%
Lidl, Oxford Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Farnham Road, Slough	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Pennings Road, Tidworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Lidl, Molly Millers Lane, Wokingham	0.2%	5	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Headley Road, Woodley	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer Simply Food, The Square, Chalfont Way, Lower Earley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Marks and Spencer Simply Food, Newbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, Paddington House, Festival Place, Basingstoke	0.4%	7	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%
Marks and Spencer, Eden Place, The Eden Centre, High Wycombe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, High Street, Maidenhead	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, Broad Street, Reading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Marks and Spencer, The Meadows Marshall Road, Sandhurst	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, High Street, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, London Road, Woodley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Alexandra Road, Aldershot	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%

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Morrisons, Worting Road, Basingstoke	1.9%	36	0.0%	0	0.6%	1	21.4%	29	6.5%	3	0.8%	1	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough	0.7%	12	0.0%	0	11.8%	10	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, Elvetham Heath, Fleet	0.8%	16	0.0%	0	18.3%	15	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, Temple End, High Wycombe	0.5%	10	0.0%	0	0.0%	0	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, Basingstoke Road, Reading	0.6%	12	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
Morrisons, Wooshill Shopping Centre, Wokingham	0.6%	11	9.7%	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
Sainsbury's, Shepherds Spring Lane, Andover	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke	0.2%	4	0.0%	0	0.0%	0	2.8%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	1.8%	34	0.0%	0	0.0%	0	24.7%	33	0.6%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Maxwell Road, Beaconsfield	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell	1.1%	20	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's, Princess Square, Bracknell	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
Sainsbury's, Watchmoor Park, Blackwater Valley Road, Camberley	2.1%	39	1.2%	1	5.8%	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
Sainsbury's, The Sainsbury Centre, Guildford Street, Chertsey	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
Sainsbury's, Central Drive, Orchard Centre, Didcot	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	14.8%	9	0.7%	0
Sainsbury's, Queensmead, Farnborough	0.6%	12	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	0.1%	3	0.0%	0	3.2%	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
Sainsbury's, Oxford Road, High Wycombe	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street, Maidenhead	0.3%	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
Sainsbury's, Providence Place, Maidenhead	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Street,	0.5%	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

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Marlow																						
Sainsbury's, Hectors Way, Newbury	1.8%	34	0.0%	0	0.0%	0	0.0%	0	0.6%	0	30.6%	29	0.0%	0	4.5%	1	8.6%	2	0.0%	0	7.0%	2
Sainsbury's, Heyford Hill, Oxford	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	1.0%	1	0.0%	0
Sainsbury's, Bath Road, Calcot, Reading	1.7%	31	1.2%	1	0.0%	0	0.0%	0	9.9%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3
Sainsbury's, Broad Street, Reading	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Friar Street, Reading	0.2%	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	5.8%	1
Sainsbury's, Farnham Road, Slough	0.3%	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
Sainsbury's, Uxbridge Road, Slough	1.6%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Causeway, Staines	0.7%	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
Sainsbury's, Mulfords Hill, Tadley	0.8%	15	0.0%	0	0.0%	0	0.9%	1	28.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow	1.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Limborough Road, Wantage	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	29.6%	7	0.8%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	2.1%	39	16.7%	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
Sainsbury's, Redding Way, Knaphill, Woking	2.2%	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
Sainsbury's, Wolsey Walk, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Straight Bit, Flackwell Heath, High Wycombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Andover Road, Newbury	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	8	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Farnham Common, Slough	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
Sainsbury's Local, Coombe Square, Chapel Street, Thatcham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking	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
Tesco Extra, Marcham Road, Abingdon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.0%	1	1.5%	0
Tesco Extra, Station Road, Addlestone	0.2%	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
Tesco Extra, River Way,	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Andover																						
Tesco Extra, Pinchington Lane, Newbury	1.7%	32	0.0%	0	0.0%	0	0.0%	0	3.2%	2	29.2%	28	0.0%	0	4.6%	1	3.0%	1	0.0%	0	4.2%	1
Tesco Extra, Napier Road, Reading	1.2%	22	0.9%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Tesco Extra, Portman Road, Reading	1.1%	22	0.0%	0	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
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.8%	52	0.0%	0	8.3%	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
Tesco Extra, Brunel Way / Wellington Street, Slough	1.3%	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
Tesco Extra, Town Lane, Stanwell	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallace Drive, Brooklands Ctr, Weybridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.3%	7	0.0%	0	3.4%	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
Tesco Superstore, London Road West, Amersham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell	1.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Whitton Road, Bracknell	0.5%	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
Tesco Superstore, District Shopping Centre, Chineham	0.9%	17	0.0%	0	1.3%	1	7.0%	9	11.4%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wallingford Road, Didcot	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	40.5%	25	6.1%	2
Tesco Superstore, High Street, Egham	0.2%	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
Tesco Superstore, Packhorse Road, Gerrards Cross	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Reading Road, Henley-on-Thames	0.7%	12	0.0%	0	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%	0
Tesco Superstore, Station Road, Hook	0.7%	12	0.0%	0	10.4%	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
Tesco Superstore, Everland Road, Hungerford	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.9%	8	8.8%	2	0.0%	0	0.0%	0
Tesco Superstore, Marlborough Business Park, Salisbury Road, Marlborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.3%	5	0.0%	0	0.0%	0	0.0%	0	3.5%	2	2.6%	2	0.0%	0	2.9%	1	0.7%	0	0.0%	0	0.0%	0
Tesco Superstore, Bath	0.7%	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

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Road, Taplow											
Tesco Superstore, Station Road, Tidworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, High Street, West Drayton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Dedworth Road, Windsor	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Finchampstead Road, Wokingham	1.0%	20	26.4%	17	0.7%	1	0.0%	0	0.7%	0	0.0%
Tesco Metro, Hampstead House, Basingstoke	0.5%	9	0.0%	0	2.5%	2	5.4%	7	0.0%	0	0.0%
Tesco Metro, Nicholson Walk, Maidenhead	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Northbrook Street, Newbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Tesco Express, High Street, Ascot	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Buckingham Parade, Kempshott, Basingstoke	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%
Tesco Express, Carpenters Down, Popley, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Tesco Express, The Parade, Bourne End	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Horndean Road, Forest Park, Bracknell	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Burnham Lane, Burnham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Lychpit Local Centre, Chineham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%
Tesco Express, Cockcroft Road, Didcot	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, The Broadway, Farnham Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Beaumaris Parade, Balmoral Drive, Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Chapel Lane, High Wycombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, New Road, High Wycombe	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Esso PFS, Church Street, Caversham,	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Reading											
Tesco Express, Esso PFS, Emmer Green, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, London Road, Reading	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Oxford Road (near Broad Street Mall), Reading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Oxford Road (near Reading West Station), Reading	0.0%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.4%
Tesco Express, Yorktown Road, Sandhurst	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Grassmere Parade, Wexham Road, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, London Road, Slough	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Northfield Road, Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%
Tesco Express, London Road, Twyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Tesco Express, Winchester Street, Whitchurch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%
Waitrose, The Chantry Centre, Andover	0.3%	5	0.0%	0	0.0%	0	0.0%	0	12.4%	5	0.0%
Waitrose, London Road, Bagshot	0.5%	9	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Waitrose, Basing View, Basingstoke	0.2%	4	0.0%	0	0.0%	0	2.4%	3	0.7%	0	0.0%
Waitrose, Penn Road, Beaconsfield	1.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Bond Way, Bracknell	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose (Little), Bagshot Road, Bracknell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, The Backs, Chesham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Church Road, Egham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Hart Centre, Fleet	0.6%	11	0.0%	0	13.0%	11	0.0%	0	0.0%	0	0.0%
Waitrose, High Street, Frimley	0.2%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Waitrose, Station Road, Gerrards Cross	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Bell Street, Henley-on-Thames	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Waitrose, Marlow Hill, High Wycombe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Moorbridge Road, Maidenhead	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, High Street, Marlborough	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%
Waitrose, Chapel Street, Marlow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Oxford Road, Newbury	1.1%	20	0.0%	0	0.0%	0	0.0%	0	2.0%	1	14.8%
Waitrose, Church Street, Caversham, Reading	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%
Waitrose, Crockhamwell Road, Woodley, Reading	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Waitrose, Oxford Road, Reading	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Waitrose, Yorktown Road, Sandhurst	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Two Rivers Retail Park, Staines	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, London Road, Sunningdale	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, The Broadway, Thatcham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.0%
Waitrose, London Road, Twyford	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, St Martin's Street, Wallingford	1.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Wallingford Street, Wantage	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%
Waitrose, King Edward Court, Windsor	1.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Rectory Road, Wokingham	1.4%	27	31.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Tresham Crescent, Yateley	0.4%	8	0.9%	1	1.7%	1	0.0%	0	0.0%	0	0.0%
Asda, Anton Mill Road, Andover	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%
Co-op, Bridle Path, Woodcote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Winchester Street, Overton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Lidl, Gastons Wood, Basingstoke	0.3%	6	0.0%	0	0.0%	0	3.2%	4	2.6%	1	0.0%
Lidl, Worthing Road, Basingstoke	0.3%	6	0.0%	0	0.0%	0	2.1%	3	5.1%	3	0.0%
Morrisons, Goldsworth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Q01A Which internet / home delivery retailer do you most often use for your main food shopping?																						
<i>Those who said 'Internet / delivery' at Q01</i>																						
Asda	5.2%	10	0.0%	0	0.0%	0	0.0%	0	13.9%	1	21.6%	3	0.0%	0	0.0%	0	23.3%	1	0.0%	0	9.2%	0
Morrisons	8.6%	16	6.2%	1	0.0%	0	49.4%	3	0.0%	0	21.6%	3	0.0%	0	0.0%	0	0.0%	0	28.0%	1	9.2%	0
Iceland	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	14.2%	26	8.4%	1	5.8%	1	31.4%	2	44.9%	4	8.4%	1	20.0%	1	51.8%	0	5.4%	0	0.0%	0	7.9%	0
Tesco	42.4%	77	42.4%	4	68.4%	7	0.0%	0	41.2%	4	12.4%	2	41.2%	3	0.0%	0	48.1%	1	0.0%	0	7.9%	0
Ocado	22.9%	42	21.5%	2	25.8%	3	19.2%	1	0.0%	0	6.2%	1	34.5%	2	25.9%	0	18.7%	1	72.0%	2	41.0%	1
Waitrose	5.2%	10	21.5%	2	0.0%	0	0.0%	0	0.0%	0	21.6%	3	4.2%	0	22.3%	0	4.6%	0	0.0%	0	15.8%	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
Abel & Cole	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Suma	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	9.2%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	183	10		10		6		9		12		6		1		3		2		2		2
Sample:	162	11		6		4		11		8		8		4		9		2		9		9

Q02 How do you normally travel to (STORE / CENTRE MENTIONED AT Q01)?*Not those who said 'Internet / delivery' or '(Don't know / varies)' at Q01*

Car / van (as driver)	75.4%	1417	93.3%	61	74.7%	62	80.0%	107	78.2%	39	88.4%	84	65.8%	27	75.2%	20	74.2%	18	77.6%	49	76.8%	19
Car / van (as passenger)	11.6%	217	5.8%	4	14.7%	12	4.8%	6	13.8%	7	4.3%	4	17.5%	7	11.5%	3	10.3%	2	10.1%	6	19.5%	5
Motorcycle	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
Bus	2.1%	40	0.0%	0	1.2%	1	2.6%	4	1.3%	1	0.0%	0	0.7%	0	2.1%	1	2.4%	1	0.0%	0	0.7%	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
Taxi	0.3%	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
Walk	8.6%	161	0.0%	0	9.4%	8	12.0%	16	6.1%	3	4.1%	4	14.1%	6	11.2%	3	3.3%	1	9.7%	6	0.7%	0
Bicycle	0.4%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Don't know / varies)	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.9%	2	1.9%	1	0.0%	0	8.7%	2	1.9%	1	1.5%	0
(Don't travel / goods delivered)	0.7%	13	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0
Weighted base:	1879	65		83		133		50		95		41		27		24		63		25		25
Sample:	1888	82		94		95		89		92		92		95		90		92		89		89

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Q03 When you undertake your main food and grocery shopping at (STORE / CENTRE MENTIONED AT Q01), do you or other members of your household usually visit other shops, services, or leisure facilities on the same shopping trip? [MR]																						
<i>Not those who said 'Internet / delivery' or '(Don't know / varies)' at Q01 or '(Don't travel / goods delivered)' at Q02</i>																						
Yes - buying fuel	4.4%	82	0.0%	0	3.2%	3	6.3%	8	5.9%	3	9.4%	9	1.8%	1	1.2%	0	0.6%	0	1.4%	1	9.9%	2
Yes - leisure activity	3.1%	58	2.3%	2	0.6%	1	0.6%	1	4.7%	2	1.4%	1	1.7%	1	9.4%	3	1.9%	0	2.1%	1	7.4%	2
Yes - non-food shopping	13.3%	248	25.2%	16	10.9%	9	13.0%	17	7.1%	4	12.5%	12	11.5%	5	24.2%	7	20.0%	5	20.1%	13	15.4%	4
Yes - other food shopping	7.3%	136	8.4%	5	3.9%	3	14.4%	19	6.8%	3	10.1%	9	10.8%	4	5.0%	1	11.6%	3	8.5%	5	11.8%	3
Yes - travelling to / from school / college / university	1.1%	21	1.2%	1	0.7%	1	4.7%	6	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Yes - travelling to / from work	3.2%	60	3.8%	2	1.0%	1	3.4%	5	6.9%	3	2.3%	2	8.0%	3	2.8%	1	0.0%	0	3.3%	2	0.8%	0
Yes - visiting café / pub / restaurant	3.4%	63	2.0%	1	5.7%	5	1.5%	2	2.7%	1	2.9%	3	1.7%	1	5.1%	1	1.8%	0	6.7%	4	0.7%	0
Yes - visiting family / friends	2.0%	37	2.5%	2	0.6%	1	0.6%	1	2.7%	1	1.5%	1	3.3%	1	3.3%	1	1.5%	0	1.7%	1	4.7%	1
Yes - visiting financial service such as bank, building society, post office	2.7%	51	3.7%	2	3.1%	3	1.2%	2	4.0%	2	1.4%	1	4.3%	2	1.7%	0	5.9%	1	1.9%	1	1.9%	0
Yes - visiting health service such as doctor, dentist, hospital	0.7%	13	1.2%	1	0.6%	1	3.0%	4	0.7%	0	0.0%	0	0.7%	0	0.6%	0	2.1%	0	1.3%	1	0.7%	0
Yes - visiting other service such as laundrette, hairdresser, recycling	0.6%	12	6.1%	4	0.6%	1	0.0%	0	0.7%	0	0.7%	1	0.0%	0	2.1%	1	0.0%	0	2.6%	2	0.7%	0
Yes - visiting the market	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - 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
Yes - walking the dog	0.2%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	0.1%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
No	66.3%	1237	61.8%	40	74.0%	62	61.0%	81	63.7%	32	61.4%	57	62.8%	26	59.1%	16	61.1%	14	56.5%	35	61.4%	15
(Don't know)	0.9%	16	0.0%	0	2.0%	2	0.0%	0	2.6%	1	4.6%	4	1.8%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Weighted base:		1866		65		83		133		50		93		41		27		23		63		24
Sample:		1877		82		94		94		89		90		92		95		89		92		88

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21										
Q04 Apart from (STORE / CENTRE MENTIONED AT Q01), where else do you use regularly to do a main food shop?																					
<i>Not those who said '(Don't know / varies)' at Q01 AND Excl. nulls & SFT's</i>																					
Aldi, Birch Hill, Bracknell	0.7%	14	0.9%	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	
Aldi, London Road, Camberley	0.6%	11	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	
Aldi, Broadway, Didcot	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	7.2%	4	2.7%	1	
Aldi, London Road, Newbury	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	0	5.3%	5	0.0%	0	8.2%	2	1.2%	0	0.0%	0	1.1%
Aldi, Bath Road, Reading	0.6%	12	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	
Aldi, Vastern Court, Reading	0.5%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	
Aldi, High Street, West Drayton, Yiewsley	0.5%	10	0.0%	0	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, Brighton Way, Basingstoke	0.9%	17	0.0%	0	2.3%	2	10.5%	14	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, West Meade, Farnborough	1.1%	21	0.0%	0	8.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Holmers Farm Way, High Wycombe	2.7%	52	0.0%	0	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, Chalfont Way, Lower Earley, Reading	2.4%	46	1.8%	1	0.0%	0	0.0%	0	2.4%	1	0.7%	1	0.0%	0	0.0%	0	5.9%	3	0.0%	0	
Asda, Telford Drive, Slough	1.6%	30	0.0%	0	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, Honey End Lane, Tilehurst	0.9%	16	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	
Asda, Lion Retail Park, Oriental Road, Woking	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, High Street, Lambourn	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	
Co-op, Reading Road, Pangbourne	0.0%	0	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%	0	
Co-op, Erleigh Road, Reading	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	
Co-op, Henley Road, Caversham, Reading	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	
Co-op, School Road, Tilehurst, Reading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, The Triangle, Tilehurst, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Wood Lane, Sonning Common, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Former The Royal Oak, School Green, Shinfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Franklin Avenue, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, The Broadway, Thatcham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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Co-op, High Street, Theale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, London Road, Blackwater	0.2%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%
Lidl, High Street, Crowthorne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, West Richardson Street, High Wycombe	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Stafferton Way, Maidenhead	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, London Road, Newbury	0.5%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	1	6.8%
Lidl, Basingstoke Road, Reading	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Lidl, Oxford Road, Reading	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Lidl, Farnham Road, Slough	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Pennings Road, Tidworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Lidl, Molly Millers Lane, Wokingham	0.2%	4	4.4%	3	0.0%	0	0.7%	1	0.0%	0	0.0%
Lidl, Headley Road, Woodley	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer Simply Food, Fleet Road, Fleet	0.1%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%
Marks and Spencer Simply Food, Wycombe Retail Park, London Road, High Wycombe	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer Simply Food, The Square, Chalfont Way, Lower Earley	0.0%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer Simply Food, Spittal Street, Marlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, High Street, Andover	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%
Marks and Spencer, Paddington House, Festival Place, Basingstoke	0.3%	6	0.0%	0	0.9%	1	3.3%	4	0.0%	0	0.0%
Marks and Spencer, Eden Place, The Eden Centre, High Wycombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, High Street, Maidenhead	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, Northbrook Street,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.3%

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Newbury																						
Marks and Spencer, Broad Street, Reading	0.3%	6	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	0.7%	0
Marks and Spencer, The Meadows Marshall Road, Sandhurst	0.4%	8	0.8%	1	0.6%	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
Marks and Spencer, High Street, Slough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Peach Street, Wokingham	0.2%	3	2.1%	1	2.3%	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
Marks and Spencer, London Road, Woodley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Alexandra Road, Aldershot	0.1%	3	0.0%	0	0.7%	1	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, Worting Road, Basingstoke	1.9%	35	0.0%	0	0.0%	0	21.3%	28	9.3%	5	0.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell	0.6%	11	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Morrisons, Summit Avenue, Farnborough	0.7%	14	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, Fleet	1.1%	21	0.0%	0	23.4%	21	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, Temple End, High Wycombe	1.0%	19	0.0%	0	0.0%	0	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, Basingstoke Road, Reading	0.6%	12	1.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Morrisons, Woosehill Shopping Centre, Wokingham	0.3%	6	7.6%	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
Sainsbury's, Bridge Street, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Shepherds Spring Lane, Andover	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke	0.4%	8	0.0%	0	0.0%	0	6.0%	8	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	1.5%	29	0.0%	0	0.0%	0	20.8%	28	0.7%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Maxwell Road, Beaconsfield	0.5%	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
Sainsbury's, Bagshot Road, Ringmead, Bracknell	1.3%	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
Sainsbury's, Princess Square, Bracknell	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cambridge Walk, Camberley	0.1%	1	0.0%	0	0.6%	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
Sainsbury's, Watchmoor	1.8%	35	1.2%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Park, Blackwater Valley Road, Camberley											
Sainsbury's, The Sainsbury Centre, Guildford Street, Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Central Drive, Orchard Centre, Didcot	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Sainsbury's, Queensmead, Farnborough	0.3%	5	0.0%	0	1.9%	2	0.9%	1	0.0%	0	0.0%
Sainsbury's, Water Lane, Farnham	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Fleet Road, Fleet	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Oxford Road, High Wycombe	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Providence Place, Maidenhead	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, West Street, Marlow	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Hectors Way, Newbury	1.6%	30	0.0%	0	0.0%	0	0.0%	0	1.4%	1	24.9%
Sainsbury's, Heyford Hill, Oxford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Bath Road, Calcot, Reading	2.0%	38	0.0%	0	0.0%	0	0.0%	0	7.1%	4	1.2%
Sainsbury's, Broad Street, Reading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%
Sainsbury's, Friar Street, Reading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Uxbridge Road, Slough	1.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, The Causeway, Staines	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Brunel Plaza, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Sainsbury's, Oxford Road, Stratton, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Sainsbury's, Mulfords Hill, Tadley	0.8%	16	0.0%	0	0.0%	0	0.0%	0	31.1%	16	0.0%
Sainsbury's, Lake End Road, Taplow	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Limborough Road, Wantage	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Sainsbury's, King Street Lane, Winnersh	2.6%	50	23.1%	15	0.7%	1	0.0%	0	1.0%	0	0.0%
Sainsbury's, Redding Way, Knaphill, Woking	2.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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Sainsbury's Local, Heather Ridge Arcade, Frimley, Camberley	0.1%	2	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
Sainsbury's Local, Bell Street, Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Straight Bit, Flackwell Heath, High Wycombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Andover Road, Newbury	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	0	4.1%	4	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Sainsbury's Local, Maiden Place, Lower Earley, Reading	0.4%	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
Sainsbury's Local, The Broadway, Farnham Common, Slough	0.5%	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
Sainsbury's Local, Coombe Square, Chapel Street, Thatcham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Guildford Road, Woking	0.4%	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
Sainsbury's Local, Norries Barn, Ashbridge Road, Wokingham	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon	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	0.8%	0	2.7%	1
Tesco Extra, Station Road, Addlestone	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
Tesco Extra, River Way, Andover	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	1.5%	29	0.0%	0	0.0%	0	0.0%	0	3.3%	2	25.9%	25	0.0%	0	1.2%	0	3.1%	1	0.0%	0	3.1%	1
Tesco Extra, Napier Road, Reading	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Tesco Extra, Portman Road, Reading	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Tesco Extra, The Meadows, Marshall Road, Sandhurst	2.6%	49	0.0%	0	7.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco Extra, Brunel Way / Wellington Street, Slough	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell	0.2%	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
Tesco Extra, Barnes Wallace Drive, Brooklands Ctr, Weybridge	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wellington Avenue,	0.2%	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

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Aldershot											
Tesco Superstore, London Road West, Amersham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, County Lane, Warfield, Bracknell	1.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Whitton Road, Bracknell	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, District Shopping Centre, Chineham	1.1%	22	0.0%	0	1.2%	1	12.5%	17	6.2%	3	0.0%
Tesco Superstore, Wallingford Road, Didcot	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, High Street, Egham	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Packhorse Road, Gerrards Cross	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Reading Road, Henley-on-Thames	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Tesco Superstore, Station Road, Hook	0.1%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Everland Road, Hungerford	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Tesco Superstore, Marlborough Business Park, Salisbury Road, Marlborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%
Tesco Superstore, London Road, Newbury	0.3%	6	0.0%	0	0.0%	0	0.7%	0	4.1%	4	0.0%
Tesco Superstore, Bath Road, Taplow	2.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Station Road, Tidworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Tesco Superstore, Dedworth Road, Windsor	1.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Finchampstead Road, Wokingham	1.4%	27	31.9%	21	0.9%	1	0.0%	0	0.0%	0	0.0%
Tesco Metro, Hampstead House, Basingstoke	0.2%	4	0.0%	0	2.3%	2	1.6%	2	0.0%	0	0.0%
Tesco Metro, Nicholson Walk, Maidenhead	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Northbrook Street, Newbury	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%
Tesco Express, Charlton Road, Charlton, Andover	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Tesco Express, High Street, Ascot	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

West Berkshire Household Survey for GVA

Weighted:

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Tesco Express, Buckingham Parade, Kempshott, Basingstoke	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horndean Road, Forest Park, Bracknell	0.2%	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
Tesco Express, Lychpit Local Centre, Chineham	0.1%	2	0.0%	0	0.0%	0	0.9%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horton Road, Datchet	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cockcroft Road, Didcot	0.0%	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
Tesco Express, Beaumaris Parade, Balmoral Drive, Frimley	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
Tesco Express, Chapel Lane, High Wycombe	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
Tesco Express, New Road, High Wycombe	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Maidenhead	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
Tesco Express, Esso PFS, Church Street, Caversham, Reading	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco Express, London Road, Reading	0.3%	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
Tesco Express, Oxford Road (near Reading West Station), Reading	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	0.7%	0
Tesco Express, Yorktown Road, Sandhurst	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heath End Road, Baughurst, Tadley	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
Tesco Express, Northfield Road, Thatcham	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
Tesco Express, London Road, Twyford	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
Tesco Express, Winchester Street, Whitchurch	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
Tesco Express, Clarence Road, Windsor	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
Tesco Express, Reading Road, Yateley	0.0%	1	0.9%	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
Waitrose, Abbey Close, Abingdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Waitrose, London Road, Bagshot	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Basing View, Basingstoke	0.3%	5	0.0%	0	0.0%	0	3.4%	5	1.0%	0	0.0%
Waitrose, Penn Road, Beaconsfield	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Bond Way, Bracknell	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose (Little), Bagshot Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Church Road, Egham	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Hart Centre, Fleet	0.4%	7	0.0%	0	8.0%	7	0.0%	0	0.0%	0	0.0%
Waitrose, High Street, Frimley	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Station Road, Gerrards Cross	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Bell Street, Henley-on-Thames	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Marlow Hill, High Wycombe	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Moorbridge Road, Maidenhead	1.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, High Street, Marlborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%
Waitrose, Chapel Street, Marlow	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Oxford Road, Newbury	0.9%	17	0.0%	0	0.0%	0	0.0%	0	0.6%	0	7.9%
Waitrose, Church Street, Caversham, Reading	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Crockhamwell Road, Woodley, Reading	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Oxford Road, Reading	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Yorktown Road, Sandhurst	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Two Rivers Retail Park, Staines	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, London Road, Sunningdale	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, The Broadway, Thatcham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%
Waitrose, London Road, Twyford	1.0%	18	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, St Martin's Street, Wallingford	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
			0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
			0	0.0%	0	0.0%	0	0.0%	0	15.7%	9
			0	0.0%	0	0.0%	0	0.0%	0	9.5%	2

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Waitrose, Wallingford Street, Wantage	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, King Edward Court, Windsor	0.5%	9	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Waitrose, Rectory Road, Wokingham	0.7%	13	17.8%	12	0.0%	0	0.0%	0	0.6%	0	0.0%
Waitrose, Tresham Crescent, Yateley	0.6%	12	1.2%	1	4.8%	4	0.0%	0	1.4%	1	0.0%
Asda, Anton Mill Road, Andover	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Co-op, Bridle Path, Woodcote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Benson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Park Parade, Hazlemere	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Gastons Wood, Basingstoke	0.6%	12	0.0%	0	0.6%	1	6.2%	8	5.8%	3	0.0%
Lidl, Worthing Road, Basingstoke	0.4%	7	0.0%	0	0.0%	0	4.4%	6	0.7%	0	0.0%
Morrisons, Goldsworth Road, Woking	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, London Road, Loudwater	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Goldsworth Park Centre, Denton Way, Woking	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Local shops - Zone 2	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 6	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 14	0.3%	6	0.0%	0	0.0%	0	4.1%	5	1.1%	1	0.0%
Local shops - Zone 15	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 16	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Local shops - Zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Local shops - Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Local shops - Zone 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 0	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Other - Zone 1	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 2	1.0%	19	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Other - Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 5	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 6	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 7	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 8	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 9	0.4%	9	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%

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Other - Zone 11	0.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other - Zone 13	0.3% 6	0.0% 0	6.3% 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
Other - Zone 14	0.2% 4	0.0% 0	0.0% 0	2.8% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other - Zone 15	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
Other - Zone 16	0.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	2.1% 1	0.0% 0	0.0% 0
Other - Zone 17	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other - Zone 20	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	1.9% 1	0.0% 0
Other - Zone 0	1.7% 33	0.0% 0	1.3% 1	0.0% 0	1.3% 1	0.0% 0	12.9% 5	3.8% 1	2.1% 1	2.2% 1	0.8% 0
Weighted base:	1909	67	90	133	50	97	41	27	26	56	25
Sample:	1890	83	94	94	86	93	92	95	96	87	90

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Q05 Where do you do most of your household's small scale 'top-up' food shopping?											
<i>Excl. nulls & SFT's</i>											
Aldi, Birch Hill, Bracknell	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Camberley	0.2%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Aldi, Broadway, Didcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Newbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%
Aldi, Bath Road, Reading	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Vastern Court, Reading	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Brighton Way, Basingstoke	0.5%	8	0.0%	0	0.0%	0	6.9%	7	0.0%	0	0.0%
Asda, West Meade, Farnborough	0.4%	7	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%
Asda, Holmers Farm Way, High Wycombe	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Chalfont Way, Lower Earley, Reading	1.5%	24	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
Asda, Telford Drive, Slough	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Asda, Honey End Lane, Tilehurst	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Asda, Lion Retail Park, Oriental Road, Woking	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Clayhill Road, Burghfield Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%
Co-op, South View Avenue, Caversham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Wokingham Road, Earley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Charnham Street, Hungerford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Co-op, High Street, Hungerford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Co-op, High Street, Lambourn	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%
Co-op, Reading Road, Pangbourne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Square, Pangbourne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Erleigh Road, Reading	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Henley Road, Caversham, Reading	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, London Road, Reading	0.3%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, School Road,	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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Tilehurst, Reading											
Co-op, The Triangle, Tilehurst, Reading	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Whitley Wood Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Wood Lane, Sonning Common, Reading	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Former The Royal Oak, School Green, Shinfield	0.3%	4	1.8%	1	0.0%	0	0.0%	0	3.2%	1	0.8%
Co-op, Franklin Avenue, Tadley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	14.4%	6	0.0%
Co-op, Burwood Centre, Station Road, Thatcham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%
Co-op, Harts Hill Road, Dunston Park, Thatcham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Co-op, London Road, Thatcham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Co-op, The Broadway, Thatcham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%
Co-op, High Street, Theale	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, London Road, Blackwater	0.2%	3	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%
Lidl, High Street, Crowthorne	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, West Richardson Street, High Wycombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, London Road, Newbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Lidl, Basingstoke Road, Reading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Oxford Road, Reading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%
Lidl, Farnham Road, Slough	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Molly Millers Lane, Wokingham	0.3%	4	6.2%	4	0.9%	1	0.0%	0	0.0%	0	0.0%
Lidl, Headley Road, Woodley	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer Simply Food, Grove Court, Station Road, Beaconsfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer Simply Food, Fleet Road, Fleet	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Marks and Spencer Simply Food, Wycombe Retail Park, London Road, High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Marks and Spencer Simply Food, The Square, Chalfont Way, Lower Earley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Spittal Street, Marlow	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Paddington House, Festival Place, Basingstoke	0.2%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Maidenhead	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Northbrook Street, Newbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Broad Street, Reading	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Marks and Spencer, The Meadows Marshall Road, Sandhurst	0.2%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Street, Slough	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Peach Street, Wokingham	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, London Road, Woodley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke	0.4%	6	0.0%	0	0.0%	0	5.8%	6	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Skimped Hill Lane, Bracknell	0.3%	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
Morrisons, Summit Avenue, Farnborough	0.5%	9	0.0%	0	9.9%	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
Morrisons, Elvetham Heath, Fleet	0.8%	12	0.0%	0	19.6%	12	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, Temple End, High Wycombe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Basingstoke Road, Reading	0.3%	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%	0
Morrisons, Woosehill Shopping Centre, Wokingham	0.4%	6	9.7%	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
Sainsbury's, Shepherds Spring Lane, Andover	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke	0.1%	1	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

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Sainsbury's, Wallop Drive, Kempshott, Basingstoke	1.2%	19	0.0%	0	0.0%	0	18.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Maxwell Road, Beaconsfield	0.7%	11	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
Sainsbury's, Bagshot Road, Ringmead, Bracknell	0.9%	15	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princess Square, Bracknell	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cambridge Walk, Camberley	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Watchmoor Park, Blackwater Valley Road, Camberley	0.3%	5	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
Sainsbury's, Central Drive, Orchard Centre, Didcot	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	9.4%	5	0.0%	0
Sainsbury's, Queensmead, Farnborough	0.4%	7	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham	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
Sainsbury's, Fleet Road, Fleet	0.2%	3	0.0%	0	4.1%	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
Sainsbury's, Oxford Road, High Wycombe	0.3%	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%	0
Sainsbury's, Providence Place, Maidenhead	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
Sainsbury's, West Street, Marlow	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hectors Way, Newbury	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5	0.0%	0	8.2%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Reading	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sainsbury's, Broad Street, Reading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Farnham Road, Slough	0.8%	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
Sainsbury's, Uxbridge Road, Slough	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Causeway, Staines	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Paddington Drive, Bridgemead, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Mulfords Hill, Tadley	0.7%	12	0.0%	0	0.0%	0	1.2%	1	24.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Limbrough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.0%	0	0.0%	0

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Road, Wantage											
Sainsbury's, King Street Lane, Winnersh	1.3%	20	13.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Redding Way, Knaphill, Woking	1.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Wolsey Walk, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Heather Ridge Arcade, Frimley, Camberley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Straight Bit, Flackwell Heath, High Wycombe	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Wootton Way, Maidenhead	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Andover Road, Newbury	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	8.6%	7
Sainsbury's Local, Maiden Place, Lower Earley, Reading	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, The Broadway, Farnham Common, Slough	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Coombe Square, Chapel Street, Thatcham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Guildford Road, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Norries Barn, Ashbridge Road, Wokingham	0.4%	6	9.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Marcham Road, Abingdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, River Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	5.2%	1
Tesco Extra, Pinchington Lane, Newbury	0.4%	7	0.0%	0	0.0%	0	0.9%	0	6.8%	6	0.0%
Tesco Extra, Napier Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Portman Road, Reading	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Brunel Way / Wellington Street, Slough	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Town Lane, Stanwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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Tesco Superstore, London Road West, Amersham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, County Lane, Warfield, Bracknell	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Whitton Road, Bracknell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, District Shopping Centre, Chineham	0.6%	10	0.0%	0	0.0%	0	4.3%	5	13.1%	5	0.0%
Tesco Superstore, Wallingford Road, Didcot	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, High Street, Egham	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Packhorse Road, Gerrards Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Reading Road, Henley-on-Thames	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Station Road, Hook	0.6%	9	0.0%	0	14.2%	9	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Everland Road, Hungerford	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Marlborough Business Park, Salisbury Road, Marlborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, London Road, Newbury	0.2%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%
Tesco Superstore, Bath Road, Taplow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Station Road, Tidworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Dedworth Road, Windsor	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Finchampstead Road, Wokingham	0.7%	12	17.9%	11	1.3%	1	0.0%	0	0.0%	0	0.0%
Tesco Metro, Hampstead House, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Tesco Metro, Nicholson Walk, Maidenhead	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Northbrook Street, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Charlton Road, Charlton, Andover	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%
Tesco Express, Compton Square, Cricketers Way, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%

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Tesco Express, High Street, Ascot	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott, Basingstoke	0.4%	6	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley, Basingstoke	0.3%	5	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kingfisher Parade, Blackwater	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater	0.2%	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
Tesco Express, The Parade, Bourne End	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horndean Road, Forest Park, Bracknell	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Burnham Lane, Burnham	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Burnham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Greenwood Road, Crowthorne	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Horton Road, Datchet	1.1%	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
Tesco Express, Cockcroft Road, Didcot	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	2.2%	1	0.0%	0
Tesco Express, The Broadway, Farnham Common	0.1%	2	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
Tesco Express, Beaumaris Parade, Balmoral Drive, Frimley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Millbrook Square, Grove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Tesco Express, Chapel Lane, High Wycombe	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, New Road, High Wycombe	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
Tesco Express, Andover Road, Luggershall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Maidenhead	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Furze Platt Road, Maidenhead	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Esso PFS, Church Street, Caversham,	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

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Reading											
Tesco Express, Loddon Vale Ctr, Woodley, Reading	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, London Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Tesco Express, Southcote Service Station, Bath Road, Reading	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Tilehurst Road, Reading	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Whiteley Street, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Yorktown Road, Sandhurst	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Grassmere Parade, Wexham Road, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, London Road, Slough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Heath End Road, Baughurst, Tadley	0.2%	2	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%
Tesco Express, Northfield Road, Thatcham	0.4%	6	0.0%	0	0.8%	1	0.0%	0	6.7%	6	0.0%
Tesco Express, London Road, Twyford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Winchester Street, Whitchurch	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%
Tesco Express, Clarence Road, Windsor	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4
Tesco Express, Reading Road, Yateley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, The Chantry Centre, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%
Waitrose, London Road, Bagshot	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Basing View, Basingstoke	0.6%	9	0.0%	0	0.0%	0	8.6%	9	0.0%	0	0.0%
Waitrose, Penn Road, Beaconsfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Bond Way, Bracknell	0.9%	15	1.3%	1	0.0%	0	0.0%	0	1.2%	0	0.0%
Waitrose (Little), Bagshot Road, Bracknell	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Church Road, Egham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Hart Centre, Fleet	0.4%	7	0.0%	0	10.7%	7	0.0%	0	0.0%	0	0.0%
Waitrose, High Street,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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Frimley											
Waitrose, Station Road, Gerrards Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Bell Street, Henley-on-Thames	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Waitrose, Marlow Hill, High Wycombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose (Little), Hazlemere, High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Moorbridge Road, Maidenhead	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, High Street, Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%
Waitrose, Chapel Street, Marlow	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Oxford Road, Newbury	0.9%	14	0.0%	0	0.0%	0	0.0%	0	15.2%	13	0.0%
Waitrose, Church Street, Caversham, Reading	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Crockhamwell Road, Woodley, Reading	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Oxford Road, Reading	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Waitrose, Yorktown Road, Sandhurst	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, London Road, Sunningdale	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, The Broadway, Thatcham	0.5%	8	0.0%	0	0.0%	0	0.0%	0	9.2%	8	0.0%
Waitrose, London Road, Twyford	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, St Martin's Street, Wallingford	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.3%
Waitrose, Wallingford Street, Wantage	0.4%	7	0.0%	0	0.0%	0	0.0%	0	36.5%	7	0.0%
Waitrose, King Edward Court, Windsor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Rectory Road, Wokingham	1.0%	16	18.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Tresham Crescent, Yateley	0.9%	15	2.6%	2	3.3%	2	0.0%	0	0.0%	0	0.0%
Asda, Anton Mill Road, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bridle Path, Woodcote	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%
Co-op, High Street, Benson	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%
Co-op, Park Parade,	1.2%	19	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%

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Hazlemere											
Co-op, Winchester Street, Overton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Gastons Wood, Basingstoke	0.2%	3	0.0%	0	0.0%	0	3.0%	3	0.9%	0	0.0%
Lidl, Worthing Road, Basingstoke	0.5%	8	0.0%	0	0.0%	0	6.8%	7	0.0%	0	0.0%
Morrisons, Goldsworth Road, Woking	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, London Road, Loudwater	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Goldsworth Park Centre, Denton Way, Woking	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Local shops - Zone 1	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 2	0.6%	10	1.3%	1	0.0%	0	0.9%	0	0.0%	0	0.0%
Local shops - Zone 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 4	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 5	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 6	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 7	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 9	0.8%	12	1.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%
Local shops - Zone 10	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 11	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 12	0.2%	3	3.6%	2	0.9%	1	0.0%	0	0.0%	0	0.0%
Local shops - Zone 13	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%
Local shops - Zone 14	0.2%	4	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%
Local shops - Zone 15	0.1%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%
Local shops - Zone 16	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Local shops - Zone 17	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Local shops - Zone 18	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%
Local shops - Zone 19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Local shops - Zone 20	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%
Local shops - Zone 21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops - Zone 0	3.6%	59	0.0%	0	2.9%	2	1.5%	2	7.9%	3	2.9%
Other - Zone 1	0.7%	11	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%
Other - Zone 2	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 4	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 5	2.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 6	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 7	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 8	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 9	2.1%	34	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Other - Zone 10	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 11	1.9%	30	1.3%	1	0.0%	0	1.2%	1	0.8%	0	0.0%
Other - Zone 12	0.3%	5	8.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%

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Other - Zone 13	0.4% 6	0.0% 0	9.2% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other - Zone 14	0.7% 11	0.0% 0	0.0% 0	10.1% 11	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other - Zone 16	0.3% 5	0.0% 0	0.0% 0	0.0% 0	0.0% 0	6.1% 5	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other - Zone 17	0.2% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	11.2% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other - Zone 18	0.2% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	11.6% 3	0.0% 0	0.0% 0	0.0% 0
Other - Zone 20	0.7% 11	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	18.6% 11	0.0% 0	0.0% 0
Other - Zone 21	0.0% 0	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% 0	0.0% 0
Other - Zone 0	6.0% 97	0.0% 0	6.3% 4	6.7% 7	10.5% 4	8.1% 7	3.8% 1	12.3% 3	2.7% 0	5.9% 3	5.2% 1
Weighted base:	1612	62	64	105	42	86	27	23	18	58	19
Sample:	1557	79	81	72	72	78	66	72	67	85	71

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Q06 Where do you usually do most of your household's shopping for clothes, footwear and other fashion goods?																						
<i>Excl. nulls & SFT's</i>																						
Asda, Brighton Way, Basingstoke	0.7%	12	0.0%	0	3.4%	2	8.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	0.1%	2	1.1%	1	1.7%	1	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, Holmers Farm Way, High Wycombe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Reading	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0
Asda, Telford Drive, Slough	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
Co-operative, The Triangle, Tilehurst, Reading	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
Marks and Spencer, The Meadows Marshall Road, Sandhurst	0.6%	10	0.0%	0	4.6%	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
Marks and Spencer, London Road, Woodley	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
Sainsbury's, Shepherds Spring Lane, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke	0.1%	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	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.4%	6	0.0%	0	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell	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
Sainsbury's, Oxford Road, High Wycombe	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
Sainsbury's, Providence Place, Maidenhead	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
Sainsbury's, Heyford Hill, Oxford	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
Sainsbury's, Bath Road, Calcot, Reading	0.2%	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	3.4%	1
Sainsbury's, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Mulfords Hill, Tadley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lake End Road, Taplow	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
Sainsbury's, King Street Lane, Winnersh	0.5%	8	0.9%	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
Sainsbury's, Wolsey Walk, Woking	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
Tesco Extra, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Tesco Extra, Napier Road, Reading	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		
Tesco Extra, Portman Road, Reading	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		
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.2%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Superstore, County Lane, Warfield, Bracknell	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		
Tesco Superstore, Whitton Road, Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Superstore, Marlborough Business Park, Salisbury Road, Marlborough	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		
Wickes, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Basingstoke	10.5%	181	0.0%	0	29.9%	18	81.4%	101	57.4%	27	2.8%	2	53.2%	19	0.0%	0	0.0%	0	0.0%	0		
Beaconsfield	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		
Bicester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0		
Bracknell	1.9%	32	1.1%	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		
Calcot	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Camberley	7.1%	123	3.5%	2	12.8%	8	0.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Central London / West End / Covent Garden	1.3%	22	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0	3.3%	2	0.0%	0
Didcot	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	14.8%	8	3.1%	1		
Farnborough	0.9%	16	0.0%	0	9.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Farnham	0.1%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Fleet	0.4%	7	0.0%	0	11.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Guildford	2.9%	50	1.5%	1	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Henley-on-Thames	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
High Wycombe	9.7%	166	0.0%	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		
Hungerford	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		
Maidenhead	1.0%	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		
Marlborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	5.8%	1	0.0%	0	0.0%	0		
Marlow	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Newbury	5.1%	87	0.0%	0	0.0%	0	0.0%	0	5.3%	3	58.7%	51	10.7%	4	40.9%	10	51.4%	10	3.9%	2	24.6%	5
Oxford	1.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	24.8%	5	24.5%	13	1.7%	0
Pangbourne	0.0%	0	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		
Reading Town Centre	25.0%	431	73.8%	40	12.1%	7	0.7%	1	18.1%	9	18.2%	16	0.0%	0	5.2%	1	8.1%	2	40.9%	22	60.3%	13
Salisbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst	0.1%	2	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	5.3%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	2.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	16.3%	4	4.8%	1	0.0%	0	0.0%	0
Tadley	0.0%	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
Thatcham	0.0%	0	0.0%	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		
Uxbridge	1.4%	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

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Wallingford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.7%	0
Wantage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Westfield London, Shepherd's Bush, London	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.2%	4	0.0%	0	0.0%	0	1.3%	2	0.0%	0	6.6%	2	0.0%	0
Windsor	5.9%	101	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	2.5%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.3%	6	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Shopping Park, Slough	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
John Lewis, High Wycombe	0.8%	13	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Oxford	0.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	1.1%	19	0.0%	0	0.0%	0	0.0%	0	7.5%	4	13.7%	12	0.0%	0
Peel Centre, Bracknell	0.4%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincents Lane Retail Park, Reading	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows, Camberley (M&S, Next Home & Garden)	1.0%	17	2.6%	1	2.7%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Two Rivers Retail Park, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	8	0.0%	0	0.0%	0	1.0%	1	1.4%	1	0.7%	1	0.0%	0
Andover	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	6	2.1%	0
Greenbridge Retail Park, Swindon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	2.9%	1
Kingston-upon-Thames	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehousing, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Swindon Designer Outlet,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

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Swindon											
Tilehurst	0.0% 0	0.0% 0	0.0% 0	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 - Zone 1	0.0% 0	0.0% 0	0.0% 0	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 - Zone 0	0.6% 10	0.0% 0	1.3% 1	0.0% 0	0.0% 0	0.0% 0	0.8% 0	5.3% 1	2.0% 0	0.0% 0	1.7% 0
Weighted base:	1720	54	62	124	48	87	35	23	20	53	21
Sample:	1636	70	74	85	74	76	74	82	78	78	74

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Q06A What is the main reason you choose to shop at this location?																						
<i>Not those who said 'Internet / delivery' or '(Don't know / varies)' or '(Don't do this type of shopping)' at Q06</i>																						
Can get everything I want there	5.1%	88	0.0%	0	1.3%	1	5.8%	7	1.7%	1	1.5%	1	8.3%	3	4.0%	1	18.8%	4	3.8%	2	5.9%	1
Character / old buildings	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Clean shopping environment	0.9%	15	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Close to family / friends	0.1%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Convenient to home	49.7%	854	39.2%	21	51.5%	32	67.8%	84	56.3%	27	61.1%	53	27.9%	10	33.3%	8	39.2%	8	18.8%	10	67.4%	14
Convenient to work	2.2%	38	3.6%	2	0.8%	1	2.4%	3	6.2%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Delivery service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.0%	16	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	7.0%	2	7.5%	2	4.0%	1	1.6%	1	1.8%	0
Easy to get to by foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by public transport	1.4%	24	1.9%	1	1.0%	1	1.0%	1	1.0%	0	0.0%	0	2.3%	1	1.3%	0	1.4%	0	2.4%	1	1.3%	0
Friendly / helpful staff	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
Good access to leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / easy to get around	0.9%	15	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	0	1.3%	0	2.1%	1	0.8%	0
Good places to eat / drink	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
Habit / always used it	1.9%	32	1.1%	1	0.8%	1	1.0%	1	1.3%	1	0.0%	0	0.8%	0	1.2%	0	0.7%	0	0.8%	0	1.5%	0
Independent stores	0.3%	6	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	0	1.3%	0	0.0%	0	0.0%	0
Long opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices / value for money	3.2%	54	2.2%	1	3.5%	2	3.1%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.8%	0	7.1%	4	0.0%	0
Not too busy	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Online shopping is convenient	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is free	0.5%	8	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	5.4%	1	0.0%	0	1.2%	1	0.0%	0
Parking prices are low	0.3%	5	1.5%	1	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Parking provision is good	1.0%	17	0.0%	0	3.4%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.7%	0	4.4%	1	3.2%	2	3.8%	1
Pedestrianised shopping area	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
Pleasant shopping environment	1.3%	22	0.0%	0	0.8%	1	0.6%	1	2.7%	1	0.0%	0	2.0%	1	1.8%	0	0.7%	0	3.8%	2	0.0%	0
Quality of food stores available	0.2%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Quality of non-food stores available	4.6%	78	2.9%	2	3.2%	2	9.6%	12	0.7%	0	2.8%	2	3.2%	1	7.8%	2	5.5%	1	1.2%	1	1.3%	0
Range of food stores	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of non-food stores	18.3%	314	38.4%	21	23.9%	15	3.9%	5	16.8%	8	18.7%	16	33.1%	12	21.8%	5	14.2%	3	42.6%	23	9.4%	2
Safe shopping environment	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Self-service checkouts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Supporting local business	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover shopping area	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	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
Can get a lift there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Convenient generally	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Convenient for other activities / services	0.1%	2	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%
Has a Park & Ride	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Has good disabled parking / access	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
I like to shop whilst on holiday	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Offers reward points	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Particular store I like is there	1.3%	23	4.4%	2	4.5%	3	0.0%	0	1.0%	0	0.7%
They deliver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
They offer a good range of sizes	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%
(Don't know)	0.6%	10	0.0%	0	0.0%	0	1.1%	1	0.8%	0	0.7%
(No particular reason)	2.0%	34	1.5%	1	0.0%	0	2.6%	3	3.3%	2	2.7%
Weighted base:	1720	54	62	124	48	87	35	23	20	53	21
Sample:	1636	70	74	85	74	76	74	82	78	78	74

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Q07 Where else do you do your household's shopping for clothes, footwear and other fashion goods?																				
<i>Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q06 AND Excl. nulls & SFT's</i>																				
Asda, West Meade, Farnborough	0.1%	2	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
Asda, Holmers Farm Way, High Wycombe	0.6%	10	0.0%	0	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, Chalfont Way, Lower Earley, Reading	0.6%	10	0.0%	0	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, Telford Drive, Slough Marks and Spencer, The Meadows Marshall Road, Sandhurst	0.1% 0.7%	1 11	0.0% 0.0%	0 0	0.0% 3.9%	0 3	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0
Sainsbury's, Shepherds Spring Lane, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke	0.1%	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
Sainsbury's, Maxwell Road, Beaconsfield	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
Sainsbury's, Bagshot Road, Ringmead, Bracknell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hectors Way, Newbury	0.0%	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
Sainsbury's, Heyford Hill, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Reading	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Causeway, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Paddington Drive, Bridgemead, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	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
Tesco Extra, River Way, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.3%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell	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
Tesco Superstore, Whitton Road, Bracknell	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
Tesco Superstore, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21									
Road, Newbury																				
Homebase, Staines	0.1%	2	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
Wickes, Basingstoke	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon	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
Aylesbury	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
Basingstoke	10.3%	168	1.3%	1	31.6%	23	71.1%	80	38.8%	19	17.4%	13	28.1%	10	0.8%	0	0.8%	0	0.0%	0
Beaconsfield	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
Bicester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	1.8%	30	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
Calcot	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	4.1%	1
Camberley	5.8%	95	4.9%	3	9.5%	7	3.4%	4	1.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End / Covent Garden	3.2%	52	2.6%	2	2.2%	2	0.8%	1	0.0%	0	3.3%	3	0.0%	0	1.0%	0	7.4%	1	1.6%	1
City of London	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	19.1%	9	3.3%	1
Egham	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
Farnborough	1.4%	23	0.0%	0	6.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet	0.2%	3	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	3.1%	51	1.7%	1	10.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	0
High Wycombe	6.6%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	1.5%	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
Marlborough	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	2	2.8%	1	0.0%	0
Marlow	0.7%	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
Newbury	3.6%	58	0.0%	0	0.0%	0	0.0%	0	15.0%	7	28.1%	22	12.7%	5	30.3%	7	34.3%	7	7.7%	4
Oxford	2.5%	41	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	15.5%	3	35.7%	16
Reading Town Centre	22.3%	363	52.4%	32	18.1%	13	9.0%	10	33.3%	16	26.9%	21	1.1%	0	11.6%	3	12.6%	2	27.8%	13
Salisbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.8%	0	0.0%	0	0.0%	0
Sandhurst	0.2%	2	0.8%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	5.1%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	22.3%	5	8.5%	2	1.4%	1
Tadley	0.0%	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
Taplow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham	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	0.8%	0
Uxbridge	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.5%	1
Walton-on-Thames	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
Wantage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0
Westfield London, Shepherd's Bush, London	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.0%	0	0.8%	0
Weybridge	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
Winchester	0.5%	7	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	11.5%	4	0.0%	0	0.0%	0	0.0%	0
Windsor	3.8%	62	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
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0

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Woking	2.8%	45	3.3%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	1.0%	17	15.5%	10	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.0%	1	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
Bath Road Shopping Park, Slough	0.5%	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
Bicester Village Outlet	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Enham Arch Retail Park, Andover	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
Farnborough Gate Retail Park, Farnborough	0.2%	4	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
Hatch Warren Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Wycombe	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadowside Retail Park, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.5%	8	0.0%	0	0.0%	0	0.0%	0	4.4%	2	6.8%	5	0.0%	0	2.8%	1	1.6%	0	0.0%	0
Peel Centre, Bracknell	0.3%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincents Lane Retail Park, Reading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.3%	5	1.9%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
The Meadows, Camberley (M&S, Next Home & Garden)	1.2%	20	5.5%	3	1.8%	1	1.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Two Rivers Retail Park, Staines	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.7%	11	0.0%	0	0.0%	0	1.1%	1	1.4%	1	1.7%	1	0.0%	0	0.7%	0	1.1%	0	1.9%	1
Andover	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	4	4.4%	1	0.0%	0	0.0%	0
Greenbridge Retail Park, Swindon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	4.1%	1	0.0%	0
Kingston-upon-Thames	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehousing, Reading - Zone 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
Portsmouth	0.7%	12	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	1.0%	16	0.0%	0	2.9%	2	5.7%	6	0.0%	0	0.0%	0	19.8%	7	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Swindon	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	7.4%
Tilehurst	0.0%	0	0.0%	0	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 - Zone 7	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
Other - Zone 14	0.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Other - Zone 0	2.5% 40	0.0% 0	1.1% 1	0.0% 0	0.0% 0	1.7% 1	2.3% 1	0.8% 0	2.2% 0	0.0% 0	1.6% 0
Weighted base:	1631	62	72	113	48	77	37	23	19	46	22
Sample:	1613	75	84	80	83	74	74	77	74	73	78

West Berkshire Household Survey for GVA

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April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Q08 Where do you do most of your household's shopping for furniture, floor coverings and household textiles?											
<i>Excl. nulls & SFT's</i>											
Asda, Holmers Farm Way, High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Telford Drive, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, The Meadows Marshall Road, Sandhurst	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Shepherds Spring Lane, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Sainsbury's, Bath Road, Calcot, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, County Lane, Warfield, Bracknell	0.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Bath Road, Taplow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Abingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%
B&Q, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
B&Q, Farnborough	0.8%	9	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%
B&Q, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, High Wycombe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Reading	1.0%	11	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Slough	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%
Homebase, Basingstoke	0.2%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	2.2%
Homebase, Bracknell	0.5%	6	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, High Wycombe (Loudwater)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Homebase, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Woking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Basingstoke	0.1%	2	0.0%	0	0.0%	0	1.8%	1	0.9%	0	0.0%
Wickes, High Wycombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Abingdon	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Addlestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldershot	0.3%	4	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%
Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bagshot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke	4.7%	52	1.0%	1	5.8%	3	55.6%	38	13.1%	5	1.2%
Bracknell	0.9%	10	2.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%
Calcot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley	1.6%	18	0.0%	0	2.5%	1	1.1%	1	0.0%	0	0.0%
Central London / West End / Covent Garden	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%

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April 2016

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Crowthorne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Farnborough	1.8%	20	0.0%	0	12.4%	6	0.0%	0	0.0%	0	0.0%	0
Fleet	0.8%	8	0.0%	0	16.1%	8	0.0%	0	0.0%	0	0.0%	0
Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	1.9%	21	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe	6.1%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Hungerford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Lower Earley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Marlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	4.5%	51	0.0%	0	0.0%	0	1.1%	1	11.7%	4	62.6%	33
Oxford	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Reading Town Centre	21.5%	241	44.0%	22	10.9%	6	9.7%	7	34.6%	12	20.5%	11
Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Sandhurst	0.2%	3	1.0%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Slough	3.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	2
Tadley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Taplow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	2
Weybridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh	0.3%	3	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Woking	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.4%	5	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Shopping Park, Slough	3.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Oxford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Retail Park, Wokingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park,	1.3%	15	0.0%	0	0.0%	0	12.3%	8	10.6%	4	0.0%	0

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Basingstoke											
Brunel Retail Park, Reading	0.7%	8	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Churchill Retail Park, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enham Arch Retail Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough Gate Retail Park, Farnborough	1.9%	22	0.0%	0	12.9%	7	0.0%	0	0.0%	0	0.0%
Forbury Retail Park, Reading	1.5%	17	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.2%
Hatch Warren Retail Park, Basingstoke	0.5%	6	0.0%	0	1.0%	1	1.8%	1	8.5%	3	0.0%
John Lewis, High Wycombe	5.2%	59	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Maidenhead Retail Park, Maidenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Retail Park, Pinchington Lane, Newbury	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.6%	2	1.2%
Oxford Retail Park, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Peel Centre, Bracknell	1.4%	15	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Pincents Lane Retail Park, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Gate Retail Park, Reading	3.4%	39	24.3%	12	0.0%	0	1.3%	1	1.0%	0	0.0%
Solartron Retail Park, Farnborough	1.7%	19	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%
The Meadows, Camberley (M&S, Next Home & Garden)	0.6%	7	2.4%	1	1.1%	1	1.8%	1	0.0%	0	0.0%
Two Rivers Retail Park, Staines	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wallingford Road Retail Park, Didcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wycombe Retail Park, High Wycombe	3.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Andover	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.5%
Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Caversham, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fairacres Retail Park, Abingdon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Goring-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenbridge Retail Park, Swindon	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%
Kingston-upon-Thames	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other retail warehousing, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%
Other retail warehousing,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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Reading - Zone 1											
Other retail warehousing, Reading - Zone 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Overton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southampton	2.7%	30	0.0%	0	6.3%	3	8.8%	6	6.5%	2	7.5%
Swindon Designer Outlet, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tilehurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 5	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 12	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 14	0.2%	2	0.0%	0	0.0%	0	1.1%	1	3.5%	1	0.0%
Other - Zone 15	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Other - Zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Other - Zone 0	4.0%	45	0.0%	0	10.7%	6	1.1%	1	0.0%	0	0.0%
Weighted base:	1121	50	52	68	36	53	24	14	13	27	17
Sample:	1169	63	59	55	61	53	57	51	46	44	60

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Q09 Where do you do most of your household's shopping for DIY and decorating goods?											
<i>Excl. nulls & SFT's</i>											
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%
Sainsbury's, Redding Way, Knaphill, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Everland Road, Hungerford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Abingdon	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%
B&Q, Aylesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Basingstoke	3.6%	65	0.0%	0	6.5%	6	36.7%	43	19.3%	10	0.0%
B&Q, Farnborough	10.2%	184	1.5%	1	60.2%	51	0.0%	0	0.0%	0	0.0%
B&Q, Guildford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, High Wycombe	4.4%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
B&Q, Newbury	3.7%	67	0.0%	0	0.0%	0	0.0%	0	1.6%	1	48.2%
B&Q, Reading	12.7%	229	34.5%	23	2.8%	2	0.0%	0	26.4%	14	0.7%
B&Q, Slough	10.8%	195	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Swindon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Basingstoke	3.5%	64	0.0%	0	1.7%	1	43.9%	51	13.6%	7	0.0%
Homebase, Bracknell	4.5%	81	27.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, High Wycombe (London Road)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, High Wycombe (Loudwater)	2.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Maidenhead	3.4%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Newbury	0.8%	14	0.0%	0	0.0%	0	0.0%	0	5.8%	3	8.1%
Homebase, Oxford (Botley Road)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Oxford (Cowley)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Reading	1.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Staines	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Homebase, Woking	2.7%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Andover	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%
Wickes, Basingstoke	0.5%	8	0.0%	0	0.0%	0	5.0%	6	4.7%	2	0.0%
Wickes, Bracknell	2.0%	37	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Farnborough	0.2%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%
Wickes, High Wycombe	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Newbury	0.3%	6	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%
Wickes, Oxford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Reading (Reading Retail Park)	1.3%	23	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%
Wickes, Slough	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Wickes, Winnersh	1.0%	18	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Woking	1.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21									
Abingdon	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1	14.5%	8	0.0%	0
Aldershot	0.1%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	1.2%	22	0.0%	0	2.5%	2	13.8%	16	5.5%	3	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.8%	14	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	5	2.3%	1
Farnborough	0.7%	12	0.0%	0	10.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet	0.2%	4	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley	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
Gerrards Cross	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
Guildford	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
Henley-on-Thames	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe	1.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford	0.0%	1	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
Maidenhead	0.3%	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
Marlborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Marlow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	1.0%	17	0.0%	0	0.0%	0	0.0%	0	2.6%	1	12.6%	12	0.0%	0	3.3%	1	14.0%	2	0.0%	0
Oxford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pangbourne	0.0%	0	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
Reading Town Centre	1.3%	23	0.9%	1	0.6%	1	0.0%	0	3.6%	2	4.4%	4	0.0%	0	0.0%	0	1.1%	1	24.8%	6
Salisbury	0.1%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst	0.3%	6	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	1.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.4%	7	0.9%	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
Sunninghill	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
Swindon	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	2	3.4%	1	0.0%	0	0.0%	0
Tadley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	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
Wallingford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	6	0.9%	0
Wantage	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	2	0.0%	0	0.0%	0
Windsor	0.7%	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
Winnersh	0.6%	12	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
Woking	0.6%	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
Wokingham	0.5%	9	12.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.2%	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
Bath Road Shopping Park, Slough	1.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.1%	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
Causeway Retail Park, Staines	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchill Retail Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Enham Arch Retail Park, Andover	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough Gate Retail Park, Farnborough	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Forbury Retail Park, Reading	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hatch Warren Retail Park, Basingstoke	0.2%	3	0.0%	0	3.1%	3	0.0%	0	0.7%	0	0.0%
John Lewis, High Wycombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Retail Park, Pinchington Lane, Newbury	1.0%	17	0.0%	0	0.0%	0	0.0%	0	1.6%	1	15.6%
Oxford Retail Park, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Peel Centre, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pincents Lane Retail Park, Reading	0.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Gate Retail Park, Reading	1.2%	22	5.4%	4	0.0%	0	0.0%	0	0.6%	0	0.0%
Solartron Retail Park, Farnborough	0.3%	6	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Wallingford Road Retail Park, Didcot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wycombe Retail Park, High Wycombe	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Andover	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%
Ascot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Caversham, Reading	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fairacres Retail Park, Abingdon	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Goring-on-Thames	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenbridge Retail Park, Swindon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%
Other retail warehousing, Newbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%
Other retail warehousing, Reading - Zone 1	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Other retail warehousing, Reading - Zone 2	0.1%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tilehurst	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Other - Zone 20	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 0	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Weighted base:	1809	66	85	116	52	95	40	25	17	56	23
Sample:	1730	83	91	88	85	87	81	83	71	80	79

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21												
Q10 Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges cookers and kettles?																							
<i>Excl. nulls & SFT's</i>																							
Asda, Brighton Way, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, West Meade, Farnborough	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Holmers Farm Way, High Wycombe	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%
Asda, Chalfont Way, Lower Earley, Reading	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	1.2%	0	0.0%
Sainsbury's, Maxwell Road, Beaconsfield	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%
Sainsbury's, Oxford Road, High Wycombe	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%
Sainsbury's, Limborough Road, Wantage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Redding Way, Knaphill, Woking	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Napier Road, Reading	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%
Tesco Extra, Portman Road, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Wellington Avenue, Aldershot	0.4%	4	0.0%	0	8.6%	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%
Tesco Superstore, London Road West, Amersham	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%
Tesco Superstore, Whitton Road, Bracknell	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%
B&Q, Farnborough	0.1%	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	0.0%	0	0.0%	0	0.0%
B&Q, High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Newbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Reading	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	1.2%	0	0.0%
B&Q, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Bracknell	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Winnersh	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%
Wickes, Woking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abingdon	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	13.1%	5	0.0%	0	0.0%	0	0.0%
Addlestone	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke	2.6%	31	0.0%	0	5.5%	3	33.1%	25	5.8%	2	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaconsfield	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%
Bracknell	2.0%	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%
Calcot	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	9.7%	1	0.0%

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Camberley	0.1%	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		
Crowthorne	0.8%	10	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Didcot	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	39.4%	15	1.2%	0		
Farnborough	0.6%	7	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Farnham	0.0%	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	0.0%	0		
Fleet	0.7%	9	0.0%	0	15.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Frimley	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Guildford	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		
Henley-on-Thames	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		
High Wycombe	5.8%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0		
Hungerford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.9%	0	0.0%	0	0.0%	0		
Lambourn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0		
Lower Earley	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		
Maidenhead	0.5%	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		
Newbury	2.6%	31	0.0%	0	0.0%	0	0.0%	0	5.1%	2	30.5%	18	1.1%	0	20.8%	3	29.2%	4	1.7%	1	13.4%	2
Oxford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.3%	1	0.0%	0		
Reading Town Centre	15.4%	185	60.4%	23	5.4%	3	0.0%	0	20.5%	7	8.8%	5	0.0%	0	0.0%	0	3.4%	0	11.7%	4	58.4%	9
Salisbury	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	0.0%	0	0.0%	0
Slough	4.6%	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
Staines	0.5%	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
Swindon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	2	2.7%	0	0.0%	0	0.0%	0
Tadley	0.9%	10	0.0%	0	0.0%	0	1.2%	1	24.1%	8	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow	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
Thatcham	0.1%	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
Wallingford	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	1.1%	0	2.4%	0
Wantage	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	3	1.7%	1	0.0%	0	0.0%	0
Winchester	0.3%	4	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	0.3%	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%	0
Wokingham	0.3%	3	8.2%	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
Woodley	1.1%	13	1.4%	1	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
Yateley	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
Bath Road Shopping Park, Slough	6.4%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	4.6%	56	0.0%	0	2.3%	1	57.1%	43	28.2%	10	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Reading	2.3%	27	1.6%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Causeway Retail Park, Staines	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
Churchill Retail Park, Andover	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.1%	9	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Enham Arch Retail Park, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	8.8%	106	0.0%	0	46.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	
Q11 Where do you do most of your household's shopping for TV, audio, photographic, mobile phones, and computer equipment?												
<i>Excl. nulls & SFT's</i>												
Asda, West Meade, Farnborough	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Holmers Farm Way, High Wycombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Shepherds Spring Lane, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Maxwell Road, Beaconsfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Princess Square, Bracknell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Watchmoor Park, Blackwater Valley Road, Camberley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street, Maidenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Reading	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Causeway, Staines	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Stratton, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Sainsbury's, Limborough Road, Wantage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Redding Way, Knaphill, Woking	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Tesco Extra, Pinchington Lane, Newbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.0%	3
Tesco Extra, Napier Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Sandhurst	0.4%	5	2.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
B&Q, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, High Wycombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Homebase, Bracknell	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Staines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
											3.6%	8.0%
											4	0.0%

West Berkshire Household Survey for GVA

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April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	
Addlestone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	4.0%	50	0.0%	0	7.5%	3	47.9%	42	6.6%	3	0.0%	0
Bracknell	2.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Calcot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	1.7%	21	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	2.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.8%	11	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0
Fleet	1.0%	13	0.0%	0	28.3%	13	0.0%	0	0.0%	0	0.0%	0
Frimley	0.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Guildford	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe	6.1%	77	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	2.9%	37	0.0%	0	0.0%	0	0.0%	0	5.6%	2	35.8%	25
Oxford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	18.1%	227	61.8%	26	11.5%	5	2.4%	2	27.4%	11	4.0%	3
Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Slough	3.6%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tadley	0.4%	5	0.0%	0	0.0%	0	1.6%	1	7.8%	3	0.0%	0
Wantage	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Weybridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Windsor	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.1%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Shopping Park, Slough	6.4%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Oxford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	3.5%	44	0.0%	0	2.4%	1	37.3%	32	19.5%	8	0.0%	0
Brunel Retail Park, Reading	2.1%	26	3.3%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Causeway Retail Park, Staines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchill Retail Park, Andover	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.2%	12
Enham Arch Retail Park,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2

West Berkshire Household Survey for GVA

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Andover												
Farnborough Gate Retail Park, Farnborough	6.7%	84	0.0%	0	38.3%	18	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	1.0%	12	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Hatch Warren Retail Park, Basingstoke	0.3%	4	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0
Hayes Bridge Retail Park, Hayes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Wycombe	8.2%	103	3.3%	1	0.0%	0	3.6%	3	0.0%	0	0.0%	0
Lion Shopping Park, Woking	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	4.1%	51	0.0%	0	0.0%	0	0.0%	0	12.3%	5	54.8%	39
Peel Centre, Bracknell	1.9%	24	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincent's Lane Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Reading Gate Retail Park, Reading	3.2%	40	17.1%	7	1.3%	1	2.8%	2	5.5%	2	0.0%	0
Solartron Retail Park, Farnborough	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Shopping Park, Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Two Rivers Retail Park, Staines	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Road Retail Park, Didcot	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, High Wycombe	3.5%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Andover	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	7
Fairacres Retail Park, Abingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail Park, Swindon	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	2
Kingston-upon-Thames	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehousing, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other retail warehousing, Reading - Zone 2	0.4%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Southampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	4
Swindon Designer Outlet, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Other - Zone 0	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	1
Weighted base:	1253		42	46	87	40	70	33	16	12	48	15
Sample:	1257		54	53	64	66	67	57	63	57	63	56

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Q12 Where do you do most of your household's shopping on goods for personal care, such as soaps, beauty products, medical goods?																						
<i>Excl. nulls & SFT's</i>																						
Asda, Brighton Way, Basingstoke	0.7%	13	0.0%	0	0.0%	0	10.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough	0.7%	12	0.0%	0	0.7%	1	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, Holmers Farm Way, High Wycombe	0.9%	16	0.0%	0	0.0%	0	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, Chalfont Way, Lower Earley, Reading	1.9%	35	0.9%	1	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
Asda, Telford Drive, Slough	1.4%	25	0.0%	0	0.0%	0	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, Honey End Lane, Tilehurst	0.7%	13	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	1.3%	0
Co-operative, The Triangle, Tilehurst, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pennings Road, Tidworth	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
Marks and Spencer, The Meadows Marshall Road, Sandhurst	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, London Road, Woodley	0.1%	2	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
Sainsbury's, Shepherds Spring Lane, Andover	0.0%	1	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	0.0%	0
Sainsbury's, Station Mall, Basingstoke	0.1%	2	0.0%	0	0.0%	0	1.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.6%	11	0.0%	0	0.0%	0	8.6%	11	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Maxwell Road, Beaconsfield	0.3%	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
Sainsbury's, Bagshot Road, Ringmead, Bracknell	1.0%	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
Sainsbury's, Watchmoor Park, Blackwater Valley Road, Camberley	0.9%	17	0.0%	0	3.3%	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
Sainsbury's, Queensmead, Farnborough	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, High Wycombe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Providence Place, Maidenhead	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Street, Marlow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hectors Way, Newbury	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	9	0.0%	0	1.3%	0	0.7%	0	0.0%	0	1.3%	0
Sainsbury's, Bath Road,	1.1%	19	0.0%	0	0.0%	0	0.0%	0	8.4%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Calcot, Reading											
Sainsbury's, Farnham Road, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Uxbridge Road, Slough	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, The Causeway, Staines	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Paddington Drive, Bridgemead, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Sainsbury's, Mulford's Hill, Tadley	0.4%	8	0.0%	0	0.0%	0	0.0%	0	15.3%	8	0.0%
Sainsbury's, Lake End Road, Taplow	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Limbrough Road, Wantage	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, King Street Lane, Winnersh	1.1%	21	11.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Redding Way, Knaphill, Woking	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Marcham Road, Abingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Station Road, Addlestone	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%
Tesco Extra, River Way, Andover	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%
Tesco Extra, Pinchington Lane, Newbury	0.5%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	1	6.6%
Tesco Extra, Napier Road, Reading	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Portman Road, Reading	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.6%	28	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, Town Lane, Stanwell	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Barnes Wallace Drive, Brooklands Ctr, Weybridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Tesco Superstore, County Lane, Warfield, Bracknell	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Whitton Road, Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, District	0.3%	5	0.0%	0	0.8%	1	0.7%	1	6.4%	3	0.0%

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Shopping Centre, Chineham											
Tesco Superstore, Wallingford Road, Didcot	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Packhorse Road, Gerrards Cross	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Reading Road, Henley-on-Thames	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Station Road, Hook	0.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Everland Road, Hungerford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%
Tesco Superstore, Marlborough Business Park, Salisbury Road, Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Tesco Superstore, London Road, Newbury	0.2%	4	0.0%	0	0.0%	0	2.1%	1	2.7%	3	0.0%
Tesco Superstore, Bath Road, Taplow	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Station Road, Tidworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Tesco Superstore, High Street, West Drayton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Dedworth Road, Windsor	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Finchampstead Road, Wokingham	0.3%	6	9.3%	6	0.0%	0	0.0%	0	0.7%	0	0.0%
Abingdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Addlestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke	7.4%	134	0.0%	0	12.0%	10	75.9%	97	34.0%	17	0.0%
Beaconsfield	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackwater	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Bracknell	3.5%	63	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Calcot	0.4%	6	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
Camberley	3.4%	61	0.8%	1	4.6%	4	0.0%	0	0.0%	0	0.0%
Central London / West End / Covent Garden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chobham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowthorne	0.2%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Didcot	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Egham	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough	1.6%	29	0.0%	0	12.6%	10	0.0%	0	0.0%	0	0.0%
Fleet	2.2%	40	0.0%	0	49.6%	39	0.0%	0	0.0%	0	0.0%
Frimley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gerrards Cross	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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Grove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames	0.8%	15	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0
High Wycombe	6.0%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook	0.2%	4	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0
Hungerford	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambourn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Lower Earley	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	2.7%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3
Marlow	1.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	3.9%	71	0.0%	0	0.0%	0	4.2%	2	54.5%	52	0.6%	0
Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pangbourne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	7.0%	128	11.6%	7	0.7%	1	0.0%	0	6.5%	3	3.4%	3
Sandhurst	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	4.2%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	1.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Tadley	0.2%	3	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0
Taplow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham	0.7%	12	0.0%	0	0.0%	0	0.0%	0	12.1%	11	0.0%	0
Theale	0.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Twyford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virginia Water	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford	1.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.6%	9
Westfield London, Shepherd's Bush, London	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	5
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Windsor	3.1%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	2.1%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	2.9%	52	60.0%	38	1.8%	1	0.0%	0	0.6%	0	0.0%	0
Woodley	2.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley	0.5%	9	0.0%	0	1.0%	1	0.0%	0	0.6%	0	0.0%	0
Bath Road Shopping Park, Slough	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchill Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21									
Q13 Where do you do most of your household's shopping on goods for recreational goods including books, games, sports goods and bicycles?																				
<i>Excl. nulls & SFT's</i>																				
Asda, Brighton Way, Basingstoke	0.9%	8	0.0%	0	0.0%	0	10.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Holmers Farm Way, High Wycombe	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Reading	0.6%	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
Asda, Telford Drive, Slough	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
Asda, Honey End Lane, Tilehurst	0.4%	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
Sainsbury's, Wallop Drive, Kempshott, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bagshot Road, Ringmead, Bracknell	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
Sainsbury's, Hectors Way, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Road, Calcot, Reading	0.2%	2	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Sainsbury's, The Causeway, Staines	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King Street Lane, Winnersh	0.1%	1	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
Tesco Extra, River Way, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading	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
Tesco Extra, Portman Road, Reading	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
Tesco Extra, The Meadows, Marshall Road, Sandhurst	1.1%	10	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Stanwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.2%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wallingford Road, Didcot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0
Tesco Superstore, Reading Road, Henley-on-Thames	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Everland Road, Hungerford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Tesco Superstore, Finchampstead Road, Wokingham	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke	8.9%	82	0.0%	0	14.1%	3	83.7%	61	49.1%	11	0.0%
Beaconsfield	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Bracknell	4.1%	38	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley	7.0%	65	0.0%	0	17.5%	4	0.0%	0	1.7%	0	0.0%
Central London / West End / Covent Garden	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowthorne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Didcot	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Egham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough	2.0%	19	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%
Farnham	0.2%	2	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%
Fleet	1.1%	10	0.0%	0	42.7%	10	0.0%	0	0.0%	0	0.0%
Guildford	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Henley-on-Thames	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
High Wycombe	7.7%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hungerford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Lambourn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maidenhead	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marlborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%
Marlow	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury	4.6%	42	0.0%	0	0.0%	0	0.0%	0	11.2%	2	63.0%
Oxford	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Town Centre	16.5%	153	43.1%	11	5.7%	1	0.0%	0	28.8%	6	11.2%
Salisbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%
Slough	5.7%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Staines	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunningdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%
Taplow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Theale	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Twyford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Uxbridge	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wallingford	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wantage	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weybridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winchester	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Windsor	4.9%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking	4.5%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wokingham	1.0%	9	28.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	
Woodley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Shopping Park, Slough	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	2.6%	1	1.6%	1	0.0%	0	0.0%	0
Brunel Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Causeway Retail Park, Staines	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	0.9%	8	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, High Wycombe	1.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lion Shopping Park, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Retail Park, Maidenhead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.7%	6	0.0%	0	0.0%	0	0.0%	0	10.3%	5	1.7%	0
Peel Centre, Bracknell	1.3%	12	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincents Lane Retail Park, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
The Meadows, Camberley (M&S, Next Home & Garden)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wycombe Retail Park, High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.7%	9
Ascot	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goring-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-upon-Thames	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilehurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 5	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 0	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Weighted base:	924	26	23	73	21	45	24	11	10	27	9	
Sample:	810	30	30	50	40	43	41	39	30	38	39	

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21		
Q14 Where do you do most of your household's shopping on luxury goods such as jewellery, clocks, watches, glassware and tableware?													
<i>Excl. nulls & SFT's</i>													
Asda, West Meade, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Holmers Farm Way, High Wycombe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Chalfont Way, Lower Earley, Reading	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Telford Drive, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks and Spencer, The Meadows Marshall Road, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Bath Road, Calcot, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.3%	1
Sainsbury's, Wolsey Walk, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Barnes Wallace Drive, Brooklands Ctr, Weybridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Abingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.4%	0
Abingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.4%	0
Basingstoke	10.6%	113	2.0%	1	26.3%	11	92.8%	71	46.8%	12	1.1%	1	37.1%
Beaconsfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bracknell	1.9%	20	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley	3.9%	41	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End / Covent Garden	4.9%	53	0.0%	0	1.2%	1	3.9%	3	0.0%	0	2.0%	1	2.0%
Chobham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
City of London	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%
Didcot	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Egham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough	1.1%	12	1.3%	1	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnham	0.1%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleet	1.1%	11	0.0%	0	26.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%
Gerrards Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford	3.8%	41	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Henley-on-Thames	0.5%	6	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
High Wycombe	7.8%	83	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hungerford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%

West Berkshire Household Survey for GVA

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April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Maidenhead	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	0	2.9%	2	0.0%	0	23.4%	3	0.0%	0	0.0%	0	0.0%	0
Marlow	0.8%	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
Newbury	5.4%	57	0.0%	0	0.0%	0	0.0%	0	7.5%	2	73.1%	42	5.4%	1	32.6%	4	30.6%	4	0.0%	0	26.9%	3
Oxford	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	9.1%	1	16.4%	5	6.5%	1
Reading Town Centre	23.2%	248	65.0%	26	17.9%	8	1.2%	1	32.9%	8	11.2%	6	0.0%	0	1.2%	0	2.4%	0	27.9%	8	49.8%	5
Slough	5.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spitalfields / Shoreditch, London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	1.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill	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
Swindon	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	3	11.4%	1	0.0%	0	0.0%	0
Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Twyford	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
Uxbridge	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford	0.9%	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	28.0%	8	3.2%	0
Wantage	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	4	1.4%	0	0.0%	0
Westfield London, Shepherd's Bush, London	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
Whitchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.3%	4	0.0%	0	1.9%	1	1.2%	1	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	5.1%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Woking	1.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.7%	8	17.3%	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
Woodley	0.8%	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
Bath Road Shopping Park, Slough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet	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
Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Causeway Retail Park, Staines	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
Enham Arch Retail Park, Andover	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	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.2%	2	0.0%	0	4.9%	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
John Lewis, High Wycombe	2.2%	24	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	1.9%	0
Peel Centre, Bracknell	0.4%	4	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	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
Abroad	1.4%	14	1.3%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Andover	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	31.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Ascot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Caversham, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston-upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	14.9%	3	0.0%
Tilehurst	0.2%	2	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%
Other - Zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 11	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 14	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Other - Zone 0	0.9%	10	0.0%	0	1.9%	1	0.0%	0	1.3%	1	2.0%
Weighted base:	1068	41	43	77	25	58	21	13	12	30	11
Sample:	987	50	50	62	44	51	41	40	41	39	43

Q15 Do you visit any of the following town centres? [MR/PR]

Bracknell	15.0%	315	57.5%	45	3.6%	3	4.9%	7	3.4%	2	2.0%	2	0.7%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	0
Crowthorne	5.5%	116	21.8%	17	9.3%	9	2.2%	3	0.8%	0	0.7%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Lambourn	0.7%	16	0.0%	0	0.0%	0	0.0%	0	3.8%	2	1.2%	1	1.2%	1	10.1%	3	30.1%	8	0.0%	0	0.0%	0
Lower Earley	8.7%	182	24.8%	20	3.4%	3	6.6%	9	6.5%	4	0.0%	0	0.7%	0	2.8%	1	0.0%	0	2.1%	1	1.9%	1
Newbury	17.2%	362	13.6%	11	3.2%	3	27.3%	38	63.9%	38	83.1%	89	51.4%	25	83.5%	24	74.9%	20	31.7%	22	52.0%	14
Pangbourne	3.7%	78	3.2%	2	0.6%	1	0.0%	0	7.1%	4	8.4%	9	0.0%	0	0.9%	0	2.1%	1	2.2%	2	60.7%	16
Reading	64.8%	1363	97.3%	77	60.1%	56	59.6%	84	71.0%	42	44.7%	48	17.7%	8	54.2%	15	53.0%	14	73.8%	50	91.1%	25
Sandhurst town centre, NOT including the Meadows Shopping Centre	5.9%	123	13.3%	10	11.4%	11	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	4.2%	1	1.4%	1	7.4%	2
Shinfield Road Centre, Reading	3.4%	71	14.3%	11	0.0%	0	1.9%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.7%	0	0.6%	0
Thatcham	4.9%	104	1.9%	2	0.0%	0	2.0%	3	20.9%	12	46.1%	49	2.1%	1	13.7%	4	10.6%	3	8.2%	6	11.9%	3
Theale	3.5%	73	4.2%	3	0.0%	0	1.7%	2	5.0%	3	7.1%	8	0.0%	0	0.5%	0	8.8%	6	8.8%	6	5.2%	1
Twyford	7.6%	159	21.3%	17	0.6%	1	0.6%	1	0.6%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.9%	3	1.3%	0
Winnersh	6.9%	144	54.4%	43	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	0	4.5%	1	0.0%	0	0.0%	0	1.4%	0
Wokingham	17.1%	359	99.3%	78	7.8%	7	3.2%	4	10.2%	6	3.1%	3	0.7%	0	0.0%	0	0.0%	0	2.3%	2	3.1%	1
Woodley	12.4%	260	44.6%	35	2.4%	2	0.5%	1	6.2%	4	4.2%	5	0.0%	0	4.5%	1	0.0%	0	0.0%	0	4.3%	1
(None of these)	25.3%	531	0.0%	0	28.8%	27	34.9%	49	12.5%	7	9.5%	10	45.2%	22	14.8%	4	9.5%	3	19.2%	13	3.6%	1
Weighted base:	2102	79	94	140	59	107	48	28	27	68	27											
Sample:	2102	100	100	100	100	100	100	100	100	100	100											

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	
Q15B Which do you visit the most often? [PR]												
<i>Not those who said '(None of these)' to visiting a town centre at Q15A</i>												
Bracknell	5.9%	93	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Crowthorne	1.7%	27	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Lambourn	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lower Earley	1.6%	25	0.8%	1	0.0%	0	0.0%	0	0.7%	0	0.6%	0
Newbury	12.9%	203	0.0%	0	0.9%	1	19.4%	18	40.1%	21	76.7%	74
Pangbourne	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	58.9%	926	17.9%	14	82.9%	55	76.3%	70	53.2%	27	5.4%	5
Sandhurst town centre, NOT including the Meadows Shopping Centre	2.7%	43	0.0%	0	9.6%	6	0.0%	0	0.0%	0	0.0%	0
Shinfield Road Centre, Reading	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.6%	0	17.2%	17
Theale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Twyford	2.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh	0.7%	10	9.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham	5.7%	90	68.7%	54	4.8%	3	1.0%	1	2.2%	1	0.0%	0
Woodley	4.9%	76	2.5%	2	0.9%	1	0.0%	0	0.6%	0	0.0%	0
Weighted base:	1571	79	67	91	52	97	26	24	24	55	26	
Sample:	1624	100	69	66	86	88	60	84	87	80	95	

West Berkshire Household Survey for GVA

By Zone

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Q15C Which do you visit the second most often? [PR]																						
<i>Not those who said '(None of these)' to visiting a town centre at Q15A</i>																						
Bracknell	6.5%	102	11.3%	9	3.2%	2	1.8%	2	1.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne	2.0%	31	3.1%	2	8.7%	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
Lambourn	0.3%	5	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	1.2%	0	6.0%	1	8.0%	2	0.0%	0	0.0%	0
Lower Earley	1.9%	30	0.6%	1	3.1%	2	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Newbury	6.0%	94	0.6%	1	3.6%	2	21.6%	20	27.0%	14	14.4%	14	1.2%	0	0.0%	0	14.1%	3	16.9%	9	14.4%	4
Pangbourne	2.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.8%	2	33.4%	9
Reading	16.1%	252	51.3%	40	0.8%	1	13.0%	12	19.1%	10	22.5%	22	25.2%	7	50.5%	12	30.1%	7	12.7%	7	32.1%	8
Sandhurst town centre, NOT including the Meadows Shopping Centre	1.9%	30	2.6%	2	3.7%	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
Shinfield Road Centre, Reading	0.5%	7	1.5%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham	2.4%	38	0.0%	0	0.0%	0	0.0%	0	11.8%	6	23.0%	22	2.6%	1	7.8%	2	6.7%	2	1.6%	1	1.3%	0
Theale	0.7%	11	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0
Twyford	2.2%	35	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	6.0%	3	1.3%	0
Winnersh	1.2%	19	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	0.8%	0
Wokingham	6.7%	105	19.6%	15	4.1%	3	1.0%	1	6.6%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Woodley	4.2%	66	4.4%	3	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't visit anywhere else (only visit one place)	45.3%	712	0.0%	0	72.0%	48	58.5%	53	24.4%	13	39.0%	38	67.4%	18	35.7%	9	38.2%	9	57.2%	31	16.6%	4
Weighted base:	1571		79		67		91		52		97		26		24		24		55		26	
Sample:	1624		100		69		66		86		88		60		84		87		80		95	

Meanscore: [Number of visits per week]

Q16A How often do you visit (MAIN CENTRE MENTIONED AT Q15B)?

Not those who said '(None of these)' to visiting a town centre at Q15A

Daily	3.9%	61	8.0%	6	0.0%	0	0.0%	0	7.6%	4	16.9%	16	0.0%	0	2.5%	1	8.3%	2	0.0%	0	5.1%	1
5 - 6 times a week	1.5%	24	4.1%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	0
4 times a week	0.9%	14	3.3%	3	0.0%	0	0.0%	0	1.7%	1	2.4%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.4%	1
3 times a week	5.1%	81	6.9%	5	0.0%	0	1.0%	1	3.2%	2	14.4%	14	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.1%	0
Twice a week	5.4%	85	16.8%	13	1.8%	1	0.0%	0	1.3%	1	11.2%	11	0.0%	0	6.9%	2	12.1%	3	1.9%	1	8.2%	2
Once a week	14.2%	224	27.6%	22	4.0%	3	0.0%	0	10.8%	6	29.3%	28	11.3%	3	37.2%	9	17.9%	4	10.1%	6	31.5%	8
Once every 2 weeks	13.0%	204	12.4%	10	4.9%	3	1.3%	1	18.4%	10	13.8%	13	13.6%	4	22.2%	5	11.9%	3	11.9%	7	7.4%	2
Once a month	14.7%	231	10.7%	8	10.6%	7	20.1%	18	18.5%	10	4.2%	4	19.6%	5	17.5%	4	28.2%	7	31.9%	18	28.7%	8
Less often	40.2%	632	7.7%	6	77.8%	52	75.8%	69	37.5%	19	6.4%	6	54.6%	14	13.7%	3	15.4%	4	42.5%	23	13.0%	3
(Don't know / varies)	1.0%	16	2.7%	2	0.8%	1	1.0%	1	1.1%	1	1.3%	1	1.0%	0	0.0%	0	1.0%	0	1.6%	1	1.9%	0
Mean:	0.95		1.88		0.21		0.22		1.02		2.35		0.30		0.86		1.37		0.34		1.16	
Weighted base:	1571		79		67		91		52		97		26		24		24		55		26	
Sample:	1624		100		69		66		86		88		60		84		87		80		95	

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Q17A What is usually the MAIN purpose of your trip to (MAIN CENTRE MENTIONED AT Q15B)?																						
<i>Not those who said '(None of these)' to visiting a town centre at Q15A</i>																						
Buying fuel	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0										
Food shopping	13.9%	218	31.8%	25	0.0%	0	3.4%	3	7.0%	4	29.3%	28	1.8%	0	32.1%	8	22.3%	5	6.9%	4	22.2%	6
Leisure activity	3.7%	59	5.3%	4	9.5%	6	1.3%	1	2.7%	1	1.7%	2	2.8%	1	0.6%	0	5.9%	1	10.0%	5	0.7%	0
Non-food shopping	59.0%	928	32.2%	25	78.0%	52	69.2%	63	57.5%	30	28.9%	28	80.6%	21	45.6%	11	46.6%	11	72.9%	40	60.4%	16
Travelling to / from school / college / university	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.7%	0	0.0%	0	0.0%	0
Travelling to / from work	5.2%	82	8.2%	6	0.0%	0	0.8%	1	12.0%	6	17.3%	17	1.2%	0	1.5%	0	5.3%	1	0.9%	0	4.3%	1
Visiting café / pub / restaurant	4.6%	72	5.3%	4	0.0%	0	12.3%	11	1.3%	1	8.5%	8	2.6%	1	1.2%	0	8.2%	2	4.6%	2	1.6%	0
Visiting family / friends	3.7%	58	0.8%	1	7.5%	5	6.2%	6	5.7%	3	0.7%	1	0.0%	0	3.4%	1	5.1%	1	1.2%	1	0.7%	0
Visiting financial service such as bank, building society, post office	3.9%	61	9.7%	8	0.0%	0	0.8%	1	1.2%	1	8.1%	8	0.0%	0	2.3%	1	4.0%	1	0.0%	0	0.7%	0
Visiting health service such as doctor, dentist, hospital	1.1%	17	2.7%	2	0.0%	0	0.0%	0	1.6%	1	2.0%	2	0.0%	0	3.4%	1	0.6%	0	0.0%	0	1.4%	0
Visiting other service such as laundrette, hairdresser, recycling	0.4%	7	0.6%	1	2.1%	1	1.8%	2	0.0%	0	0.0%	0	2.6%	1	1.0%	0	0.7%	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
For a day out	0.2%	3	0.0%	0	0.0%	0	0.8%	1	0.6%	0	0.0%	0	1.0%	0	0.7%	0	0.0%	0	0.9%	0	0.0%	0
Visiting the market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking the dog	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	1.9%	30	1.3%	1	1.7%	1	2.5%	2	7.2%	4	0.0%	0	3.8%	1	0.7%	0	0.7%	0	1.2%	1	3.6%	1
(Don't know / varies)	2.0%	32	2.1%	2	1.2%	1	0.8%	1	3.1%	2	3.6%	3	1.2%	0	0.6%	0	0.0%	0	1.6%	1	3.5%	1
Weighted base:	1571		79		67		91		52		97		26		24		24		55		26	
Sample:	1624		100		69		66		86		88		60		84		87		80		95	

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Q18A When you visit (MAIN CENTRE MENTIONED AT Q15B), which other activities / services do you use? [MR]																						
<i>Not those who said '(None of these)' to visiting a town centre at Q15A</i>																						
Buy fuel	0.9%	14	0.8%	1	0.0%	0	0.0%	0	2.1%	1	1.9%	2	0.0%	0	0.6%	0	0.0%	0	2.0%	1	1.1%	0
Food shopping	11.4%	179	17.3%	14	2.7%	2	3.3%	3	1.3%	1	28.1%	27	3.2%	1	21.5%	5	11.8%	3	4.8%	3	18.3%	5
Leisure activity	7.7%	120	12.7%	10	5.6%	4	4.2%	4	9.4%	5	16.4%	16	1.6%	0	17.7%	4	7.6%	2	6.3%	3	24.7%	6
Non-food shopping	22.6%	355	31.7%	25	17.9%	12	14.1%	13	23.8%	12	42.7%	41	12.1%	3	34.3%	8	20.2%	5	13.6%	7	17.0%	4
Travel to / from school / college / university	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travel to / from work	0.6%	9	2.4%	2	0.0%	0	1.0%	1	1.0%	0	0.8%	1	1.2%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	0
Visit café / pub / restaurant	29.3%	461	24.3%	19	36.3%	24	25.2%	23	24.7%	13	23.9%	23	22.6%	6	9.2%	2	21.7%	5	33.0%	18	40.4%	11
Visit family / friends	2.4%	37	0.8%	1	6.2%	4	2.3%	2	2.9%	1	3.4%	3	3.7%	1	3.9%	1	9.3%	2	0.7%	0	1.7%	0
Visit financial service such as bank, building society, post office	6.8%	106	14.5%	11	0.0%	0	0.0%	0	1.9%	1	8.0%	8	0.0%	0	1.0%	0	9.7%	2	0.0%	0	6.5%	2
Visit health service such as doctor, dentist, hospital	1.2%	18	3.3%	3	0.0%	0	0.0%	0	2.3%	1	0.7%	1	1.2%	0	0.6%	0	1.6%	0	0.0%	0	4.7%	1
Visit other service such as laundrette, hairdresser, recycling	2.1%	33	9.7%	8	0.9%	1	0.0%	0	0.0%	0	4.2%	4	0.0%	0	5.9%	1	1.2%	0	0.0%	0	2.4%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shop / browse	0.9%	14	0.0%	0	0.0%	0	1.7%	2	1.6%	1	0.0%	0	2.9%	1	1.8%	0	0.6%	0	0.7%	0	1.7%	0
Visiting the market (Don't know / varies)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No other activity / No other service used)	40.3%	633	33.5%	26	45.6%	30	53.7%	49	43.7%	23	23.5%	23	62.2%	16	27.2%	7	35.9%	9	42.7%	23	20.3%	5
Weighted base:	1571		79		67		91		52		97		26		24		24		55		26	
Sample:	1624		100		69		66		86		88		60		84		87		80		95	

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	
Q19A What do you like about (MAIN CENTRE MENTIONED AT Q15B)? [MR]												
<i>Not those who said 'None of these' to visiting a town centre at Q15A</i>												
Everything	1.6%	25	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.7%	0
Accessible by rail	1.9%	30	0.8%	1	8.1%	5	0.0%	0	5.0%	3	0.0%	0
Attractive environment	8.4%	131	14.5%	11	0.8%	1	13.4%	12	16.6%	9	7.8%	8
Clean / litter free	0.5%	8	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Close to home	20.6%	323	43.9%	35	10.6%	7	3.9%	4	15.1%	8	46.7%	45
Close to school / college / university	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	0.5%	8	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Compact / easy to get around	7.4%	115	13.1%	10	5.5%	4	3.8%	3	3.0%	2	15.1%	15
Easily accessible by foot / cycle	1.0%	15	2.3%	2	0.0%	0	1.0%	1	0.6%	0	6.1%	6
Easy to park	5.8%	90	6.8%	5	8.9%	6	2.3%	2	5.2%	3	5.1%	5
Free / cheap parking	1.9%	31	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Good bus service / accessible public transport	2.6%	41	1.4%	1	2.0%	1	0.0%	0	1.0%	0	2.7%	3
Good disabled access	0.3%	4	0.8%	1	0.0%	0	0.0%	0	0.6%	0	1.3%	1
Good facilities (e.g. seating, toilets)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Good foodstores	0.9%	15	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Good for a day out	1.0%	15	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Good layout / shops close together	2.3%	36	2.1%	2	6.3%	4	2.3%	2	1.3%	1	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, arts centres etc.)	1.2%	19	0.0%	0	9.0%	6	0.0%	0	0.0%	0	0.0%	0
Good market	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.2%	1
Good places to eat	4.1%	65	6.0%	5	3.9%	3	0.0%	0	9.7%	5	4.5%	4
Good pubs / bars	0.8%	13	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Good quality of shops	5.5%	87	1.7%	1	2.5%	2	3.3%	3	1.6%	1	3.4%	3
Good range of chain / well known stores	16.8%	265	3.9%	3	30.9%	21	26.6%	24	7.7%	4	2.5%	2
Good range of non-food shops	23.7%	372	10.8%	9	28.8%	19	26.3%	24	24.5%	13	9.9%	10
Good range of services (e.g. bank, library, hairdresser etc.)	0.5%	8	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Good range of specialist / independent stores	3.7%	57	0.8%	1	1.7%	1	23.2%	21	6.3%	3	1.1%	1
Good road access	0.5%	8	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Historic environment	0.4%	7	0.6%	1	0.0%	0	1.7%	2	2.1%	1	0.8%	1
Library	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long opening hours /	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Q20A What do you dislike about (MAIN CENTRE MENTIONED AT Q15B)? [MR]																						
<i>Not those who said '(None of these)' to visiting a town centre at Q15A</i>																						
Everything	1.0%	15	0.0%	0	1.2%	1	4.7%	4	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.0%	0	1.2%	1	1.3%	0
Centre very windy	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
Cost of parking	12.8%	201	6.9%	5	18.6%	12	18.5%	17	19.2%	10	12.1%	12	1.0%	0	2.4%	1	8.2%	2	8.3%	5	12.4%	3
Difficult to cross streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Few traffic free areas	2.3%	36	4.3%	3	6.3%	4	3.1%	3	3.2%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	15.1%	8	0.0%	0
Lack of leisure, sports or cultural facilities	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
Lack of parking	7.2%	114	10.5%	8	4.5%	3	15.9%	15	3.0%	2	4.9%	5	1.2%	0	4.7%	1	1.7%	0	9.8%	5	12.8%	3
Litter / dirty / dogs	0.7%	12	1.3%	1	2.2%	1	0.0%	0	0.6%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Awkward car parks (layout)	1.6%	24	0.0%	0	3.5%	2	3.4%	3	0.0%	0	0.8%	1	0.0%	0	1.4%	0	0.6%	0	0.7%	0	1.1%	0
No department store	0.3%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.9%	0	0.0%	0
Not enough choice of shops	4.9%	76	26.9%	21	1.7%	1	1.0%	1	0.6%	0	9.1%	9	0.0%	0	8.7%	2	5.3%	1	0.9%	0	1.8%	0
Not enough clothes shops	1.6%	25	9.0%	7	0.0%	0	0.0%	0	2.5%	1	1.6%	2	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Not enough supermarket / food shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	0
Poor bus service to centre	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Poor environment	2.0%	32	0.0%	0	0.8%	1	0.8%	1	2.9%	1	1.4%	1	0.0%	0	1.9%	0	0.6%	0	3.0%	2	0.0%	0
Poor facilities (e.g. seating, toilets)	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	0.5%	8	1.0%	1	1.7%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Poor signposting in centre	0.3%	5	2.6%	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%	0
Prices too high	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Short opening hours / no facilities in the evening	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	1.2%	1	0.0%	0
Short opening hours / no facilities on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few pubs, eating places etc.	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few service businesses (e.g. banks / building societies)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Too many shops of one type	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	6.3%	98	19.4%	15	8.8%	6	11.4%	10	10.4%	5	8.6%	8	6.2%	2	10.0%	2	6.2%	2	3.1%	2	8.0%	2
Unsafe / poor security / dangerous	0.8%	13	0.0%	0	3.1%	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
Vandals / hooligans	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	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
Annoying one-way system	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Cyclists in pedestrianised areas	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get to by car	0.3%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get to on foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have any character	0.8%	12	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.6%	3	1.7%	0	0.0%	0
Don't like the new	0.2%	3	0.6%	1	0.8%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.6%	0	0.9%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
development																						
Expensive prices in the shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homeless people	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's more of a place for young people now	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
No undercover shopping	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough independent shops	1.3%	21	2.0%	2	0.0%	0	0.0%	0	2.6%	1	2.2%	2	0.0%	0	0.0%	0	1.6%	0	6.0%	3	2.7%	1
Pedestrian crossings have a long delay	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	0.0%	0	0.0%	0
Poor condition of pavements	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
Poor condition of roads	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
Poor disabled access	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor use of Forbury Gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops too far apart	1.6%	26	0.8%	1	0.0%	0	1.0%	1	1.9%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	3.0%	2	0.7%	0
The old prison should be a cultural centre	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
The toll bridge	0.0%	0	0.0%	0	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
The train station is too far from town centre	0.2%	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
Too big	0.6%	10	0.0%	0	0.0%	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
Too busy	2.9%	45	2.6%	2	9.5%	6	1.3%	1	1.7%	1	1.1%	1	18.0%	5	0.0%	0	0.9%	0	2.3%	1	2.0%	1
Too far away	0.8%	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
Too many banks	0.0%	1	0.6%	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
Too many beauty parlours / nail bars	0.2%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many betting shops	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many building projects	0.9%	13	0.0%	0	0.9%	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
Too many cafes	0.1%	2	1.4%	1	0.9%	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
Too many charity shops	0.4%	6	0.8%	1	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
Too many empty shops	0.3%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many estate agents	0.2%	4	0.6%	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
Too many houses have been built	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many restaurants / takeaways	0.4%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Too multicultural	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too quiet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.7%	0
Too small	0.2%	3	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing (Don't know)	49.1%	772	28.9%	23	45.4%	30	54.9%	50	55.3%	29	44.5%	43	63.1%	16	57.3%	14	64.3%	16	47.4%	26	52.9%	14
	2.6%	41	0.0%	0	1.6%	1	1.0%	1	0.0%	0	4.6%	4	1.0%	0	12.0%	3	7.0%	2	0.0%	0	1.4%	0
Weighted base:		1571		79		67		91		52		97		26		24		24		55		26
Sample:		1624		100		69		66		86		88		60		84		87		80		95

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Q21A How do you think (MAIN CENTRE MENTIONED AT Q15B) could be improved? [MR]																						
<i>Not those who said 'None of these' to visiting a town centre at Q15A</i>																						
Better choice of shops	6.3%	99	17.6%	14	0.9%	1	4.9%	5	5.6%	3	9.1%	9	1.2%	0	7.5%	2	5.6%	1	0.9%	0	7.0%	2
Better facilities for pedestrians (including pedestrian crossings)	0.4%	6	1.0%	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	1.2%	0
Better facilities for youth	0.0%	0	0.0%	0	0.0%	0	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 maintenance / cleanliness	2.5%	40	0.6%	1	0.8%	1	0.0%	0	5.6%	3	2.7%	3	0.0%	0	6.6%	2	1.1%	0	1.2%	1	1.1%	0
Better quality shops	1.5%	24	3.7%	3	0.9%	1	2.6%	2	0.6%	0	2.1%	2	0.0%	0	3.2%	1	1.2%	0	0.0%	0	1.4%	0
Improve appearance / environment	3.2%	51	1.5%	1	0.8%	1	2.6%	2	1.2%	1	2.2%	2	0.0%	0	2.0%	0	6.1%	1	1.2%	1	0.7%	0
Improve bus services / access	1.2%	19	0.0%	0	0.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	1.7%	0
Improve rail services / access	0.2%	3	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Improve security, including CCTV	1.0%	15	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve signposting in centre	1.1%	17	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Introduce a named retailer (WRITE IN NAME OF RETAILER)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer midweek opening hours / more evening activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours on Sunday	0.0%	0	0.0%	0	0.0%	0	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 banks / building societies	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
More car parking	9.3%	146	10.1%	8	11.6%	8	13.7%	13	7.9%	4	5.8%	6	3.6%	1	6.3%	2	4.6%	1	6.8%	4	16.3%	4
More large shops / department stores	2.7%	43	13.2%	10	3.1%	2	0.0%	0	0.7%	0	5.4%	5	1.6%	0	1.7%	0	9.2%	2	0.9%	0	0.7%	0
More leisure, sports or cultural facilities	1.0%	15	1.0%	1	0.9%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0	1.2%	0	4.7%	1	0.0%	0	1.1%	0
More pubs, restaurants, cafes	2.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.2%	0	0.7%	0	2.0%	1	0.7%	0
More supermarkets / food shops	0.3%	5	1.0%	1	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
More traffic free areas / pedestrianisation	2.0%	31	5.5%	4	10.1%	7	0.8%	1	2.5%	1	2.4%	2	0.0%	0	2.8%	1	1.6%	0	7.2%	4	2.8%	1
More / better seating, toilets	0.9%	14	0.8%	1	0.0%	0	0.0%	0	1.0%	0	3.1%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Another bridge needed	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Asda	0.0%	0	0.0%	0	0.0%	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
Better cycle routes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Better disabled access	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS	0.3%	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	1.3%	0
Bypass / fly-over built	0.3%	5	2.8%	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	0.7%	0

West Berkshire Household Survey for GVA

By Zone

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Cheaper parking	9.6%	150	5.7%	4	20.3%	14	3.4%	3	14.9%	8	6.6%	6	1.2%	0	8.8%	2	9.6%	2	3.9%	2	15.1%	4
Cheaper shops	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disney Store	0.1%	2	0.0%	0	3.1%	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
Dorothy Perkins	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
Fabric Land	0.0%	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	0.0%	0	0.0%	0
Free parking	0.8%	12	1.7%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.6%	0	3.2%	1	0.0%	0	1.1%	0
Gap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
House of Fraser	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It needs a ring road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larger John Lewis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.8%	0	3.0%	1	0.0%	0	0.0%	0
Less beauty parlours / nail bars	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less beggars / homeless people	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	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
Less charity shops	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.5%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less estate agents	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
Less traffic congestion	4.3%	68	9.7%	8	7.5%	5	5.7%	5	8.6%	4	9.4%	9	1.0%	0	2.8%	1	1.1%	0	8.5%	5	6.3%	2
Library	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.7%	1
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
McDonald's	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	2.8%	44	8.0%	6	1.6%	1	0.0%	0	1.6%	1	3.0%	3	1.6%	0	0.0%	0	0.0%	0	9.2%	5	6.2%	2
More traffic lights	0.0%	0	0.0%	0	0.0%	0	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 undercover shopping	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.7%	3	1.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Mothercare	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	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
Park & Ride	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	0
Petrol station	0.0%	1	0.6%	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
Pizza Express	0.0%	0	0.0%	0	0.0%	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
Primark	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	6	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Reduce the cost of Park & Ride	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove intrusive CCTV	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
Remove the bus lanes	0.3%	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%	0
Remove the disabled bays	0.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair the pavements	0.0%	0	0.0%	0	0.0%	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
Repair the roads	0.2%	3	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
Restrict number of houses being built	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	0.7%	0	0.0%	0
Shops closer together	0.4%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.7%	0
Speed up the renovations	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop people smoking outside shops	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop the new development	0.2%	3	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

West Berkshire Household Survey for GVA

Weighted:

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Subway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TGI Friday's	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Update / refurbish it	0.7%	11	0.8%	1	0.0%	0	0.8%	1	0.7%	0	0.0%
Waitrose	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WHSmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zara	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
No need to improve	40.2%	632	23.4%	18	37.8%	25	42.5%	39	38.8%	20	42.4%
(Don't know)	11.3%	178	7.1%	6	12.8%	9	28.6%	26	13.9%	7	1.4%
Weighted base:	1571	79	67	91	52	97	26	24	24	55	26
Sample:	1624	100	69	66	86	88	60	84	87	80	95

Q22A How do you normally travel to (MAIN CENTRE MENTIONED AT Q15B)?

Not those who said '(None of these)' to visiting a town centre at Q15A

Car / van (as driver)	66.1%	1038	74.8%	59	74.7%	50	64.8%	59	71.0%	37	77.9%	75	64.3%	17	79.4%	19	66.0%	16	68.3%	38	59.4%	16
Car / van (as passenger)	6.5%	102	0.6%	1	7.1%	5	3.6%	3	18.0%	9	4.0%	4	29.5%	8	10.5%	3	6.2%	1	8.5%	5	17.2%	5
Walk	8.6%	135	18.0%	14	0.8%	1	0.0%	0	0.0%	0	14.9%	14	0.0%	0	0.0%	0	3.8%	1	0.0%	0	5.6%	1
Bus	6.7%	106	4.7%	4	3.7%	2	4.7%	4	3.4%	2	0.7%	1	1.0%	0	2.6%	1	1.1%	0	5.6%	3	7.0%	2
Taxi	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	0.9%	0	0.7%	0
Train	10.0%	157	0.0%	0	13.7%	9	27.0%	25	6.4%	3	0.0%	0	1.0%	0	7.5%	2	11.6%	3	14.7%	8	7.4%	2
Cycle	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Motorcycle / moped	0.3%	4	0.0%	0	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
Disability vehicle (wheelchair, scooter etc.)	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
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
Park & Ride	0.2%	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
(Don't know / varies)	1.2%	18	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	4.1%	1	0.0%	0	10.4%	3	2.0%	1	1.3%	0
Weighted base:	1571	79	67	91	52	97	26	24	24	55	26											
Sample:	1624	100	69	66	86	88	60	84	87	80	95											

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Weighted:

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Meanscore: [Time in minutes]																						
Q23A How long do you typically spend in (MAIN CENTRE MENTIONED AT Q15B)?																						
<i>Not those who said '(None of these)' to visiting a town centre at Q15A</i>																						
Less than 30 minutes	4.8%	76	4.7%	4	1.6%	1	0.0%	0	1.0%	0	15.1%	15	1.2%	0	1.4%	0	5.6%	1	0.0%	0	7.6%	2
30- 59 minutes	10.4%	163	21.9%	17	1.7%	1	5.2%	5	8.0%	4	11.0%	11	8.4%	2	16.7%	4	6.0%	1	1.6%	1	9.6%	3
1hr -1 hr 29 min	11.3%	178	17.2%	14	14.2%	9	0.8%	1	7.2%	4	12.4%	12	7.1%	2	14.6%	4	3.3%	1	1.9%	1	6.1%	2
1hr 30 mins - 1 hr 59 min	11.1%	174	21.4%	17	8.1%	5	5.7%	5	8.1%	4	28.3%	27	20.0%	5	12.0%	3	15.2%	4	6.6%	4	6.5%	2
2hrs - 2hrs 29 mins	14.3%	224	11.9%	9	10.0%	7	22.3%	20	19.9%	10	9.3%	9	17.2%	5	18.6%	4	32.4%	8	29.3%	16	23.4%	6
2hrs 30 mins - 2hrs 59 mins	8.7%	137	5.9%	5	14.6%	10	10.6%	10	21.6%	11	10.7%	10	7.1%	2	15.4%	4	4.8%	1	15.0%	8	15.2%	4
3hrs - 3hrs 59 mins	15.6%	246	5.0%	4	26.7%	18	22.0%	20	18.1%	9	4.5%	4	10.2%	3	9.1%	2	2.6%	1	11.8%	6	15.2%	4
4hrs or more	19.4%	305	8.2%	6	20.5%	14	31.7%	29	7.6%	4	3.3%	3	22.7%	6	9.0%	2	14.9%	4	32.2%	18	12.1%	3
(Don't know / varies)	4.3%	68	3.7%	3	2.9%	2	1.7%	2	8.5%	4	5.4%	5	6.1%	2	3.3%	1	15.2%	4	1.6%	1	4.3%	1
<i>Mean:</i>	<i>151.04</i>	<i>108.47</i>	<i>173.82</i>	<i>191.58</i>	<i>151.56</i>	<i>100.30</i>	<i>157.50</i>	<i>129.42</i>	<i>140.76</i>	<i>188.13</i>	<i>144.41</i>											
Weighted base:	1571	79	67	91	52	97	26	24	24	55	26											
Sample:	1624	100	69	66	86	88	60	84	87	80	95											

Meanscore: [Number of visits per week]**Q16B How often do you visit (SECOND MAIN CENTRE MENTIONED AT Q15C)?***Not those who said '(None of these)' to visiting a town centre at Q15A or 'Don't visit anywhere else (only visit one place)' at Q15C*

Daily	1.1%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	4.9%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0
5 - 6 times a week	0.9%	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
4 times a week	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
3 times a week	1.0%	9	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Twice a week	3.1%	27	3.5%	3	0.0%	0	0.0%	0	0.0%	0	8.7%	5	0.0%	0	8.2%	1	1.5%	0	2.0%	0	1.7%	0
Once a week	9.5%	81	8.9%	7	0.0%	0	0.0%	0	7.3%	3	19.7%	12	0.0%	0	0.0%	0	14.9%	2	2.0%	0	3.2%	1
Once every 2 weeks	13.2%	113	25.5%	20	8.7%	2	2.3%	1	12.1%	5	10.6%	6	0.0%	0	9.2%	1	1.8%	0	0.0%	0	21.3%	5
Once a month	25.0%	215	30.3%	24	9.2%	2	2.3%	1	15.1%	6	18.7%	11	25.7%	2	38.0%	6	17.8%	3	18.2%	4	26.3%	6
Less often	44.3%	381	24.9%	20	70.9%	13	95.3%	36	65.4%	26	38.2%	23	69.4%	6	44.7%	7	54.7%	8	77.8%	18	43.1%	9
(Don't know / varies)	1.6%	14	3.6%	3	11.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	2.3%	0
<i>Mean:</i>	<i>0.52</i>	<i>0.57</i>	<i>0.16</i>	<i>0.11</i>	<i>0.25</i>	<i>0.74</i>	<i>0.49</i>	<i>0.37</i>	<i>0.72</i>	<i>0.19</i>	<i>0.37</i>											
Weighted base:	859	79	19	38	39	59	9	15	15	23	22											
Sample:	956	100	24	29	64	53	19	42	57	31	73											

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	
Q17B What is usually the MAIN purpose of your trip to (SECOND MAIN CENTRE MENTIONED AT Q15C)?												
<i>Not those who said '(None of these)' to visiting a town centre at Q15A or 'Don't visit anywhere else (only visit one place)' at Q15C</i>												
Buying fuel	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	13.8%	118	14.5%	11	7.1%	1	2.3%	1	3.1%	1	13.3%	8
Leisure activity	4.6%	39	1.8%	1	8.3%	2	0.0%	0	12.8%	5	1.1%	1
Non-food shopping	49.1%	422	62.1%	49	51.5%	10	91.0%	35	44.2%	17	64.4%	38
Travelling to / from school / college / university	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travelling to / from work	2.5%	22	2.4%	2	15.6%	3	0.0%	0	3.0%	1	3.0%	2
Visiting café / pub / restaurant	5.1%	44	6.5%	5	0.0%	0	2.3%	1	7.3%	3	5.7%	3
Visiting family / friends	8.8%	76	1.7%	1	13.1%	2	4.4%	2	10.9%	4	4.7%	3
Visiting financial service such as bank, building society, post office	4.9%	42	4.4%	3	0.0%	0	0.0%	0	2.7%	1	2.2%	1
Visiting health service such as doctor, dentist, hospital	1.8%	15	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Visiting other service such as laundrette, hairdresser, recycling	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a day out	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	1
Visiting the market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Window shopping / browsing	3.7%	32	3.3%	3	0.0%	0	0.0%	0	13.5%	5	0.0%	0
(Don't know / varies)	3.2%	27	1.9%	2	4.4%	1	0.0%	0	0.9%	0	0.0%	0
Weighted base:	859	79	19	38	39	59	9	15	15	23	22	
Sample:	956	100	24	29	64	53	19	42	57	31	73	

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	
Q18B When you visit (SECOND MAIN CENTRE MENTIONED AT Q15C), which other activities / services do you use? [MR]												
<i>Not those who said '(None of these)' to visiting a town centre at Q15A or 'Don't visit anywhere else (only visit one place)' at Q15C</i>												
Buy fuel	0.5%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Food shopping	9.6%	82	7.6%	6	10.4%	2	0.0%	0	6.2%	2	10.4%	2
Leisure activity	9.5%	81	9.1%	7	0.0%	0	16.3%	6	4.5%	2	15.4%	2
Non-food shopping	17.4%	149	15.1%	12	13.1%	2	6.4%	2	14.8%	6	12.8%	4
Travel to / from school / college / university	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travel to / from work	0.5%	4	0.0%	0	4.4%	1	0.0%	0	0.9%	0	2.5%	2
Visit café / pub / restaurant	19.8%	170	29.3%	23	5.5%	1	23.6%	9	39.7%	15	23.7%	5
Visit family / friends	4.3%	37	2.5%	2	0.0%	0	0.0%	0	7.9%	3	8.8%	1
Visit financial service such as bank, building society, post office	5.2%	45	4.4%	3	0.0%	0	0.0%	0	4.0%	2	8.5%	1
Visit health service such as doctor, dentist, hospital	1.9%	16	2.0%	2	0.0%	0	0.0%	0	1.7%	1	6.6%	1
Visit other service such as laundrette, hairdresser, recycling	1.5%	13	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking the dog	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	0.9%	7	0.0%	0	0.0%	0	2.3%	1	2.1%	1	0.0%	0
(Don't know / varies)	2.2%	19	1.2%	1	4.4%	1	0.0%	0	0.8%	0	0.0%	0
(No other activity / No other service used)	44.7%	384	37.8%	30	68.2%	13	62.8%	24	39.0%	15	41.6%	9
Weighted base:	859	79	19	38	39	59	9	15	15	23	22	
Sample:	956	100	24	29	64	53	19	42	57	31	73	

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April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Q19B What do you like about (SECOND MAIN CENTRE MENTIONED AT Q15C)? [MR]																						
<i>Not those who said '(None of these)' to visiting a town centre at Q15A or 'Don't visit anywhere else (only visit one place)' at Q15C</i>																						
Everything	1.3%	12	1.0%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.9%	0		
Accessible by rail	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.7%	0	6.6%	1		
Attractive environment	9.6%	83	3.7%	3	14.8%	3	9.9%	4	9.2%	4	7.4%	4	3.6%	0	11.3%	2	1.8%	0	6.7%	2	12.6%	3
Clean / litter free	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	1	2.0%	0	0.0%	0
Close to home	14.4%	124	20.9%	16	2.8%	1	4.7%	2	3.8%	1	31.7%	19	0.0%	0	0.0%	0	11.6%	2	16.9%	4	17.8%	4
Close to school / college / university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	0.8%	7	1.0%	1	0.0%	0	0.0%	0	2.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Compact / easy to get around	5.9%	51	3.4%	3	2.8%	1	0.0%	0	2.9%	1	1.3%	1	3.2%	0	2.3%	0	12.3%	2	10.7%	3	10.2%	2
Easily accessible by foot / cycle	0.6%	6	2.1%	2	0.0%	0	8.2%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	4.9%	43	7.3%	6	5.5%	1	2.3%	1	9.5%	4	1.3%	1	0.0%	0	2.2%	0	1.1%	0	0.0%	0	12.9%	3
Free / cheap parking	2.8%	24	3.2%	2	0.0%	0	0.0%	0	2.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Good bus service / accessible public transport	0.7%	6	1.2%	1	0.0%	0	2.3%	1	0.0%	0	2.2%	1	0.0%	0	1.8%	0	7.6%	1	0.0%	0	0.8%	0
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities (e.g. seating, toilets)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1
Good foodstores	0.4%	4	0.0%	0	14.0%	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
Good for a day out	0.5%	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	4.7%	1	0.0%	0
Good layout / shops close together	3.7%	32	4.4%	3	0.0%	0	6.4%	2	7.2%	3	0.0%	0	3.6%	0	0.0%	0	9.5%	1	0.0%	0	0.8%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, arts centres etc.)	0.8%	7	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	9.3%	1	3.7%	1	2.0%	0	1.3%	0
Good market	0.8%	7	0.0%	0	0.0%	0	2.3%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good places to eat	3.9%	34	3.4%	3	4.4%	1	2.3%	1	7.4%	3	0.0%	0	0.0%	0	17.5%	3	0.0%	0	0.0%	0	0.8%	0
Good pubs / bars	2.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	8.2%	1	1.5%	0	0.0%	0	0.0%	0
Good quality of shops	3.2%	27	1.8%	1	0.0%	0	5.2%	2	2.9%	1	2.5%	2	0.0%	0	1.2%	0	1.8%	0	0.0%	0	1.7%	0
Good range of chain / well known stores	10.0%	86	15.4%	12	0.0%	0	22.0%	8	12.5%	5	7.1%	4	0.0%	0	20.1%	3	17.8%	3	8.5%	2	17.6%	4
Good range of non-food shops	15.0%	129	22.8%	18	0.0%	0	25.2%	10	15.4%	6	23.8%	14	21.7%	2	30.7%	5	8.5%	1	28.6%	7	5.7%	1
Good range of services (e.g. bank, library, hairdresser etc.)	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	3.2%	0	1.0%	0	0.9%	0	2.7%	1	0.8%	0
Good range of specialist / independent stores	5.8%	49	1.5%	1	22.4%	4	11.0%	4	16.1%	6	4.4%	3	3.2%	0	2.2%	0	3.3%	0	6.5%	2	10.3%	2
Good road access	0.7%	6	0.6%	1	0.0%	0	0.0%	0	6.6%	3	1.1%	1	0.0%	0	0.0%	0	1.1%	0	1.7%	0	0.9%	0
Historic environment	1.3%	11	0.0%	0	9.9%	2	4.4%	2	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	2.1%	0
Library	0.1%	1	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	0.0%	0
Long opening hours /	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Q20B What do you dislike about (SECOND MAIN CENTRE MENTIONED AT Q15C)? [MR]																						
<i>Not those who said '(None of these)' to visiting a town centre at Q15A or 'Don't visit anywhere else (only visit one place)' at Q15C</i>																						
Everything	0.8%	7	3.3%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	0										
Centre very windy	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0								
Cost of parking	8.7%	75	14.4%	11	0.0%	0	11.2%	4	8.7%	3	13.3%	8	0.0%	0	11.7%	2	15.8%	2	2.0%	0	2.8%	1
Difficult to cross streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0	
Few traffic free areas	1.6%	14	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	1.0%	0	3.1%	0	2.7%	1	0.8%	0
Lack of leisure, sports or cultural facilities	0.9%	8	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Lack of parking	5.5%	47	7.2%	6	14.4%	3	6.0%	2	3.1%	1	9.2%	5	4.9%	0	5.0%	1	7.0%	1	6.5%	2	5.8%	1
Litter / dirty / dogs	1.5%	13	1.8%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Awkward car parks (layout)	0.7%	6	0.0%	0	3.2%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	2.0%	0	0.0%	0
No department store	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough choice of shops	6.9%	59	11.7%	9	2.8%	1	0.0%	0	2.2%	1	5.7%	3	0.0%	0	0.0%	0	2.9%	0	7.5%	2	7.5%	2
Not enough clothes shops	1.4%	12	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	3	1.3%	0
Not enough supermarket / food shops	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor bus service to centre	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.9%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor environment	3.8%	33	2.5%	2	0.0%	0	3.2%	1	2.3%	1	6.1%	4	4.9%	0	10.3%	2	0.0%	0	1.7%	0	1.6%	0
Poor facilities (e.g. seating, toilets)	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
Poor quality shops	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Poor signposting in 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
Prices too high	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0
Short opening hours / no facilities in the evening	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Short opening hours / no facilities on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few pubs, eating places etc.	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
Too few service businesses (e.g. banks / building societies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Too many shops of one type (WRITE IN SHOP TYPE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	8.7%	74	17.3%	14	10.4%	2	10.5%	4	6.8%	3	10.1%	6	38.1%	3	6.2%	1	2.9%	0	1.7%	0	4.6%	1
Unsafe / poor security / dangerous	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4	0.0%	0	1.0%	0	1.1%	0	0.0%	0	0.8%	0
Vandals / hooligans	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	9.2%	1	4.8%	1	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
Annoying one-way system	0.5%	5	0.8%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	4.9%	0	0.0%	0	3.7%	1	1.7%	0	0.0%	0
Difficult to get to by car	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have any character	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like the new development	0.3%	2	0.0%	0	4.4%	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
Expensive prices in the shops	0.2%	2	0.6%	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

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Q21B How do you think (SECOND MAIN CENTRE MENTIONED AT Q15C) could be improved? [MR]																						
<i>Not those who said 'None of these' to visiting a town centre at Q15A or 'Don't visit anywhere else (only visit one place)' at Q15C</i>																						
Better choice of shops	7.9%	68	6.0%	5	3.2%	1	2.3%	1	10.8%	4	2.4%	1	0.0%	0	0.0%	0	3.5%	1	4.7%	1	7.4%	2
Better facilities for pedestrians (including pedestrian crossings)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.8%	0
Better facilities for youth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintenance / cleanliness	1.8%	15	0.8%	1	0.0%	0	0.0%	0	3.3%	1	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Better quality shops	2.2%	19	1.8%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.3%	0
Improve appearance / environment	2.3%	20	2.4%	2	0.0%	0	0.0%	0	4.2%	2	2.5%	2	0.0%	0	3.3%	1	5.6%	1	0.0%	0	2.7%	1
Improve bus services / access	0.9%	8	1.8%	1	0.0%	0	0.0%	0	1.3%	0	1.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.3%	0
Improve rail services / access	0.8%	7	1.0%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	4.2%	1
Improve security, including CCTV	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	8.2%	1	3.7%	1	0.0%	0	0.0%	0
Improve signposting in centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	1.1%	0	2.7%	1	0.0%	0
Introduce a named retailer (WRITE IN NAME OF RETAILER)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer midweek opening hours/more evening activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours on Sunday	0.0%	0	0.0%	0	0.0%	0	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 banks / building societies	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.3%	0
More car parking	9.3%	80	13.1%	10	6.0%	1	10.6%	4	4.1%	2	4.7%	3	9.9%	1	7.2%	1	12.2%	2	6.7%	2	13.2%	3
More large shops / department stores	3.3%	28	3.9%	3	0.0%	0	22.0%	8	2.2%	1	4.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
More leisure, sports or cultural facilities	1.1%	10	0.0%	0	0.0%	0	8.2%	3	0.0%	0	1.3%	1	0.0%	0	8.2%	1	1.1%	0	0.0%	0	1.3%	0
More pubs, restaurants, cafes	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	2.7%	1	0.0%	0
More supermarkets / food shops	0.9%	8	1.8%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	1.2%	11	2.4%	2	0.0%	0	0.0%	0	0.9%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
More / better seating, toilets	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	6.6%	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	0.0%	0	0.0%	0
Better cycle routes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Better disabled access	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bypass / fly-over built	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
Cheaper parking	6.7%	58	15.0%	12	0.0%	0	7.5%	3	3.5%	1	10.9%	6	0.0%	0	10.2%	2	12.1%	2	2.0%	0	5.7%	1
Cheaper shops	0.1%	0	0.0%	0	0.0%	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
Cheaper toll bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0

West Berkshire Household Survey for GVA

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Free parking	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved Park & Ride	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%
KFC	0.2%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Larger John Lewis	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%
Less cafes	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Less charity shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less empty shops	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less restaurants / takeaways	0.3%	3	0.8%	1	0.0%	0	0.0%	0	1.7%	1	0.0%
Less traffic congestion	4.7%	40	3.5%	3	7.1%	1	6.0%	2	3.5%	1	7.7%
Lessen the impact of the rebuilding / regeneration	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
More independent shops	2.0%	17	2.0%	2	4.4%	1	0.0%	0	0.0%	0	1.3%
More undercover shopping	0.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%
Less charity shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Primark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Sell the canal area more	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops closer together	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Update / refurbish it	0.6%	5	1.0%	1	0.0%	0	0.0%	0	2.5%	1	0.0%
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No need to improve (Don't know)	48.0%	412	27.6%	22	50.7%	9	46.7%	18	53.1%	21	42.1%
Weighted base:	859	79	19	38	39	59	9	15	15	23	22
Sample:	956	100	24	29	64	53	19	42	57	31	73

Q22B How do you normally travel to (SECOND MAIN CENTRE MENTIONED AT Q15C)?

Not those who said '(None of these)' to visiting a town centre at Q15A or 'Don't visit anywhere else (only visit one place)' at Q15C

Car / van (as driver)	72.9%	626	80.3%	63	88.9%	17	80.9%	31	78.5%	31	61.5%	36	58.7%	5	58.1%	9	66.0%	10	77.5%	18	70.2%
Car / van (as passenger)	6.0%	52	3.6%	3	5.5%	1	3.2%	1	15.2%	6	1.1%	1	5.7%	0	9.7%	2	8.5%	1	4.7%	1	17.0%
Walk	5.2%	44	1.5%	1	0.0%	0	0.0%	0	0.0%	0	10.4%	6	0.0%	0	0.0%	0	2.8%	0	0.0%	0	2.2%
Bus	4.0%	34	4.4%	3	2.8%	1	2.0%	1	2.4%	1	2.8%	2	0.0%	0	4.0%	1	1.8%	0	0.0%	0	1.6%
Taxi	0.9%	8	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	1.3%
Train	6.3%	54	4.1%	3	2.8%	1	13.9%	5	3.9%	2	14.0%	8	35.6%	3	28.2%	4	14.5%	2	15.7%	4	4.4%
Cycle	1.2%	10	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Motorcycle / moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Disability vehicle (wheelchair, scooter etc.)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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%
Park & Ride	0.4%	3	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%
(Don't know / varies)	3.1%	27	2.9%	2	0.0%	0	0.0%	0	0.0%	0	10.1%	6	0.0%	0	6.4%	1	2.0%	0	1.4%	0	0.0%
Weighted base:	859	79	19	38	39	59	9	15	15	23	22										
Sample:	956	100	24	29	64	53	19	42	57	31	73										

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Meanscore: [Time in minutes]																						
Q23B How long do you typically spend in (SECOND MAIN CENTRE MENTIONED AT Q15C)?																						
<i>Not those who said '(None of these)' to visiting a town centre at Q15A or 'Don't visit anywhere else (only visit one place)' at Q15C</i>																						
Less than 30 minutes	9.7%	84	4.6%	4	29.6%	6	0.0%	0	5.9%	2	18.6%	11	3.6%	0	1.2%	0	6.7%	1	6.5%	2	8.8%	2
30- 59 minutes	15.0%	129	12.9%	10	27.1%	5	6.4%	2	8.4%	3	18.4%	11	0.0%	0	10.3%	2	4.4%	1	4.5%	1	18.8%	4
1hr -1 hr 29 min	12.5%	107	10.9%	9	7.1%	1	2.3%	1	8.2%	3	7.4%	4	4.9%	0	3.0%	0	4.8%	1	4.7%	1	8.9%	2
1hr 30 mins - 1 hr 59 min	11.4%	98	24.4%	19	2.8%	1	18.4%	7	3.9%	2	12.3%	7	3.6%	0	23.1%	4	7.7%	1	22.6%	5	8.9%	2
2hrs - 2hrs 29 mins	17.1%	147	11.7%	9	19.6%	4	21.2%	8	25.3%	10	5.8%	3	19.9%	2	0.0%	0	29.7%	4	23.0%	5	30.0%	7
2hrs 30 mins - 2hrs 59 mins	8.3%	71	11.9%	9	0.0%	0	11.6%	4	14.1%	6	8.7%	5	9.9%	1	19.6%	3	6.1%	1	4.5%	1	7.5%	2
3hrs - 3hrs 59 mins	9.7%	83	12.2%	10	0.0%	0	21.4%	8	12.4%	5	7.6%	4	6.3%	1	12.2%	2	6.8%	1	6.7%	2	9.1%	2
4hrs or more	12.1%	104	6.6%	5	11.1%	2	18.9%	7	16.1%	6	19.8%	12	46.0%	4	30.6%	5	27.8%	4	25.6%	6	3.0%	1
(Don't know / varies)	4.3%	37	4.8%	4	2.8%	1	0.0%	0	5.6%	2	1.3%	1	5.7%	0	0.0%	0	6.1%	1	2.0%	0	5.0%	1
Mean:	124.57		125.31		83.57		167.34		150.34		122.88		200.09		171.92		164.18		154.95		111.41	
Weighted base:	859		79		19		38		39		59		9		15		15		23		22	
Sample:	956		100		24		29		64		53		19		42		57		31		73	

Q24 Have you visited Bracknell Town Centre in the last five years?

Yes	31.0%	651	75.7%	60	12.2%	11	15.1%	21	15.4%	9	8.5%	9	3.1%	1	8.5%	2	8.2%	2	18.1%	12	10.9%	3
No	69.0%	1451	24.3%	19	87.8%	82	84.9%	119	84.6%	50	91.5%	98	96.9%	46	91.5%	26	91.8%	25	81.9%	56	89.1%	24
Weighted base:	2102		79		94		140		59		107		48		28		27		68		27	
Sample:	2102		100		100		100		100		100		100		100		100		100		100	

Q24A Are you aware of the redevelopment works currently taking place in Bracknell Town Centre?*Those who have visited Bracknell Town Centre in the last five years at Q24*

Yes	74.1%	483	94.2%	56	54.8%	6	65.6%	14	84.2%	8	71.2%	6	28.8%	0	100.0%	2	58.1%	1	20.0%	2	88.1%	3
No	24.5%	160	5.0%	3	45.2%	5	34.4%	7	15.8%	1	28.8%	3	71.2%	1	0.0%	0	42.0%	1	80.0%	10	11.9%	0
(Don't know / not sure)	1.4%	9	0.9%	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
Weighted base:	651		60		11		21		9		9		1		2		2		2		12	
Sample:	583		75		17		12		22		9		4		7		5		11		15	

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	
Q24B Have the redevelopment works changed how you visit Bracknell Town Centre?												
<i>Those who are aware of the redevelopment works currently taking place in Bracknell Town Centre at Q24A</i>												
Yes - Visited an alternative location (WRITE IN LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Visited less often	23.9%	115	36.4%	20	17.9%	1	0.0%	0	19.4%	1	27.3%	2
Yes - Other change (WRITE IN CHANGE)	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	70.6%	341	59.1%	33	82.1%	5	100.0%	14	75.9%	6	44.8%	3
Yes - Visited more often	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Visited Camberley instead	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Visited Reading instead	0.6%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Visited Sandhurst instead	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Visited Slough instead	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Visited Windsor instead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Visited Wokingham instead	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Visited Bracknell at non-peak times to avoid rush hour	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Had to move my work office	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Had to park further away than usual	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Had to take different routes due to road disruptions	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / not sure)	1.7%	8	0.9%	1	0.0%	0	0.0%	0	4.8%	0	17.9%	1
Weighted base:	483	56	6	14	8	6	0	2	1	2	3	
Sample:	482	72	11	7	18	8	1	7	2	5	13	

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
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Meanscore: [Will visit it more = 2, Will visit it the same as before = 1, Will visit it less than before = -1, Will not visit it all = -2]

Q24C Part of the redevelopment works include the development of a new shopping centre, called 'Lexicon Bracknell', which is expected to open in 2017. Will you return to Bracknell Town Centre once Lexicon Bracknell has been completed?

Those who said 'Yes' or '(Don't know / not sure)' at Q24B

Will visit it more	74.0%	105	79.2%	18	100.0%	1	0.0%	0	53.6%	1	60.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.2%	0
Will visit it the same as before	8.9%	13	3.5%	1	0.0%	0	0.0%	0	26.7%	0	21.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Will visit it less than before	1.1%	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	100.0%	1	0.0%	0
Will not visit it all	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / not sure)	13.8%	20	17.3%	4	0.0%	0	0.0%	0	19.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.52		1.62		2.00		0.00		1.34		1.07		0.00		0.00		0.00		-1.00		2.00
Weighted base:		142		23		1		0		2		4		0		0		0		1		0
Sample:		151		30		2		0		5		4		0		0		0		1		1

Q25 Do you / your household take part in any of the following leisure or cultural activities...? [MR/PR]

Cafés	69.1%	1452	69.5%	55	66.0%	62	66.4%	93	70.4%	42	70.5%	75	38.6%	18	71.2%	20	72.6%	19	75.1%	51	68.0%	18
Restaurants	78.5%	1651	82.3%	65	87.5%	82	83.1%	117	82.9%	49	67.6%	72	63.8%	30	67.7%	19	76.0%	20	83.7%	57	81.5%	22
Pubs / clubs	58.5%	1230	54.4%	43	63.9%	60	63.1%	89	51.3%	30	56.6%	60	58.6%	28	59.7%	17	64.9%	17	66.7%	45	54.3%	15
Cinema	66.2%	1391	73.9%	58	78.1%	73	72.1%	101	58.2%	34	62.0%	66	53.8%	26	52.7%	15	64.8%	17	73.1%	50	58.2%	16
Arts / cultural activities (theatres / museums / live music / art galleries etc.)	52.2%	1098	59.2%	47	62.5%	59	55.1%	77	50.6%	30	46.1%	49	42.8%	20	36.9%	10	47.3%	13	47.1%	32	44.9%	12
Children's soft play venues	19.5%	409	26.8%	21	27.0%	25	31.8%	45	15.6%	9	17.0%	18	15.2%	7	26.3%	7	13.2%	4	14.2%	10	7.1%	2
Entertainment venues (bowling, ice skating, bingo etc)	35.9%	754	42.1%	33	42.3%	40	41.5%	58	23.6%	14	33.1%	35	23.9%	11	20.3%	6	37.7%	10	35.0%	24	25.3%	7
Health and fitness clubs (gyms, leisure centres, swimming pools etc)	37.4%	787	44.7%	35	36.5%	34	35.7%	50	20.0%	12	29.1%	31	29.4%	14	19.7%	6	32.5%	9	39.5%	27	25.5%	7
(None of these)	6.3%	133	4.0%	3	4.7%	4	5.0%	7	9.5%	6	9.6%	10	13.0%	6	8.6%	2	9.7%	3	5.3%	4	8.5%	2
Weighted base:		2102		79		94		140		59		107		48		28		27		68		27
Sample:		2102		100		100		100		100		100		100		100		100		100		100

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Q26 Where do you go most often to visit cafés?											
<i>Those who said 'Cafés' at Q25</i>											
Abingdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Addlestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Amersham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bagshot	0.1%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Basingstoke	6.9%	101	0.0%	0	5.3%	3	82.9%	77	34.2%	14	0.0%
Beaconsfield	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bracknell Town Centre	1.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bracknell (other locations, not in the town centre)	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Calcot	0.1%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley	5.2%	76	0.9%	1	8.7%	5	0.0%	0	0.0%	0	0.0%
Central London / West End / Covent Garden	2.1%	30	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.5%
Chobham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
City of London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowthorne Town Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowthorne (other locations, not in the town centre)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Didcot	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Egham	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough	1.7%	24	0.0%	0	13.9%	9	0.0%	0	0.0%	0	0.0%
Farnham	0.3%	4	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%
Fleet	2.4%	35	0.0%	0	46.9%	29	0.0%	0	0.8%	0	0.0%
Gerrards Cross	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford	0.8%	12	1.5%	1	3.4%	2	0.0%	0	0.0%	0	0.0%
Henley-on-Thames	1.3%	19	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%
High Wycombe	6.6%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hook	0.2%	3	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%
Hungerford Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%
Hungerford (other locations, not in the town centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Lambourn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Lower Earley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maidenhead	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marlborough	0.4%	6	0.0%	0	0.0%	0	0.9%	0	0.0%	0	26.9%
Marlow	3.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	5.6%	81	0.0%	0	0.0%	0	8.3%	3	73.4%	55	5.4%
Newbury (other locations, not in the town centre)	0.4%	5	0.0%	0	0.0%	0	1.9%	1	5.2%	4	0.0%
Oxford	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%
Pangbourne	0.6%	9	0.0%	0	0.0%	0	1.2%	0	1.4%	1	0.0%
Reading Town Centre	13.6%	198	15.1%	8	3.4%	2	3.5%	3	21.4%	9	3.5%
Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%

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Sandhurst Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandhurst (other locations, not in the town centre)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Slough	2.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Staines	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunningdale	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunninghill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tadley	0.3%	5	0.0%	0	0.0%	0	11.8%	5	0.0%	0	0.0%
Thatcham	0.5%	7	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%
Theale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Twyford	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Uxbridge	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wallingford	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%
Wantage	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%
Watlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westfield London, Shepherd's Bush, London	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winchester	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.9%	0	0.0%
Windsor	5.6%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winkersley	0.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking	3.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wokingham Town Centre	3.6%	52	61.1%	33	1.0%	1	0.0%	0	0.0%	0	0.0%
Wokingham (other locations, not in the town centre)	0.2%	3	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodley	2.7%	39	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Yateley	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	4.8%	69	3.1%	2	5.6%	3	0.8%	1	14.4%	6	0.9%
Andover	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.8%
Ascot	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Benson	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Caversham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Goring-on-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Overton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%
Tilehurst	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	7.9%	115	11.3%	6	3.1%	2	12.0%	11	2.8%	1	3.7%
Weighted base:		1452		55		62		93		42	
Sample:		1377		66		66		65		64	
										75	
										18	
										20	
										19	
										51	
										68	
											18
											63

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April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21										
Q27 Where do you go most often to visit restaurants?																					
<i>Those who said 'Restaurants' at Q25</i>																					
Abingdon	0.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	
Addlestone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Amersham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aylesbury	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	
Bagshot	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Basingstoke	7.8%	128	1.2%	1	6.0%	5	79.7%	93	45.2%	22	1.0%	1	8.7%	3	0.0%	0	0.0%	0	0.0%	0	
Beaconsfield	1.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Blackwater	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bracknell Town Centre	0.5%	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	
Bracknell (other locations, not in the town centre)	0.8%	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	
Camberley	6.2%	102	0.8%	1	18.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Central London / West End / Covent Garden	3.1%	52	0.8%	1	1.4%	1	0.0%	0	2.6%	1	1.6%	1	2.8%	1	0.0%	0	5.6%	1	2.2%	1	1.2%
Chertsey	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Chobham	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
City of London	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	
Crowthorne Town Centre	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	
Didcot	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	15.3%	9	0.0%	0	
Egham	0.5%	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	
Eton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farnborough	1.1%	18	0.0%	0	8.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farnham	0.2%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fleet	2.1%	35	0.0%	0	38.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Frimley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gerrards Cross	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Guildford	0.7%	11	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Henley-on-Thames	1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	4.3%	1	
High Wycombe	4.7%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hook	0.3%	5	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hungerford Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	1.8%	0	0.0%	0	0.0%	0	
Hungerford (other locations, not in the town centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	1.5%	0	0.0%	0	0.0%	0	
Lower Earley	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maidenhead	1.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marlborough	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	5	0.7%	0	0.0%	0	0.0%	0	
Marlow	3.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Newbury Town Centre	3.0%	50	0.0%	0	0.0%	0	1.0%	1	6.7%	3	40.5%	29	8.2%	3	21.7%	4	15.5%	3	1.8%	1	12.5%
Newbury (other locations, not in the town centre)	0.8%	14	0.0%	0	0.0%	0	0.0%	0	3.8%	2	13.1%	9	0.0%	0	1.6%	0	3.7%	1	0.0%	0	1.8%
Oxford	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	3	20.3%	12	2.8%	1	
Pangbourne	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	
Princes Risborough	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	
Reading Town Centre	14.1%	232	11.9%	8	3.2%	3	7.1%	8	17.1%	8	14.2%	10	0.0%	0	7.9%	2	2.8%	1	12.7%	7	36.2%

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Salisbury	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	3	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst (other locations, not in the town centre)	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
Slough	2.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunningdale	0.2%	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
Sunninghill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Tadley	0.1%	2	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	0.0%	0
Taplow	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham	0.4%	6	0.0%	0	0.0%	0	0.7%	1	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.3%	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%	0
Virginia Water	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	11	0.8%	0	0.0%	0
Wantage	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	6	0.0%	0	0.0%	0	0.0%	0
Watlington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield London, Shepherd's Bush, London	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Winchester	0.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	6.5%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	2.6%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	3.2%	52	60.1%	39	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham (other locations, not in the town centre)	0.7%	12	7.9%	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
Woodley	0.5%	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
Yateley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.3%	87	7.0%	5	4.7%	4	2.0%	2	6.5%	3	6.2%	4	5.2%	2	5.1%	1	6.7%	1	4.9%	3	4.9%	1
Andover	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benson	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.8%	0	0.0%	0
Caversham	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Goring-on-Thames	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2
Overton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilehurst	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
Woodcote	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	4.2%	1
(Don't know / varies)	10.6%	175	10.2%	7	7.0%	6	8.3%	10	13.9%	7	18.4%	13	13.6%	4	13.4%	3	13.2%	3	18.7%	11	13.5%	3
Weighted base:		1651		65		82		117		49		72		30		19		20		57		22
Sample:		1590		79		83		79		77		67		62		76		69		78		80

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Q28 Where do you go most often to visit pubs / clubs?											
<i>Those who said 'Pubs / clubs' at Q25</i>											
Abingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Addlestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Amersham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bagshot	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke	6.2%	77	0.0%	0	6.4%	4	75.8%	67	14.4%	4	0.0%
Beaconsfield	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bracknell Town Centre	0.4%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Bracknell (other locations, not in the town centre)	1.3%	15	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley	1.8%	22	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%
Central London / West End / Covent Garden	2.1%	26	4.8%	2	4.4%	3	0.0%	0	0.0%	0	0.0%
Chertsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chobham	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowthorne Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowthorne (other locations, not in the town centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Didcot	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Egham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough	2.1%	26	0.0%	0	13.4%	8	0.0%	0	0.0%	0	0.0%
Farnham	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
Fleet	2.6%	32	0.0%	0	38.2%	23	0.0%	0	0.0%	0	0.0%
Frimley	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gerrards Cross	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hemel Hempstead	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%
Henley-on-Thames	0.8%	10	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%
High Wycombe	4.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hook	0.7%	9	0.0%	0	14.6%	9	0.0%	0	0.0%	0	0.0%
Hungerford Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.8%
Hungerford (other locations, not in the town centre)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%
Lambourn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%
Lower Earley	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maidenhead	2.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marlborough	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%
Marlow	2.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Newbury Town Centre	2.1%	25	0.0%	0	0.0%	0	1.6%	0	36.5%	22	0.0%
Newbury (other locations, not in the town centre)	0.8%	10	0.0%	0	0.0%	0	2.8%	1	14.8%	9	0.0%

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Oxford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	1.9%	1	1.2%	0		
Pangbourne	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	3		
Reading Town Centre	8.0%	98	14.1%	6	0.0%	0	0.0%	0	4.1%	1	4.3%	3	0.0%	0	7.5%	1	1.0%	0	16.4%	2		
Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sandhurst Town Centre	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		
Sandhurst (other locations, not in the town centre)	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		
Slough	2.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Staines	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		
Sunningdale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sunninghill	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tadley	0.7%	8	0.0%	0	0.0%	0	0.9%	1	24.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Taplow	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		
Thame	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		
Thatcham	0.8%	10	0.0%	0	0.0%	0	0.9%	1	1.2%	0	14.4%	9	0.0%	0	0.0%	0	0.8%	0	0.0%	0		
Theale	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		
Twyford	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		
Uxbridge	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Virginia Water	0.5%	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		
Wallingford	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	10	0.0%	0		
Wantage	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.2%	7	0.0%	0	0.0%	0		
Watlington	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		
Whitchurch	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	0		
Windsor	5.4%	66	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Winnersh	0.4%	5	8.1%	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		
Witney	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Woking	2.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wokingham Town Centre	1.9%	23	31.0%	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		
Wokingham (other locations, not in the town centre)	0.6%	7	10.9%	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		
Woodley	0.7%	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		
Yateley	1.1%	14	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other	14.6%	180	14.8%	6	8.6%	5	5.9%	5	31.2%	9	18.9%	11	23.5%	7	30.1%	5	11.7%	2	12.3%	6	13.0%	2
Andover	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ascot	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Benson	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0		
Caversham	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	1.2%	0		
Goring-on-Thames	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	14.0%	2		
Overton	0.3%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	9.9%	3	0.0%	0	0.0%	0	0.0%	0		
Tilehurst	0.7%	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		
Woodcote	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	6.5%	1		
(Don't know / varies)	12.0%	148	13.5%	6	11.7%	7	14.7%	13	10.8%	3	11.1%	7	20.0%	6	10.7%	2	22.8%	4	32.9%	15	21.5%	3
Weighted base:		1230		43		60		89		30		60		28		17		17		45		15
Sample:		1164		48		57		60		52		53		58		59		56		63		60

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21									
Q29 Where do you go most often to visit the cinema?																				
<i>Those who said 'Cinema' at Q25</i>																				
Cineworld, Westgate, Aldershot	1.6%	23	0.0%	0	26.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Orchard Centre, Didcot	2.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.7%	7	59.8%	30	11.1%	2
Cineworld, Leisure West, Air Park Way, Feltham	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
Cineworld, Eden Shopping Centre, High Wycombe	7.0%	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
Cineworld, Regents Circus, Swindon	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
Cineworld, Shaw Ridge Leisure Park, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Empire, Crest Road, High Wycombe	5.4%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Queensmere Centre, Slough	3.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Greenbridge Retail and Leisure Park, Swindon	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	5	3.5%	1	0.0%	0	0.0%	0
Everyman, High Street, Esher	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everyman, High Street, Walton-on-Thames	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
Odeon, Basingstoke Leisure Park, Churchill Way West, Basingstoke	4.5%	62	0.0%	0	1.5%	1	46.7%	47	29.2%	10	1.0%	1	10.9%	3	0.0%	0	0.0%	0	0.0%	0
Odeon, The Point, Bracknell	3.7%	52	3.0%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Ethorpe Crescent, Gerrards Cross	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Bedford Road, Guildford	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, King Street, Maidenhead	8.1%	113	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Magdalen Street, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Odeon, St Georges Place, Oxford	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
Odeon, The Chimes Shopping Ctr, Uxbridge	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Picturehouse, Walton Street, Oxford	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
Reading Film Theatre, Reading	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	1.3%	0
Reel, Anton Mill Road, Andover	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	3	1.6%	0	0.0%	0	0.0%	0

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Regal Picturehouse, Boroma Way, Henley on Thames	1.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	16.0%	3
Showcase Cinema De Lux, Loddon Bridge, Reading Road, Wokingham	9.0%	125	75.7%	44	0.8%	1	3.1%	3	10.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Vue, Festival Place, Basingstoke	5.8%	80	0.0%	0	18.9%	14	48.3%	49	27.2%	9	0.0%	0	31.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, The Atrium, Park Street, Camberley	10.3%	143	0.0%	0	18.4%	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
Vue, Kingsmead Shopping Centre, Farnborough	1.8%	25	0.0%	0	17.3%	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
Vue, Kennet Ctr, Newbury	5.8%	81	0.0%	0	0.0%	0	0.0%	0	2.5%	1	87.2%	58	13.5%	3	48.3%	7	38.1%	7	0.0%	0	19.7%	3
Vue, Ozone Leisure Park, Oxford	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1	7.3%	4	0.0%	0
Vue, Riverside, Oracle Shopping Ctr, Reading	6.0%	83	4.4%	3	0.0%	0	0.0%	0	3.0%	1	6.1%	4	0.0%	0	0.0%	0	0.0%	0	15.6%	8	39.7%	6
Vue, Two Rivers Shopping Centre, Staines-upon-Thames	1.2%	17	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	0.0%	0
Aldershot	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
Basingstoke	0.9%	12	0.0%	0	8.6%	6	0.0%	0	15.7%	5	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	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
Bracknell (other locations, not in the town centre)	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
Camberley	1.1%	15	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
Central London / West End / Covent Garden	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.3%	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%	0
Farnham	0.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames	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	4.5%	1
High Wycombe	0.5%	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
Lower Earley	0.3%	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%	0
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough	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	0.0%	0	0.0%	0
Newbury Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	0	4.1%	3	0.0%	0	3.6%	1	0.8%	0	0.0%	0	0.0%	0
Newbury (other locations, not in the town centre)	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
Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	1.3%	0
Reading Town Centre	0.5%	7	3.5%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.5%	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
Staines	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.8%	0	0.0%	0	0.0%	0
Wallingford	0.3%	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	8.4%	4	0.0%	0
Westfield London, Shepherd's Bush, London	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

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
Q30 Where do you go most often to visit theatres / museums / live music / art galleries?																						
<i>Those who said 'Arts / cultural activities (theatres / museums / live music / art galleries etc.)' at Q25</i>																						
The London Theatre, 443 New Cross Road, New Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Horniman Museum & Gardens, 100 London Road, Forest Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Central London / West End / Covent Garden / Leicester Square	50.5%	554	58.4%	27	61.4%	36	30.1%	23	48.6%	14	25.6%	13	41.5%	8	45.6%	5	30.8%	4	43.3%	14	50.1%	6
Other	7.7%	85	10.6%	5	13.1%	8	16.1%	12	8.0%	2	3.4%	2	26.1%	5	13.7%	1	10.0%	1	4.7%	2	4.8%	1
Basingstoke	2.6%	28	0.0%	0	3.6%	2	26.4%	20	8.5%	3	3.9%	2	5.7%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell (other)	0.4%	4	1.1%	1	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%	0
Corn Exchange, Market Place, Newbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	1	7.2%	4	0.0%	0	1.5%	0	2.4%	0	0.0%	0	0.0%	0
High Wycombe	1.0%	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
New Victoria Theatre, The Ambassadors, Peacocks Centre, Woking	2.3%	25	1.1%	1	6.6%	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
Newbury (other)	1.1%	12	0.0%	0	0.0%	0	0.0%	0	6.6%	2	13.8%	7	2.1%	0	9.6%	1	6.7%	1	0.0%	0	2.3%	0
Oxford	3.4%	38	0.0%	0	0.0%	0	0.0%	0	1.2%	0	10.2%	5	0.0%	0	1.5%	0	32.3%	4	43.6%	14	26.0%	3
Reading (other)	3.0%	33	8.7%	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
South Hill Park Arts Centre, Ringmead, Bracknell	0.8%	8	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Anvil, Churchill Way East, Basingstoke	2.3%	25	1.3%	1	5.3%	3	16.0%	12	10.3%	3	0.0%	0	8.6%	2	1.5%	0	0.0%	0	2.0%	1	1.4%	0
The Hexagon, Queens Walk, Reading	3.0%	33	4.9%	2	0.0%	0	0.0%	0	5.5%	2	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
The Watermill Theatre, Bagnor, Newbury	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	12	2.1%	0	13.5%	1	3.5%	0	0.0%	0	4.6%	1
Theatre Royal, Thames Street, Windsor	3.8%	42	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor (other)	1.7%	18	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking (other)	3.2%	35	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
Wycombe Swan, St Mary Street, High Wycombe	3.4%	37	0.0%	0	0.0%	0	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%	87	8.0%	4	5.7%	3	11.4%	9	6.3%	2	3.4%	2	13.9%	3	11.7%	1	14.4%	2	6.3%	2	7.7%	1
Weighted base:	1098		47		59		77		30		49		20		10		13		32		12	
Sample:	1057		57		69		53		52		44		45		43		44		47		51	

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Q31 Where do you go most often to visit children's soft play venues?											
<i>Those who said 'Children's soft play venues' at Q25</i>											
Abingdon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bagshot	7.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke	13.7%	56	2.4%	1	19.8%	5	100.0%	45	59.5%	5	0.0%
Bracknell (other locations, not in the town centre)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Calcot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley	5.1%	21	0.0%	0	29.1%	7	0.0%	0	4.0%	0	0.0%
Didcot	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Egham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Esher	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough	2.1%	9	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%
Fleet	2.3%	10	0.0%	0	37.7%	10	0.0%	0	0.0%	0	0.0%
Frimley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford	0.5%	2	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Hemel Hempstead	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Henley-on-Thames	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
High Wycombe	8.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hungerford Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maidenhead	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marlow	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	4.1%	17	0.0%	0	0.0%	0	0.0%	0	5.4%	0	75.9%
Newbury (other locations, not in the town centre)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Town Centre	9.1%	37	0.0%	0	0.0%	0	0.0%	0	21.8%	2	0.0%
Sandhurst (other locations, not in the town centre)	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Slough	5.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thame	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thatcham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wallingford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windsor	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winnersh	5.4%	22	37.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wokingham Town Centre	1.4%	6	9.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Wokingham (other locations, not in the town centre)	3.1%	13	19.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodley	2.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yateley	3.6%	15	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%
Other	2.7%	11	9.7%	2	2.1%	1	0.0%	0	9.3%	1	5.6%
Andover	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	80.1%
Goring-on-Thames	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tilehurst	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

West Berkshire Household Survey for GVA

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
(Don't know / varies)	9.6% 39	17.3% 4	0.0% 0	0.0% 0	0.0% 0	14.4% 3	6.6% 0	2.1% 0	4.5% 0	51.0% 5	9.2% 0
Weighted base:	409	21	25	45	9	18	7	7	4	10	2
Sample:	266	17	17	15	11	8	14	17	8	8	7

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21										
Q32 Which entertainment venues do you visit most often (e.g. bowling, ice skating, bingo)?																					
<i>Those who said 'Entertainment venues (bowling, ice skating, bingo etc)' at Q25</i>																					
10 Pin, Crown Square, Woking	2.9%	22	2.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Airport Bowl, Bath Road, Hayes	0.6%	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	
AMF Bowling, Eden Centre, High Wycombe	7.6%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bowlplex, West Ham Leisure Park, Basingstoke	7.9%	60	0.0%	0	27.4%	11	55.1%	32	25.8%	4	1.8%	1	74.5%	8	0.0%	0	5.6%	1	0.0%	0	0.0%
Bowlplex, The Atrium, Park Street, Camberley	9.2%	69	1.5%	1	13.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bowlplex, Ozone Leisure Park, Oxford	2.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	3	45.5%	11	21.4%
Hollywood Bowl, The Point, Bracknell	9.3%	70	14.6%	5	3.0%	1	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Lakeside Superbowl, Newbury Leisure Park, Thatcham	4.9%	37	0.0%	0	0.0%	0	0.0%	0	2.6%	0	70.6%	25	0.0%	0	58.0%	3	17.0%	2	1.7%	0	21.4%
Spectrum, Parkway, Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tenpin, Leisure West, Feltham	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%
Tenpin, St Clouds Way, Maidenhead	9.8%	74	0.0%	0	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%
Wokingham Superbowl, Wellington Road, Wokingham	5.3%	40	57.8%	19	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	3.0%
BJ's Bingo, Gillette Way, Reading	0.5%	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%
Concept Bingo, Queensmead, Farnborough	0.1%	1	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%
Coronet, Broadway, Didcot	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	11.3%	3	0.0%
Gala Bingo, High Street, Aldershot	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%
Gala Bingo, Basingstoke Leisure Park, Basingstoke	0.8%	6	0.0%	0	0.0%	0	6.6%	4	11.8%	2	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gala Bingo, Ozone Leisure Park, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%
Gala Bingo, Bath Road, Slough	0.3%	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	0.0%	0	0.0%
Point Bingo, The Point Leisure Complex, Bracknell	0.9%	6	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%
Aldershot	0.3%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke	4.4%	33	0.0%	0	8.3%	3	36.2%	21	45.5%	6	0.0%	0	16.7%	2	3.1%	0	0.0%	0	0.0%	0	0.0%

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Bracknell Town Centre	1.7%	13	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Bracknell (other locations, not in the town centre)	3.5%	27	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End / Covent Garden	1.0%	8	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%
Chesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
City of London	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough	2.5%	19	0.0%	0	25.8%	10	0.0%	0	0.0%	0	0.0%
Guildford	1.5%	11	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%
High Wycombe	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maidenhead	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	7.4%	3	0.0%
Newbury (other locations, not in the town centre)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
Oxford	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%
Pangbourne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Town Centre	3.4%	25	6.2%	2	0.0%	0	0.0%	0	0.0%	0	12.6%
Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%
Slough	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%
Thatcham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	9.5%	3	0.0%
Theale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%
Uxbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windsor	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Witney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woking	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wokingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wokingham (other locations, not in the town centre)	0.3%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Yateley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	1.2%	9	0.0%	0	0.0%	0	2.3%	0	0.0%	0	3.7%
(Don't know / varies)	4.8%	36	5.1%	2	11.6%	5	2.1%	1	3.6%	0	7.4%
Weighted base:	754		33		40		58		14		35
Sample:	526		36		33		29		21		17

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
Q33 Where do you go most often to visit health & fitness clubs?											
<i>Those who said 'Health and fitness clubs (gyms, leisure centres, swimming pools etc)' at Q25</i>											
Abingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Amersham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bagshot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke	7.8%	61	0.0%	0	6.1%	2	97.6%	49	52.7%	6	0.0%
Beaconsfield	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackwater	0.6%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%
Bracknell Town Centre	2.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bracknell (other locations, not in the town centre)	3.9%	31	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley	2.8%	22	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%
Central London / West End / Covent Garden	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chertsey	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowthorne Town Centre	0.5%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowthorne (other locations, not in the town centre)	0.7%	6	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Didcot	2.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Egham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough	2.9%	23	0.0%	0	20.7%	7	0.0%	0	0.0%	0	0.0%
Farnham	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%
Fleet	2.5%	20	0.0%	0	49.4%	17	0.0%	0	0.0%	0	0.0%
Frimley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Henley-on-Thames	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
High Wycombe	9.9%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hook	0.3%	2	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%
Hungerford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Hungerford (other locations, not in the town centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%
Lambourn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%
Lower Earley	3.3%	26	11.3%	4	0.0%	0	0.0%	0	2.7%	0	0.0%
Maidenhead	4.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marlborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%
Marlow	2.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.4%
Newbury (other locations, not in the town centre)	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%
Oxford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Town Centre	6.3%	50	1.4%	1	0.0%	0	0.0%	0	3.1%	0	0.0%
Sandhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandhurst (other locations, not in the town centre)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Slough	7.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Staines	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	
Sunningdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
Tadley	0.6%	5	0.0%	0	0.0%	0	0.0%	0	38.9%	5	0.0%	0
Thame	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham	1.9%	15	0.0%	0	0.0%	0	2.4%	1	0.0%	0	34.6%	11
Twyford	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.2%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	2
Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0
Windsor	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh	1.4%	11	18.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	2.0%	16	37.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham (other locations, not in the town centre)	1.9%	15	13.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	10.4%	82	0.0%	0	9.4%	3	0.0%	0	2.7%	0	0.0%	0
Andover	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	5
Ascot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goring-on-Thames	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilehurst	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	16	1.7%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		787		35		34		50		12		31
Sample:		615		40		34		33		16		23

GEN Gender of respondent.

Male	33.7%	709	31.1%	24	34.3%	32	30.8%	43	34.3%	20	25.2%	27	52.8%	25	25.9%	7	25.1%	7	31.8%	22	34.8%	9
Female	66.3%	1393	68.9%	54	65.7%	62	69.3%	97	65.7%	39	74.8%	80	47.2%	23	74.1%	21	74.9%	20	68.2%	46	65.2%	18
Weighted base:		2102		79		94		140		59		107		48		28		27		68		27
Sample:		2102		100		100		100		100		100		100		100		100		100		100

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Weighted:

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	Total	Zone 12		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		
AGE Could I ask how old you are please?																						
18 to 24	11.5%	242	5.3%	4	13.5%	13	4.5%	6	13.1%	8	4.9%	5	18.4%	9	8.9%	3	12.7%	3	14.7%	10	15.8%	4
25 to 34	11.0%	231	0.0%	0	4.5%	4	17.8%	25	13.1%	8	4.9%	5	13.8%	7	22.3%	6	12.7%	3	4.9%	3	5.3%	1
35 to 44	20.4%	430	20.9%	16	26.8%	25	19.9%	28	17.2%	10	26.9%	29	4.6%	2	13.3%	4	25.1%	7	16.9%	12	7.8%	2
45 to 54	17.8%	374	27.0%	21	17.3%	16	17.7%	25	17.3%	10	21.1%	23	12.4%	6	14.6%	4	10.2%	3	20.1%	14	15.0%	4
55 to 64	17.2%	362	26.5%	21	14.8%	14	19.7%	28	18.5%	11	11.4%	12	22.1%	11	11.2%	3	9.0%	2	17.9%	12	17.3%	5
65 +	19.1%	401	16.8%	13	21.0%	20	17.5%	25	17.1%	10	23.0%	25	23.7%	11	25.7%	7	24.8%	7	23.4%	16	33.0%	9
(Refused)	3.0%	62	3.5%	3	2.0%	2	2.9%	4	3.8%	2	7.6%	8	5.1%	2	3.9%	1	5.6%	1	2.2%	1	5.8%	2
Weighted base:		2102		79		94		140		59		107		48		28		27		68		27
Sample:		2102		100		100		100		100		100		100		100		100		100		100
ADU How many adults, including yourself, aged 16 years or over old are there living in your household ?																						
One	14.2%	299	7.5%	6	9.8%	9	12.5%	17	17.6%	10	18.2%	19	14.1%	7	16.2%	5	13.5%	4	14.0%	10	13.5%	4
Two	48.2%	1013	49.8%	39	54.8%	51	62.0%	87	44.7%	26	44.2%	47	45.3%	22	63.8%	18	50.2%	13	47.3%	32	43.6%	12
Three	20.7%	435	21.5%	17	22.4%	21	14.4%	20	26.8%	16	22.1%	24	19.5%	9	12.2%	3	26.0%	7	15.5%	11	20.7%	6
Four	11.2%	235	15.6%	12	11.2%	10	8.1%	11	4.8%	3	8.7%	9	12.9%	6	6.3%	2	5.1%	1	13.2%	9	16.7%	5
Five	2.6%	55	2.5%	2	0.0%	0	1.3%	2	1.2%	1	1.3%	1	4.6%	2	0.0%	0	0.6%	0	6.7%	5	1.4%	0
Six or more	0.7%	15	0.8%	1	0.9%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.5%	52	2.3%	2	1.0%	1	1.8%	3	4.1%	2	5.4%	6	3.6%	2	1.5%	0	4.6%	1	3.3%	2	4.1%	1
Weighted base:		2102		79		94		140		59		107		48		28		27		68		27
Sample:		2102		100		100		100		100		100		100		100		100		100		100
CHI How many children aged under 16 are there living in your household?																						
None	63.0%	1325	65.5%	52	44.3%	42	52.8%	74	64.7%	38	59.6%	64	73.8%	35	59.0%	17	71.7%	19	62.5%	42	65.6%	18
One	13.2%	278	12.7%	10	27.2%	26	15.4%	22	7.1%	4	16.8%	18	14.5%	7	14.0%	4	4.5%	1	13.8%	9	14.7%	4
Two	15.4%	323	18.7%	15	19.3%	18	14.7%	21	12.1%	7	10.9%	12	3.5%	2	20.4%	6	14.9%	4	13.1%	9	14.2%	4
Three	3.8%	79	0.8%	1	4.8%	5	11.7%	16	7.1%	4	7.3%	8	4.6%	2	5.1%	1	2.1%	1	7.3%	5	0.8%	0
Four	1.6%	35	0.0%	0	4.5%	4	4.5%	6	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.9%	62	2.3%	2	0.0%	0	0.9%	1	4.7%	3	5.4%	6	3.6%	2	1.5%	0	4.6%	1	3.3%	2	4.8%	1
Weighted base:		2102		79		94		140		59		107		48		28		27		68		27
Sample:		2102		100		100		100		100		100		100		100		100		100		100

West Berkshire Household Survey for GVA

Weighted:

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	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
CAR How many cars does your household own or have the use of?																						
None	5.4%	113	2.7%	2	2.2%	2	10.2%	14	2.4%	1	5.3%	6	8.9%	4	5.0%	1	3.9%	1	5.4%	4	3.2%	1
One	27.5%	578	11.3%	9	20.2%	19	25.4%	36	21.8%	13	32.4%	35	31.5%	15	32.8%	9	26.8%	7	30.1%	20	22.1%	6
Two	43.0%	904	59.4%	47	52.4%	49	39.8%	56	43.5%	26	36.5%	39	39.8%	19	41.8%	12	34.5%	9	39.3%	27	46.5%	13
Three or more	21.5%	452	24.3%	19	24.7%	23	24.7%	35	27.2%	16	21.5%	23	16.2%	8	18.3%	5	30.0%	8	21.7%	15	23.4%	6
(Refused)	2.6%	55	2.3%	2	0.6%	1	0.0%	0	5.0%	3	4.4%	5	3.6%	2	2.2%	1	4.6%	1	3.4%	2	4.8%	1
Weighted base:		2102		79		94		140		59		107		48		28		27		68		27
Sample:		2102		100		100		100		100		100		100		100		100		100		100

EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]

Full time	63.5%	1335	65.2%	51	58.5%	55	67.0%	94	59.3%	35	57.3%	61	55.2%	26	63.1%	18	63.5%	17	60.4%	41	52.5%	14
Part time	6.3%	132	6.9%	5	10.3%	10	6.1%	9	7.8%	5	9.4%	10	5.0%	2	6.3%	2	2.6%	1	9.3%	6	8.1%	2
Retired on State Pension ONLY	6.4%	135	3.3%	3	2.5%	2	5.9%	8	8.1%	5	3.4%	4	9.8%	5	9.2%	3	7.8%	2	9.8%	7	8.4%	2
Retired NOT only on State Pension	14.3%	300	18.2%	14	17.1%	16	13.3%	19	15.5%	9	17.2%	18	15.2%	7	16.9%	5	13.0%	3	12.5%	8	21.9%	6
Student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unemployed	1.7%	35	1.0%	1	1.0%	1	5.1%	7	0.0%	0	1.0%	1	7.9%	4	0.0%	0	0.6%	0	0.9%	1	0.8%	0
Disabled / long-term sick	1.4%	28	1.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.5%	0	0.7%	0	0.0%	0
Carer	0.3%	5	0.0%	0	0.0%	0	0.0%	0	4.4%	3	1.0%	1	0.9%	0	0.9%	0	2.1%	1	0.0%	0	0.0%	0
Housewife / househusband (Refused)	0.2%	4	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
(Refused)	6.1%	128	3.8%	3	10.6%	10	2.0%	3	5.0%	3	10.9%	12	6.1%	3	2.7%	1	9.3%	3	6.4%	4	8.4%	2
Weighted base:		2102		79		94		140		59		107		48		28		27		68		27
Sample:		2102		100		100		100		100		100		100		100		100		100		100

West Berkshire Household Survey for GVA

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
ZON Zone											
Zone 1	7.2% 151	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 2	6.0% 127	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 3	1.7% 35	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 4	2.5% 53	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 5	8.9% 187	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 6	6.5% 136	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 7	12.3% 259	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 8	3.7% 77	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 9	9.9% 208	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 10	5.1% 106	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 11	4.1% 87	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 12	3.7% 79	100.0% 79	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 13	4.5% 94	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	0.0% 0
Zone 14	6.7% 140	0.0% 0	0.0% 0	100.0% 140	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 15	2.8% 59	0.0% 0	0.0% 0	0.0% 0	100.0% 59	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 16	5.1% 107	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 107	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 17	2.3% 48	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 48	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 18	1.3% 28	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 28	0.0% 0	0.0% 0	0.0% 0
Zone 19	1.3% 27	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 27	0.0% 0	0.0% 0
Zone 20	3.2% 68	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% 68	0.0% 0
Zone 21	1.3% 27	0.0% 0	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% 27
Weighted base:	2102	79	94	140	59	107	48	28	27	68	27
Sample:	2102	100	100	100	100	100	100	100	100	100	100

West Berkshire Household Survey for GVA

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
PC Postcode Sector											
RG7	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU140	0.2%	4	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%
GU146	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU147	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU148	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU149	0.5%	11	0.0%	0	11.2%	11	0.0%	0	0.0%	0	0.0%
GU151	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU152	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU153	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU154	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU166	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU167	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU168	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU169	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU170	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU179	0.4%	8	0.0%	0	8.4%	8	0.0%	0	0.0%	0	0.0%
GU185	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU195	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU206	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU212	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU213	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU214	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU215	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU216	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU217	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU218	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU240	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU248	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU249	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU254	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU466	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU467	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU470	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU478	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU479	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
GU511	0.4%	7	0.0%	0	7.9%	7	0.0%	0	0.0%	0	0.0%
GU512	0.4%	8	0.0%	0	8.4%	8	0.0%	0	0.0%	0	0.0%
GU513	0.8%	16	0.0%	0	17.0%	16	0.0%	0	0.0%	0	0.0%
GU514	0.3%	6	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%
GU515	0.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
GU527	0.3%	6	0.0%	0	6.8%	6	0.0%	0	0.0%	0	0.0%
HP100	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
HP108	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
HP109	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
HP111	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

West Berkshire Household Survey for GVA

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	
HP123	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP124	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP135	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP136	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP137	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP143	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP157	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP9 1	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HP9 2	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT160	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OX100	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5
OX106	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	9
OX108	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	7
OX109	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	17
OX110	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	5
OX116	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
OX117	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	12
OX118	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
OX119	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	9
OX128	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3
OX129	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.9%	11
OX495	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG1 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG1 3	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG1 5	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG1 6	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG1 7	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG100	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG108	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG109	1.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG120	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG122	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG127	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG128	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG129	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG141	0.2%	5	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0
RG142	0.3%	6	0.0%	0	0.0%	0	0.0%	0	5.6%	6	0.0%	0
RG145	0.2%	4	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0
RG146	0.4%	9	0.0%	0	0.0%	0	0.0%	0	8.6%	9	0.0%	0
RG147	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
RG170	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.6%	13
RG177	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	4
RG178	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	3
RG179	0.2%	5	0.0%	0	0.0%	0	0.0%	0	16.1%	5	0.0%	0
RG180	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14.0%
RG183	0.3%	6	0.0%	0	0.0%	0	0.0%	0	5.5%	6	0.0%	0
RG184	0.2%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
RG189	0.8%	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
RG193	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG194	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG198	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG2 0	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG2 7	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG2 8	0.2%	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%	0	0.0%	0
RG2 9	0.5%	10	12.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG200	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG204	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG205	0.4%	8	0.0%	0	0.0%	0	0.0%	0	14.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG206	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2
RG207	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	5	0.0%	0	0.0%	0	0.0%	0
RG208	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG209	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG213	0.7%	14	0.0%	0	0.0%	0	10.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG214	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG215	0.2%	5	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG217	0.1%	3	0.0%	0	0.0%	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
RG218	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG224	1.3%	26	0.0%	0	0.0%	0	18.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG225	0.9%	20	0.0%	0	0.0%	0	14.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG226	0.5%	10	0.0%	0	0.0%	0	7.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG237	0.7%	15	0.0%	0	0.0%	0	11.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG238	0.7%	14	0.0%	0	0.0%	0	9.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG247	0.2%	5	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG248	0.5%	10	0.0%	0	0.0%	0	7.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG249	0.7%	15	0.0%	0	0.0%	0	11.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG253	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG263	0.4%	9	0.0%	0	0.0%	0	0.0%	0	15.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG264	0.4%	8	0.0%	0	0.0%	0	0.0%	0	14.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG265	0.9%	18	0.0%	0	0.0%	0	0.0%	0	30.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG270	0.4%	9	0.0%	0	10.0%	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
RG278	0.2%	4	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG279	0.6%	13	0.0%	0	13.8%	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
RG287	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG301	0.4%	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
RG302	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG303	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG304	1.4%	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
RG306	0.3%	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
RG314	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG315	0.6%	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
RG316	1.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG317	0.2%	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%	0	0.0%	0
RG4 5	0.2%	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%	0	0.0%	0
RG4 6	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

April 2016

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	
RG4 7	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG4 8	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG4 9	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG401	0.5%	10	13.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG402	0.3%	7	8.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG403	0.3%	6	7.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG404	0.4%	8	10.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG405	0.1%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG411	0.3%	6	8.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG412	0.2%	4	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG413	0.3%	6	8.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG414	0.4%	9	12.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG415	0.4%	8	10.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG421	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG422	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG423	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG424	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG425	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG426	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG427	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG456	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG457	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG5 3	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG5 4	2.1%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG6 1	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG6 3	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG6 4	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG6 5	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG6 7	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG7 1	0.2%	3	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0
RG7 2	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
RG7 3	0.4%	8	0.0%	0	0.0%	0	13.5%	8	0.0%	0	0.0%	0
RG7 4	0.1%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
RG7 5	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG7 6	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG8 0	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	7
RG8 7	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	5
RG8 8	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	7
RG8 9	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	3
RG9 1	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG9 2	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG9 3	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG9 4	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG9 5	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG9 6	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL0 0	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL0 9	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21											
SL1 1	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 2	0.8%	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
SL1 3	0.8%	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
SL1 5	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 6	0.3%	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
SL1 7	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL1 8	0.5%	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
SL1 9	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL2 1	0.2%	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
SL2 3	0.2%	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
SL2 4	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL2 5	0.3%	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
SL3 0	0.2%	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
SL3 6	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL3 7	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL3 8	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL3 9	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL4 1	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
SL4 2	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL4 3	0.5%	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
SL4 4	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL4 5	0.8%	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
SL4 6	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 0	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 7	0.2%	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
SL5 8	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL5 9	0.3%	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
SL6 0	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 1	0.3%	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
SL6 2	0.2%	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%	0	0.0%	0
SL6 3	0.4%	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
SL6 4	0.2%	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
SL6 5	0.4%	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
SL6 6	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 7	0.3%	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
SL6 8	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL6 9	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL7 1	0.3%	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
SL7 2	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL7 3	0.4%	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
SL8 5	0.5%	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
SL9 7	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SL9 8	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
SN8 2	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SN8 3	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP104	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP105	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West Berkshire Household Survey for GVA

Weighted:

	Total	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21
SP110	0.2% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	8.8% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0
SP116	0.3% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	13.6% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0
SP119	0.3% 7	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	14.1% 7	0.0% 0	0.0% 0	0.0% 0	0.0% 0
TW195	0.3% 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
TW196	0.2% 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
TW200	0.2% 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% 0	0.0% 0
TW209	0.6% 12	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	2102	79	94	140	59	107	48	28	27	68	27
Sample:	2102	100	100	100	100	100	100	100	100	100	100