

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q01 Where did your household last undertake a main food and grocery shop?</b>														
<b>Zone 1</b>														
Aldi, Rugby Road, Lutterworth, LE17 4HN	4.8%	33	28.3%	32	0.8%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Co-Op Food, Linden Drive, Lutterworth, LE17 4SS	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flackies Meats, Church Street, Lutterworth, LE17 4AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joseph Morris Butchers, Walcote Road, Lutterworth, LE17 6EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, North Kilworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, New Street, Lutterworth, LE17 4PJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Farm Shop, Main Street, Catthorpe, LE17 6DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	6.0%	42	29.5%	33	7.3%	8	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Springfield Store, High Street, Husbands Bosworth, LE17 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Store, Main Street, Ullesthorpe, LE17 5BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W F Chapman, High Street, Lutterworth, LE17 4AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	3.8%	26	11.3%	13	10.0%	10	2.4%	3	0.0%	0	0.9%	1	0.0%	0
Walcote Service Station, Lutterworth Road, Walcote, LE17 4JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Akshar Express, Main Street, Broughton Astley, LE9 6RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	4.4%	31	1.0%	1	28.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Post Office, Station Road, Broughton Astley, LE9 6PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Fleckney, LE8 8AJ	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Street, Broughton Astley, LE9 6RE	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Main Street, Broughton Astley, LE9 6RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Bridge 67, High Street, Kibworth Beauchamp, LE8 0HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Kibworth Beauchamp, LE8 0HS	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Street, Great Glen, LE8 9GH	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Great Glen Village Stores, Stretton Road, Great Glen, LE8 9GN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Easton Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kibworth Beauchamp Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), BP, Melton Road, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Harborough, LE16 7FD							
Village Stores, Spring Bank, Medbourne, LE16 8EB	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 4</b>							
Aldi, Springfield Street, Market Harborough, LE16 8BD	11.6%	81	0.0%	0	2.3%	2	15.6%
B&M, Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Coventry Road, Market Harborough, LE16 9BX	0.4%	3	0.0%	0	0.0%	0	0.4%
Co-Op Food, Leicester Road, Market Harborough, LE16 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%
Emerson & West, Northampton Road, Market Harborough, LE16 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.5%	3	0.0%	0	0.4%	0	0.0%
Hambleton Bakery, Church Street, Market Harborough, LE16 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Holland & Barrett, St Mary's Road, Market Harborough, LE16 7DR	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Kettering Road, Market Harborough, LE16 8AN	5.7%	40	0.3%	0	0.4%	0	5.3%
Local shops, Market Harborough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.4%
Londis, Western Avenue, Market Harborough, LE16 9PL	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, St. Mary's Place, Market Harborough, LE16 7DR	9.5%	66	2.1%	2	1.5%	2	7.5%
Tesco Express, Rockingham Road, Market Harborough, LE16 7QD	0.4%	3	0.0%	0	3.0%	3	0.0%
Tesco Express, The Square, Market Harborough, LE16 7PA	1.1%	7	0.0%	0	0.0%	0	2.7%
Waitrose, Springfield Street, Market Harborough, LE16 8BD	4.0%	28	0.3%	0	0.0%	0	2.9%
Wesses Bakery, The Square, Market Harborough, LE16 7PA	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 5</b>							
Co-Op Food, Northampton Road, Brixworth, NN6 9BU	0.1%	1	0.0%	0	0.0%	0	0.0%
Creaton Village Shop, Welford Road, Creaton, NN6 8NH	0.1%	1	0.0%	0	0.0%	0	0.0%
K F Troop & Sons, Hunters' Way, Brixworth, NN6 9EL	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Great Oxendon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Naseby Village Store, Church Street, Naseby, NN6 6DA	0.0%	0	0.0%	0	0.0%	0	0.0%
Springfield Store, High Street, Welford, NN6 6HT	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterloo Cottage Shop, Harborough Road, Great Oxendon, LE16 8NA	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Ashley Farm Shop, Main Street, Ashley, LE16 8HG	0.0%	0	0.0%	0	0.0%	0	0.0%

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Co-Op Food, Bell Hill, Rothwell, NN14 6EE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Co-Op Food, Braybrooke Road, Desborough, NN14 2LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Gladstone Street, Desborough, NN14 2QT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Co-Op Food, High Street, Desborough, NN14 2QS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
K.P. Wolfenden, Station Road, Desborough, NN14 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Desborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Cockerel Rise, Ryemead Way, Desborough, NN14 2JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, High Street, Rothwell, NN14 6AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Barnwell Court, Mawsley, NN14 1GY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Premier Stores, Broadlands, Desborough, NN14 2TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cockerel Rise, Desborough, NN14 2WE	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	12
Tesco Express, Market Hill, Rothwell, NN14 6EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilbarston Post Office, Main Street, Wilbarston, LE16 8QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>														
Aldi, Brackley Court, Welford Road, Blaby, Leicester, LE8 4HY	0.7%	5	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bull Head Street, Wigston, LE18 1PA	1.1%	8	0.0%	0	4.9%	5	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Carina Road, Kettering, NN15 6YA	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	8
Aldi, Central Park, Rugby, CV23 0UX	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earl Street, Northampton, NN1 3AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Aldi, Overstone Leys, Northampton, NN6 0AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Aldi, Paddock Close, Rugby, CV22 5AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby, NN17 4AE	0.6%	4	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	2.6%	4
Aldi, Saxon Way West, Great Oakley, Corby, NN18 9EZ	1.6%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	6.6%	10
Aldi, Stanier Retail Park, Kettering, NN16 9XW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Asda, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barwell Lane, Hinckley, LE10 1SS	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	0.5%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	8
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	6	0.0%	0
Asda, Leicester Road, Oadby, Frith, Leicester,	2.5%	18	0.0%	0	4.2%	4	12.0%	13	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
LE2 4AH														
Asda, Narborough Road South, Braunstone Town, Leicester, LE3 2LL	0.9%	7	0.0%	0	3.7%	4	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Phoenix Park Way, Corby, NN17 5DT	2.3%	16	0.0%	0	0.0%	0	1.0%	1	0.2%	0	0.0%	0	9.5%	14
Attfield's Farm Shop, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Castle Street, Hinckley, LE10 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Hawley Road, Hinckley, LE10 0PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Kettering, NN16 8SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Kettering Retail Park, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Raw Dykes Road, Leicester, LE2 7JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Arcade, Wigston, LE18 1NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Company Shop, Princewood Road, Corby, NN17 4AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Bignal Court, Lake Avenue, Kettering, NN15 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Cambridge Road, Whetstone, LE8 6LF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Clarendon Park Road, Leicester, LE2 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Evington Road, Leicester, LE2 1HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Grange Place, Kettering, NN16 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Hallwood Road, Kettering, NN16 9RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Long Buckby, NN6 7RE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Hillsborough Road, Glen Parva, Leicester, LE2 9PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, London Road, Leicester, LE2 2PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Street, Countesthorpe, LE8 5QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Street, Houghton on the Hill, Leicester, LE7 9GE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Street, Newbold on Avon, Rugby, CV21 1HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Street, Scraptoft, Leicester, LE7 9TD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, North Street East, Uppingham, LE15 9QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Occupation Road, Corby, NN17 1ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Stamford Road, Kettering, NN16 8LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Station Road, Thurnby, Leicester, LE7 9PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Sturdee Road, Leicester, LE2 9DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Upton Lane, High Street, Upton, Northampton, NN5 4UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Welland Vale Road, Corby, NN17 2AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Co-Op Food, Wood Street, Earl Shilton, LE9 7ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%
Falcon International, Melton Road, Leicester, LE4 7PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Northall Street, Kettering, NN16 8AQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Oasis Retail Park, Corby, NN17 1PP	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Belgrave Retail Park, Kettering, NN16 9TS	0.1%	0	0.0%	0	0.0%	0	0.3%
Iceland, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Corporation Street, Corby, NN17 1NQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Johns Court, Blaby, LE8 4DJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Newland Street, Kettering, NN16 8JH	0.1%	0	0.0%	0	0.0%	0	0.3%
Iceland, Peel Retail Park, Phoenix Parkway, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Rugby Road, Hinckley, LE10 0QD	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Saffron Lane, Aylestone, Leicester, LE2 6UL	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Bilton Road, Rugby, CV22 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Burton Street, Leicester, LE1 1TE	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Coventry Road, Hinckley, LE10 0JX	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Gainsborough Road, Corby, NN18 0RG	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Harborough Road, Oadby, Leicester, LE2 4LA	0.1%	1	0.0%	0	0.4%	0	0.4%
Lidl, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Upperton Road, Leicester, LE3 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Weedon Road, Northampton, NN5 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Kettering Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Leicester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Wigston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Cambridge Road, Whetstone, LE8 6LG	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Geddington Road, Corby, NN18 8EZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Jet Service Station, Dalton Road, Corby, NN17 2AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Knighton Church Road, Leicester, LE2 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Oadby Road, Wigston, LE18 3PW	0.0%	0	0.0%	0	0.0%	0	0.0%

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Londis, St Thomas Road, South Wigston, LE18 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Cottingham Road, Corby, NN18 0TW	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Courier Road, Corby, NN17 5DT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Marks and Spencer (M&S), Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HQ	0.3%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Parade, Leicester Road, A74, Oadby, LE2 4DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Farmstead Road, Corby, NN18 0LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Forge Corner, Blaby, LE8 4FZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Greenhill Rise, Corby, NN18 0LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Rockingham Road, Corby, NN17 2AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Uppingham Road, Great Oakley, Corby, NN18 8TQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Kettering Road, Northampton, NN3 6AA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Morrisons Superstore, Lower Street, Kettering, NN16 8AN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.6%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Morrisons Superstore, Oakley Road, Great Oakley, Corby, NN18 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Oxford Street, Wellingborough, NN8 4JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Skipworth Road, Binley, Coventry, CV3 2AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Occupation Road, Corby, NN17 1EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Clifton Way, Hinckley, LE10 0XN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Hillmorton Road, Rugby, CV22 5EZ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Sainsbury's Local, Holland Square, Priors Hall Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Hampstead Road, Corby, NN17 5GT														
Sainsbury's Local, Leicester Road, Wigston, LE18 1JX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Moat Street, Wigston, LE18 2GE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Rugby, CV22 6HU	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	4.0%	28	0.0%	0	1.2%	1	18.2%	20	4.0%	6	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.9%	6	4.4%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rockingham Road, Kettering, NN16 8JY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate Industrial Estate, Gambrel Road, Northampton, NN5 5DG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Skittles Community Shop, Zion Hill, Walgrave, NN6 9PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Aylestone Lane, Wigston, LE18 1BD	0.5%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Copt Oak Road, Narborough, LE19 3WY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Tesco Express, Helvellyn Way, Brownsover, Rugby, CV21 1LT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Tesco Express, London Road, Kettering, NN15 7QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakley Vale, Corby, NN18 8LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Express, Red Poll Road, Rugby, CV21 3HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Roman Road, Corby, NN18 8TD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Square, Countesthorpe, LE8 5RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uplands Road, Oadby, Leicester, LE2 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Windmill Avenue, Kettering, NN16 0RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Beaumont Leys Shopping Centre, Bradgate Mall, Beaumont Leys, Leicester, LE4 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Carina Road, Kettering, NN15 6XB	3.3%	23	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.9%	1	13.3%	20
Tesco Extra, Maidenwell Ave, Hamilton, Leicester, LE5 1BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, St James Industrial Estate, St James Road, Corby, NN18 8AL	1.4%	10	0.0%	0	0.0%	0	1.4%	2	0.2%	0	0.0%	0	5.1%	8
Tesco Extra, Weston Favell Shopping Centre, Weston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0

Column %ges.

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Favell, Northampton, NN3 8JZ							
Tesco Superstore, Blaby Road, South Wigston, LE18 4SE	1.5% 10	1.8% 2	4.2% 4	1.0% 1	1.9% 3	0.0% 0	0.0% 0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.7% 5	3.8% 4	0.0% 0	0.0% 0	0.0% 0	0.5% 0	0.0% 0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0% 0	0.3% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Tesco Superstore, Thorpe Road, Melton Mowbray, LE13 1SQ	0.1% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.3% 0
Waitrose, Harborough Road, Kingsthorpe, Northampton, NN2 7BD	1.3% 9	0.0% 0	0.0% 0	0.0% 0	0.0% 0	13.2% 9	0.3% 0
<b>Others</b>							
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Internet / delivery	12.7% 89	9.7% 11	10.5% 11	21.1% 23	7.3% 11	16.5% 11	14.2% 22
(Don't know / varies / can't remember)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Don't do this type of shopping)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Nowhere else)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	700	113	103	111	153	67	152
Sample:	700	110	100	110	140	100	140

**Q01A When you do your main food shopping at (STORE MENTIONED AT Q01) is your trip linked with any other activity?**
*Not asked to those that said 'Internet / delivery' at Q01*

Yes - other FOOD shopping	7.6% 47	3.0% 3	2.6% 2	12.2% 11	9.8% 14	4.1% 2	10.9% 14
Yes - NON-FOOD shopping	7.6% 46	3.4% 3	2.2% 2	8.1% 7	9.8% 14	8.0% 4	11.8% 15
Yes - visiting pubs / bars / cafés / restaurants	3.8% 23	4.4% 5	1.7% 2	1.0% 1	7.7% 11	5.7% 3	1.6% 2
Yes - leisure activity (e.g. leisure centre, gym, cinema, park, etc)	3.5% 21	9.3% 10	0.5% 0	7.4% 6	0.2% 0	5.9% 3	0.9% 1
Yes - buy fuel	2.6% 16	0.0% 0	1.4% 1	6.4% 6	0.9% 1	6.2% 3	3.0% 4
Yes - travelling to / from work	2.0% 12	3.0% 3	0.9% 1	0.0% 0	1.8% 3	4.0% 2	2.7% 4
Yes - go for a walk / walk the dog	1.5% 9	0.6% 1	0.0% 0	4.2% 4	2.5% 4	0.5% 0	0.7% 1
Yes - visiting health service such as doctor, dentist, hospital	1.4% 8	0.9% 1	0.5% 0	4.0% 4	0.7% 1	2.0% 1	1.0% 1
Yes - visiting family / friends	1.3% 8	2.3% 2	2.9% 3	1.0% 1	0.2% 0	1.1% 1	1.0% 1
Yes - visiting the Post Office	1.1% 7	0.0% 0	0.0% 0	0.5% 0	0.0% 0	3.5% 2	3.2% 4
Yes - visiting financial service such as bank / building society etc.	1.1% 6	0.0% 0	0.0% 0	4.4% 4	0.2% 0	1.1% 1	1.3% 2
Yes - window shopping / browsing	0.6% 4	2.2% 2	0.0% 0	0.5% 0	0.2% 0	1.1% 1	0.0% 0
Yes - click and collect	0.5% 3	0.0% 0	3.0% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Yes - travelling to / from school / college / university	0.3% 2	2.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Yes - other service (e.g. hairdresser, travel agent, laundrette, estate agent, recycling, etc.)	0.3% 2	0.3% 0	0.5% 0	0.0% 0	0.0% 0	1.6% 1	0.0% 0
Yes - visiting church / place of worship	0.2% 1	0.0% 0	0.0% 0	1.3% 1	0.0% 0	0.0% 0	0.0% 0
Yes - visiting library	0.1% 1	0.3% 0	0.0% 0	0.0% 0	0.2% 0	0.0% 0	0.0% 0
Yes - visiting the market	0.1% 0	0.3% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
No	63.4% 387	67.6% 69	83.9% 78	49.1% 43	63.6% 90	53.2% 30	59.5% 78
(Don't know)	1.2% 7	0.3% 0	0.0% 0	0.0% 0	2.0% 3	2.0% 1	2.5% 3
Weighted base:	611	102	93	87	142	56	131
Sample:	618	103	92	85	126	88	124

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q01B Where do you do this linked trip?</b>														
<i>Not asked to those that said 'Internet / delivery' at Q01 or 'No' or 'Don't know' at Q01A</i>														
<b>Zone 1</b>														
Aldi, Rugby Road, Lutterworth, LE17 4HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Linden Drive, Lutterworth, LE17 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilworth Springs Golf Club, South Kilworth Road, North Kilworth, LE17 6HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Sports Centre, Coventry Road, Lutterworth, LE17 4RB	1.2%	3	6.8%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Town Centre	7.3%	16	40.6%	13	11.5%	2	0.0%	0	0.7%	0	1.2%	0	0.0%	0
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	0.5%	1	1.9%	1	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, Lutterworth Road, Ullesthorpe, LE17 5DR	0.2%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powers Carpets & Flooring, Lower Leicester Road, Lutterworth, LE17 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Leicester Road, Lutterworth, LE17 4NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	3.4%	7	8.4%	3	7.6%	1	6.1%	3	0.0%	0	3.2%	1	0.0%	0
<b>Zone 2</b>														
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	1.3%	3	0.0%	0	18.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Village Centre	0.9%	2	0.0%	0	13.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Fleckney, LE8 8AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottage Lane Industrial Estate, Swannington Road, Leicester, LE9 6TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Station Road, Broughton Astley, LE9 6PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Box Road, Broughton Astley, LE9 6TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Co-Op Food, High Street, Kibworth Beauchamp, LE8 0HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Pharmacy, Stretton Court, Stretton Road, Great Glen, Leicester, LE8 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Easton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Glen Village Centre	0.2%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Antiques Centre, Harborough Road, Kibworth Harcourt, LE8 0RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Garden Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
And Nursery, Fleckney Road, Kibworth, LE8 0HJ														
Medbourne Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
The Langton Greenhouse and Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Wistow Rural Centre, Kibworth Road, Wistow, LE8 0QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Aldi, Springfield Street, Market Harborough, LE16 8BD	2.0%	4	0.0%	0	0.0%	0	0.9%	0	6.3%	3	1.2%	0	0.9%	0
B&M, Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.9%	0
Co-Op Food, Coventry Road, Market Harborough, LE16 9BX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.4%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.9%	0
Farndon Foods, The Point, Market Harborough, LE16 7QU	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
H Monk & Sons, Northampton Road, Market Harborough, LE16 9HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hams, Welland Court, Market Harborough, LE16 7PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborough Leisure Centre, Northampton Road, Market Harborough, LE16 9HF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Huws Gray, Scotland Road, Market Harborough, LE16 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough, LE16 8AN	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3
Market Harborough Rugby Union Football Club, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	32.8%	71	0.0%	0	10.5%	2	23.2%	10	63.0%	31	50.3%	13	31.0%	15
Rieker Outlet Store, Compass Point, Market Harborough, LE16 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St. Mary's Place, Market Harborough, LE16 7DR	4.1%	9	0.0%	0	2.9%	0	7.6%	3	2.1%	1	3.2%	1	6.5%	3
Screwfix, Rockingham Industrial Estate, Rockingham Road, Market Harborough, LE16 7BA	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Spar, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Springfield Street, Market Harborough, LE16 9HD	0.3%	1	1.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco Express, Rockingham Road, Market Harborough, LE16 7QD	1.9%	4	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	6.2%	3
Tesco Express, The Square, Market Harborough, LE16 7PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Manors Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Rockingham Road, Market Harborough, LE16 7QE														
Waitrose, Springfield Street, Market Harborough, LE16 8BD	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	1.7%	1
Well Pharmacy, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welland Business Park, Rockingham Road, Market Harborough, LE16 7PS	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.7%	1
<b>Zone 5</b>														
Brixworth Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Co-Op Food, Northampton Road, Brixworth, NN6 9BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creaton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Braybrooke Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Gladstone Street, Desborough, NN14 2QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Desborough, NN14 2QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Desborough Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.7%	1
Richard's Plants, West Lodge Farm Back Lane, Pipewell Road, Desborough, NN14 2SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cockerel Rise, Desborough, NN14 2WE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Plant Man, The Hawthorns Park Hill, Market Harborough, LE16 8LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End DIY, Paddock Lane, Desborough, NN14 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>														
Abbey Retail Park, South Way, Daventry, NN11 4GL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Brackley Court, Welford Road, Blaby, Leicester, LE8 4HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carina Road, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Central Park, Rugby, CV23 0UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Paddock Close, Rugby, CV22 5AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby, NN17 4AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Way West, Great Oakley, Corby, NN18 9EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanier Retail Park, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6 6LN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Armstrong's Mill Department Store, Charnwood Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Shepshed, LE12 9NN							
Asda, Barwell Lane, Hinckley, LE10 1SS	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Chapel Street, Rugby, CV21 3EB	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.3%	1	0.0%	0	0.0%	0	2.4%
Asda, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Leicester Road, Oadby, Frith, Leicester, LE2 4AH	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Narborough Road South, Braunstone Town, Leicester, LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Phoenix Park Way, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%
Astley Book Farm Shop, Astley Lane, Nuneaton, Bedworth, CV12 0NE	0.0%	0	0.0%	0	0.0%	0	0.0%
Attfield's Farm Shop, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0	0.0%	0	0.0%	0	0.0%
Aylsham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Billing Brook Road, Weston Favell, NN3 8SE	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Castle Street, Hinckley, LE10 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Hawley Road, Hinckley, LE10 0PR	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, High Street, Kettering, NN16 8SW	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Kettering Retail Park, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Lloyds Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Raw Dykes Road, Leicester, LE2 7JU	1.1%	2	0.0%	0	0.0%	0	4.6%
B&M, The Arcade, Wigston, LE18 1NZ	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Castlefields Retail Park, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Meadow Road, Kettering, NN16 8TL	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Nene Valley Retail Park, Northampton, NN1 1BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, New Buildings, Hinckley, LE10 1HN	0.0%	0	0.0%	0	0.0%	0	0.0%
Barlow Blinds, Brighton Road, Leicester, LE5 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%
Barry Bott Jewellers, Leicester Road, Blaby, Leicester, LE8 4GR	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys Shopping Centre, Fletcher Mall, Beaumont Leys, Leicester, LE4 1DF	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Belgrave Retail Park, Northfield Avenue, Kettering, NN16 9XZ	1.6%	3	0.0%	0	0.0%	0	6.7%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Bicester Village Shopping Centre, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booker, Bath Road, Kettering, NN16 9ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boongate Retail Park, Peterborough, PE1 5SX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bosworth's Garden Centre, Finedon Road, Burton Latimer, Kettering, NN15 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Outlet, A1, Grantham, NG32 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brampton Heath Golf Centre, Sandy Lane, Church Brampton, NN6 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlefields Retail Park, London Road, Wellingborough, NN8 2DP	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane, Foston Road, Leicester, LE8 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colourbank, Cavendish Road, Leicester, LE2 7PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conkers, Rawdon Road, Ashby-de-la-Zouch, DE12 6GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby Town Centre	2.5%	5	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	8.8%	4
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Countesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Garden Centre, West Haddon Road, Crick, NN6 7SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cromer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Meteor Centre, Wheatcroft Way, Derby, DE21 4RY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet York, St Nicholas Avenue, York, YO19 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Ashby Road, Stapleton, LE9 8JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Harlestone Road, Northampton, NN5 6UJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton, Alfreton, DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.5%	1	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enderby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fakenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Fosse Park Shopping Centre, (inc. Fosse Park West), Fosse Park Avenue, Leicester, LE19 1HY	0.2%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gates Garden Centre, Somerby Road, Cold Overton, LE15 7QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Coventry Business Park, Canley Road, Coventry, CV5 6RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oakley Local Centre, Corby	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Hardwick Retail Park, Hardwick Road, King's Lynn, PE30 4WP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hassett Plant Centre, Harborough Road, Northampton, NN6 9RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawgrip Plant Centre & Nursery, Seine Ln, Enderby, Leicester, LE19 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3
Home Bargains, Oasis Retail Park, Everest Lane, Corby, NN17 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Parkway Cross Point Business Park, Coventry, CV2 2SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Putney Road, Leicester, LE2 7TF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Telford Way Industrial Estate Baron Avenue, Kettering, NN16 8UW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Belgrave Retail Park, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corporation Street, Corby, NN17 1NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Johns Court, Blaby, LE8 4DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Newland Street, Kettering, NN16 8JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Peel Retail Park, Phoenix Parkway, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rugby Road, Hinckley, LE10 0QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Saffron Lane, Aylestone, Leicester, LE2 6UL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Eastgate Shopping Centre, Eastgate Road, Bristol, BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jollyes, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jones the Furnishers, Kettering Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Northampton, NN1 4AU														
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	2.0%	4	13.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keith's Discount Carpets, Oadby Road, Wigston, LE18 3PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Kettering Town Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4
Kingsteignton Retail Park, Newton Road, Kingsteignton, Newton Abbot, TQ12 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsthorpe Local Centre, Northampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.2%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Acre Lane, Brixton Hill, Brixton, SW2 5TN	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Lidl, Bilton Road, Rugby, CV22 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blaby Road, Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brindley Close, Rushden, NN10 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Burton Street, Leicester, LE1 1TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gainsborough Road, Corby, NN18 ORG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mariners Way, Kettering, NN16 8AR	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Lidl, Upperton Road, Leicester, LE3 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Westgate Industrial Estate, Weedon Road, Northampton, NN5 5DF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Courier Road, Corby, NN17 5DT	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Harborough Road, Northampton, NN2 8DW	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0
Marks and Spencer (M&S), High Street, Stamford, PE9 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Parade, Leicester Road, A74, Oadby, LE2 4DF	0.2%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Marks Electrical, Boston Road, Leicester, LE4 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Weedon Road Industrial Estate, Weedon Road, Northampton, NN5 5BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthurGlen Designer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Outlet West Midlands, Eastern Way, Lichfield Road, Cannock, WS11 7JZ														
Melton Mowbray Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Metrocentre, St. Michaels Way, Gateshead, NE11 9YG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Michael Grundy Jewellers, Queens Road, Clarendon Park, Leicester, LE2 1TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midfum, Arden Business Centre, Arden Road, Alcester, B49 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Front Street, Consett, DH8 5RE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Holt Road, Cromer, NR27 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Kettering Road, Northampton, NN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Lower Street, Kettering, NN16 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Oakley Road, Great Oakley, Corby, NN18 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moulton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Pendigo Way, Marston Green, Birmingham, B40 1NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Court Shopping Village, Embankment, Wellingborough, NN8 1LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, St James Mill Road East, Northampton, NN1 1ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Moulton Electrical, Abington Grove, Northampton, NN1 4QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark Antiques Fair, Drove Lane, Newark, NG24 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre (inc. Grosvenor Shopping Centre)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Norwich City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	2.0%	4	0.0%	0	2.9%	0	8.6%	4	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Retail Park, Alexandra Road, Corby, NN17 1RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, St Johns, Enderby, Leicester, LE19 2BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parklands Leisure Centre, Washbrook Lane, Wigston Road, Oadby, Leicester, LE2 5QG	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pytchley Golf Lodge, Kettering Road, Pytchley,	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Kettering, NN14 1EY														
Ragdale Hall Spa, Ragdale, Melton Mowbray, LE14 3PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, London Road, Leicester, LE2 1EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Marquee Drive, Northampton, NN3 9HY (Homebase, Next, Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	1.0%	2	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushden Lakes Shopping Centre, Rushden, NN10 6FH (Primark, M&S, Boots)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Lane Local Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.5%	1	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Rugby, CV22 6HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.2%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.2%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rockingham Road, Kettering, NN16 8JY	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate Industrial Estate, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapcote Garden Centre, Hinckley Road, Sapcote, LE9 4LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Alpha Court Road, Phoenix Parkway, Corby, NN17 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Chartwell Arms Car Park, Chartwell Drive, Wigston, LE18 2FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Gladstone Close, Northampton, NN5 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Moulton Park Industrial Estate, Tenter Road, Northampton, NN3 6AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Rose Way, Lutterworth Road, Blaby, LE8 4BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Way Industrial Estate Baron Avenue, Kettering, NN16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
8UW														
Seasons, Cranford Road, Burton Latimer, Kettering, NN15 5LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skegness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smiths Farm Shop, Brampton Lane, Chapel Brampton, Northampton, NN6 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofa Sofa, Viaduct Works, Crumlin, Newport, NP11 3P	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somers Road Local Centre, Rugby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Springfields Outlet Centre, Camel Gate, Spalding, PE12 6EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St George's Retail Park, St George's Way, Leicester, LE1 1SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Towcester Road, Northampton, NN1 1EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peter's Way Retail Park, Northampton, NN1 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanier Retail Park, Northfield Avenue, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swift Electrical, Harborough Road, Northampton, NN2 7AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Technology Park Retail Park, Technology Drive, Rugby, CV21 1GB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Beaumont Leys Shopping Centre, Bradgate Mall, Beaumont Leys, Leicester, LE4 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Carina Road, Kettering, NN15 6XB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, St James Industrial Estate, St James Road, Corby, NN18 8AL	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Blaby Road, South Wigston, LE18 4SE	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
The Peel Centre, Phoenix Parkway, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurlaston Garden Centre, Croft Road, Thurlaston, LE9 7TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Vista Park, Telford Way, Kettering, NN16 8AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Touchwood Shopping Centre, Homer Road, Solihull, B91 3RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trading Post, Bignal Court, Kettering, NN15 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trains4U, St Davids Square, Fengate, Peterborough, PE1 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Harborough Road, Kingsthorpe, Northampton, NN2 7BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weedon Road Industrial Estate, Tyne Road, Northampton, NN5 5AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre (inc. Swansgate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Favell Local Centre, Northampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Weymouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Blaby Road, South Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Courier Road, Corby, NN17 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Northfield Avenue, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Technology Park, Technology Drive, Rugby, CV21 1GN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Weddington Road, Nuneaton, CV10 0AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willoughby Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	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 / can't remember)	16.4%	35	21.4%	7	2.9%	0	34.7%	15	14.4%	7	3.2%	1	9.4%	5
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	216		33		15		44		49		25		50	
Sample:	229		32		21		39		48		40		49	

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q02 Which retailer did you last purchase your main food internet / home delivery shopping from?</b>							
<i>Asked to those that said 'Internet / delivery' at Q01</i>							
Tesco	33.4% 30	25.3% 3	38.8% 4	8.9% 2	34.7% 4	5.5% 1	74.6% 16
Asda	23.9% 21	20.4% 2	0.0% 0	47.0% 11	23.3% 3	35.1% 4	7.2% 2
Sainsbury's	18.0% 16	20.4% 2	18.4% 2	15.5% 4	35.7% 4	34.3% 4	2.0% 0
Ocado	15.3% 14	2.9% 0	42.8% 5	25.0% 6	3.1% 0	22.4% 2	0.0% 0
Morrisons	4.4% 4	28.1% 3	0.0% 0	3.6% 1	0.0% 0	0.0% 0	0.0% 0
Iceland	3.5% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	14.2% 3
Waitrose	0.8% 1	2.9% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	2.0% 0
Parsley Box	0.4% 0	0.0% 0	0.0% 0	0.0% 0	3.1% 0	0.0% 0	0.0% 0
(Don't know / can't remember)	0.3% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	2.7% 0	0.0% 0
Weighted base:	89	11	11	23	11	11	22
Sample:	82	7	8	25	14	12	16

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q03 Is there any other store, shop or location you do your main food and grocery shopping?</b>														
<b>Zone 1</b>														
Aldi, Rugby Road, Lutterworth, LE17 4HN	4.4%	31	26.7%	30	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Linden Drive, Lutterworth, LE17 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flackies Meats, Church Street, Lutterworth, LE17 4AW	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joseph Morris Butchers, Walcote Road, Lutterworth, LE17 6EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, North Kilworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, New Street, Lutterworth, LE17 4PJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Farm Shop, Main Street, Catthorpe, LE17 6DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	3.8%	26	15.8%	18	5.4%	6	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Springfield Store, High Street, Husbands Bosworth, LE17 6LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Store, Main Street, Ullesthorpe, LE17 5BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W F Chapman, High Street, Lutterworth, LE17 4AT	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	1.4%	10	7.0%	8	0.8%	1	1.0%	1	0.0%	0	0.5%	0	0.0%	0
Walcote Service Station, Lutterworth Road, Walcote, LE17 4JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Akshar Express, Main Street, Broughton Astley, LE9 6RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	2.0%	14	3.3%	4	9.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Post Office, Station Road, Broughton Astley, LE9 6PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Fleckney, LE8 8AJ	0.7%	5	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Street, Broughton Astley, LE9 6RE	1.0%	7	0.7%	1	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Londis, Main Street, Broughton Astley, LE9 6RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Bridge 67, High Street, Kibworth Beauchamp, LE8 0HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Kibworth Beauchamp, LE8 0HS	0.5%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Street, Great Glen, LE8 9GH	0.6%	4	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0
Great Glen Village Stores, Stretton Road, Great Glen, LE8 9GN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Easton Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kibworth Beauchamp Village Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), BP, Melton Road, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Harborough, LE16 7FD							
Village Stores, Spring Bank, Medbourne, LE16 8EB	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 4</b>							
Aldi, Springfield Street, Market Harborough, LE16 8BD	4.7%	33	0.0%	0	0.8%	1	4.6%
B&M, Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.4%	3	0.0%	0	3.0%	3	0.0%
Co-Op Food, Coventry Road, Market Harborough, LE16 9BX	0.5%	3	0.6%	1	0.0%	0	1.4%
Co-Op Food, Leicester Road, Market Harborough, LE16 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%
Emerson & West, Northampton Road, Market Harborough, LE16 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.2%	1	0.0%	0	0.0%	0	0.8%
Hambleton Bakery, Church Street, Market Harborough, LE16 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Holland & Barrett, St Mary's Road, Market Harborough, LE16 7DR	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Kettering Road, Market Harborough, LE16 8AN	3.1%	21	0.3%	0	1.1%	1	3.3%
Local shops, Market Harborough Town Centre	0.2%	2	0.0%	0	0.4%	0	0.8%
Londis, Western Avenue, Market Harborough, LE16 9PL	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, St. Mary's Place, Market Harborough, LE16 7DR	7.6%	53	4.9%	6	3.5%	4	12.7%
Tesco Express, Rockingham Road, Market Harborough, LE16 7QD	0.1%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, The Square, Market Harborough, LE16 7PA	0.1%	1	0.0%	0	0.0%	0	0.5%
Waitrose, Springfield Street, Market Harborough, LE16 8BD	3.9%	27	0.3%	0	1.9%	2	1.1%
Wesses Bakery, The Square, Market Harborough, LE16 7PA	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 5</b>							
Co-Op Food, Northampton Road, Brixworth, NN6 9BU	0.3%	2	0.0%	0	0.0%	0	0.0%
Creaton Village Shop, Welford Road, Creaton, NN6 8NH	0.0%	0	0.0%	0	0.0%	0	0.0%
K F Troop & Sons, Hunters' Way, Brixworth, NN6 9EL	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Great Oxendon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Naseby Village Store, Church Street, Naseby, NN6 6DA	0.0%	0	0.0%	0	0.0%	0	0.0%
Springfield Store, High Street, Welford, NN6 6HT	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterloo Cottage Shop, Harborough Road, Great Oxendon, LE16 8NA	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Ashley Farm Shop, Main Street, Ashley, LE16 8HG	0.0%	0	0.0%	0	0.0%	0	0.0%

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Co-Op Food, Bell Hill, Rothwell, NN14 6EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Braybrooke Road, Desborough, NN14 2LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Gladstone Street, Desborough, NN14 2QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Desborough, NN14 2QS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
K.P. Wolfenden, Station Road, Desborough, NN14 2RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Desborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Cockerel Rise, Ryemead Way, Desborough, NN14 2JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, High Street, Rothwell, NN14 6AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Barnwell Court, Mawsley, NN14 1GY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Broadlands, Desborough, NN14 2TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cockerel Rise, Desborough, NN14 2WE	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	10
Tesco Express, Market Hill, Rothwell, NN14 6EP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Wilbarston Post Office, Main Street, Wilbarston, LE16 8QQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>														
Aldi, Brackley Court, Welford Road, Blaby, Leicester, LE8 4HY	0.9%	6	0.0%	0	1.1%	1	2.4%	3	1.5%	2	0.0%	0	0.0%	0
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carina Road, Kettering, NN15 6YA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Aldi, Central Park, Rugby, CV23 0UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earl Street, Northampton, NN1 3AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Aldi, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Overstone Leys, Northampton, NN6 0AB	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	5	0.0%	0
Aldi, Paddock Close, Rugby, CV22 5AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby, NN17 4AE	0.5%	3	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	2.0%	3
Aldi, Saxon Way West, Great Oakley, Corby, NN18 9EZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Aldi, Stanier Retail Park, Kettering, NN16 9XW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Asda, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Asda, Barwell Lane, Hinckley, LE10 1SS	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	1.9%	3
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0
Asda, Leicester Road, Oadby, Frith, Leicester,	1.1%	8	0.0%	0	0.0%	0	0.4%	0	3.7%	6	2.9%	2	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
LE2 4AH														
Asda, Narborough Road South, Braunstone Town, Leicester, LE3 2LL	0.6%	4	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Phoenix Park Way, Corby, NN17 5DT	1.2%	9	0.0%	0	0.0%	0	1.0%	1	1.6%	3	0.0%	0	3.2%	5
Attfield's Farm Shop, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Castle Street, Hinckley, LE10 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Hawley Road, Hinckley, LE10 0PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Kettering, NN16 8SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Kettering Retail Park, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Raw Dykes Road, Leicester, LE2 7JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Arcade, Wigston, LE18 1NZ	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Company Shop, Princewood Road, Corby, NN17 4AP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Co-Op Food, Bignal Court, Lake Avenue, Kettering, NN15 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Cambridge Road, Whetstone, LE8 6LF	0.5%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Clarendon Park Road, Leicester, LE2 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Evington Road, Leicester, LE2 1HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Grange Place, Kettering, NN16 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Hallwood Road, Kettering, NN16 9RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Long Buckby, NN6 7RE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Hillsborough Road, Glen Parva, Leicester, LE2 9PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, London Road, Leicester, LE2 2PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Street, Countesthorpe, LE8 5QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Street, Houghton on the Hill, Leicester, LE7 9GE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Street, Newbold on Avon, Rugby, CV21 1HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Street, Scraptoft, Leicester, LE7 9TD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, North Street East, Uppingham, LE15 9QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Occupation Road, Corby, NN17 1ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Stamford Road, Kettering, NN16 8LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Station Road, Thurnby, Leicester, LE7 9PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Sturdee Road, Leicester, LE2 9DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Upton Lane, High Street, Upton, Northampton, NN5 4UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Welland Vale Road, Corby, NN17 2AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Co-Op Food, Wood Street, Earl Shilton, LE9 7ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.1%	0	0.0%	0	0.0%	0	0.4%
Falcon International, Melton Road, Leicester, LE4 7PG	0.2%	1	0.0%	0	0.0%	0	1.0%
Farmfoods, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Northall Street, Kettering, NN16 8AQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Oasis Retail Park, Corby, NN17 1PP	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Belgrave Retail Park, Kettering, NN16 9TS	0.2%	2	0.0%	0	0.0%	0	0.0%
Iceland, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Corporation Street, Corby, NN17 1NQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Johns Court, Blaby, LE8 4DJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Newland Street, Kettering, NN16 8JH	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Peel Retail Park, Phoenix Parkway, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Rugby Road, Hinckley, LE10 0QD	0.0%	0	0.3%	0	0.0%	0	0.0%
Iceland, Saffron Lane, Aylestone, Leicester, LE2 6UL	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Bilton Road, Rugby, CV22 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Burton Street, Leicester, LE1 1TE	0.4%	3	0.0%	0	0.0%	0	2.7%
Lidl, Coventry Road, Hinckley, LE10 0JX	0.4%	3	2.0%	2	0.4%	0	0.0%
Lidl, Gainsborough Road, Corby, NN18 0RG	0.1%	0	0.0%	0	0.0%	0	0.0%
Lidl, Harborough Road, Oadby, Leicester, LE2 4LA	0.4%	3	0.0%	0	0.0%	0	2.4%
Lidl, Mariners Way, Kettering, NN16 8AR	0.6%	4	0.0%	0	0.0%	0	0.0%
Lidl, Upperton Road, Leicester, LE3 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Weedon Road, Northampton, NN5 5DF	0.0%	0	0.0%	0	0.0%	0	0.5%
Local shops, Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.1%	1	0.7%	1	0.0%	0	0.0%
Local shops, Kettering Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
Local shops, Leicester City Centre	0.5%	4	0.0%	0	0.0%	0	3.3%
Local shops, Wigston Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%
Londis, Cambridge Road, Whetstone, LE8 6LG	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Geddington Road, Corby, NN18 8EZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Jet Service Station, Dalton Road, Corby, NN17 2AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Knighton Church Road, Leicester, LE2 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Oadby Road, Wigston, LE18 3PW	0.0%	0	0.0%	0	0.0%	0	0.0%

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Londis, St Thomas Road, South Wigston, LE18 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Cottingham Road, Corby, NN18 0TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Courier Road, Corby, NN17 5DT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.3%	0
Marks and Spencer (M&S), Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.4%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HQ	0.7%	5	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Parade, Leicester Road, A74, Oadby, LE2 4DF	0.5%	4	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Farmstead Road, Corby, NN18 0LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Forge Corner, Blaby, LE8 4FZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Greenhill Rise, Corby, NN18 0LR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Rockingham Road, Corby, NN17 2AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Uppingham Road, Great Oakley, Corby, NN18 8TQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Kettering Road, Northampton, NN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Lower Street, Kettering, NN16 8AN	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.6%	1
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Oakley Road, Great Oakley, Corby, NN18 8LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Morrisons Superstore, Oxford Street, Wellingborough, NN8 4JJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Morrisons Superstore, Skipworth Road, Binley, Coventry, CV3 2AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Occupation Road, Corby, NN17 1EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Clifton Way, Hinckley, LE10 0XN	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Hillmorton Road, Rugby, CV22 5EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Holland Square, Priors Hall Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Hampstead Road, Corby, NN17 5GT														
Sainsbury's Local, Leicester Road, Wigston, LE18 1JX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Moat Street, Wigston, LE18 2GE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Rugby, CV22 6HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	1.3%	9	0.0%	0	1.5%	2	6.6%	7	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.7%	5	2.4%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rockingham Road, Kettering, NN16 8JY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0QG	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate Industrial Estate, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Skittles Community Shop, Zion Hill, Walgrave, NN6 9PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Coventry Road, Market Harborough, LE16 9BX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Tesco Express, Aylestone Lane, Wigston, LE18 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Copt Oak Road, Narborough, LE19 3WY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Helvellyn Way, Brownsover, Rugby, CV21 1LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Kettering, NN15 7QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Express, Oakley Vale, Corby, NN18 8LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Red Poll Road, Rugby, CV21 3HW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Tesco Express, Roman Road, Corby, NN18 8TD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Square, Countesthorpe, LE8 5RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uplands Road, Oadby, Leicester, LE2 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Windmill Avenue, Kettering, NN16 0RD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Tesco Extra, Beaumont Leys Shopping Centre, Bradgate Mall, Beaumont Leys, Leicester, LE4 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Carina Road, Kettering, NN15 6XB	1.1%	8	0.0%	0	0.0%	0	1.0%	1	0.5%	1	0.0%	0	3.8%	6
Tesco Extra, Maidenwell Ave, Hamilton, Leicester, LE5 1BJ	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, St James Industrial Estate, St James Road, Corby, NN18 8AL	1.1%	8	0.0%	0	0.0%	0	2.0%	2	2.0%	3	0.0%	0	1.5%	2
Tesco Extra, Weston Favell Shopping Centre, Weston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0

Column %ges.

Weighted:

April 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Favell, Northampton, NN3 8JZ														
Tesco Superstore, Blaby Road, South Wigston, LE18 4SE	0.6%	4	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.5%	3	1.8%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.4%	2	1.8%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Thorpe Road, Melton Mowbray, LE13 1SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Harborough Road, Kingsthorpe, Northampton, NN2 7BD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	4.8%	33	3.2%	4	5.2%	5	11.3%	12	4.8%	7	5.3%	4	0.6%	1
(Don't know / varies / can't remember)	2.2%	15	0.6%	1	3.8%	4	0.0%	0	4.0%	6	0.5%	0	2.8%	4
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	35.2%	247	22.5%	26	28.8%	30	29.5%	33	42.8%	66	34.2%	23	46.2%	70
Weighted base:		700		113		103		111		153		67		152
Sample:		700		110		100		110		140		100		140

#### Q04 How do you normally travel to do your main food shopping at (STORE MENTIONED AT Q01)?

*Not asked to those that said 'Internet / delivery' at Q01*

Car / van - driver	81.4%	497	81.0%	83	79.7%	74	87.5%	76	73.9%	105	91.5%	51	82.8%	108
Walk	8.2%	50	11.2%	11	6.6%	6	3.9%	3	18.5%	26	1.4%	1	1.3%	2
Car / van - passenger	6.7%	41	6.1%	6	12.7%	12	4.3%	4	3.8%	5	4.9%	3	8.6%	11
Bus / coach	2.1%	13	0.3%	0	0.5%	0	0.5%	0	1.8%	3	0.5%	0	6.7%	9
Taxi	0.5%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Motorbike / moped	0.2%	1	0.0%	0	0.0%	0	0.5%	0	0.2%	0	0.5%	0	0.0%	0
(Don't know / varies)	0.5%	3	0.3%	0	0.5%	0	0.0%	0	0.7%	1	0.5%	0	0.7%	1
Weighted base:		611		102		93		87		142		56		131
Sample:		618		103		92		85		126		88		124

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q05 In addition to your main food shopping where did you last go for small scale / top up food and grocery shopping?</b>														
<b>Zone 1</b>														
Aldi, Rugby Road, Lutterworth, LE17 4HN	3.1%	22	17.9%	20	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Linden Drive, Lutterworth, LE17 4SS	1.5%	11	9.0%	10	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flackies Meats, Church Street, Lutterworth, LE17 4AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joseph Morris Butchers, Walcote Road, Lutterworth, LE17 6EG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Local shops, North Kilworth Village Centre	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, New Street, Lutterworth, LE17 4PJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Farm Shop, Main Street, Catthorpe, LE17 6DB	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	3.1%	21	16.8%	19	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Store, High Street, Husbands Bosworth, LE17 6LH	0.7%	5	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Ullesthorpe Village Store, Main Street, Ullesthorpe, LE17 5BT	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W F Chapman, High Street, Lutterworth, LE17 4AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	3.4%	24	17.0%	19	0.8%	1	3.4%	4	0.0%	0	0.0%	0	0.0%	0
Walcote Service Station, Lutterworth Road, Walcote, LE17 4JW	0.4%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Akshar Express, Main Street, Broughton Astley, LE9 6RD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	3.1%	21	1.5%	2	19.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Post Office, Station Road, Broughton Astley, LE9 6PW	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Fleckney, LE8 8AJ	2.9%	20	0.0%	0	19.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Street, Broughton Astley, LE9 6RE	3.8%	27	1.5%	2	23.6%	24	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Londis, Main Street, Broughton Astley, LE9 6RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Bridge 67, High Street, Kibworth Beauchamp, LE8 0HQ	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Kibworth Beauchamp, LE8 0HS	4.2%	30	0.0%	0	1.1%	1	25.9%	29	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Main Street, Great Glen, LE8 9GH	2.5%	18	0.0%	0	0.0%	0	13.3%	15	2.0%	3	0.0%	0	0.0%	0
Great Glen Village Stores, Stretton Road, Great Glen, LE8 9GN	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Easton Village	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kibworth Beauchamp Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), BP, Melton Road, Market	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Harborough, LE16 7FD							
Village Stores, Spring Bank, Medbourne, LE16 8EB	0.3%	2	0.0%	0	0.0%	0	2.0%
<b>Zone 4</b>							
Aldi, Springfield Street, Market Harborough, LE16 8BD	5.2%	37	0.0%	0	0.0%	0	3.1%
B&M, Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.1%	1	0.0%	0	0.4%	0	0.0%
Co-Op Food, Coventry Road, Market Harborough, LE16 9BX	1.1%	8	0.0%	0	0.0%	0	0.4%
Co-Op Food, Leicester Road, Market Harborough, LE16 7AY	1.5%	10	0.0%	0	0.0%	0	1.0%
Emerson & West, Northampton Road, Market Harborough, LE16 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.2%	1	0.0%	0	0.4%	0	0.4%
Hambleton Bakery, Church Street, Market Harborough, LE16 7AA	0.4%	3	0.0%	0	0.0%	0	0.0%
Holland & Barrett, St Mary's Road, Market Harborough, LE16 7DR	0.1%	0	0.0%	0	0.0%	0	0.0%
Lidl, Kettering Road, Market Harborough, LE16 8AN	2.1%	15	0.0%	0	0.4%	0	0.0%
Local shops, Market Harborough Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%
Londis, Western Avenue, Market Harborough, LE16 9PL	0.1%	0	0.0%	0	0.0%	0	0.2%
Sainsbury's Superstore, St. Mary's Place, Market Harborough, LE16 7DR	5.2%	37	0.0%	0	3.4%	4	5.9%
Tesco Express, Rockingham Road, Market Harborough, LE16 7QD	1.8%	13	0.0%	0	3.0%	3	0.0%
Tesco Express, The Square, Market Harborough, LE16 7PA	3.9%	28	1.8%	2	0.0%	0	0.0%
Waitrose, Springfield Street, Market Harborough, LE16 8BD	4.1%	29	0.0%	0	0.4%	0	2.4%
Wesses Bakery, The Square, Market Harborough, LE16 7PA	0.1%	0	0.0%	0	0.0%	0	0.2%
<b>Zone 5</b>							
Co-Op Food, Northampton Road, Brixworth, NN6 9BU	3.8%	26	0.0%	0	0.0%	0	0.0%
Creaton Village Shop, Welford Road, Creaton, NN6 8NH	0.2%	2	0.0%	0	0.0%	0	0.0%
K F Troop & Sons, Hunters' Way, Brixworth, NN6 9EL	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Great Oxendon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Naseby Village Store, Church Street, Naseby, NN6 6DA	0.0%	0	0.0%	0	0.0%	0	0.0%
Springfield Store, High Street, Welford, NN6 6HT	0.3%	2	0.0%	0	0.0%	0	0.0%
Waterloo Cottage Shop, Harborough Road, Great Oxendon, LE16 8NA	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Ashley Farm Shop, Main Street, Ashley, LE16 8HG	0.3%	2	0.0%	0	0.0%	0	1.0%

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Co-Op Food, Bell Hill, Rothwell, NN14 6EE	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6
Co-Op Food, Braybrooke Road, Desborough, NN14 2LJ	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6
Co-Op Food, Gladstone Street, Desborough, NN14 2QT	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	11
Co-Op Food, High Street, Desborough, NN14 2QS	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7
K.P. Wolfenden, Station Road, Desborough, NN14 2RL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Local shops, Desborough Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Marks and Spencer (M&S), Cockerel Rise, Ryemead Way, Desborough, NN14 2JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, High Street, Rothwell, NN14 6AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Barnwell Court, Mawsley, NN14 1GY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Broadlands, Desborough, NN14 2TH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Sainsbury's Superstore, Cockerel Rise, Desborough, NN14 2WE	4.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	30
Tesco Express, Market Hill, Rothwell, NN14 6EP	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7
Wilbarston Post Office, Main Street, Wilbarston, LE16 8QQ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
<b>Outside Survey Area</b>														
Aldi, Brackley Court, Welford Road, Blaby, Leicester, LE8 4HY	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Aldi, Bull Head Street, Wigston, LE18 1PA	0.4%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Carina Road, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Aldi, Central Park, Rugby, CV23 0UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Earl Street, Northampton, NN1 3AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Overstone Leys, Northampton, NN6 0AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Aldi, Paddock Close, Rugby, CV22 5AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby, NN17 4AE	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.3%	0
Aldi, Saxon Way West, Great Oakley, Corby, NN18 9EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanier Retail Park, Kettering, NN16 9XW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Asda, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Barwell Lane, Hinckley, LE10 1SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Asda, Leicester Road, Oadby, Frith, Leicester,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
LE2 4AH							
Asda, Narborough Road South, Braunstone Town, Leicester, LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Phoenix Park Way, Corby, NN17 5DT	0.1%	0	0.0%	0	0.4%	0	0.0%
Attfield's Farm Shop, Countesthorpe Road, Leicester, LE8 6LD	0.1%	0	0.0%	0	0.4%	0	0.0%
B&M, Castle Street, Hinckley, LE10 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Hawley Road, Hinckley, LE10 0PR	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, High Street, Kettering, NN16 8SW	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Kettering Retail Park, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Raw Dykes Road, Leicester, LE2 7JU	0.1%	0	0.0%	0	0.4%	0	0.0%
B&M, The Arcade, Wigston, LE18 1NZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Company Shop, Princewood Road, Corby, NN17 4AP	0.1%	0	0.0%	0	0.4%	0	0.0%
Co-Op Food, Bignal Court, Lake Avenue, Kettering, NN15 7RH	0.1%	1	0.0%	0	0.0%	0	0.6%
Co-Op Food, Cambridge Road, Whetstone, LE8 6LF	0.6%	4	0.0%	0	4.2%	4	0.0%
Co-Op Food, Clarendon Park Road, Leicester, LE2 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Evington Road, Leicester, LE2 1HL	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Grange Place, Kettering, NN16 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Hallwood Road, Kettering, NN16 9RD	0.1%	0	0.0%	0	0.0%	0	0.3%
Co-Op Food, High Street, Long Buckby, NN6 7RE	0.0%	0	0.0%	0	0.0%	0	0.5%
Co-Op Food, Hillsborough Road, Glen Parva, Leicester, LE2 9PT	0.1%	0	0.0%	0	0.0%	0	0.3%
Co-Op Food, London Road, Leicester, LE2 2PN	0.4%	3	0.0%	0	2.7%	3	0.0%
Co-Op Food, Main Street, Countesthorpe, LE8 5QX	0.1%	0	0.0%	0	0.4%	0	0.0%
Co-Op Food, Main Street, Houghton on the Hill, Leicester, LE7 9GE	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Main Street, Newbold on Avon, Rugby, CV21 1HH	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Main Street, Scraptoft, Leicester, LE7 9TD	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, North Street East, Uppingham, LE15 9QL	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Occupation Road, Corby, NN17 1ED	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Stamford Road, Kettering, NN16 8LL	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Station Road, Thurnby, Leicester, LE7 9PU	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Sturdee Road, Leicester, LE2 9DB	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Upton Lane, High Street, Upton, Northampton, NN5 4UX	0.0%	0	0.0%	0	0.0%	0	0.5%
Co-Op Food, Welland Vale Road, Corby, NN17 2AW	0.0%	0	0.0%	0	0.0%	0	0.0%

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Co-Op Food, Wood Street, Earl Shilton, LE9 7ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%
Falcon International, Melton Road, Leicester, LE4 7PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Northall Street, Kettering, NN16 8AQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Oasis Retail Park, Corby, NN17 1PP	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Belgrave Retail Park, Kettering, NN16 9TS	0.2%	1	0.0%	0	0.0%	0	0.8%
Iceland, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Corporation Street, Corby, NN17 1NQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Johns Court, Blaby, LE8 4DJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.3%	0	0.0%	0	0.0%
Iceland, Newland Street, Kettering, NN16 8JH	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Peel Retail Park, Phoenix Parkway, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Rugby Road, Hinckley, LE10 0QD	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Saffron Lane, Aylestone, Leicester, LE2 6UL	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Bilton Road, Rugby, CV22 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Burton Street, Leicester, LE1 1TE	0.4%	3	0.0%	0	2.4%	3	0.0%
Lidl, Coventry Road, Hinckley, LE10 0JX	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Gainsborough Road, Corby, NN18 0RG	0.3%	2	0.0%	0	0.0%	0	1.5%
Lidl, Harborough Road, Oadby, Leicester, LE2 4LA	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Mariners Way, Kettering, NN16 8AR	0.1%	0	0.0%	0	0.0%	0	0.3%
Lidl, Upperton Road, Leicester, LE3 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Weedon Road, Northampton, NN5 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Kettering Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Leicester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Wigston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Cambridge Road, Whetstone, LE8 6LG	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Geddington Road, Corby, NN18 8EZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Jet Service Station, Dalton Road, Corby, NN17 2AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Knighton Church Road, Leicester, LE2 3JP	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Oadby Road, Wigston, LE18 3PW	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Londis, St Thomas Road, South Wigston, LE18 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer (M&S), Cottingham Road, Corby, NN18 0TW	0.4%	3	0.0%	0	0.0%	0	0.0%
Marks and Spencer (M&S), Courier Road, Corby, NN17 5DT	0.1%	1	0.0%	0	0.0%	0	0.8%
Marks and Spencer (M&S), Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.5%	4	1.0%	1	0.4%	0	0.0%
Marks and Spencer (M&S), Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer (M&S), The Parade, Leicester Road, A74, Oadby, LE2 4DF	0.1%	1	0.0%	0	0.0%	0	0.8%
Morrisons Daily, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Daily, Farmstead Road, Corby, NN18 0LL	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Daily, Forge Corner, Blaby, LE8 4FZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Daily, Greenhill Rise, Corby, NN18 0LR	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Daily, Rockingham Road, Corby, NN17 2AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Daily, Uppingham Road, Great Oakley, Corby, NN18 8TQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Kettering Road, Northampton, NN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Lower Street, Kettering, NN16 8AN	0.2%	1	0.0%	0	0.0%	0	0.2%
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Oakley Road, Great Oakley, Corby, NN18 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Oxford Street, Wellingborough, NN8 4JJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Skipworth Road, Binley, Coventry, CV3 2AN	0.4%	3	0.0%	0	3.0%	3	0.0%
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa Local, Occupation Road, Corby, NN17 1EE	0.4%	3	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Clifton Way, Hinckley, LE10 0XN	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Hillmorton Road, Rugby, CV22 5EZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Holland Square, Priors Hall Park,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Hampstead Road, Corby, NN17 5GT														
Sainsbury's Local, Leicester Road, Wigston, LE18 1JX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Moat Street, Wigston, LE18 2GE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Rugby, CV22 6HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.7%	5	0.0%	0	0.4%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rockingham Road, Kettering, NN16 8JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate Industrial Estate, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skittles Community Shop, Zion Hill, Walgrave, NN6 9PN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Spar, Coventry Road, Market Harborough, LE16 9BX	0.7%	5	0.0%	0	0.0%	0	0.4%	0	2.0%	3	2.1%	1	0.0%	0
Tesco Express, Aylestone Lane, Wigston, LE18 1BD	0.4%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Copt Oak Road, Narborough, LE19 3WY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Tesco Express, Helvellyn Way, Brownsover, Rugby, CV21 1LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Kettering, NN15 7QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakley Vale, Corby, NN18 8LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Red Poll Road, Rugby, CV21 3HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Roman Road, Corby, NN18 8TD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Square, Countesthorpe, LE8 5RN	0.6%	4	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uplands Road, Oadby, Leicester, LE2 4NW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Tesco Express, Windmill Avenue, Kettering, NN16 0RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Beaumont Leys Shopping Centre, Bradgate Mall, Beaumont Leys, Leicester, LE4 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Carina Road, Kettering, NN15 6XB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Tesco Extra, Maidenwell Ave, Hamilton, Leicester, LE5 1BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, St James Industrial Estate, St James Road, Corby, NN18 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Weston Favell Shopping Centre, Weston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Favell, Northampton, NN3 8JZ							
Tesco Superstore, Blaby Road, South Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.1%	0	0.0%	0	0.4%	0	0.0%
Tesco Superstore, Thorpe Road, Melton Mowbray, LE13 1SQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Harborough Road, Kingsthorpe, Northampton, NN2 7BD	0.0%	0	0.0%	0	0.0%	0	0.5%
<b>Others</b>							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	3.0%	21	2.7%	3	0.0%	0	5.5%
(Don't know / varies / can't remember)	2.3%	16	5.3%	6	0.0%	0	2.8%
(Don't do this type of shopping)	13.5%	94	17.8%	20	8.3%	9	12.4%
(Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	700	113	103	111	153	67	152
Sample:	700	110	100	110	140	100	140

**Q06 How do you normally travel to do your small scale top-up shopping at (LOCATION MENTIONED AT Q05)?**
*Not asked to those that said 'Internet / delivery', 'Don't know / can't remember' or 'Don't do this type of shopping' at Q05*

Car / van - driver	61.7%	351	63.4%	53	71.7%	68	50.7%	44	65.2%	86	60.8%	33	57.0%	67
Walk	31.0%	176	28.0%	24	19.2%	18	46.9%	41	30.1%	40	35.3%	19	29.7%	35
Car / van - passenger	4.7%	27	7.5%	6	5.8%	6	1.4%	1	1.3%	2	2.2%	1	9.3%	11
Bicycle	1.0%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.6%	0	3.3%	4
Bus / coach	0.9%	5	0.4%	0	3.2%	3	0.5%	0	0.0%	0	1.1%	1	0.4%	0
Taxi	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.4%	0
Motorbike / moped	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.1%	1	0.4%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	569	84	95	88	131	54	117							
Sample:	551	73	85	87	114	79	113							

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q07 In which location do you buy most of your household's non-food shopping?</b>														
<b>Zone 1</b>														
Aldi, Rugby Road, Lutterworth, LE17 4HN	1.1%	8	6.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Linden Drive, Lutterworth, LE17 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilworth Springs Golf Club, South Kilworth Road, North Kilworth, LE17 6HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Sports Centre, Coventry Road, Lutterworth, LE17 4RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Town Centre	1.7%	12	9.9%	11	0.4%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	1.0%	7	4.3%	5	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powers Carpets & Flooring, Lower Leicester Road, Lutterworth, LE17 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Leicester Road, Lutterworth, LE17 4NJ	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	1.9%	13	5.2%	6	3.7%	4	3.4%	4	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	1.4%	10	0.0%	0	9.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Village Centre	0.5%	4	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Co-Op Food, High Street, Fleckney, LE8 8AJ	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottage Lane Industrial Estate, Swannington Road, Leicester, LE9 6TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Station Road, Broughton Astley, LE9 6PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Box Road, Broughton Astley, LE9 6TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Co-Op Food, High Street, Kibworth Beauchamp, LE8 0HS	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
County Pharmacy, Stretton Court, Stretton Road, Great Glen, Leicester, LE8 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Easton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Glen Village Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kibworth Antiques Centre, Harborough Road, Kibworth Harcourt, LE8 0RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Garden Centre And Nursery, Fleckney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Road, Kibworth, LE8 0HJ														
Medbourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Langton Greenhouse and Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wistow Rural Centre, Kibworth Road, Wistow, LE8 0QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Aldi, Springfield Street, Market Harborough, LE16 8BD	1.1%	8	0.0%	0	0.4%	0	1.4%	2	3.2%	5	1.2%	1	0.0%	0
B&M, Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	2.9%	20	0.0%	0	0.4%	0	0.0%	0	2.4%	4	0.5%	0	10.3%	16
Co-Op Food, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Foods, The Point, Market Harborough, LE16 7QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Monk & Sons, Northampton Road, Market Harborough, LE16 9HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hams, Welland Court, Market Harborough, LE16 7PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborough Leisure Centre, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huws Gray, Scotland Road, Market Harborough, LE16 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough, LE16 8AN	0.1%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.3%	0
Market Harborough Rugby Union Football Club, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	21.3%	149	7.7%	9	2.5%	3	20.8%	23	47.6%	73	24.0%	16	16.7%	25
Rieker Outlet Store, Compass Point, Market Harborough, LE16 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St. Mary's Place, Market Harborough, LE16 7DR	0.6%	4	0.0%	0	0.0%	0	1.4%	2	1.1%	2	0.9%	1	0.3%	0
Screwfix, Rockingham Industrial Estate, Rockingham Road, Market Harborough, LE16 7BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Coventry Road, Market Harborough, LE16 9BX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Springfield Retail Park, Springfield Street, Market Harborough, LE16 9HD	1.1%	8	0.0%	0	0.4%	0	0.0%	0	3.7%	6	0.9%	1	0.6%	1
Tesco Express, Rockingham Road, Market Harborough, LE16 7QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Square, Market Harborough, LE16 7PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Manors Retail Park, Rockingham Road, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Harborough, LE16 7QE														
Waitrose, Springfield Street, Market Harborough, LE16 8BD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.9%	1	0.3%	0
Well Pharmacy, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welland Business Park, Rockingham Road, Market Harborough, LE16 7PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>														
Brixworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Northampton Road, Brixworth, NN6 9BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creaton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Braybrooke Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Gladstone Street, Desborough, NN14 2QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Desborough, NN14 2QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Desborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richard's Plants, West Lodge Farm Back Lane, Pipewell Road, Desborough, NN14 2SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cockerel Rise, Desborough, NN14 2WE	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
The Plant Man, The Hawthorns Park Hill, Market Harborough, LE16 8LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End DIY, Paddock Lane, Desborough, NN14 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>														
Abbey Retail Park, South Way, Daventry, NN11 4GL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Brackley Court, Welford Road, Blaby, Leicester, LE8 4HY	0.5%	4	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bull Head Street, Wigston, LE18 1PA	0.5%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carina Road, Kettering, NN15 6YA	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Aldi, Central Park, Rugby, CV23 0UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Paddock Close, Rugby, CV22 5AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby, NN17 4AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Way West, Great Oakley, Corby, NN18 9EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanier Retail Park, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6 6LN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Armstrong's Mill Department Store, Charnwood Road, Shepshed, LE12 9NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Asda, Barwell Lane, Hinckley, LE10 1SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Asda, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Leicester Road, Oadby, Frith, Leicester, LE2 4AH	0.4%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Narborough Road South, Braunstone Town, Leicester, LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Phoenix Park Way, Corby, NN17 5DT	1.1%	8	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	3.1%	5
Astley Book Farm Shop, Astley Lane, Nuneaton, Bedworth, CV12 0NE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attfield's Farm Shop, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylsham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Billing Brook Road, Weston Favell, NN3 8SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Castle Street, Hinckley, LE10 1DB	0.6%	4	1.8%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
B&M, Hawley Road, Hinckley, LE10 0PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Kettering, NN16 8SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Kettering Retail Park, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Lloyds Road, Corby, NN17 5DT	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
B&M, Raw Dykes Road, Leicester, LE2 7JU	0.8%	5	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0
B&M, The Arcade, Wigston, LE18 1NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Castlefields Retail Park, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Devonshire Road, Leicester, LE4 0BG	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Meadow Road, Kettering, NN16 8TL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
B&Q, Nene Valley Retail Park, Northampton, NN1 1BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Buildings, Hinckley, LE10 1HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barlow Blinds, Brighton Road, Leicester, LE5 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barry Bott Jewellers, Leicester Road, Blaby, Leicester, LE8 4GR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys Shopping Centre, Fletcher Mall, Beaumont Leys, Leicester, LE4 1DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Retail Park, Northfield Avenue, Kettering, NN16 9XZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.8%	1
Bicester Village Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Centre, Pingle Drive, Bicester, OX26 6WD														
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booker, Bath Road, Kettering, NN16 9ND	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Boongate Retail Park, Peterborough, PE1 5SX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bosworth's Garden Centre, Finedon Road, Burton Latimer, Kettering, NN15 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Outlet, A1, Grantham, NG32 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brampton Heath Golf Centre, Sandy Lane, Church Brampton, NN6 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlefields Retail Park, London Road, Wellingborough, NN8 2DP	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane, Foston Road, Leicester, LE8 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colourbank, Cavendish Road, Leicester, LE2 7PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conkers, Rawdon Road, Ashby-de-la-Zouch, DE12 6GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby Town Centre	3.3%	23	0.0%	0	0.0%	0	4.8%	5	4.0%	6	0.0%	0	7.6%	12
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.7%	5	0.0%	0	0.0%	0	0.4%	0	1.7%	3	2.9%	2	0.0%	0
Countesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.1%	1	0.3%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Crick Garden Centre, West Haddon Road, Crick, NN6 7SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cromer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Meteor Centre, Wheatcroft Way, Derby, DE21 4RY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet York, St Nicholas Avenue, York, YO19 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Ashby Road, Stapleton, LE9 8JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Harlestone Road, Northampton, NN5 6UJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton, Alfreton, DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	1.4%	10	7.0%	8	1.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Enderby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fakenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre,	4.4%	31	5.5%	6	16.3%	17	2.8%	3	1.5%	2	0.5%	0	1.1%	2

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
(inc. Fosse Park West), Fosse Park Avenue, Leicester, LE19 1HY	0.0%	0	0.0%	0	0.0%	0	0.0%
Gates Garden Centre, Somerby Road, Cold Overton, LE15 7QB	0.0%	0	0.0%	0	0.0%	0	0.0%
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Go Outdoors, Coventry Business Park, Canley Road, Coventry, CV5 6RN	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Oakley Local Centre, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%
Hardwick Retail Park, Hardwick Road, King's Lynn, PE30 4WP	0.0%	0	0.0%	0	0.0%	0	0.0%
Hassett Plant Centre, Harborough Road, Northampton, NN6 9RU	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawgrip Plant Centre & Nursery, Seine Ln, Enderby, Leicester, LE19 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%
Hinckley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Oasis Retail Park, Everest Lane, Corby, NN17 1PS	0.1%	0	0.0%	0	0.0%	0	0.3%
Home Bargains, Parkway Cross Point Business Park, Coventry, CV2 2SR	0.1%	0	0.0%	0	0.4%	0	0.0%
Homebase, Putney Road, Leicester, LE2 7TF	0.0%	0	0.0%	0	0.0%	0	0.0%
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Howdens, Telford Way Industrial Estate Baron Avenue, Kettering, NN16 8UW	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Belgrave Retail Park, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Corporation Street, Corby, NN17 1NQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Johns Court, Blaby, LE8 4DJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Newland Street, Kettering, NN16 8JH	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Peel Retail Park, Phoenix Parkway, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Rugby Road, Hinckley, LE10 0QD	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Saffron Lane, Aylestone, Leicester, LE2 6UL	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Eastgate Shopping Centre, Eastgate Road, Bristol, BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%
Jollyes, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%
Jones the Furnishers, Kettering Road, Northampton, NN1 4AU	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	1.1%	8	4.1%	5	3.0%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Keith's Discount Carpets, Oadby Road, Wigston, LE18 3PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Kettering Town Centre	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.9%	1	7.1%	11
Kingsteignton Retail Park, Newton Road, Kingsteignton, Newton Abbot, TQ12 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsthorpe Local Centre, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	2.8%	20	2.3%	3	3.9%	4	1.5%	2	0.5%	1	0.5%	0	6.8%	10
Lidl, Acre Lane, Brixton Hill, Brixton, SW2 5TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bilton Road, Rugby, CV22 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blaby Road, Wigston, LE18 4SE	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brindley Close, Rushden, NN10 6EN	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Burton Street, Leicester, LE1 1TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gainsborough Road, Corby, NN18 ORG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Upperton Road, Leicester, LE3 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Westgate Industrial Estate, Weedon Road, Northampton, NN5 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Courier Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HQ	0.1%	1	0.0%	0	0.0%	0	0.4%	0	0.2%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Harborough Road, Northampton, NN2 8DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), High Street, Stamford, PE9 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Parade, Leicester Road, A74, Oadby, LE2 4DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks Electrical, Boston Road, Leicester, LE4 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Weedon Road Industrial Estate, Weedon Road, Northampton, NN5 5BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthurGlen Designer Outlet West Midlands,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Eastern Way, Lichfield Road, Cannock, WS11 7JZ														
Melton Mowbray Town Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, St. Michaels Way, Gateshead, NE11 9YG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Michael Grundy Jewellers, Queens Road, Clarendon Park, Leicester, LE2 1TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midfum, Arden Business Centre, Arden Road, Alcester, B49 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Front Street, Consett, DH8 5RE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Holt Road, Cromer, NR27 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Kettering Road, Northampton, NN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Lower Street, Kettering, NN16 8AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.3%	0
Morrisons Superstore, Oakley Road, Great Oakley, Corby, NN18 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moulton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Pendigo Way, Marston Green, Birmingham, B40 1NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Court Shopping Village, Embankment, Wellingborough, NN8 1LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, St James Mill Road East, Northampton, NN1 1ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
New Moulton Electrical, Abington Grove, Northampton, NN1 4QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark Antiques Fair, Drove Lane, Newark, NG24 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre (inc. Grosvenor Shopping Centre)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.3%	0
Norwich City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	0.9%	6	0.0%	0	0.0%	0	5.4%	6	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Retail Park, Alexandra Road, Corby, NN17 1RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, St Johns, Enderby, Leicester, LE19 2BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parklands Leisure Centre, Washbrook Lane, Wigston Road, Oadby, Leicester, LE2 5QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pytchley Golf Lodge, Kettering Road, Pytchley, Kettering, NN14 1EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Ragdale Hall Spa, Ragdale, Melton Mowbray, LE14 3PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, London Road, Leicester, LE2 1EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Marquee Drive, Northampton, NN3 9HY (Homebase, Next, Currys)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Royal Leamington Spa Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Rushden Lakes Shopping Centre, Rushden, NN10 6FH (Primark, M&S, Boots)	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	2.8%	4
Saffron Lane Local Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Rugby, CV22 6HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.9%	6	0.0%	0	0.4%	0	5.2%	6	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rockingham Road, Kettering, NN16 8JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate Industrial Estate, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapcote Garden Centre, Hinckley Road, Sapcote, LE9 4LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Alpha Court Road, Phoenix Parkway, Corby, NN17 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Chartwell Arms Car Park, Chartwell Drive, Wigston, LE18 2FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Gladstone Close, Northampton, NN5 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Moulton Park Industrial Estate, Tenter Road, Northampton, NN3 6AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Screwfix, Rose Way, Lutterworth Road, Blaby, LE8 4BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Way Industrial Estate Baron Avenue, Kettering, NN16 8UW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Seasons, Cranford Road, Burton Latimer, Kettering, NN15 5LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skegness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smiths Farm Shop, Brampton Lane, Chapel Brampton, Northampton, NN6 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofa Sofa, Viaduct Works, Crumlin, Newport, NP11 3P	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somers Road Local Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfields Outlet Centre, Camel Gate, Spalding, PE12 6EU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
St George's Retail Park, St George's Way, Leicester, LE1 1SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Towcester Road, Northampton, NN1 1EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
St Peter's Way Retail Park, Northampton, NN1 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Stanier Retail Park, Northfield Avenue, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swift Electrical, Harborough Road, Northampton, NN2 7AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Technology Park Retail Park, Technology Drive, Rugby, CV21 1GB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Beaumont Leys Shopping Centre, Bradgate Mall, Beaumont Leys, Leicester, LE4 1DE	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Carina Road, Kettering, NN15 6XB	0.7%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	0	2.3%	4
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, St James Industrial Estate, St James Road, Corby, NN18 8AL	0.2%	1	0.0%	0	0.0%	0	0.4%	0	0.2%	0	0.0%	0	0.3%	0
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Blaby Road, South Wigston, LE18 4SE	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Phoenix	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	2.6%	4

Column %ges.

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Parkway, Corby, NN17 5DT							
Thurlaston Garden Centre, Croft Road, Thurlaston, LE9 7TB	0.0%	0	0.0%	0	0.0%	0	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.0%	0	0.0%	0	0.0%	0	0.0%
Toolstation, Vista Park, Telford Way, Kettering, NN16 8AS	0.0%	0	0.0%	0	0.0%	0	0.0%
Touchwood Shopping Centre, Homer Road, Solihull, B91 3RA	0.0%	0	0.0%	0	0.0%	0	0.0%
Trading Post, Bignal Courtt, Kettering, NN15 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%
Trains4U, St Davids Square, Fengate, Peterborough, PE1 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Uppingham Town Centre Waitrose, Harborough Road, Kingsthorpe, Northampton, NN2 7BD	0.0%	0	0.0%	0	0.0%	0	0.0%
Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.0%	0	0.0%	0	0.0%	0	0.0%
Weedon Road Industrial Estate, Tyne Road, Northampton, NN5 5AF	0.0%	0	0.0%	0	0.0%	0	0.0%
Wellingborough Town Centre (inc. Swansgate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weston Favell Local Centre, Northampton	0.2%	1	0.0%	0	0.0%	0	1.7%
Weymouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Blaby Road, South Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Courier Road, Corby, NN17 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Northfield Avenue, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Technology Park, Technology Drive, Rugby, CV21 1GN	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Weddington Road, Nuneaton, CV10 0AD	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%
Wigston Town Centre	0.1%	1	0.3%	0	0.4%	0	0.0%
Willoughby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Others</b>							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	27.6%	193	35.7%	40	32.0%	33	29.3%
(Don't know / varies / can't remember)	7.2%	50	3.7%	4	7.4%	8	9.5%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	700	113	103	111	153	67	152
Sample:	700	110	100	110	140	100	140

Weighted:

April 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>Q08 How do you normally travel to do your non-food shopping at (LOCATION MENTIONED AT Q07)?</b>														
<i>Not asked to those that said 'Internet / delivery', 'Don't know / varies' or 'Abroad' at Q07</i>														
Car / van - driver	76.7%	351	74.5%	51	83.1%	52	88.8%	60	62.3%	71	83.4%	31	79.7%	86
Walk	11.0%	50	10.3%	7	7.9%	5	5.0%	3	30.8%	35	0.0%	0	0.0%	0
Car / van - passenger	7.1%	32	9.7%	7	2.7%	2	3.7%	2	2.8%	3	11.1%	4	13.2%	14
Bus / coach	4.1%	19	3.9%	3	6.3%	4	2.5%	2	2.6%	3	2.5%	1	5.9%	6
Motorbike / moped	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	3	0.5%	0	0.0%	0	0.0%	0	0.8%	1	2.2%	1	1.2%	1
Weighted base:		457		69		63		68		113		37		108
Sample:		474		75		67		68		104		60		100
<b>Q09A What is the TOP item or service, if any, that you regularly buy on the internet for home delivery?</b>														
Clothes / shoes	23.0%	161	31.5%	36	17.1%	18	21.2%	23	25.4%	39	25.1%	17	18.5%	28
Food / groceries / alcohol / coffee pods (not takeaways)	10.0%	70	5.9%	7	8.4%	9	15.4%	17	6.4%	10	14.6%	10	12.0%	18
Pet food / products	3.5%	24	6.0%	7	3.7%	4	0.8%	1	1.9%	3	6.4%	4	3.7%	6
Health / beauty / chemist goods	3.3%	23	5.3%	6	5.2%	5	1.4%	2	4.6%	7	1.4%	1	1.3%	2
Banking / finance / insurance / utilities	3.0%	21	0.0%	0	0.0%	0	2.4%	3	11.9%	18	0.0%	0	0.0%	0
Books	2.8%	20	0.0%	0	0.4%	0	8.9%	10	2.5%	4	5.3%	4	1.5%	2
Small household goods	2.3%	16	0.3%	0	7.1%	7	5.5%	6	0.2%	0	1.4%	1	0.8%	1
Garden items / flowers / plants	2.1%	15	0.3%	0	3.7%	4	1.8%	2	0.5%	1	0.0%	0	5.2%	8
Downloadable / streamed content (e.g. music / movies / tv / games / apps)	2.0%	14	1.0%	1	3.0%	3	0.0%	0	6.4%	10	0.0%	0	0.0%	0
Cleaning products	1.8%	12	0.0%	0	7.5%	8	0.4%	0	0.2%	0	1.2%	1	2.0%	3
Small electrical items (e.g. kettles / toasters / hairdryers etc.)	1.7%	12	8.1%	9	0.4%	0	0.0%	0	0.6%	1	0.5%	0	0.6%	1
Gifts	1.6%	11	2.7%	3	4.8%	5	0.4%	0	0.2%	0	3.8%	3	0.0%	0
DIY / hardware goods	1.4%	10	0.3%	0	0.8%	1	0.4%	0	3.9%	6	2.6%	2	0.3%	0
Takeaway food	1.3%	9	0.3%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	4.0%	6
Sports goods (includes fishing & cycling items)	0.8%	6	0.0%	0	3.0%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Craft / hobby items	0.8%	5	0.3%	0	0.0%	0	1.0%	1	0.5%	1	0.0%	0	2.1%	3
Covid related items (e.g. masks, gloves, sanitiser gel / spray, etc.)	0.7%	5	0.0%	0	0.0%	0	2.4%	3	0.0%	0	3.2%	2	0.0%	0
Computer / printer accessories	0.7%	5	0.3%	0	0.0%	0	2.7%	3	0.0%	0	1.7%	1	0.3%	0
Vehicle parts	0.7%	5	2.7%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Domestic electrical appliances (white goods)	0.5%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	2
Toys	0.5%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Stationery	0.4%	3	0.3%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday and / or Travel / Event Tickets	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Batteries	0.4%	3	2.0%	2	0.0%	0	0.0%	0	0.2%	0	0.5%	0	0.0%	0
Baby items	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
CDs, DVDs, Vinyl (physical products)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Mobile phone / tablet / pad accessories	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Furniture / soft furnishings / carpets / floor coverings	0.1%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.5%	0	0.0%	0
Tabacco	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
(Nothing / Nothing else)	26.4%	185	22.1%	25	22.3%	23	27.3%	30	23.7%	36	22.2%	15	36.3%	55
(Don't know)	7.2%	51	10.7%	12	8.0%	8	5.3%	6	6.7%	10	7.4%	5	6.0%	9
Weighted base:		700		113		103		111		153		67		152
Sample:		700		110		100		110		140		100		140

Weighted:

April 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>Q09B What is the item or service, if any, that you buy SECOND most regularly on the internet for home delivery?</b>														
<i>Not asked tot those that said 'Don't know' or 'Nothing' at Q09A</i>														
Clothes / shoes	13.8%	64	6.8%	5	18.3%	13	10.4%	8	25.5%	27	14.3%	7	4.6%	4
Health / beauty / chemist goods	8.2%	38	8.4%	6	0.6%	0	20.0%	15	8.0%	9	8.8%	4	4.0%	4
DIY / hardware goods	5.3%	25	0.8%	1	9.2%	7	11.9%	9	3.5%	4	4.1%	2	3.2%	3
Small household goods	5.3%	24	5.6%	4	4.9%	4	0.0%	0	7.9%	8	7.8%	4	5.1%	5
Downloadable / streamed content (e.g. music / movies / tv / games / apps)	4.7%	22	5.6%	4	3.9%	3	0.0%	0	13.2%	14	1.7%	1	0.0%	0
Gifts	4.6%	22	10.6%	8	3.9%	3	0.0%	0	2.9%	3	5.2%	2	5.8%	5
Small electrical items (e.g. kettles / toasters / hairdryers etc)	3.6%	17	0.8%	1	2.8%	2	2.6%	2	9.7%	10	0.6%	0	1.5%	1
Pet food / products	3.3%	15	2.9%	2	10.1%	7	5.7%	4	0.0%	0	2.4%	1	0.5%	0
Cleaning products	3.2%	15	7.0%	5	0.0%	0	1.5%	1	0.0%	0	0.6%	0	9.1%	8
Books	2.9%	14	1.9%	1	3.8%	3	0.6%	0	1.9%	2	10.0%	5	2.8%	2
Food / groceries / alcohol / coffee pods (not takeaways)	2.8%	13	3.1%	2	0.6%	0	6.6%	5	0.3%	0	1.9%	1	4.8%	4
Stationery	2.1%	10	3.6%	3	5.3%	4	3.6%	3	0.0%	0	0.0%	0	0.5%	0
Furniture / soft furnishings / carpets / floor coverings	1.9%	9	0.0%	0	5.8%	4	2.0%	2	0.3%	0	0.0%	0	3.2%	3
Takeaway food	1.8%	8	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	3.2%	3
Sports goods (includes fishing & cycling items)	1.6%	8	2.9%	2	2.2%	2	3.6%	3	0.0%	0	0.0%	0	1.3%	1
Baby items	1.4%	6	0.0%	0	0.0%	0	0.0%	0	2.1%	2	8.8%	4	0.0%	0
Console / PC games	1.2%	5	3.6%	3	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Banking / finance / insurance / utilities	1.1%	5	3.6%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Craft / hobby items	1.1%	5	0.4%	0	0.0%	0	1.1%	1	2.1%	2	0.0%	0	2.0%	2
Vehicle parts	1.0%	5	3.5%	3	0.6%	0	0.0%	0	0.0%	0	1.3%	1	1.0%	1
CDs, DVDs, Vinyl (physical products)	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Photographs	0.7%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.5%	0
Garden items / flowers / plants	0.7%	3	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.6%	0	1.8%	2
Toys	0.7%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer / printer accessories	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.5%	0
Mobile phone / tablet / pad accessories	0.6%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Holiday and / or Travel / Event Tickets	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Batteries	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Domestic electrical appliances (white goods)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Covid related items (e.g. masks, gloves, sanitiser gel / spray, etc.)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.5%	0
(Nothing / Nothing else)	21.2%	98	22.3%	17	21.7%	16	17.4%	13	7.1%	8	23.0%	11	39.0%	34
(Don't know)	2.8%	13	6.3%	5	1.6%	1	0.6%	0	2.5%	3	7.2%	3	0.5%	0
Weighted base:		465		76		72		74		107		47		88
Sample:		382		57		52		61		75		67		70

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q09C What is the item or service, if any, that you buy THIRD most regularly on the internet for home delivery?</b>														
<i>Not asked tot those that said 'Don't know' or 'Nothing / nothing else' at Q09A or Q09B</i>														
Small household goods	8.1%	29	0.0%	0	11.4%	6	10.9%	7	7.3%	7	13.5%	4	8.0%	4
Health / beauty / chemist goods	8.0%	28	5.1%	3	15.3%	8	6.7%	4	5.0%	5	0.0%	0	15.6%	8
Clothes / shoes	5.1%	18	5.7%	3	2.8%	2	5.6%	3	5.3%	5	0.9%	0	8.7%	5
Small electrical items (e.g. kettles / toasters / hairdryers etc)	4.8%	17	0.0%	0	0.0%	0	4.4%	3	14.3%	14	0.0%	0	0.8%	0
Food / groceries / alcohol / coffee pods (not takeaways)	4.1%	14	7.9%	4	4.1%	2	6.0%	4	2.7%	3	0.0%	0	3.0%	2
Holiday and / or Travel / Event Tickets	3.4%	12	15.3%	8	0.0%	0	4.4%	3	0.0%	0	0.0%	0	1.6%	1
Cleaning products	3.2%	11	4.1%	2	7.6%	4	0.0%	0	2.4%	2	6.9%	2	0.8%	0
Pet food / products	3.1%	11	3.7%	2	5.6%	3	0.0%	0	5.0%	5	3.4%	1	0.0%	0
Books	2.8%	10	1.1%	1	0.8%	0	6.0%	4	0.4%	0	1.8%	1	7.9%	4
Takeaway food	2.6%	9	8.8%	5	0.0%	0	0.0%	0	4.7%	5	0.0%	0	0.0%	0
DIY / hardware goods	2.6%	9	2.7%	1	0.8%	0	0.0%	0	3.6%	3	8.1%	3	2.1%	1
Domestic electrical appliances (white goods)	2.5%	9	0.0%	0	5.0%	3	1.8%	1	5.0%	5	0.9%	0	0.0%	0
Furniture / soft furnishings / carpets / floor coverings	2.0%	7	0.0%	0	4.1%	2	4.4%	3	0.0%	0	6.0%	2	0.0%	0
Toys	1.6%	6	4.1%	2	0.0%	0	5.1%	3	0.4%	0	0.0%	0	0.0%	0
Banking / finance / insurance / utilities	1.6%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	5.8%	3
Downloadable / streamed content (e.g. music / movies / tv / games / apps)	1.4%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	5.2%	3
Stationery	1.4%	5	4.1%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.8%	0
TVs, Hi-Fi's, computers	1.4%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Garden items / flowers / plants	1.3%	5	0.0%	0	0.8%	0	0.7%	0	0.7%	1	6.6%	2	1.6%	1
CDs, DVDs, Vinyl (physical products)	1.2%	4	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Computer / printer accessories	1.1%	4	0.6%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.8%	0
Baby items	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3
Sports goods (includes fishing & cycling items)	0.8%	3	0.0%	0	0.0%	0	0.7%	0	2.4%	2	0.0%	0	0.0%	0
Mobile phone / tablet / pad accessories	0.8%	3	0.0%	0	0.0%	0	0.7%	0	2.4%	2	0.0%	0	0.0%	0
Craft / hobby items	0.7%	2	0.0%	0	0.8%	0	0.0%	0	0.4%	0	0.9%	0	2.4%	1
Gifts	0.5%	2	0.0%	0	0.0%	0	1.8%	1	0.7%	1	0.0%	0	0.0%	0
Jewellery / watches	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vehicle parts	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
(Nothing / Nothing else)	26.9%	95	31.5%	17	25.1%	14	33.9%	21	12.5%	12	49.1%	16	28.6%	15
(Don't know)	5.9%	21	3.7%	2	8.9%	5	6.9%	4	9.7%	9	0.0%	0	0.8%	0
Weighted base:		354		54		55		61		97		33		53
Sample:		262		36		38		40		58		40		50

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q10 Where did your household last buy clothing and footwear this can include retail parks, the internet as well as town / district / centres and freestanding stores?</b>														
<b>Zone 1</b>														
Aldi, Rugby Road, Lutterworth, LE17 4HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Linden Drive, Lutterworth, LE17 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilworth Springs Golf Club, South Kilworth Road, North Kilworth, LE17 6HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Sports Centre, Coventry Road, Lutterworth, LE17 4RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Town Centre	0.7%	5	3.3%	4	0.8%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powers Carpets & Flooring, Lower Leicester Road, Lutterworth, LE17 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Leicester Road, Lutterworth, LE17 4NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	0.5%	4	0.0%	0	1.1%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Fleckney, LE8 8AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottage Lane Industrial Estate, Swannington Road, Leicester, LE9 6TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Station Road, Broughton Astley, LE9 6PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Box Road, Broughton Astley, LE9 6TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Co-Op Food, High Street, Kibworth Beauchamp, LE8 0HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Pharmacy, Stretton Court, Stretton Road, Great Glen, Leicester, LE8 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Easton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Glen Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Antiques Centre, Harborough Road, Kibworth Harcourt, LE8 0RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Garden Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
And Nursery, Fleckney Road, Kibworth, LE8 0HJ														
Medbourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Langton Greenhouse and Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wistow Rural Centre, Kibworth Road, Wistow, LE8 0QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Foods, The Point, Market Harborough, LE16 7QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Monk & Sons, Northampton Road, Market Harborough, LE16 9HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hams, Welland Court, Market Harborough, LE16 7PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborough Leisure Centre, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huws Gray, Scotland Road, Market Harborough, LE16 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough, LE16 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Rugby Union Football Club, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	10.2%	72	2.6%	3	2.3%	2	13.4%	15	17.7%	27	11.6%	8	10.9%	17
Rieker Outlet Store, Compass Point, Market Harborough, LE16 9HW	0.2%	1	0.0%	0	0.0%	0	0.4%	0	0.2%	0	0.5%	0	0.0%	0
Sainsbury's Superstore, St. Mary's Place, Market Harborough, LE16 7DR	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Rockingham Industrial Estate, Rockingham Road, Market Harborough, LE16 7BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Springfield Street, Market Harborough, LE16 9HD	0.2%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.5%	0	0.3%	0
Tesco Express, Rockingham Road, Market Harborough, LE16 7QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Square, Market Harborough, LE16 7PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Manors Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Rockingham Road, Market Harborough, LE16 7QE														
Waitrose, Springfield Street, Market Harborough, LE16 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Well Pharmacy, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welland Business Park, Rockingham Road, Market Harborough, LE16 7PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>														
Brixworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Northampton Road, Brixworth, NN6 9BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creaton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Braybrooke Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Gladstone Street, Desborough, NN14 2QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Desborough, NN14 2QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Desborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richard's Plants, West Lodge Farm Back Lane, Pipewell Road, Desborough, NN14 2SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothwell Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Sainsbury's Superstore, Cockerel Rise, Desborough, NN14 2WE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Plant Man, The Hawthorns Park Hill, Market Harborough, LE16 8LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End DIY, Paddock Lane, Desborough, NN14 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>														
Abbey Retail Park, South Way, Daventry, NN11 4GL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Brackley Court, Welford Road, Blaby, Leicester, LE8 4HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carina Road, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Central Park, Rugby, CV23 0UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Paddock Close, Rugby, CV22 5AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby, NN17 4AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Way West, Great Oakley, Corby, NN18 9EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanier Retail Park, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6 6LN	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Armstrong's Mill Department Store, Charnwood Road,	0.1%	1	0.3%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Shepshed, LE12 9NN							
Asda, Barwell Lane, Hinckley, LE10 1SS	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Chapel Street, Rugby, CV21 3EB	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.2%	1	0.0%	0	0.0%	0	0.8%
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Leicester Road, Oadby, Frith, Leicester, LE2 4AH	0.2%	1	0.0%	0	1.1%	1	0.0%
Asda, Narborough Road South, Braunstone Town, Leicester, LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Phoenix Park Way, Corby, NN17 5DT	1.0%	7	0.0%	0	0.4%	0	4.0%
Astley Book Farm Shop, Astley Lane, Nuneaton, Bedworth, CV12 0NE	0.0%	0	0.0%	0	0.0%	0	0.0%
Attfield's Farm Shop, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0	0.0%	0	0.0%	0	0.0%
Aylsham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Billing Brook Road, Weston Favell, NN3 8SE	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Castle Street, Hinckley, LE10 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Hawley Road, Hinckley, LE10 0PR	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, High Street, Kettering, NN16 8SW	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Kettering Retail Park, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Lloyds Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Raw Dykes Road, Leicester, LE2 7JU	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, The Arcade, Wigston, LE18 1NZ	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Castlefields Retail Park, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Meadow Road, Kettering, NN16 8TL	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Nene Valley Retail Park, Northampton, NN1 1BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, New Buildings, Hinckley, LE10 1HN	0.0%	0	0.0%	0	0.0%	0	0.0%
Barlow Blinds, Brighton Road, Leicester, LE5 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%
Barry Bott Jewellers, Leicester Road, Blaby, Leicester, LE8 4GR	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys Shopping Centre, Fletcher Mall, Beaumont Leys, Leicester, LE4 1DF	0.1%	0	0.0%	0	0.0%	0	0.2%
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Belgrave Retail Park, Northfield Avenue, Kettering, NN16 9XZ	0.1%	0	0.0%	0	0.0%	0	0.3%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Bicester Village Shopping Centre, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booker, Bath Road, Kettering, NN16 9ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boongate Retail Park, Peterborough, PE1 5SX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bosworth's Garden Centre, Finedon Road, Burton Latimer, Kettering, NN15 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Outlet, A1, Grantham, NG32 2AB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Brampton Heath Golf Centre, Sandy Lane, Church Brampton, NN6 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Cardiff City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Castlefields Retail Park, London Road, Wellingborough, NN8 2DP	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	0.5%	3	0.0%	0	0.0%	0	0.4%	0	1.5%	2	0.9%	1	0.0%	0
Cheltenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane, Foston Road, Leicester, LE8 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colourbank, Cavendish Road, Leicester, LE2 7PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conkers, Rawdon Road, Ashby-de-la-Zouch, DE12 6GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby Town Centre	3.5%	24	0.0%	0	0.0%	0	2.7%	3	2.1%	3	0.0%	0	11.9%	18
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Countesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Garden Centre, West Haddon Road, Crick, NN6 7SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cromer Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Currys, Meteor Centre, Wheatcroft Way, Derby, DE21 4RY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth Town Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Designer Outlet York, St Nicholas Avenue, York, YO19 4TA	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Ashby Road, Stapleton, LE9 8JE	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Harlestone Road, Northampton, NN5 6UJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton, Alfreton, DE55 2JW	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.3%	0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	2.6%	18	10.8%	12	4.5%	5	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Enderby Village Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fakenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Fosse Park Shopping Centre, (inc. Fosse Park West), Fosse Park Avenue, Leicester, LE19 1HY	14.0%	98	17.6%	20	35.6%	37	18.6%	21	7.9%	12	4.3%	3	3.6%	6
Gates Garden Centre, Somerby Road, Cold Overton, LE15 7QB	0.6%	5	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Coventry Business Park, Canley Road, Coventry, CV5 6RN	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oakley Local Centre, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardwick Retail Park, Hardwick Road, King's Lynn, PE30 4WP	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Hassett Plant Centre, Harborough Road, Northampton, NN6 9RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawgrip Plant Centre & Nursery, Seine Ln, Enderby, Leicester, LE19 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Oasis Retail Park, Everest Lane, Corby, NN17 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Parkway Cross Point Business Park, Coventry, CV2 2SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Putney Road, Leicester, LE2 7TF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Telford Way Industrial Estate Baron Avenue, Kettering, NN16 8UW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Belgrave Retail Park, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corporation Street, Corby, NN17 1NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Johns Court, Blaby, LE8 4DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Newland Street, Kettering, NN16 8JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Peel Retail Park, Phoenix Parkway, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rugby Road, Hinckley, LE10 0QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Saffron Lane, Aylestone, Leicester, LE2 6UL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Eastgate Shopping Centre, Eastgate Road, Bristol, BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jollyes, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jones the Furnishers, Kettering Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Northampton, NN1 4AU														
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.9%	6	4.7%	5	0.4%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Keith's Discount Carpets, Oadby Road, Wigston, LE18 3PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.5%	0	0.0%	0
Kettering Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	3.2%	5
Kingsteignton Retail Park, Newton Road, Kingsteignton, Newton Abbot, TQ12 3AF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Kingsthorpe Local Centre, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Leicester City Centre	5.8%	40	6.0%	7	3.5%	4	13.2%	15	9.5%	15	0.5%	0	0.3%	0
Lidl, Acre Lane, Brixton Hill, Brixton, SW2 5TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bilton Road, Rugby, CV22 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blaby Road, Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brindley Close, Rushden, NN10 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Burton Street, Leicester, LE1 1TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gainsborough Road, Corby, NN18 ORG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Upperton Road, Leicester, LE3 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Westgate Industrial Estate, Weedon Road, Northampton, NN5 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Courier Road, Corby, NN17 5DT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.3%	2	0.8%	1	0.4%	0	0.0%	0	0.2%	0	0.0%	0	0.3%	0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HQ	1.5%	10	0.0%	0	0.0%	0	9.1%	10	0.2%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.2%	1	0.0%	0	0.4%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Marks and Spencer (M&S), Harborough Road, Northampton, NN2 8DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), High Street, Stamford, PE9 2BD	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Parade, Leicester Road, A74, Oadby, LE2 4DF	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Marks Electrical, Boston Road, Leicester, LE4 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Weedon Road Industrial Estate, Weedon Road, Northampton, NN5 5BE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
McArthurGlen Designer	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Outlet West Midlands, Eastern Way, Lichfield Road, Cannock, WS11 7JZ														
Melton Mowbray Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, St. Michaels Way, Gateshead, NE11 9YG	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Michael Grundy Jewellers, Queens Road, Clarendon Park, Leicester, LE2 1TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midfum, Arden Business Centre, Arden Road, Alcester, B49 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	3	3.8%	3	0.3%	0
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Front Street, Consett, DH8 5RE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Holt Road, Cromer, NR27 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Kettering Road, Northampton, NN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Lower Street, Kettering, NN16 8AN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.6%	1
Morrisons Superstore, Oakley Road, Great Oakley, Corby, NN18 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moulton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Pendigo Way, Marston Green, Birmingham, B40 1NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Court Shopping Village, Embankment, Wellingborough, NN8 1LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, St James Mill Road East, Northampton, NN1 1ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Moulton Electrical, Abington Grove, Northampton, NN1 4QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark Antiques Fair, Drove Lane, Newark, NG24 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre (inc. Grosvenor Shopping Centre)	0.6%	4	0.0%	0	0.0%	0	0.4%	0	0.0%	0	4.0%	3	0.6%	1
Norwich City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Retail Park, Alexandra Road, Corby, NN17 1RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldborough Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Palmers, St Johns, Enderby, Leicester, LE19 2BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parklands Leisure Centre, Washbrook Lane, Wigston Road, Oadby, Leicester, LE2 5QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Pytchley Golf Lodge, Kettering Road, Pytchley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Kettering, NN14 1EY														
Ragdale Hall Spa, Ragdale, Melton Mowbray, LE14 3PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, London Road, Leicester, LE2 1EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Marquee Drive, Northampton, NN3 9HY (Homebase, Next, Currys)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Royal Leamington Spa Town Centre	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruckland Village Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.5%	3	1.9%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushden Lakes Shopping Centre, Rushden, NN10 6FH (Primark, M&S, Boots)	2.7%	19	0.0%	0	0.0%	0	0.0%	0	0.8%	1	12.1%	8	6.5%	10
Saffron Lane Local Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Rugby, CV22 6HU	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rockingham Road, Kettering, NN16 8JY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0QG	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate Industrial Estate, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapcote Garden Centre, Hinckley Road, Sapcote, LE9 4LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Alpha Court Road, Phoenix Parkway, Corby, NN17 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Chartwell Arms Car Park, Chartwell Drive, Wigston, LE18 2FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Gladstone Close, Northampton, NN5 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Moulton Park Industrial Estate, Tenter Road, Northampton, NN3 6AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Rose Way, Lutterworth Road, Blaby, LE8 4BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Way Industrial Estate Baron Avenue, Kettering, NN16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
8UW														
Seasons, Cranford Road, Burton Latimer, Kettering, NN15 5LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skegness Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smiths Farm Shop, Brampton Lane, Chapel Brampton, Northampton, NN6 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofa Sofa, Viaduct Works, Crumlin, Newport, NP11 3P	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somers Road Local Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfields Outlet Centre, Camel Gate, Spalding, PE12 6EU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
St George's Retail Park, St George's Way, Leicester, LE1 1SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Towcester Road, Northampton, NN1 1EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peter's Way Retail Park, Northampton, NN1 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanier Retail Park, Northfield Avenue, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swift Electrical, Harborough Road, Northampton, NN2 7AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston Town Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Technology Park Retail Park, Technology Drive, Rugby, CV21 1GB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Beaumont Leys Shopping Centre, Bradgate Mall, Beaumont Leys, Leicester, LE4 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Carina Road, Kettering, NN15 6XB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, St James Industrial Estate, St James Road, Corby, NN18 8AL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Blaby Road, South Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
The Peel Centre, Phoenix Parkway, Corby, NN17 5DT	1.6%	11	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	5.3%	8
Thurlaston Garden Centre, Croft Road, Thurlaston, LE9 7TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Vista Park, Telford Way, Kettering, NN16 8AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Touchwood Shopping Centre, Homer Road, Solihull, B91 3RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trading Post, Bignal Court, Kettering, NN15 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trains4U, St Davids Square, Fengate, Peterborough, PE1 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Harborough Road, Kingsthorpe, Northampton, NN2 7BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weedon Road Industrial Estate, Tyne Road, Northampton, NN5 5AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre (inc. Swansgate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Favell Local Centre, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Weymouth Town Centre	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Blaby Road, South Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Courier Road, Corby, NN17 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Northfield Avenue, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Technology Park, Technology Drive, Rugby, CV21 1GN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Weddington Road, Nuneaton, CV10 0AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willoughby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.6%	4	2.8%	3	0.4%	0	0.0%	0	0.2%	0	0.5%	0	0.0%	0
Internet / delivery	37.7%	264	40.7%	46	40.1%	41	28.8%	32	43.0%	66	41.7%	28	33.0%	50
(Don't know / varies / can't remember)	3.5%	24	1.6%	2	2.3%	2	1.1%	1	2.7%	4	9.1%	6	5.7%	9
(Don't do this type of shopping)	1.0%	7	0.0%	0	0.4%	0	0.0%	0	1.6%	3	0.9%	1	2.1%	3
Weighted base:		700		113		103		111		153		67		152
Sample:		700		110		100		110		140		100		140

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q11 Where did your household last buy domestic electric appliances (e.g. fridges and kitchen items) this can include retail parks, the internet as well as town / district / centres and freestanding stores?</b>														
<b>Zone 1</b>														
Aldi, Rugby Road, Lutterworth, LE17 4HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Linden Drive, Lutterworth, LE17 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilworth Springs Golf Club, South Kilworth Road, North Kilworth, LE17 6HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Sports Centre, Coventry Road, Lutterworth, LE17 4RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Town Centre	4.6%	32	15.1%	17	12.6%	13	0.0%	0	0.2%	0	2.9%	2	0.0%	0
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powers Carpets & Flooring, Lower Leicester Road, Lutterworth, LE17 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Leicester Road, Lutterworth, LE17 4NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	0.4%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Village Centre	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Fleckney, LE8 8AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottage Lane Industrial Estate, Swannington Road, Leicester, LE9 6TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Station Road, Broughton Astley, LE9 6PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Box Road, Broughton Astley, LE9 6TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Co-Op Food, High Street, Kibworth Beauchamp, LE8 0HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Pharmacy, Stretton Court, Stretton Road, Great Glen, Leicester, LE8 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Easton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Glen Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Antiques Centre, Harborough Road, Kibworth Harcourt, LE8 0RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Garden Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
And Nursery, Fleckney Road, Kibworth, LE8 0HJ														
Medbourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Langton Greenhouse and Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wistow Rural Centre, Kibworth Road, Wistow, LE8 0QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.7%	5	0.0%	0	0.4%	0	0.4%	0	0.5%	1	0.0%	0	2.0%	3
Co-Op Food, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Foods, The Point, Market Harborough, LE16 7QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Monk & Sons, Northampton Road, Market Harborough, LE16 9HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hams, Welland Court, Market Harborough, LE16 7PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborough Leisure Centre, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huws Gray, Scotland Road, Market Harborough, LE16 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough, LE16 8AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.5%	0	0.0%	0
Market Harborough Rugby Union Football Club, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	1.7%	12	0.0%	0	1.5%	2	1.8%	2	2.7%	4	1.8%	1	2.0%	3
Rieker Outlet Store, Compass Point, Market Harborough, LE16 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St. Mary's Place, Market Harborough, LE16 7DR	1.0%	7	0.0%	0	0.0%	0	1.0%	1	3.4%	5	0.5%	0	0.3%	0
Screwfix, Rockingham Industrial Estate, Rockingham Road, Market Harborough, LE16 7BA	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Springfield Street, Market Harborough, LE16 9HD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Express, Rockingham Road, Market Harborough, LE16 7QD	0.4%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Square, Market Harborough, LE16 7PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Manors Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Rockingham Road, Market Harborough, LE16 7QE														
Waitrose, Springfield Street, Market Harborough, LE16 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Well Pharmacy, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welland Business Park, Rockingham Road, Market Harborough, LE16 7PS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
<b>Zone 5</b>														
Brixworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Northampton Road, Brixworth, NN6 9BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creaton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Braybrooke Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Gladstone Street, Desborough, NN14 2QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Desborough, NN14 2QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Desborough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Richard's Plants, West Lodge Farm Back Lane, Pipewell Road, Desborough, NN14 2SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cockereel Rise, Desborough, NN14 2WE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Plant Man, The Hawthorns Park Hill, Market Harborough, LE16 8LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End DIY, Paddock Lane, Desborough, NN14 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>														
Abbey Retail Park, South Way, Daventry, NN11 4GL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Brackley Court, Welford Road, Blaby, Leicester, LE8 4HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carina Road, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Central Park, Rugby, CV23 0UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Paddock Close, Rugby, CV22 5AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby, NN17 4AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Way West, Great Oakley, Corby, NN18 9EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanier Retail Park, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6 6LN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Armstrong's Mill Department Store, Charnwood Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Shepshed, LE12 9NN														
Asda, Barwell Lane, Hinckley, LE10 1SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	0.4%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Leicester Road, Oadby, Frith, Leicester, LE2 4AH	0.5%	3	0.0%	0	1.1%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Asda, Narborough Road South, Braunstone Town, Leicester, LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Phoenix Park Way, Corby, NN17 5DT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	1.0%	2
Astley Book Farm Shop, Astley Lane, Nuneaton, Bedworth, CV12 0NE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attfield's Farm Shop, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylsham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Billing Brook Road, Weston Favell, NN3 8SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Castle Street, Hinckley, LE10 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Hawley Road, Hinckley, LE10 0PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Kettering, NN16 8SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Kettering Retail Park, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Lloyds Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Raw Dykes Road, Leicester, LE2 7JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Arcade, Wigston, LE18 1NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bull Head Street, Wigston, LE18 1PA	0.5%	4	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0
B&Q, Castlefields Retail Park, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Meadow Road, Kettering, NN16 8TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nene Valley Retail Park, Northampton, NN1 1BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
B&Q, New Buildings, Hinckley, LE10 1HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barlow Blinds, Brighton Road, Leicester, LE5 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barry Bott Jewellers, Leicester Road, Blaby, Leicester, LE8 4GR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys Shopping Centre, Fletcher Mall, Beaumont Leys, Leicester, LE4 1DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Retail Park, Northfield Avenue, Kettering, NN16 9XZ	4.5%	32	0.0%	0	0.0%	0	0.0%	0	3.6%	5	5.4%	4	14.8%	23

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Bicester Village Shopping Centre, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booker, Bath Road, Kettering, NN16 9ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boongate Retail Park, Peterborough, PE1 5SX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bosworth's Garden Centre, Finedon Road, Burton Latimer, Kettering, NN15 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Outlet, A1, Grantham, NG32 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brampton Heath Golf Centre, Sandy Lane, Church Brampton, NN6 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlefields Retail Park, London Road, Wellingborough, NN8 2DP	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane, Foston Road, Leicester, LE8 5QP	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colourbank, Cavendish Road, Leicester, LE2 7PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conkers, Rawdon Road, Ashby-de-la-Zouch, DE12 6GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby Town Centre	1.2%	8	0.0%	0	0.0%	0	3.8%	4	0.2%	0	0.0%	0	2.3%	4
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Countesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Garden Centre, West Haddon Road, Crick, NN6 7SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cromer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Meteor Centre, Wheatcroft Way, Derby, DE21 4RY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet York, St Nicholas Avenue, York, YO19 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Ashby Road, Stapleton, LE9 8JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Harlestone Road, Northampton, NN5 6UJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton, Alfreton, DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	1.0%	7	5.5%	6	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enderby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fakenham Town Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Fosse Park Shopping Centre, (inc. Fosse Park West), Fosse Park Avenue, Leicester, LE19 1HY	10.2%	71	6.2%	7	24.5%	25	14.4%	16	12.1%	19	0.9%	1	2.5%	4
Gates Garden Centre, Somerby Road, Cold Overton, LE15 7QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Coventry Business Park, Canley Road, Coventry, CV5 6RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oakley Local Centre, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardwick Retail Park, Hardwick Road, King's Lynn, PE30 4WP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hassett Plant Centre, Harborough Road, Northampton, NN6 9RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawgrip Plant Centre & Nursery, Seine Ln, Enderby, Leicester, LE19 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Oasis Retail Park, Everest Lane, Corby, NN17 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Parkway Cross Point Business Park, Coventry, CV2 2SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Putney Road, Leicester, LE2 7TF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Telford Way Industrial Estate Baron Avenue, Kettering, NN16 8UW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Iceland, Belgrave Retail Park, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corporation Street, Corby, NN17 1NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Johns Court, Blaby, LE8 4DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Newland Street, Kettering, NN16 8JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Peel Retail Park, Phoenix Parkway, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rugby Road, Hinckley, LE10 0QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Saffron Lane, Aylestone, Leicester, LE2 6UL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Eastgate Shopping Centre, Eastgate Road, Bristol, BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jollyes, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jones the Furnishers, Kettering Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Northampton, NN1 4AU														
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	2.0%	14	9.5%	11	2.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Keith's Discount Carpets, Oadby Road, Wigston, LE18 3PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.1%	3
Kettering Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	1.6%	2
Kingsteignton Retail Park, Newton Road, Kingsteignton, Newton Abbot, TQ12 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsthorpe Local Centre, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	3.5%	24	2.3%	3	1.9%	2	4.1%	5	7.0%	11	0.9%	1	2.5%	4
Lidl, Acre Lane, Brixton Hill, Brixton, SW2 5TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bilton Road, Rugby, CV22 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blaby Road, Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brindley Close, Rushden, NN10 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Burton Street, Leicester, LE1 1TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gainsborough Road, Corby, NN18 ORG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Upperton Road, Leicester, LE3 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Westgate Industrial Estate, Weedon Road, Northampton, NN5 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Courier Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Harborough Road, Northampton, NN2 8DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), High Street, Stamford, PE9 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Parade, Leicester Road, A74, Oadby, LE2 4DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks Electrical, Boston Road, Leicester, LE4 1AU	0.7%	5	2.0%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Matalan, Weedon Road Industrial Estate, Weedon Road, Northampton, NN5 5BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthurGlen Designer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Outlet West Midlands, Eastern Way, Lichfield Road, Cannock, WS11 7JZ														
Melton Mowbray Town Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, St. Michaels Way, Gateshead, NE11 9YG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Michael Grundy Jewellers, Queens Road, Clarendon Park, Leicester, LE2 1TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midfum, Arden Business Centre, Arden Road, Alcester, B49 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.3%	0
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Front Street, Consett, DH8 5RE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Holt Road, Cromer, NR27 9SW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Morrisons Superstore, Kettering Road, Northampton, NN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Lower Street, Kettering, NN16 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Oakley Road, Great Oakley, Corby, NN18 8LH	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moulton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Pendigo Way, Marston Green, Birmingham, B40 1NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Court Shopping Village, Embankment, Wellingborough, NN8 1LD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Nene Valley Retail Park, St James Mill Road East, Northampton, NN1 1ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Moulton Electrical, Abington Grove, Northampton, NN1 4QX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Newark Antiques Fair, Drove Lane, Newark, NG24 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre (inc. Grosvenor Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	0.2%	1	0.3%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Retail Park, Alexandra Road, Corby, NN17 1RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, St Johns, Enderby, Leicester, LE19 2BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parklands Leisure Centre, Washbrook Lane, Wigston Road, Oadby, Leicester, LE2 5QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Pytchley Golf Lodge, Kettering Road, Pytchley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Kettering, NN14 1EY														
Ragdale Hall Spa, Ragdale, Melton Mowbray, LE14 3PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, London Road, Leicester, LE2 1EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Marquee Drive, Northampton, NN3 9HY (Homebase, Next, Currys)	2.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	16	0.3%	0
Royal Leamington Spa Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushden Lakes Shopping Centre, Rushden, NN10 6FH (Primark, M&S, Boots)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Lane Local Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Rugby, CV22 6HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rockingham Road, Kettering, NN16 8JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate Industrial Estate, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapcote Garden Centre, Hinckley Road, Sapcote, LE9 4LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Alpha Court Road, Phoenix Parkway, Corby, NN17 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Chartwell Arms Car Park, Chartwell Drive, Wigston, LE18 2FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Gladstone Close, Northampton, NN5 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Moulton Park Industrial Estate, Tenter Road, Northampton, NN3 6AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Rose Way, Lutterworth Road, Blaby, LE8 4BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Way Industrial Estate Baron Avenue, Kettering, NN16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
8UW														
Seasons, Cranford Road, Burton Latimer, Kettering, NN15 5LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Skegness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smiths Farm Shop, Brampton Lane, Chapel Brampton, Northampton, NN6 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofa Sofa, Viaduct Works, Crumlin, Newport, NP11 3P	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somers Road Local Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfields Outlet Centre, Camel Gate, Spalding, PE12 6EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St George's Retail Park, St George's Way, Leicester, LE1 1SG	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Towcester Road, Northampton, NN1 1EE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
St Peter's Way Retail Park, Northampton, NN1 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanier Retail Park, Northfield Avenue, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swift Electrical, Harborough Road, Northampton, NN2 7AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Syston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Technology Park Retail Park, Technology Drive, Rugby, CV21 1GB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Beaumont Leys Shopping Centre, Bradgate Mall, Beaumont Leys, Leicester, LE4 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Carina Road, Kettering, NN15 6XB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, St James Industrial Estate, St James Road, Corby, NN18 8AL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Blaby Road, South Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
The Peel Centre, Phoenix Parkway, Corby, NN17 5DT	2.3%	16	0.0%	0	0.0%	0	1.1%	1	2.9%	4	0.0%	0	7.0%	11
Thurlaston Garden Centre, Croft Road, Thurlaston, LE9 7TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Vista Park, Telford Way, Kettering, NN16 8AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Touchwood Shopping Centre, Homer Road, Solihull, B91 3RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trading Post, Bignal Court, Kettering, NN15 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trains4U, St Davids Square, Fengate, Peterborough, PE1 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Harborough Road, Kingsthorpe, Northampton, NN2 7BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weedon Road Industrial Estate, Tyne Road, Northampton, NN5 5AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre (inc. Swansgate Shopping Centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.3%	0
Weston Favell Local Centre, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Blaby Road, South Wigston, LE18 4SE	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Courier Road, Corby, NN17 5AT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Wickes, Northfield Avenue, Kettering, NN16 9TS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Wickes, Technology Park, Technology Drive, Rugby, CV21 1GN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Weddington Road, Nuneaton, CV10 0AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.7%	5	0.0%	0	1.9%	2	1.8%	2	0.5%	1	0.0%	0	0.0%	0
Willoughby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	44.0%	308	39.8%	45	37.1%	38	47.9%	53	53.7%	82	36.2%	24	42.8%	65
(Don't know / varies / can't remember)	6.2%	44	7.7%	9	7.4%	8	5.6%	6	3.9%	6	6.1%	4	7.2%	11
(Don't do this type of shopping)	6.1%	43	7.3%	8	0.8%	1	6.7%	7	6.0%	9	6.7%	4	8.3%	13
Weighted base:	700		113		103		111		153		67		152	
Sample:	700		110		100		110		140		100		140	

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q12 Where did your household last buy other electrical goods such as TV's, computers, cameras this can include retail parks, the internet as well as town / district / centres and freestanding stores?</b>														
<b>Zone 1</b>														
Aldi, Rugby Road, Lutterworth, LE17 4HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Linden Drive, Lutterworth, LE17 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilworth Springs Golf Club, South Kilworth Road, North Kilworth, LE17 6HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Sports Centre, Coventry Road, Lutterworth, LE17 4RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Town Centre	2.5%	18	8.9%	10	5.5%	6	0.4%	0	0.2%	0	1.7%	1	0.0%	0
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powers Carpets & Flooring, Lower Leicester Road, Lutterworth, LE17 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Leicester Road, Lutterworth, LE17 4NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	0.4%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Fleckney, LE8 8AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottage Lane Industrial Estate, Swannington Road, Leicester, LE9 6TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Station Road, Broughton Astley, LE9 6PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Box Road, Broughton Astley, LE9 6TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Co-Op Food, High Street, Kibworth Beauchamp, LE8 0HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Pharmacy, Stretton Court, Stretton Road, Great Glen, Leicester, LE8 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Easton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Glen Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Antiques Centre, Harborough Road, Kibworth Harcourt, LE8 0RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Garden Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
And Nursery, Fleckney Road, Kibworth, LE8 0HJ														
Medbourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Langton Greenhouse and Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wistow Rural Centre, Kibworth Road, Wistow, LE8 0QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.5%	0	0.0%	0
Co-Op Food, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Foods, The Point, Market Harborough, LE16 7QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Monk & Sons, Northampton Road, Market Harborough, LE16 9HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hams, Welland Court, Market Harborough, LE16 7PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborough Leisure Centre, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huws Gray, Scotland Road, Market Harborough, LE16 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough, LE16 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Market Harborough Rugby Union Football Club, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	1.5%	11	0.0%	0	0.8%	1	0.8%	1	2.7%	4	1.8%	1	2.4%	4
Rieker Outlet Store, Compass Point, Market Harborough, LE16 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St. Mary's Place, Market Harborough, LE16 7DR	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.5%	0	0.0%	0
Screwfix, Rockingham Industrial Estate, Rockingham Road, Market Harborough, LE16 7BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Springfield Street, Market Harborough, LE16 9HD	0.2%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.5%	0	0.3%	0
Tesco Express, Rockingham Road, Market Harborough, LE16 7QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Square, Market Harborough, LE16 7PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Manors Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Rockingham Road, Market Harborough, LE16 7QE	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Springfield Street, Market Harborough, LE16 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%
Well Pharmacy, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%
Welland Business Park, Rockingham Road, Market Harborough, LE16 7PS	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 5</b>							
Brixworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.5%
Co-Op Food, Northampton Road, Brixworth, NN6 9BU	0.0%	0	0.0%	0	0.0%	0	0.0%
Creaton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lampport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Braybrooke Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, Gladstone Street, Desborough, NN14 2QT	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Food, High Street, Desborough, NN14 2QS	0.0%	0	0.0%	0	0.0%	0	0.0%
Desborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Richard's Plants, West Lodge Farm Back Lane, Pipewell Road, Desborough, NN14 2SH	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Cockerel Rise, Desborough, NN14 2WE	0.0%	0	0.0%	0	0.0%	0	0.0%
The Plant Man, The Hawthorns Park Hill, Market Harborough, LE16 8LP	0.0%	0	0.0%	0	0.0%	0	0.0%
West End DIY, Paddock Lane, Desborough, NN14 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Survey Area</b>							
Abbey Retail Park, South Way, Daventry, NN11 4GL	0.0%	0	0.0%	0	0.0%	0	0.0%
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Brackley Court, Welford Road, Blaby, Leicester, LE8 4HY	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Carina Road, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Central Park, Rugby, CV23 0UX	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Paddock Close, Rugby, CV22 5AU	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Rockingham Road, Corby, NN17 4AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Saxon Way West, Great Oakley, Corby, NN18 9EZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Stanier Retail Park, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%
Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6 6LN	0.0%	0	0.0%	0	0.0%	0	0.0%
Armstrong's Mill Department Store, Charnwood Road,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Shepshed, LE12 9NN														
Asda, Barwell Lane, Hinckley, LE10 1SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Leicester Road, Oadby, Frith, Leicester, LE2 4AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Narborough Road South, Braunstone Town, Leicester, LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Phoenix Park Way, Corby, NN17 5DT	0.3%	2	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Astley Book Farm Shop, Astley Lane, Nuneaton, Bedworth, CV12 0NE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attfield's Farm Shop, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylsham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Billing Brook Road, Weston Favell, NN3 8SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Castle Street, Hinckley, LE10 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Hawley Road, Hinckley, LE10 0PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Kettering, NN16 8SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Kettering Retail Park, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Lloyds Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Raw Dykes Road, Leicester, LE2 7JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Arcade, Wigston, LE18 1NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Castlefields Retail Park, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Meadow Road, Kettering, NN16 8TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nene Valley Retail Park, Northampton, NN1 1BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Buildings, Hinckley, LE10 1HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barlow Blinds, Brighton Road, Leicester, LE5 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barry Bott Jewellers, Leicester Road, Blaby, Leicester, LE8 4GR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys Shopping Centre, Fletcher Mall, Beaumont Leys, Leicester, LE4 1DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Retail Park, Northfield Avenue, Kettering, NN16 9XZ	5.4%	38	0.0%	0	0.0%	0	1.5%	2	3.3%	5	0.9%	1	19.8%	30

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Bicester Village Shopping Centre, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booker, Bath Road, Kettering, NN16 9ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boongate Retail Park, Peterborough, PE1 5SX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bosworth's Garden Centre, Finedon Road, Burton Latimer, Kettering, NN15 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Outlet, A1, Grantham, NG32 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brampton Heath Golf Centre, Sandy Lane, Church Brampton, NN6 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlefields Retail Park, London Road, Wellingborough, NN8 2DP	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Cherry Lane, Foston Road, Leicester, LE8 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colourbank, Cavendish Road, Leicester, LE2 7PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conkers, Rawdon Road, Ashby-de-la-Zouch, DE12 6GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby Town Centre	1.3%	9	0.0%	0	0.0%	0	3.8%	4	1.6%	3	0.5%	0	1.3%	2
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Countesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Garden Centre, West Haddon Road, Crick, NN6 7SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cromer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Meteor Centre, Wheatcroft Way, Derby, DE21 4RY	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Dartmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet York, St Nicholas Avenue, York, YO19 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Ashby Road, Stapleton, LE9 8JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Harlestone Road, Northampton, NN5 6UJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton, Alfreton, DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.9%	6	3.0%	3	0.4%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Enderby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Fakenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Fosse Park Shopping Centre, (inc. Fosse Park West), Fosse Park Avenue, Leicester, LE19 1HY	11.2%	78	7.0%	8	27.5%	28	20.5%	23	12.2%	19	0.0%	0	0.3%	0
Gates Garden Centre, Somerby Road, Cold Overton, LE15 7QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Coventry Business Park, Canley Road, Coventry, CV5 6RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oakley Local Centre, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardwick Retail Park, Hardwick Road, King's Lynn, PE30 4WP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hassett Plant Centre, Harborough Road, Northampton, NN6 9RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawgrip Plant Centre & Nursery, Seine Ln, Enderby, Leicester, LE19 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Oasis Retail Park, Everest Lane, Corby, NN17 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Parkway Cross Point Business Park, Coventry, CV2 2SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Putney Road, Leicester, LE2 7TF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Telford Way Industrial Estate Baron Avenue, Kettering, NN16 8UW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Belgrave Retail Park, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corporation Street, Corby, NN17 1NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Johns Court, Blaby, LE8 4DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Newland Street, Kettering, NN16 8JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Peel Retail Park, Phoenix Parkway, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rugby Road, Hinckley, LE10 0QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Saffron Lane, Aylestone, Leicester, LE2 6UL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Eastgate Shopping Centre, Eastgate Road, Bristol, BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jollyes, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jones the Furnishers, Kettering Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Northampton, NN1 4AU														
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	2.7%	19	12.2%	14	4.1%	4	0.0%	0	0.2%	0	0.5%	0	0.0%	0
Keith's Discount Carpets, Oadby Road, Wigston, LE18 3PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	2.0%	14	0.0%	0	0.0%	0	3.3%	4	0.5%	1	7.4%	5	3.2%	5
Kettering Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.9%	3
Kingsteignton Retail Park, Newton Road, Kingsteignton, Newton Abbot, TQ12 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsthorpe Local Centre, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	6.9%	48	3.3%	4	4.0%	4	13.5%	15	11.6%	18	2.1%	1	3.9%	6
Lidl, Acre Lane, Brixton Hill, Brixton, SW2 5TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bilton Road, Rugby, CV22 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blaby Road, Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brindley Close, Rushden, NN10 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Burton Street, Leicester, LE1 1TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gainsborough Road, Corby, NN18 ORG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Upperton Road, Leicester, LE3 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Westgate Industrial Estate, Weedon Road, Northampton, NN5 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Courier Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Harborough Road, Northampton, NN2 8DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), High Street, Stamford, PE9 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Parade, Leicester Road, A74, Oadby, LE2 4DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks Electrical, Boston Road, Leicester, LE4 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Weedon Road Industrial Estate, Weedon Road, Northampton, NN5 5BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthurGlen Designer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Outlet West Midlands, Eastern Way, Lichfield Road, Cannock, WS11 7JZ							
Melton Mowbray Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Metrocentre, St. Michaels Way, Gateshead, NE11 9YG	0.0%	0	0.0%	0	0.0%	0	0.0%
Michael Grundy Jewellers, Queens Road, Clarendon Park, Leicester, LE2 1TU	0.0%	0	0.0%	0	0.0%	0	0.0%
Midfum, Arden Business Centre, Arden Road, Alcester, B49 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%
Milton Keynes City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Front Street, Consett, DH8 5RE	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Holt Road, Cromer, NR27 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Kettering Road, Northampton, NN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Lower Street, Kettering, NN16 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Oakley Road, Great Oakley, Corby, NN18 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Moulton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
National Exhibition Centre, Pendigo Way, Marston Green, Birmingham, B40 1NT	0.1%	1	0.0%	0	0.0%	0	0.0%
Nene Court Shopping Village, Embankment, Wellingborough, NN8 1LD	0.2%	1	0.0%	0	0.0%	0	0.0%
Nene Valley Retail Park, St James Mill Road East, Northampton, NN1 1ET	0.0%	0	0.0%	0	0.0%	0	0.0%
New Moulton Electrical, Abington Grove, Northampton, NN1 4QX	0.0%	0	0.0%	0	0.0%	0	0.0%
Newark Antiques Fair, Drove Lane, Newark, NG24 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%
Northampton Town Centre (inc. Grosvenor Shopping Centre)	0.1%	1	0.0%	0	0.0%	0	0.0%
Norwich City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Oadby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Oasis Retail Park, Alexandra Road, Corby, NN17 1RA	0.1%	0	0.0%	0	0.0%	0	0.4%
Oldborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Palmers, St Johns, Enderby, Leicester, LE19 2BS	0.0%	0	0.0%	0	0.0%	0	0.0%
Parklands Leisure Centre, Washbrook Lane, Wigston Road, Oadby, Leicester, LE2 5QG	0.0%	0	0.0%	0	0.0%	0	0.0%
Peterborough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Pytchley Golf Lodge, Kettering Road, Pytchley,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Kettering, NN14 1EY														
Ragdale Hall Spa, Ragdale, Melton Mowbray, LE14 3PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, London Road, Leicester, LE2 1EG	0.6%	4	2.4%	3	0.0%	0	0.0%	0	0.2%	0	1.2%	1	0.3%	0
Riverside Retail Park, Marquee Drive, Northampton, NN3 9HY (Homebase, Next, Currys)	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	10	0.0%	0
Royal Leamington Spa Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushden Lakes Shopping Centre, Rushden, NN10 6FH (Primark, M&S, Boots)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Lane Local Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Rugby, CV22 6HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rockingham Road, Kettering, NN16 8JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate Industrial Estate, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapcote Garden Centre, Hinckley Road, Sapcote, LE9 4LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Alpha Court Road, Phoenix Parkway, Corby, NN17 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Chartwell Arms Car Park, Chartwell Drive, Wigston, LE18 2FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Gladstone Close, Northampton, NN5 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Moulton Park Industrial Estate, Tenter Road, Northampton, NN3 6AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Rose Way, Lutterworth Road, Blaby, LE8 4BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Way Industrial Estate Baron Avenue, Kettering, NN16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
8UW														
Seasons, Cranford Road, Burton Latimer, Kettering, NN15 5LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skegness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smiths Farm Shop, Brampton Lane, Chapel Brampton, Northampton, NN6 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofa Sofa, Viaduct Works, Crumlin, Newport, NP11 3P	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somers Road Local Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfields Outlet Centre, Camel Gate, Spalding, PE12 6EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St George's Retail Park, St George's Way, Leicester, LE1 1SG	0.9%	6	0.0%	0	1.1%	1	3.8%	4	0.0%	0	1.2%	1	0.0%	0
St James Retail Park, Towcester Road, Northampton, NN1 1EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
St Peter's Way Retail Park, Northampton, NN1 1PS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
St. Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanier Retail Park, Northfield Avenue, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swift Electrical, Harborough Road, Northampton, NN2 7AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Technology Park Retail Park, Technology Drive, Rugby, CV21 1GB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Beaumont Leys Shopping Centre, Bradgate Mall, Beaumont Leys, Leicester, LE4 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Carina Road, Kettering, NN15 6XB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.3%	0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, St James Industrial Estate, St James Road, Corby, NN18 8AL	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	2.8%	4
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Blaby Road, South Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
The Peel Centre, Phoenix Parkway, Corby, NN17 5DT	1.4%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	5.0%	8
Thurlaston Garden Centre, Croft Road, Thurlaston, LE9 7TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Vista Park, Telford Way, Kettering, NN16 8AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Touchwood Shopping Centre, Homer Road, Solihull, B91 3RA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Trading Post, Bignal Court, Kettering, NN15 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trains4U, St Davids Square, Fengate, Peterborough, PE1 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Harborough Road, Kingsthorpe, Northampton, NN2 7BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weedon Road Industrial Estate, Tyne Road, Northampton, NN5 5AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre (inc. Swansgate Shopping Centre)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Weston Favell Local Centre, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Blaby Road, South Wigston, LE18 4SE	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Courier Road, Corby, NN17 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Northfield Avenue, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Technology Park, Technology Drive, Rugby, CV21 1GN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Weddington Road, Nuneaton, CV10 0AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Willoughby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	39.1%	274	43.5%	49	37.2%	38	26.9%	30	48.9%	75	41.3%	28	34.9%	53
(Don't know / varies / can't remember)	8.0%	56	6.1%	7	6.6%	7	8.9%	10	5.0%	8	10.9%	7	11.4%	17
(Don't do this type of shopping)	9.4%	66	13.6%	15	8.8%	9	11.0%	12	6.6%	10	5.4%	4	10.1%	15
Weighted base:		700		113		103		111		153		67		152
Sample:		700		110		100		110		140		100		140

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q13 Where did your household last buy furniture, floor-coverings and household textiles this can include retail parks, the internet as well as town / district / centres and freestanding stores?</b>														
<b>Zone 1</b>														
Aldi, Rugby Road, Lutterworth, LE17 4HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Linden Drive, Lutterworth, LE17 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilworth Springs Golf Club, South Kilworth Road, North Kilworth, LE17 6HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Sports Centre, Coventry Road, Lutterworth, LE17 4RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Town Centre	2.0%	14	9.7%	11	2.2%	2	0.0%	0	0.2%	0	0.5%	0	0.0%	0
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powers Carpets & Flooring, Lower Leicester Road, Lutterworth, LE17 4NG	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Leicester Road, Lutterworth, LE17 4NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	0.4%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Village Centre	0.2%	1	0.3%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Fleckney, LE8 8AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottage Lane Industrial Estate, Swannington Road, Leicester, LE9 6TU	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Station Road, Broughton Astley, LE9 6PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Box Road, Broughton Astley, LE9 6TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Co-Op Food, High Street, Kibworth Beauchamp, LE8 0HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Pharmacy, Stretton Court, Stretton Road, Great Glen, Leicester, LE8 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Easton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Glen Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Antiques Centre, Harborough Road, Kibworth Harcourt, LE8 0RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	0.3%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Kibworth Garden Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
And Nursery, Fleckney Road, Kibworth, LE8 0HJ														
Medbourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Langton Greenhouse and Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wistow Rural Centre, Kibworth Road, Wistow, LE8 0QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Co-Op Food, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Foods, The Point, Market Harborough, LE16 7QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Monk & Sons, Northampton Road, Market Harborough, LE16 9HG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Hams, Welland Court, Market Harborough, LE16 7PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborough Leisure Centre, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huws Gray, Scotland Road, Market Harborough, LE16 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough, LE16 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Market Harborough Rugby Union Football Club, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	6.5%	45	1.6%	2	0.4%	0	3.6%	4	15.2%	23	15.6%	10	3.6%	5
Rieker Outlet Store, Compass Point, Market Harborough, LE16 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St. Mary's Place, Market Harborough, LE16 7DR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Screwfix, Rockingham Industrial Estate, Rockingham Road, Market Harborough, LE16 7BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Springfield Street, Market Harborough, LE16 9HD	0.7%	5	0.0%	0	0.4%	0	0.0%	0	1.1%	2	3.2%	2	0.3%	0
Tesco Express, Rockingham Road, Market Harborough, LE16 7QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Square, Market Harborough, LE16 7PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Manors Retail Park,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Rockingham Road, Market Harborough, LE16 7QE														
Waitrose, Springfield Street, Market Harborough, LE16 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Well Pharmacy, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welland Business Park, Rockingham Road, Market Harborough, LE16 7PS	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>														
Brixworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Northampton Road, Brixworth, NN6 9BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creaton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Braybrooke Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Gladstone Street, Desborough, NN14 2QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Desborough, NN14 2QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Desborough Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	3.1%	5
Richard's Plants, West Lodge Farm Back Lane, Pipewell Road, Desborough, NN14 2SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothwell Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Sainsbury's Superstore, Cockerel Rise, Desborough, NN14 2WE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Plant Man, The Hawthorns Park Hill, Market Harborough, LE16 8LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End DIY, Paddock Lane, Desborough, NN14 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>														
Abbey Retail Park, South Way, Daventry, NN11 4GL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Brackley Court, Welford Road, Blaby, Leicester, LE8 4HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carina Road, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Central Park, Rugby, CV23 0UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Paddock Close, Rugby, CV22 5AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby, NN17 4AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Way West, Great Oakley, Corby, NN18 9EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanier Retail Park, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6 6LN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Armstrong's Mill Department Store, Charnwood Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Shepshed, LE12 9NN							
Asda, Barwell Lane, Hinckley, LE10 1SS	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Chapel Street, Rugby, CV21 3EB	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Leicester Road, Oadby, Frith, Leicester, LE2 4AH	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Narborough Road South, Braunstone Town, Leicester, LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Phoenix Park Way, Corby, NN17 5DT	0.2%	2	0.0%	0	0.0%	0	1.0%
Astley Book Farm Shop, Astley Lane, Nuneaton, Bedworth, CV12 0NE	0.0%	0	0.0%	0	0.0%	0	0.0%
Attfield's Farm Shop, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0	0.0%	0	0.0%	0	0.0%
Aylsham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Billing Brook Road, Weston Favell, NN3 8SE	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Castle Street, Hinckley, LE10 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Hawley Road, Hinckley, LE10 0PR	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, High Street, Kettering, NN16 8SW	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Kettering Retail Park, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Lloyds Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Raw Dykes Road, Leicester, LE2 7JU	0.1%	0	0.0%	0	0.4%	0	0.0%
B&M, The Arcade, Wigston, LE18 1NZ	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Bull Head Street, Wigston, LE18 1PA	0.3%	2	0.0%	0	0.0%	0	2.9%
B&Q, Castlefields Retail Park, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Devonshire Road, Leicester, LE4 0BG	0.4%	3	0.0%	0	2.4%	3	0.0%
B&Q, Meadow Road, Kettering, NN16 8TL	0.4%	3	0.0%	0	0.0%	0	2.0%
B&Q, Nene Valley Retail Park, Northampton, NN1 1BQ	0.0%	0	0.0%	0	0.0%	0	0.5%
B&Q, New Buildings, Hinckley, LE10 1HN	0.0%	0	0.0%	0	0.0%	0	0.0%
Barlow Blinds, Brighton Road, Leicester, LE5 0HD	0.1%	0	0.0%	0	0.4%	0	0.0%
Barry Bott Jewellers, Leicester Road, Blaby, Leicester, LE8 4GR	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaumont Leys Shopping Centre, Fletcher Mall, Beaumont Leys, Leicester, LE4 1DF	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Belgrave Retail Park, Northfield Avenue, Kettering, NN16 9XZ	6.0%	42	0.0%	0	1.4%	2	17.4%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Bicester Village Shopping Centre, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Blaby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booker, Bath Road, Kettering, NN16 9ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boongate Retail Park, Peterborough, PE1 5SX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bosworth's Garden Centre, Finedon Road, Burton Latimer, Kettering, NN15 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Outlet, A1, Grantham, NG32 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brampton Heath Golf Centre, Sandy Lane, Church Brampton, NN6 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlefields Retail Park, London Road, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Central London / West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane, Foston Road, Leicester, LE8 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colourbank, Cavendish Road, Leicester, LE2 7PH	0.4%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conkers, Rawdon Road, Ashby-de-la-Zouch, DE12 6GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby Town Centre	0.7%	5	0.0%	0	0.0%	0	0.4%	0	0.5%	1	0.0%	0	2.4%	4
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.3%	2	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Countesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Garden Centre, West Haddon Road, Crick, NN6 7SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cromer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Meteor Centre, Wheatcroft Way, Derby, DE21 4RY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet York, St Nicholas Avenue, York, YO19 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Ashby Road, Stapleton, LE9 8JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Harlestone Road, Northampton, NN5 6UJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton, Alfreton, DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	4.3%	30	13.3%	15	9.2%	10	0.0%	0	3.4%	5	0.5%	0	0.0%	0
Enderby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fakenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Fosse Park Shopping Centre, (inc. Fosse Park West), Fosse Park Avenue, Leicester, LE19 1HY	9.1%	64	4.7%	5	24.3%	25	13.3%	15	9.2%	14	0.0%	0	2.8%	4
Gates Garden Centre, Somerby Road, Cold Overton, LE15 7QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Coventry Business Park, Canley Road, Coventry, CV5 6RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oakley Local Centre, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardwick Retail Park, Hardwick Road, King's Lynn, PE30 4WP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hassett Plant Centre, Harborough Road, Northampton, NN6 9RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawgrip Plant Centre & Nursery, Seine Ln, Enderby, Leicester, LE19 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.1%	1	0.6%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Oasis Retail Park, Everest Lane, Corby, NN17 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Parkway Cross Point Business Park, Coventry, CV2 2SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Putney Road, Leicester, LE2 7TF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Telford Way Industrial Estate Baron Avenue, Kettering, NN16 8UW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Belgrave Retail Park, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corporation Street, Corby, NN17 1NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Johns Court, Blaby, LE8 4DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Newland Street, Kettering, NN16 8JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Peel Retail Park, Phoenix Parkway, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rugby Road, Hinckley, LE10 0QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Saffron Lane, Aylestone, Leicester, LE2 6UL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.5%	3	0.0%	0	0.0%	0	0.4%	0	0.0%	0	4.4%	3	0.0%	0
IKEA, Eastgate Shopping Centre, Eastgate Road, Bristol, BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Ikea Way, Giltbrook, Nottingham, NG16 2RP	2.4%	17	2.0%	2	1.5%	2	8.7%	10	0.0%	0	0.0%	0	2.3%	4
IKEA, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jollyes, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jones the Furnishers, Kettering Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Northampton, NN1 4AU														
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	1.5%	10	6.2%	7	3.0%	3	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Keith's Discount Carpets, Oadby Road, Wigston, LE18 3PU	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.4%	2	2.8%	4
Kettering Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	9
Kingsteignton Retail Park, Newton Road, Kingsteignton, Newton Abbot, TQ12 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsthorpe Local Centre, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	3.4%	23	2.3%	3	2.8%	3	5.8%	6	4.6%	7	3.3%	2	1.5%	2
Lidl, Acre Lane, Brixton Hill, Brixton, SW2 5TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bilton Road, Rugby, CV22 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blaby Road, Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brindley Close, Rushden, NN10 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Burton Street, Leicester, LE1 1TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gainsborough Road, Corby, NN18 ORG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Upperton Road, Leicester, LE3 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Westgate Industrial Estate, Weedon Road, Northampton, NN5 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Courier Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HQ	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Harborough Road, Northampton, NN2 8DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), High Street, Stamford, PE9 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Parade, Leicester Road, A74, Oadby, LE2 4DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks Electrical, Boston Road, Leicester, LE4 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Weedon Road Industrial Estate, Weedon Road, Northampton, NN5 5BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthurGlen Designer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Outlet West Midlands, Eastern Way, Lichfield Road, Cannock, WS11 7JZ														
Melton Mowbray Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, St. Michaels Way, Gateshead, NE11 9YG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Michael Grundy Jewellers, Queens Road, Clarendon Park, Leicester, LE2 1TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midfum, Arden Business Centre, Arden Road, Alcester, B49 6HW	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Front Street, Consett, DH8 5RE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Holt Road, Cromer, NR27 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Kettering Road, Northampton, NN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Lower Street, Kettering, NN16 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Oakley Road, Great Oakley, Corby, NN18 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moulton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Pendigo Way, Marston Green, Birmingham, B40 1NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Court Shopping Village, Embankment, Wellingborough, NN8 1LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, St James Mill Road East, Northampton, NN1 1ET	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
New Moulton Electrical, Abington Grove, Northampton, NN1 4QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark Antiques Fair, Drove Lane, Newark, NG24 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre (inc. Grosvenor Shopping Centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Norwich City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Oasis Retail Park, Alexandra Road, Corby, NN17 1RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, St Johns, Enderby, Leicester, LE19 2BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parklands Leisure Centre, Washbrook Lane, Wigston Road, Oadby, Leicester, LE2 5QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pytchley Golf Lodge, Kettering Road, Pytchley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Kettering, NN14 1EY														
Ragdale Hall Spa, Ragdale, Melton Mowbray, LE14 3PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, London Road, Leicester, LE2 1EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Marquee Drive, Northampton, NN3 9HY (Homebase, Next, Currys)	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	8	0.3%	0
Royal Leamington Spa Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.6%	4	3.3%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushden Lakes Shopping Centre, Rushden, NN10 6FH (Primark, M&S, Boots)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Saffron Lane Local Centre, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Rugby, CV22 6HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rockingham Road, Kettering, NN16 8JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate Industrial Estate, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapcote Garden Centre, Hinckley Road, Sapcote, LE9 4LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Alpha Court Road, Phoenix Parkway, Corby, NN17 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Chartwell Arms Car Park, Chartwell Drive, Wigston, LE18 2FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Gladstone Close, Northampton, NN5 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Moulton Park Industrial Estate, Tenter Road, Northampton, NN3 6AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Rose Way, Lutterworth Road, Blaby, LE8 4BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Way Industrial Estate Baron Avenue, Kettering, NN16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
8UW														
Seasons, Cranford Road, Burton Latimer, Kettering, NN15 5LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Skegness Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smiths Farm Shop, Brampton Lane, Chapel Brampton, Northampton, NN6 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofa Sofa, Viaduct Works, Crumlin, Newport, NP11 3P	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Somers Road Local Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfields Outlet Centre, Camel Gate, Spalding, PE12 6EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St George's Retail Park, St George's Way, Leicester, LE1 1SG	0.1%	1	0.3%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Towcester Road, Northampton, NN1 1EE	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	3	4.2%	3	0.0%	0
St Peter's Way Retail Park, Northampton, NN1 1PS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
St. Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanier Retail Park, Northfield Avenue, Kettering, NN16 9XW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Swift Electrical, Harborough Road, Northampton, NN2 7AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Technology Park Retail Park, Technology Drive, Rugby, CV21 1GB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Beaumont Leys Shopping Centre, Bradgate Mall, Beaumont Leys, Leicester, LE4 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Carina Road, Kettering, NN15 6XB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, St James Industrial Estate, St James Road, Corby, NN18 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Blaby Road, South Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
The Peel Centre, Phoenix Parkway, Corby, NN17 5DT	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Thurlaston Garden Centre, Croft Road, Thurlaston, LE9 7TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.3%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Vista Park, Telford Way, Kettering, NN16 8AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Touchwood Shopping Centre, Homer Road, Solihull, B91 3RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trading Post, Bignal Court, Kettering, NN15 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trains4U, St Davids Square, Fengate, Peterborough, PE1 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Harborough Road, Kingsthorpe, Northampton, NN2 7BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Weedon Road Industrial Estate, Tyne Road, Northampton, NN5 5AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre (inc. Swansgate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Favell Local Centre, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Weymouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Blaby Road, South Wigston, LE18 4SE	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Courier Road, Corby, NN17 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Northfield Avenue, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Technology Park, Technology Drive, Rugby, CV21 1GN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Wickes, Weddington Road, Nuneaton, CV10 0AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.2%	0	0.0%	0	0.0%	0
Willoughby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	20.8%	146	20.0%	23	22.4%	23	15.3%	17	25.8%	40	17.5%	12	20.9%	32
(Don't know / varies / can't remember)	13.4%	94	16.0%	18	7.4%	8	18.9%	21	11.9%	18	5.1%	3	16.4%	25
(Don't do this type of shopping)	14.4%	101	15.2%	17	16.0%	17	19.4%	21	13.2%	20	8.4%	6	13.0%	20
Weighted base:		700		113		103		111		153		67		152
Sample:		700		110		100		110		140		100		140

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q14 Where did your household last buy DIY / hardware and garden items this can include retail parks, the internet as well as town / district / centres and freestanding stores?</b>														
<b>Zone 1</b>														
Aldi, Rugby Road, Lutterworth, LE17 4HN	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Linden Drive, Lutterworth, LE17 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilworth Springs Golf Club, South Kilworth Road, North Kilworth, LE17 6HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Sports Centre, Coventry Road, Lutterworth, LE17 4RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Town Centre	1.1%	7	5.6%	6	0.8%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, Lutterworth Road, Ullesthorpe, LE17 5DR	1.5%	11	3.2%	4	6.4%	7	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Powers Carpets & Flooring, Lower Leicester Road, Lutterworth, LE17 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	1.0%	7	6.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Leicester Road, Lutterworth, LE17 4NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Centre	1.3%	9	4.8%	5	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	0.4%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.3%	2	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Village Centre	0.4%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Fleckney, LE8 8AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottage Lane Industrial Estate, Swannington Road, Leicester, LE9 6TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Station Road, Broughton Astley, LE9 6PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Box Road, Broughton Astley, LE9 6TJ	0.5%	3	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Co-Op Food, High Street, Kibworth Beauchamp, LE8 0HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Pharmacy, Stretton Court, Stretton Road, Great Glen, Leicester, LE8 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Easton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Glen Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Antiques Centre, Harborough Road, Kibworth Harcourt, LE8 0RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Garden Centre	0.1%	1	0.3%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
And Nursery, Fleckney Road, Kibworth, LE8 0HJ														
Medbourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Langton Greenhouse and Garden Centre, Melton Road, Market Harborough, LE16 7TG	1.6%	11	0.0%	0	3.4%	4	3.6%	4	0.5%	1	0.5%	0	1.8%	3
Wistow Rural Centre, Kibworth Road, Wistow, LE8 0QF	0.6%	4	0.0%	0	3.4%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.1%	1	0.0%	0	0.0%	0	0.4%	0	0.2%	0	0.0%	0	0.0%	0
B&M, Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	2.6%	18	0.0%	0	0.0%	0	4.8%	5	3.7%	6	3.0%	2	3.3%	5
Co-Op Food, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Foods, The Point, Market Harborough, LE16 7QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Monk & Sons, Northampton Road, Market Harborough, LE16 9HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hams, Welland Court, Market Harborough, LE16 7PT	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Harborough Leisure Centre, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huws Gray, Scotland Road, Market Harborough, LE16 8AX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough, LE16 8AN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Market Harborough Rugby Union Football Club, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	6.0%	42	0.6%	1	4.2%	4	8.3%	9	10.6%	16	6.3%	4	4.6%	7
Rieker Outlet Store, Compass Point, Market Harborough, LE16 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St. Mary's Place, Market Harborough, LE16 7DR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Screwfix, Rockingham Industrial Estate, Rockingham Road, Market Harborough, LE16 7BA	2.6%	18	0.0%	0	1.1%	1	0.8%	1	6.2%	10	0.5%	0	4.1%	6
Spar, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Springfield Street, Market Harborough, LE16 9HD	9.1%	64	4.2%	5	0.4%	0	12.7%	14	15.8%	24	16.4%	11	6.2%	10
Tesco Express, Rockingham Road, Market Harborough, LE16 7QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Square, Market Harborough, LE16 7PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Manors Retail Park,	0.3%	2	0.0%	0	0.4%	0	0.4%	0	0.6%	1	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Rockingham Road, Market Harborough, LE16 7QE														
Waitrose, Springfield Street, Market Harborough, LE16 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Well Pharmacy, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welland Business Park, Rockingham Road, Market Harborough, LE16 7PS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	0	0.0%	0
<b>Zone 5</b>														
Brixworth Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Co-Op Food, Northampton Road, Brixworth, NN6 9BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creaton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Braybrooke Village Centre	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.3%	0
Co-Op Food, Gladstone Street, Desborough, NN14 2QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Desborough, NN14 2QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Desborough Town Centre	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	8.5%	13
Richard's Plants, West Lodge Farm Back Lane, Pipewell Road, Desborough, NN14 2SH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Rothwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cockerel Rise, Desborough, NN14 2WE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Plant Man, The Hawthorns Park Hill, Market Harborough, LE16 8LP	1.9%	13	2.4%	3	0.0%	0	3.3%	4	2.3%	3	0.5%	0	1.9%	3
West End DIY, Paddock Lane, Desborough, NN14 2LZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
<b>Outside Survey Area</b>														
Abbey Retail Park, South Way, Daventry, NN11 4GL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Brackley Court, Welford Road, Blaby, Leicester, LE8 4HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carina Road, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Central Park, Rugby, CV23 0UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Paddock Close, Rugby, CV22 5AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby, NN17 4AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Way West, Great Oakley, Corby, NN18 9EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanier Retail Park, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6 6LN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Armstrong's Mill Department Store, Charnwood Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Shepshed, LE12 9NN														
Asda, Barwell Lane, Hinckley, LE10 1SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Leicester Road, Oadby, Frith, Leicester, LE2 4AH	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Narborough Road South, Braunstone Town, Leicester, LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Phoenix Park Way, Corby, NN17 5DT	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Astley Book Farm Shop, Astley Lane, Nuneaton, Bedworth, CV12 0NE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attfield's Farm Shop, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylsham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
B&M, Billing Brook Road, Weston Favell, NN3 8SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
B&M, Castle Street, Hinckley, LE10 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Hawley Road, Hinckley, LE10 0PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Kettering, NN16 8SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Kettering Retail Park, Kettering, NN15 6YA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
B&M, Lloyds Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Raw Dykes Road, Leicester, LE2 7JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Arcade, Wigston, LE18 1NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.4%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bull Head Street, Wigston, LE18 1PA	4.9%	34	3.0%	3	13.6%	14	12.9%	14	1.5%	2	0.0%	0	0.3%	0
B&Q, Castlefields Retail Park, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Devonshire Road, Leicester, LE4 0BG	0.5%	3	0.3%	0	0.0%	0	2.4%	3	0.0%	0	0.5%	0	0.0%	0
B&Q, Meadow Road, Kettering, NN16 8TL	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.2%	0	3.4%	2	7.6%	12
B&Q, Nene Valley Retail Park, Northampton, NN1 1BQ	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	10	0.0%	0
B&Q, New Buildings, Hinckley, LE10 1HN	0.8%	6	0.3%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barlow Blinds, Brighton Road, Leicester, LE5 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barry Bott Jewellers, Leicester Road, Blaby, Leicester, LE8 4GR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys Shopping Centre, Fletcher Mall, Beaumont Leys, Leicester, LE4 1DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Retail Park, Northfield Avenue, Kettering, NN16 9XZ	3.1%	22	0.0%	0	0.0%	0	0.4%	0	3.3%	5	3.2%	2	9.1%	14

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Bicester Village Shopping Centre, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booker, Bath Road, Kettering, NN16 9ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boongate Retail Park, Peterborough, PE1 5SX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bosworth's Garden Centre, Finedon Road, Burton Latimer, Kettering, NN15 5QA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Boundary Outlet, A1, Grantham, NG32 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brampton Heath Golf Centre, Sandy Lane, Church Brampton, NN6 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlefields Retail Park, London Road, Wellingborough, NN8 2DP	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane, Foston Road, Leicester, LE8 5QP	0.5%	3	1.0%	1	1.7%	2	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colourbank, Cavendish Road, Leicester, LE2 7PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conkers, Rawdon Road, Ashby-de-la-Zouch, DE12 6GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby Town Centre	0.5%	3	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	1.8%	3
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Countesthorpe Village Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Garden Centre, West Haddon Road, Crick, NN6 7SQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Crick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cromer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Meteor Centre, Wheatcroft Way, Derby, DE21 4RY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet York, St Nicholas Avenue, York, YO19 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Ashby Road, Stapleton, LE9 8JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Harlestone Road, Northampton, NN5 6UJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton, Alfreton, DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.5%	4	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enderby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fakenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Fosse Park Shopping Centre, (inc. Fosse Park West), Fosse Park Avenue, Leicester, LE19 1HY	0.4%	3	0.0%	0	0.4%	0	0.0%	0	1.5%	2	0.0%	0	0.3%	0
Gates Garden Centre, Somerby Road, Cold Overton, LE15 7QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Coventry Business Park, Canley Road, Coventry, CV5 6RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oakley Local Centre, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardwick Retail Park, Hardwick Road, King's Lynn, PE30 4WP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hassett Plant Centre, Harborough Road, Northampton, NN6 9RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Hawgrip Plant Centre & Nursery, Seine Ln, Enderby, Leicester, LE19 4PD	0.5%	4	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Oasis Retail Park, Everest Lane, Corby, NN17 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Parkway Cross Point Business Park, Coventry, CV2 2SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Putney Road, Leicester, LE2 7TF	0.1%	1	0.0%	0	0.4%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Telford Way Industrial Estate Baron Avenue, Kettering, NN16 8UW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Belgrave Retail Park, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corporation Street, Corby, NN17 1NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Johns Court, Blaby, LE8 4DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Newland Street, Kettering, NN16 8JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Peel Retail Park, Phoenix Parkway, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rugby Road, Hinckley, LE10 0QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Saffron Lane, Aylestone, Leicester, LE2 6UL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Eastgate Shopping Centre, Eastgate Road, Bristol, BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jollyes, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jones the Furnishers, Kettering Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Northampton, NN1 4AU														
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	2.0%	14	10.4%	12	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Keith's Discount Carpets, Oadby Road, Wigston, LE18 3PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.8%	1
Kettering Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Kingsteignton Retail Park, Newton Road, Kingsteignton, Newton Abbot, TQ12 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsthorpe Local Centre, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	1.3%	9	0.7%	1	0.0%	0	0.4%	0	5.1%	8	0.0%	0	0.0%	0
Lidl, Acre Lane, Brixton Hill, Brixton, SW2 5TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bilton Road, Rugby, CV22 7DT	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blaby Road, Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brindley Close, Rushden, NN10 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Burton Street, Leicester, LE1 1TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gainsborough Road, Corby, NN18 ORG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Upperton Road, Leicester, LE3 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Westgate Industrial Estate, Weedon Road, Northampton, NN5 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Courier Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Harborough Road, Northampton, NN2 8DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), High Street, Stamford, PE9 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Parade, Leicester Road, A74, Oadby, LE2 4DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks Electrical, Boston Road, Leicester, LE4 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Weedon Road Industrial Estate, Weedon Road, Northampton, NN5 5BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthurGlen Designer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Outlet West Midlands, Eastern Way, Lichfield Road, Cannock, WS11 7JZ														
Melton Mowbray Town Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, St. Michaels Way, Gateshead, NE11 9YG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Michael Grundy Jewellers, Queens Road, Clarendon Park, Leicester, LE2 1TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midfum, Arden Business Centre, Arden Road, Alcester, B49 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Front Street, Consett, DH8 5RE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Holt Road, Cromer, NR27 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Kettering Road, Northampton, NN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Lower Street, Kettering, NN16 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Oakley Road, Great Oakley, Corby, NN18 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moulton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Pendigo Way, Marston Green, Birmingham, B40 1NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Court Shopping Village, Embankment, Wellingborough, NN8 1LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, St James Mill Road East, Northampton, NN1 1ET	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
New Moulton Electrical, Abington Grove, Northampton, NN1 4QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark Antiques Fair, Drove Lane, Newark, NG24 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre (inc. Grosvenor Shopping Centre)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.3%	0
Norwich City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Retail Park, Alexandra Road, Corby, NN17 1RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, St Johns, Enderby, Leicester, LE19 2BS	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parklands Leisure Centre, Washbrook Lane, Wigston Road, Oadby, Leicester, LE2 5QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pytchley Golf Lodge, Kettering Road, Pytchley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Kettering, NN14 1EY														
Ragdale Hall Spa, Ragdale, Melton Mowbray, LE14 3PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, London Road, Leicester, LE2 1EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Marquee Drive, Northampton, NN3 9HY (Homebase, Next, Currys)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Royal Leamington Spa Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushden Lakes Shopping Centre, Rushden, NN10 6FH (Primark, M&S, Boots)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Lane Local Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Rugby, CV22 6HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rockingham Road, Kettering, NN16 8JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate Industrial Estate, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapcote Garden Centre, Hinckley Road, Sapcote, LE9 4LG	0.5%	3	0.0%	0	2.8%	3	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Screwfix, Alpha Court Road, Phoenix Parkway, Corby, NN17 5DP	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Screwfix, Chartwell Arms Car Park, Chartwell Drive, Wigston, LE18 2FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Gladstone Close, Northampton, NN5 7AY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Screwfix, Moulton Park Industrial Estate, Tenter Road, Northampton, NN3 6AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Rose Way, Lutterworth Road, Blaby, LE8 4BY	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Way Industrial Estate Baron Avenue, Kettering, NN16	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
8UW														
Seasons, Cranford Road, Burton Latimer, Kettering, NN15 5LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skegness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smiths Farm Shop, Brampton Lane, Chapel Brampton, Northampton, NN6 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofa Sofa, Viaduct Works, Crumlin, Newport, NP11 3P	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somers Road Local Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfields Outlet Centre, Camel Gate, Spalding, PE12 6EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St George's Retail Park, St George's Way, Leicester, LE1 1SG	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Towcester Road, Northampton, NN1 1EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
St Peter's Way Retail Park, Northampton, NN1 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanier Retail Park, Northfield Avenue, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swift Electrical, Harborough Road, Northampton, NN2 7AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Technology Park Retail Park, Technology Drive, Rugby, CV21 1GB	1.8%	13	4.4%	5	4.5%	5	0.0%	0	1.5%	2	0.9%	1	0.0%	0
Tesco Extra, Beaumont Leys Shopping Centre, Bradgate Mall, Beaumont Leys, Leicester, LE4 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Carina Road, Kettering, NN15 6XB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, St James Industrial Estate, St James Road, Corby, NN18 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Blaby Road, South Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
The Peel Centre, Phoenix Parkway, Corby, NN17 5DT	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	2.3%	4
Thurlaston Garden Centre, Croft Road, Thurlaston, LE9 7TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Vista Park, Telford Way, Kettering, NN16 8AS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Touchwood Shopping Centre, Homer Road, Solihull, B91 3RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trading Post, Bignal Court, Kettering, NN15 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trains4U, St Davids Square, Fengate, Peterborough, PE1 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Harborough Road, Kingsthorpe, Northampton, NN2 7BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weedon Road Industrial Estate, Tyne Road, Northampton, NN5 5AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Wellingborough Town Centre (inc. Swansgate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Favell Local Centre, Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Weymouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Blaby Road, South Wigston, LE18 4SE	0.7%	5	0.0%	0	1.5%	2	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Wickes, Courier Road, Corby, NN17 5AT	0.7%	5	0.0%	0	0.0%	0	1.4%	2	1.6%	3	0.0%	0	0.6%	1
Wickes, Northfield Avenue, Kettering, NN16 9TS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Wickes, Technology Park, Technology Drive, Rugby, CV21 1GN	0.6%	4	3.2%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Weddington Road, Nuneaton, CV10 0AD	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.1%	1	0.0%	0	0.4%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Willoughby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	14.2%	99	18.6%	21	16.7%	17	11.6%	13	17.2%	26	12.2%	8	8.8%	13
(Don't know / varies / can't remember)	11.0%	77	6.3%	7	10.9%	11	13.9%	15	15.1%	23	6.0%	4	10.7%	16
(Don't do this type of shopping)	10.4%	73	14.1%	16	4.8%	5	9.3%	10	7.7%	12	3.9%	3	17.6%	27
Weighted base:	700		113		103		111		153		67		152	
Sample:	700		110		100		110		140		100		140	

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q15 Where did your household last buy health and beauty items this can include retail parks, the internet as well as town / district / centres and freestanding stores?</b>														
<b>Zone 1</b>														
Aldi, Rugby Road, Lutterworth, LE17 4HN	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Linden Drive, Lutterworth, LE17 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Kilworth Springs Golf Club, South Kilworth Road, North Kilworth, LE17 6HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Sports Centre, Coventry Road, Lutterworth, LE17 4RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Town Centre	1.7%	12	6.8%	8	3.4%	4	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	0.8%	6	4.2%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powers Carpets & Flooring, Lower Leicester Road, Lutterworth, LE17 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Leicester Road, Lutterworth, LE17 4NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	0.9%	6	2.8%	3	0.4%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.4%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Village Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Fleckney, LE8 8AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottage Lane Industrial Estate, Swannington Road, Leicester, LE9 6TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Station Road, Broughton Astley, LE9 6PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Box Road, Broughton Astley, LE9 6TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Co-Op Food, High Street, Kibworth Beauchamp, LE8 0HS	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
County Pharmacy, Stretton Court, Stretton Road, Great Glen, Leicester, LE8 9HB	0.2%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Great Easton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Glen Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Antiques Centre, Harborough Road, Kibworth Harcourt, LE8 0RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Garden Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
And Nursery, Fleckney Road, Kibworth, LE8 0HJ														
Medbourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Langton Greenhouse and Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wistow Rural Centre, Kibworth Road, Wistow, LE8 0QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.4%	3	0.0%	0	0.4%	0	0.0%	0	1.5%	2	0.0%	0	0.3%	0
B&M, Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	1.1%	8	0.0%	0	0.0%	0	3.4%	4	2.2%	3	0.0%	0	0.6%	1
Co-Op Food, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Foods, The Point, Market Harborough, LE16 7QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Monk & Sons, Northampton Road, Market Harborough, LE16 9HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hams, Welland Court, Market Harborough, LE16 7PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborough Leisure Centre, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huws Gray, Scotland Road, Market Harborough, LE16 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough, LE16 8AN	0.8%	5	0.0%	0	0.8%	1	0.4%	0	2.3%	4	0.0%	0	0.3%	0
Market Harborough Rugby Union Football Club, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	21.7%	152	6.9%	8	3.6%	4	26.8%	30	38.1%	58	21.4%	14	24.9%	38
Rieker Outlet Store, Compass Point, Market Harborough, LE16 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St. Mary's Place, Market Harborough, LE16 7DR	1.8%	13	0.3%	0	0.0%	0	2.1%	2	4.4%	7	0.9%	1	1.6%	2
Screwfix, Rockingham Industrial Estate, Rockingham Road, Market Harborough, LE16 7BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Springfield Street, Market Harborough, LE16 9HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rockingham Road, Market Harborough, LE16 7QD	0.5%	4	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Tesco Express, The Square, Market Harborough, LE16 7PA	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Three Manors Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Rockingham Road, Market Harborough, LE16 7QE														
Waitrose, Springfield Street, Market Harborough, LE16 8BD	0.5%	4	0.3%	0	0.0%	0	0.0%	0	1.6%	3	0.5%	0	0.3%	0
Well Pharmacy, Coventry Road, Market Harborough, LE16 9BX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Welland Business Park, Rockingham Road, Market Harborough, LE16 7PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>														
Brixworth Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Co-Op Food, Northampton Road, Brixworth, NN6 9BU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Creaton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Braybrooke Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Gladstone Street, Desborough, NN14 2QT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Co-Op Food, High Street, Desborough, NN14 2QS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Desborough Town Centre	2.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	15
Richard's Plants, West Lodge Farm Back Lane, Pipewell Road, Desborough, NN14 2SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothwell Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's Superstore, Cockereel Rise, Desborough, NN14 2WE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
The Plant Man, The Hawthorns Park Hill, Market Harborough, LE16 8LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End DIY, Paddock Lane, Desborough, NN14 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>														
Abbey Retail Park, South Way, Daventry, NN11 4GL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Brackley Court, Welford Road, Blaby, Leicester, LE8 4HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carina Road, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Central Park, Rugby, CV23 0UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kensington Close, Northampton, NN2 6NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Aldi, Paddock Close, Rugby, CV22 5AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby, NN17 4AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Way West, Great Oakley, Corby, NN18 9EZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Aldi, Stanier Retail Park, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6 6LN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Armstrong's Mill Department Store, Charnwood Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Shepshed, LE12 9NN														
Asda, Barwell Lane, Hinckley, LE10 1SS	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Asda, Kensington Close, Northampton, NN2 6NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Asda, Leicester Road, Oadby, Frith, Leicester, LE2 4AH	0.2%	2	0.0%	0	1.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Narborough Road South, Braunstone Town, Leicester, LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Phoenix Park Way, Corby, NN17 5DT	1.2%	9	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6
Astley Book Farm Shop, Astley Lane, Nuneaton, Bedworth, CV12 0NE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attfield's Farm Shop, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylsham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Billing Brook Road, Weston Favell, NN3 8SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Castle Street, Hinckley, LE10 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Hawley Road, Hinckley, LE10 0PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Kettering, NN16 8SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Kettering Retail Park, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Lloyds Road, Corby, NN17 5DT	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
B&M, Raw Dykes Road, Leicester, LE2 7JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Arcade, Wigston, LE18 1NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Castlefields Retail Park, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Meadow Road, Kettering, NN16 8TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nene Valley Retail Park, Northampton, NN1 1BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Buildings, Hinckley, LE10 1HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barlow Blinds, Brighton Road, Leicester, LE5 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barry Bott Jewellers, Leicester Road, Blaby, Leicester, LE8 4GR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys Shopping Centre, Fletcher Mall, Beaumont Leys, Leicester, LE4 1DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Retail Park, Northfield Avenue, Kettering, NN16 9XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Bicester Village Shopping Centre, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Blaby Village Centre	0.1%	0	0.0%	0	0.4%	0	0.0%
Booker, Bath Road, Kettering, NN16 9ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Boongate Retail Park, Peterborough, PE1 5SX	0.0%	0	0.0%	0	0.0%	0	0.0%
Bosworth's Garden Centre, Finedon Road, Burton Latimer, Kettering, NN15 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Outlet, A1, Grantham, NG32 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%
Brampton Heath Golf Centre, Sandy Lane, Church Brampton, NN6 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Castlefields Retail Park, London Road, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheltenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cherry Lane, Foston Road, Leicester, LE8 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Colourbank, Cavendish Road, Leicester, LE2 7PH	0.0%	0	0.0%	0	0.0%	0	0.0%
Conkers, Rawdon Road, Ashby-de-la-Zouch, DE12 6GA	0.0%	0	0.0%	0	0.0%	0	0.0%
Corby Town Centre	1.2%	8	0.0%	0	0.0%	0	0.4%
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%
Countesthorpe Village Centre	0.1%	0	0.0%	0	0.4%	0	0.0%
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Crick Garden Centre, West Haddon Road, Crick, NN6 7SQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Crick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cromer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Currys, Meteor Centre, Wheatcroft Way, Derby, DE21 4RY	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Designer Outlet York, St Nicholas Avenue, York, YO19 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Ashby Road, Stapleton, LE9 8JE	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Harlestone Road, Northampton, NN5 6UJ	0.0%	0	0.0%	0	0.0%	0	0.0%
East Midlands Designer Outlet, Mansfield Road, South Normanton, Alfreton, DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	1.4%	9	8.0%	9	0.4%	0	0.0%
Enderby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Epsom Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fakenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Fosse Park Shopping Centre, (inc. Fosse Park West), Fosse Park Avenue, Leicester, LE19 1HY	8.4%	59	11.7%	13	30.2%	31	5.4%	6	3.8%	6	3.2%	2	0.0%	0
Gates Garden Centre, Somerby Road, Cold Overton, LE15 7QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Coventry Business Park, Canley Road, Coventry, CV5 6RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oakley Local Centre, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardwick Retail Park, Hardwick Road, King's Lynn, PE30 4WP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hassett Plant Centre, Harborough Road, Northampton, NN6 9RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawgrip Plant Centre & Nursery, Seine Ln, Enderby, Leicester, LE19 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.3%	2	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Oasis Retail Park, Everest Lane, Corby, NN17 1PS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Home Bargains, Parkway Cross Point Business Park, Coventry, CV2 2SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Putney Road, Leicester, LE2 7TF	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Telford Way Industrial Estate Baron Avenue, Kettering, NN16 8UW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Belgrave Retail Park, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corporation Street, Corby, NN17 1NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Johns Court, Blaby, LE8 4DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Iceland, Newland Street, Kettering, NN16 8JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Peel Retail Park, Phoenix Parkway, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rugby Road, Hinckley, LE10 0QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Saffron Lane, Aylestone, Leicester, LE2 6UL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Eastgate Shopping Centre, Eastgate Road, Bristol, BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jollyes, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jones the Furnishers, Kettering Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Northampton, NN1 4AU														
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	1.5%	11	8.8%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Keith's Discount Carpets, Oadby Road, Wigston, LE18 3PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Kettering Town Centre	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	12
Kingsteignton Retail Park, Newton Road, Kingsteignton, Newton Abbot, TQ12 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsthorpe Local Centre, Northampton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	2.2%	15	0.7%	1	0.8%	1	6.8%	7	3.7%	6	0.0%	0	0.3%	0
Lidl, Acre Lane, Brixton Hill, Brixton, SW2 5TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bilton Road, Rugby, CV22 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blaby Road, Wigston, LE18 4SE	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brindley Close, Rushden, NN10 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Burton Street, Leicester, LE1 1TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gainsborough Road, Corby, NN18 ORG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Upperton Road, Leicester, LE3 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Westgate Industrial Estate, Weedon Road, Northampton, NN5 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Courier Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Harborough Road, Northampton, NN2 8DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), High Street, Stamford, PE9 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Parade, Leicester Road, A74, Oadby, LE2 4DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks Electrical, Boston Road, Leicester, LE4 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Weedon Road Industrial Estate, Weedon Road, Northampton, NN5 5BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthurGlen Designer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Outlet West Midlands, Eastern Way, Lichfield Road, Cannock, WS11 7JZ														
Melton Mowbray Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, St. Michaels Way, Gateshead, NE11 9YG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Michael Grundy Jewellers, Queens Road, Clarendon Park, Leicester, LE2 1TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midfurn, Arden Business Centre, Arden Road, Alcester, B49 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Front Street, Consett, DH8 5RE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Holt Road, Cromer, NR27 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Kettering Road, Northampton, NN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Morrisons Superstore, Lower Street, Kettering, NN16 8AN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Morrisons Superstore, Oakley Road, Great Oakley, Corby, NN18 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moulton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Pendigo Way, Marston Green, Birmingham, B40 1NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Court Shopping Village, Embankment, Wellingborough, NN8 1LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, St James Mill Road East, Northampton, NN1 1ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Moulton Electrical, Abington Grove, Northampton, NN1 4QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark Antiques Fair, Drove Lane, Newark, NG24 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre (inc. Grosvenor Shopping Centre)	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	0.3%	0
Norwich City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	0.8%	5	0.0%	0	0.0%	0	4.6%	5	0.2%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Retail Park, Alexandra Road, Corby, NN17 1RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, St Johns, Enderby, Leicester, LE19 2BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parklands Leisure Centre, Washbrook Lane, Wigston Road, Oadby, Leicester, LE2 5QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pytchley Golf Lodge, Kettering Road, Pytchley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Kettering, NN14 1EY														
Ragdale Hall Spa, Ragdale, Melton Mowbray, LE14 3PB	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, London Road, Leicester, LE2 1EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Marquee Drive, Northampton, NN3 9HY (Homebase, Next, Currys)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Royal Leamington Spa Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.3%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushden Lakes Shopping Centre, Rushden, NN10 6FH (Primark, M&S, Boots)	2.3%	16	0.0%	0	0.0%	0	5.3%	6	3.7%	6	4.9%	3	0.8%	1
Saffron Lane Local Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.5%	4	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Rugby, CV22 6HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.5%	3	0.0%	0	0.8%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rockingham Road, Kettering, NN16 8JY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0QG	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate Industrial Estate, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapcote Garden Centre, Hinckley Road, Sapcote, LE9 4LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Alpha Court Road, Phoenix Parkway, Corby, NN17 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Chartwell Arms Car Park, Chartwell Drive, Wigston, LE18 2FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Gladstone Close, Northampton, NN5 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Moulton Park Industrial Estate, Tenter Road, Northampton, NN3 6AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Rose Way, Lutterworth Road, Blaby, LE8 4BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Way Industrial Estate Baron Avenue, Kettering, NN16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
8UW							
Seasons, Cranford Road, Burton Latimer, Kettering, NN15 5LZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%
Skegness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Smiths Farm Shop, Brampton Lane, Chapel Brampton, Northampton, NN6 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Sofa Sofa, Viaduct Works, Crumlin, Newport, NP11 3P	0.0%	0	0.0%	0	0.0%	0	0.0%
Somers Road Local Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%
Springfields Outlet Centre, Camel Gate, Spalding, PE12 6EU	0.0%	0	0.0%	0	0.0%	0	0.0%
St George's Retail Park, St George's Way, Leicester, LE1 1SG	0.0%	0	0.0%	0	0.0%	0	0.0%
St James Retail Park, Towcester Road, Northampton, NN1 1EE	0.0%	0	0.0%	0	0.0%	0	0.0%
St Peter's Way Retail Park, Northampton, NN1 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%
Stamford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanier Retail Park, Northfield Avenue, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%
Swift Electrical, Harborough Road, Northampton, NN2 7AX	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Technology Park Retail Park, Technology Drive, Rugby, CV21 1GB	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Beaumont Leys Shopping Centre, Bradgate Mall, Beaumont Leys, Leicester, LE4 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Carina Road, Kettering, NN15 6XB	0.7%	5	0.0%	0	0.0%	0	0.5%
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, St James Industrial Estate, St James Road, Corby, NN18 8AL	0.1%	0	0.0%	0	0.4%	0	0.0%
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.1%	1	0.0%	0	0.0%	0	1.2%
Tesco Superstore, Blaby Road, South Wigston, LE18 4SE	0.2%	1	0.7%	1	0.0%	0	0.2%
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.1%	0	0.0%	0	0.4%	0	0.0%
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
The Peel Centre, Phoenix Parkway, Corby, NN17 5DT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Thurlaston Garden Centre, Croft Road, Thurlaston, LE9 7TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Toolstation, Vista Park, Telford Way, Kettering, NN16 8AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Touchwood Shopping Centre, Homer Road, Solihull, B91 3RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trading Post, Bignal Court, Kettering, NN15 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trains4U, St Davids Square, Fengate, Peterborough, PE1 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Waitrose, Harborough Road, Kingsthorpe, Northampton, NN2 7BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weedon Road Industrial Estate, Tyne Road, Northampton, NN5 5AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre (inc. Swansgate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Favell Local Centre, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Blaby Road, South Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Courier Road, Corby, NN17 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Northfield Avenue, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Technology Park, Technology Drive, Rugby, CV21 1GN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Weddington Road, Nuneaton, CV10 0AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.7%	5	0.0%	0	4.1%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Willoughby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	3	0.0%	0	1.1%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Internet / delivery	26.1%	183	32.1%	36	28.9%	30	21.2%	23	27.4%	42	21.8%	15	23.9%	36
(Don't know / varies / can't remember)	4.0%	28	0.7%	1	5.5%	6	1.1%	1	4.7%	7	5.8%	4	6.0%	9
(Don't do this type of shopping)	6.3%	44	8.7%	10	6.8%	7	7.5%	8	4.0%	6	8.4%	6	4.8%	7
Weighted base:	700		113		103		111		153		67		152	
Sample:	700		110		100		110		140		100		140	

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q16 Where did your household last buy books and stationery this can include retail parks, the internet as well as town / district / centres and freestanding stores?</b>														
<b>Zone 1</b>														
Aldi, Rugby Road, Lutterworth, LE17 4HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Linden Drive, Lutterworth, LE17 4SS	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilworth Springs Golf Club, South Kilworth Road, North Kilworth, LE17 6HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Sports Centre, Coventry Road, Lutterworth, LE17 4RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Town Centre	1.2%	9	6.1%	7	1.2%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, Lutterworth Road, Ullesthorpe, LE17 5DR	1.0%	7	3.0%	3	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powers Carpets & Flooring, Lower Leicester Road, Lutterworth, LE17 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Leicester Road, Lutterworth, LE17 4NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Centre	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	0.5%	3	0.0%	0	0.4%	0	2.4%	3	0.0%	0	0.5%	0	0.0%	0
<b>Zone 2</b>														
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Village Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Fleckney, LE8 8AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottage Lane Industrial Estate, Swannington Road, Leicester, LE9 6TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Station Road, Broughton Astley, LE9 6PW	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Box Road, Broughton Astley, LE9 6TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Co-Op Food, High Street, Kibworth Beauchamp, LE8 0HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Pharmacy, Stretton Court, Stretton Road, Great Glen, Leicester, LE8 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Easton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Glen Village Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Kibworth Antiques Centre, Harborough Road, Kibworth Harcourt, LE8 0RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	0.9%	6	0.0%	0	1.5%	2	4.4%	5	0.0%	0	0.0%	0	0.0%	0
Kibworth Garden Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
And Nursery, Fleckney Road, Kibworth, LE8 0HJ														
Medbourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Langton Greenhouse and Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wistow Rural Centre, Kibworth Road, Wistow, LE8 0QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.4%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.3%	0
Co-Op Food, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Foods, The Point, Market Harborough, LE16 7QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Monk & Sons, Northampton Road, Market Harborough, LE16 9HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hams, Welland Court, Market Harborough, LE16 7PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborough Leisure Centre, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huws Gray, Scotland Road, Market Harborough, LE16 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough, LE16 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Rugby Union Football Club, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	17.2%	120	6.9%	8	2.5%	3	10.4%	11	33.8%	52	18.7%	13	22.4%	34
Rieker Outlet Store, Compass Point, Market Harborough, LE16 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St. Mary's Place, Market Harborough, LE16 7DR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.3%	0
Screwfix, Rockingham Industrial Estate, Rockingham Road, Market Harborough, LE16 7BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Springfield Street, Market Harborough, LE16 9HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rockingham Road, Market Harborough, LE16 7QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Square, Market Harborough, LE16 7PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Manors Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Rockingham Road, Market Harborough, LE16 7QE														
Waitrose, Springfield Street, Market Harborough, LE16 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Well Pharmacy, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welland Business Park, Rockingham Road, Market Harborough, LE16 7PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>														
Brixworth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-Op Food, Northampton Road, Brixworth, NN6 9BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creaton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Lampport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Braybrooke Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Gladstone Street, Desborough, NN14 2QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Desborough, NN14 2QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Desborough Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Richard's Plants, West Lodge Farm Back Lane, Pipewell Road, Desborough, NN14 2SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothwell Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Sainsbury's Superstore, Cockerel Rise, Desborough, NN14 2WE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
The Plant Man, The Hawthorns Park Hill, Market Harborough, LE16 8LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End DIY, Paddock Lane, Desborough, NN14 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>														
Abbey Retail Park, South Way, Daventry, NN11 4GL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Brackley Court, Welford Road, Blaby, Leicester, LE8 4HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carina Road, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Central Park, Rugby, CV23 0UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Paddock Close, Rugby, CV22 5AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby, NN17 4AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Way West, Great Oakley, Corby, NN18 9EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanier Retail Park, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6 6LN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Armstrong's Mill Department Store, Charnwood Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Shepshed, LE12 9NN														
Asda, Barwell Lane, Hinckley, LE10 1SS	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Leicester Road, Oadby, Frith, Leicester, LE2 4AH	0.4%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Narborough Road South, Braunstone Town, Leicester, LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Phoenix Park Way, Corby, NN17 5DT	0.4%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.3%	0
Astley Book Farm Shop, Astley Lane, Nuneaton, Bedworth, CV12 0NE	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attfield's Farm Shop, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylsham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Billing Brook Road, Weston Favell, NN3 8SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Castle Street, Hinckley, LE10 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Hawley Road, Hinckley, LE10 0PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Kettering, NN16 8SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Kettering Retail Park, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Lloyds Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Raw Dykes Road, Leicester, LE2 7JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Arcade, Wigston, LE18 1NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Castlefields Retail Park, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Meadow Road, Kettering, NN16 8TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nene Valley Retail Park, Northampton, NN1 1BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Buildings, Hinckley, LE10 1HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barlow Blinds, Brighton Road, Leicester, LE5 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barry Bott Jewellers, Leicester Road, Blaby, Leicester, LE8 4GR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys Shopping Centre, Fletcher Mall, Beaumont Leys, Leicester, LE4 1DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Retail Park, Northfield Avenue, Kettering, NN16 9XZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Bicester Village Shopping Centre, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Blaby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Booker, Bath Road, Kettering, NN16 9ND	0.1%	0	0.0%	0	0.0%	0	0.4%
Boongate Retail Park, Peterborough, PE1 5SX	0.0%	0	0.0%	0	0.0%	0	0.0%
Bosworth's Garden Centre, Finedon Road, Burton Latimer, Kettering, NN15 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Outlet, A1, Grantham, NG32 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%
Brampton Heath Golf Centre, Sandy Lane, Church Brampton, NN6 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Castlefields Retail Park, London Road, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	0.0%	0	0.0%	0	0.0%	0	0.5%
Cheltenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cherry Lane, Foston Road, Leicester, LE8 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Colourbank, Cavendish Road, Leicester, LE2 7PH	0.0%	0	0.0%	0	0.0%	0	0.0%
Conkers, Rawdon Road, Ashby-de-la-Zouch, DE12 6GA	0.0%	0	0.0%	0	0.0%	0	0.0%
Corby Town Centre	0.7%	5	0.0%	0	0.0%	0	0.4%
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%
Countesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Crick Garden Centre, West Haddon Road, Crick, NN6 7SQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Crick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.5%
Cromer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Currys, Meteor Centre, Wheatcroft Way, Derby, DE21 4RY	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Daventry Town Centre	0.1%	0	0.0%	0	0.0%	0	0.2%
Designer Outlet York, St Nicholas Avenue, York, YO19 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Ashby Road, Stapleton, LE9 8JE	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Harlestone Road, Northampton, NN5 6UJ	0.0%	0	0.0%	0	0.0%	0	0.0%
East Midlands Designer Outlet, Mansfield Road, South Normanton, Alfreton, DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.0%	0	0.0%	0	0.0%	0	0.0%
Enderby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Epsom Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fakenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Fosse Park Shopping Centre, (inc. Fosse Park West), Fosse Park Avenue, Leicester, LE19 1HY	3.3%	23	4.8%	5	14.9%	15	0.4%	0	0.0%	0	2.9%	2	0.0%	0
Gates Garden Centre, Somerby Road, Cold Overton, LE15 7QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Coventry Business Park, Canley Road, Coventry, CV5 6RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oakley Local Centre, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardwick Retail Park, Hardwick Road, King's Lynn, PE30 4WP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hassett Plant Centre, Harborough Road, Northampton, NN6 9RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawgrip Plant Centre & Nursery, Seine Ln, Enderby, Leicester, LE19 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Oasis Retail Park, Everest Lane, Corby, NN17 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Parkway Cross Point Business Park, Coventry, CV2 2SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Putney Road, Leicester, LE2 7TF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Telford Way Industrial Estate Baron Avenue, Kettering, NN16 8UW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Belgrave Retail Park, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corporation Street, Corby, NN17 1NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Johns Court, Blaby, LE8 4DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Newland Street, Kettering, NN16 8JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Peel Retail Park, Phoenix Parkway, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rugby Road, Hinckley, LE10 0QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Saffron Lane, Aylestone, Leicester, LE2 6UL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
IKEA, Eastgate Shopping Centre, Eastgate Road, Bristol, BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jollyes, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jones the Furnishers, Kettering Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Northampton, NN1 4AU														
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keith's Discount Carpets, Oadby Road, Wigston, LE18 3PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Kettering Town Centre	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	10
Kingsteignton Retail Park, Newton Road, Kingsteignton, Newton Abbot, TQ12 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsthorpe Local Centre, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	2.7%	19	2.3%	3	0.8%	1	9.6%	11	3.1%	5	0.0%	0	0.0%	0
Lidl, Acre Lane, Brixton Hill, Brixton, SW2 5TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bilton Road, Rugby, CV22 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blaby Road, Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brindley Close, Rushden, NN10 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Burton Street, Leicester, LE1 1TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gainsborough Road, Corby, NN18 ORG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Upperton Road, Leicester, LE3 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Westgate Industrial Estate, Weedon Road, Northampton, NN5 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Courier Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Harborough Road, Northampton, NN2 8DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), High Street, Stamford, PE9 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Parade, Leicester Road, A74, Oadby, LE2 4DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks Electrical, Boston Road, Leicester, LE4 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Weedon Road Industrial Estate, Weedon Road, Northampton, NN5 5BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthurGlen Designer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Outlet West Midlands, Eastern Way, Lichfield Road, Cannock, WS11 7JZ														
Melton Mowbray Town Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, St. Michaels Way, Gateshead, NE11 9YG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Michael Grundy Jewellers, Queens Road, Clarendon Park, Leicester, LE2 1TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midfum, Arden Business Centre, Arden Road, Alcester, B49 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Front Street, Consett, DH8 5RE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Holt Road, Cromer, NR27 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Kettering Road, Northampton, NN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Lower Street, Kettering, NN16 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Oakley Road, Great Oakley, Corby, NN18 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moulton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Pendigo Way, Marston Green, Birmingham, B40 1NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Court Shopping Village, Embankment, Wellingborough, NN8 1LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, St James Mill Road East, Northampton, NN1 1ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Moulton Electrical, Abington Grove, Northampton, NN1 4QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark Antiques Fair, Drove Lane, Newark, NG24 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre (inc. Grosvenor Shopping Centre)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0
Norwich City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	0.3%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Retail Park, Alexandra Road, Corby, NN17 1RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, St Johns, Enderby, Leicester, LE19 2BS	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parklands Leisure Centre, Washbrook Lane, Wigston Road, Oadby, Leicester, LE2 5QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pytchley Golf Lodge, Kettering Road, Pytchley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Kettering, NN14 1EY														
Ragdale Hall Spa, Ragdale, Melton Mowbray, LE14 3PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, London Road, Leicester, LE2 1EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Marquee Drive, Northampton, NN3 9HY (Homebase, Next, Currys)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Royal Leamington Spa Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.6%	4	2.8%	3	0.4%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Rushden Lakes Shopping Centre, Rushden, NN10 6FH (Primark, M&S, Boots)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Lane Local Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Rugby, CV22 6HU	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.5%	4	0.0%	0	0.0%	0	0.4%	0	2.0%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rockingham Road, Kettering, NN16 8JY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0QG	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate Industrial Estate, Gambrel Road, Northampton, NN5 5DG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapcote Garden Centre, Hinckley Road, Sapcote, LE9 4LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Alpha Court Road, Phoenix Parkway, Corby, NN17 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Chartwell Arms Car Park, Chartwell Drive, Wigston, LE18 2FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Gladstone Close, Northampton, NN5 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Moulton Park Industrial Estate, Tenter Road, Northampton, NN3 6AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Rose Way, Lutterworth Road, Blaby, LE8 4BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Way Industrial Estate Baron Avenue, Kettering, NN16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
8UW							
Seasons, Cranford Road, Burton Latimer, Kettering, NN15 5LZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%
Skegness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Smiths Farm Shop, Brampton Lane, Chapel Brampton, Northampton, NN6 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Sofa Sofa, Viaduct Works, Crumlin, Newport, NP11 3P	0.0%	0	0.0%	0	0.0%	0	0.0%
Somers Road Local Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%
Springfields Outlet Centre, Camel Gate, Spalding, PE12 6EU	0.0%	0	0.0%	0	0.0%	0	0.0%
St George's Retail Park, St George's Way, Leicester, LE1 1SG	0.0%	0	0.0%	0	0.0%	0	0.0%
St James Retail Park, Towcester Road, Northampton, NN1 1EE	0.0%	0	0.0%	0	0.0%	0	0.0%
St Peter's Way Retail Park, Northampton, NN1 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%
Stamford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanier Retail Park, Northfield Avenue, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%
Swift Electrical, Harborough Road, Northampton, NN2 7AX	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Technology Park Retail Park, Technology Drive, Rugby, CV21 1GB	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Beaumont Leys Shopping Centre, Bradgate Mall, Beaumont Leys, Leicester, LE4 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Carina Road, Kettering, NN15 6XB	0.0%	0	0.0%	0	0.0%	0	0.5%
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.2%	1	0.0%	0	0.0%	0	1.0%
Tesco Extra, St James Industrial Estate, St James Road, Corby, NN18 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.0%	0	0.0%	0	0.0%	0	0.5%
Tesco Superstore, Blaby Road, South Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.2%	1	0.0%	0	1.1%	1	0.0%
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
The Peel Centre, Phoenix Parkway, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurlaston Garden Centre, Croft Road, Thurlaston, LE9 7TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Vista Park, Telford Way, Kettering, NN16 8AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Touchwood Shopping Centre, Homer Road, Solihull, B91 3RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trading Post, Bignal Court, Kettering, NN15 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trains4U, St Davids Square, Fengate, Peterborough, PE1 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Waitrose, Harborough Road, Kingsthorpe, Northampton, NN2 7BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weedon Road Industrial Estate, Tyne Road, Northampton, NN5 5AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre (inc. Swansgate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Favell Local Centre, Northampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Weymouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Blaby Road, South Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Courier Road, Corby, NN17 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Northfield Avenue, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Technology Park, Technology Drive, Rugby, CV21 1GN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Weddington Road, Nuneaton, CV10 0AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.2%	1	0.3%	0	0.4%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Willoughby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	40.5%	283	45.1%	51	50.9%	53	37.2%	41	41.1%	63	42.7%	29	30.7%	47
(Don't know / varies / can't remember)	7.1%	50	11.4%	13	3.2%	3	6.3%	7	6.5%	10	4.2%	3	9.1%	14
(Don't do this type of shopping)	14.6%	103	8.3%	9	15.6%	16	16.2%	18	11.5%	18	8.8%	6	23.3%	35
Weighted base:		700		113		103		111		153		67		152
Sample:		700		110		100		110		140		100		140

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q17 Where did your household last buy games, toys, sports, hobby items and pet products this can include retail parks, the internet as well as town / district / centres and freestanding stores?</b>														
<b>Zone 1</b>														
Aldi, Rugby Road, Lutterworth, LE17 4HN	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Linden Drive, Lutterworth, LE17 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilworth Springs Golf Club, South Kilworth Road, North Kilworth, LE17 6HJ	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Sports Centre, Coventry Road, Lutterworth, LE17 4RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Town Centre	0.3%	2	1.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	0.3%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, Lutterworth Road, Ullesthorpe, LE17 5DR	0.6%	4	3.3%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powers Carpets & Flooring, Lower Leicester Road, Lutterworth, LE17 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Leicester Road, Lutterworth, LE17 4NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	0.8%	5	2.4%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Village Centre	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Fleckney, LE8 8AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottage Lane Industrial Estate, Swannington Road, Leicester, LE9 6TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Station Road, Broughton Astley, LE9 6PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Box Road, Broughton Astley, LE9 6TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Co-Op Food, High Street, Kibworth Beauchamp, LE8 0HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Pharmacy, Stretton Court, Stretton Road, Great Glen, Leicester, LE8 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Easton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Great Glen Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Antiques Centre, Harborough Road, Kibworth Harcourt, LE8 0RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Kibworth Garden Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
And Nursery, Fleckney Road, Kibworth, LE8 0HJ														
Medbourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Langton Greenhouse and Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Wistow Rural Centre, Kibworth Road, Wistow, LE8 0QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3	1.2%	1	0.0%	0
B&M, Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	1.6%	11	0.0%	0	0.0%	0	0.4%	0	0.2%	0	0.5%	0	6.8%	10
Co-Op Food, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Foods, The Point, Market Harborough, LE16 7QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Monk & Sons, Northampton Road, Market Harborough, LE16 9HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hams, Welland Court, Market Harborough, LE16 7PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborough Leisure Centre, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huws Gray, Scotland Road, Market Harborough, LE16 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough, LE16 8AN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Market Harborough Rugby Union Football Club, Northampton Road, Market Harborough, LE16 9HF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Market Harborough Town Centre	5.5%	39	2.8%	3	2.1%	2	2.3%	2	15.1%	23	3.6%	2	3.6%	5
Rieker Outlet Store, Compass Point, Market Harborough, LE16 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St. Mary's Place, Market Harborough, LE16 7DR	0.6%	4	0.0%	0	0.0%	0	1.0%	1	1.3%	2	0.9%	1	0.3%	0
Screwfix, Rockingham Industrial Estate, Rockingham Road, Market Harborough, LE16 7BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Springfield Street, Market Harborough, LE16 9HD	2.7%	19	0.0%	0	0.0%	0	3.7%	4	4.6%	7	1.2%	1	4.7%	7
Tesco Express, Rockingham Road, Market Harborough, LE16 7QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Square, Market Harborough, LE16 7PA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Three Manors Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Rockingham Road, Market Harborough, LE16 7QE														
Waitrose, Springfield Street, Market Harborough, LE16 8BD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Well Pharmacy, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welland Business Park, Rockingham Road, Market Harborough, LE16 7PS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.3%	0
<b>Zone 5</b>														
Brixworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Northampton Road, Brixworth, NN6 9BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Creaton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lampport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Braybrooke Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Gladstone Street, Desborough, NN14 2QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Desborough, NN14 2QS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Desborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richard's Plants, West Lodge Farm Back Lane, Pipewell Road, Desborough, NN14 2SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cockereel Rise, Desborough, NN14 2WE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
The Plant Man, The Hawthorns Park Hill, Market Harborough, LE16 8LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End DIY, Paddock Lane, Desborough, NN14 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>														
Abbey Retail Park, South Way, Daventry, NN11 4GL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Airport Retail Park, London Road, Coventry, CV3 4RP	0.4%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Brackley Court, Welford Road, Blaby, Leicester, LE8 4HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bull Head Street, Wigston, LE18 1PA	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carina Road, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Central Park, Rugby, CV23 0UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Paddock Close, Rugby, CV22 5AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby, NN17 4AE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Aldi, Saxon Way West, Great Oakley, Corby, NN18 9EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanier Retail Park, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6 6LN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Armstrong's Mill Department Store, Charnwood Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Shepshed, LE12 9NN														
Asda, Barwell Lane, Hinckley, LE10 1SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Asda, Leicester Road, Oadby, Frith, Leicester, LE2 4AH	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Narborough Road South, Braunstone Town, Leicester, LE3 2LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Phoenix Park Way, Corby, NN17 5DT	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Astley Book Farm Shop, Astley Lane, Nuneaton, Bedworth, CV12 0NE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attfield's Farm Shop, Countesthorpe Road, Leicester, LE8 6LD	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylsham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Billing Brook Road, Weston Favell, NN3 8SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Castle Street, Hinckley, LE10 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Hawley Road, Hinckley, LE10 0PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Kettering, NN16 8SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Kettering Retail Park, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Lloyds Road, Corby, NN17 5DT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
B&M, Raw Dykes Road, Leicester, LE2 7JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, The Arcade, Wigston, LE18 1NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Castlefields Retail Park, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Meadow Road, Kettering, NN16 8TL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Nene Valley Retail Park, Northampton, NN1 1BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Buildings, Hinckley, LE10 1HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barlow Blinds, Brighton Road, Leicester, LE5 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barry Bott Jewellers, Leicester Road, Blaby, Leicester, LE8 4GR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaumont Leys Shopping Centre, Fletcher Mall, Beaumont Leys, Leicester, LE4 1DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrave Retail Park, Northfield Avenue, Kettering, NN16 9XZ	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Bicester Village Shopping Centre, Pingle Drive, Bicester, OX26 6WD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booker, Bath Road, Kettering, NN16 9ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boongate Retail Park, Peterborough, PE1 5SX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Bosworth's Garden Centre, Finedon Road, Burton Latimer, Kettering, NN15 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Outlet, A1, Grantham, NG32 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brampton Heath Golf Centre, Sandy Lane, Church Brampton, NN6 8AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Cambridge City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlefields Retail Park, London Road, Wellingborough, NN8 2DP	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane, Foston Road, Leicester, LE8 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colourbank, Cavendish Road, Leicester, LE2 7PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conkers, Rawdon Road, Ashby-de-la-Zouch, DE12 6GA	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Corby Town Centre	1.6%	11	0.0%	0	1.1%	1	1.4%	2	0.6%	1	0.5%	0	4.8%	7
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Countesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Garden Centre, West Haddon Road, Crick, NN6 7SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cromer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Meteor Centre, Wheatcroft Way, Derby, DE21 4RY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet York, St Nicholas Avenue, York, YO19 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Ashby Road, Stapleton, LE9 8JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Harlestone Road, Northampton, NN5 6UJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton, Alfreton, DE55 2JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.5%	4	2.4%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enderby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fakenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Fosse Park Shopping Centre, (inc. Fosse Park West), Fosse Park Avenue, Leicester, LE19 1HY	2.5%	17	2.0%	2	8.5%	9	2.4%	3	1.6%	3	1.7%	1	0.0%	0
Gates Garden Centre, Somerby Road, Cold Overton, LE15 7QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Go Outdoors, Coventry Business Park, Canley Road, Coventry, CV5 6RN	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oakley Local Centre, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardwick Retail Park, Hardwick Road, King's Lynn, PE30 4WP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hassett Plant Centre, Harborough Road, Northampton, NN6 9RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawgrip Plant Centre & Nursery, Seine Ln, Enderby, Leicester, LE19 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Home Bargains, Oasis Retail Park, Everest Lane, Corby, NN17 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Parkway Cross Point Business Park, Coventry, CV2 2SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Putney Road, Leicester, LE2 7TF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Telford Way Industrial Estate Baron Avenue, Kettering, NN16 8UW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Belgrave Retail Park, Kettering, NN16 9TS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Iceland, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corporation Street, Corby, NN17 1NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Johns Court, Blaby, LE8 4DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Newland Street, Kettering, NN16 8JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Peel Retail Park, Phoenix Parkway, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rugby Road, Hinckley, LE10 0QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Saffron Lane, Aylestone, Leicester, LE2 6UL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Eastgate Shopping Centre, Eastgate Road, Bristol, BS5 6XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury, WS10 9SF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jollyes, Mariners Way, Kettering, NN16 8AR	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4
Jones the Furnishers, Kettering Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Northampton, NN1 4AU														
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.7%	5	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keith's Discount Carpets, Oadby Road, Wigston, LE18 3PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Kettering Town Centre	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	12
Kingsteignton Retail Park, Newton Road, Kingsteignton, Newton Abbot, TQ12 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsthorpe Local Centre, Northampton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	2.1%	15	0.7%	1	1.5%	2	2.4%	3	4.6%	7	4.0%	3	0.0%	0
Lidl, Acre Lane, Brixton Hill, Brixton, SW2 5TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bilton Road, Rugby, CV22 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blaby Road, Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brindley Close, Rushden, NN10 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Burton Street, Leicester, LE1 1TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gainsborough Road, Corby, NN18 ORG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Upperton Road, Leicester, LE3 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Westgate Industrial Estate, Weedon Road, Northampton, NN5 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Courier Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Harborough Road, Northampton, NN2 8DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), High Street, Stamford, PE9 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Parade, Leicester Road, A74, Oadby, LE2 4DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks Electrical, Boston Road, Leicester, LE4 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Weedon Road Industrial Estate, Weedon Road, Northampton, NN5 5BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthurGlen Designer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Outlet West Midlands, Eastern Way, Lichfield Road, Cannock, WS11 7JZ														
Melton Mowbray Town Centre	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, St. Michaels Way, Gateshead, NE11 9YG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Michael Grundy Jewellers, Queens Road, Clarendon Park, Leicester, LE2 1TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Midfum, Arden Business Centre, Arden Road, Alcester, B49 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Front Street, Consett, DH8 5RE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Holt Road, Cromer, NR27 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Kettering Road, Northampton, NN3 6AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Morrisons Superstore, Lower Street, Kettering, NN16 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Oakley Road, Great Oakley, Corby, NN18 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moulton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Pendigo Way, Marston Green, Birmingham, B40 1NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Court Shopping Village, Embankment, Wellingborough, NN8 1LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, St James Mill Road East, Northampton, NN1 1ET	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
New Moulton Electrical, Abington Grove, Northampton, NN1 4QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark Antiques Fair, Drove Lane, Newark, NG24 2NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre (inc. Grosvenor Shopping Centre)	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	2.5%	4
Norwich City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Retail Park, Alexandra Road, Corby, NN17 1RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, St Johns, Enderby, Leicester, LE19 2BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parklands Leisure Centre, Washbrook Lane, Wigston Road, Oadby, Leicester, LE2 5QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pytchley Golf Lodge, Kettering Road, Pytchley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Kettering, NN14 1EY														
Ragdale Hall Spa, Ragdale, Melton Mowbray, LE14 3PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, London Road, Leicester, LE2 1EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Marquee Drive, Northampton, NN3 9HY (Homebase, Next, Currys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Royal Leamington Spa Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushden Lakes Shopping Centre, Rushden, NN10 6FH (Primark, M&S, Boots)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.2%	0	1.2%	1	1.0%	2
Saffron Lane Local Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Rugby, CV22 6HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rockingham Road, Kettering, NN16 8JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate Industrial Estate, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapcote Garden Centre, Hinckley Road, Sapcote, LE9 4LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Alpha Court Road, Phoenix Parkway, Corby, NN17 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Chartwell Arms Car Park, Chartwell Drive, Wigston, LE18 2FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Gladstone Close, Northampton, NN5 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Moulton Park Industrial Estate, Tenter Road, Northampton, NN3 6AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Rose Way, Lutterworth Road, Blaby, LE8 4BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Way Industrial Estate Baron Avenue, Kettering, NN16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
8UW														
Seasons, Cranford Road, Burton Latimer, Kettering, NN15 5LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skegness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smiths Farm Shop, Brampton Lane, Chapel Brampton, Northampton, NN6 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sofa Sofa, Viaduct Works, Crumlin, Newport, NP11 3P	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somers Road Local Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfields Outlet Centre, Camel Gate, Spalding, PE12 6EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St George's Retail Park, St George's Way, Leicester, LE1 1SG	0.4%	3	0.3%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
St James Retail Park, Towcester Road, Northampton, NN1 1EE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
St Peter's Way Retail Park, Northampton, NN1 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.4%	3	0.3%	0	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Stamford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanier Retail Park, Northfield Avenue, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swift Electrical, Harborough Road, Northampton, NN2 7AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Technology Park Retail Park, Technology Drive, Rugby, CV21 1GB	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Beaumont Leys Shopping Centre, Bradgate Mall, Beaumont Leys, Leicester, LE4 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Carina Road, Kettering, NN15 6XB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, St James Industrial Estate, St James Road, Corby, NN18 8AL	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Blaby Road, South Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
The Peel Centre, Phoenix Parkway, Corby, NN17 5DT	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.2%	0	0.0%	0	0.3%	0
Thurlaston Garden Centre, Croft Road, Thurlaston, LE9 7TB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Vista Park, Telford Way, Kettering, NN16 8AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Touchwood Shopping Centre, Homer Road, Solihull, B91 3RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trading Post, Bignal Court, Kettering, NN15 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trains4U, St Davids Square, Fengate, Peterborough, PE1 5QA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Uppingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Harborough Road, Kingsthorpe, Northampton, NN2 7BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weedon Road Industrial Estate, Tyne Road, Northampton, NN5 5AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Wellingborough Town Centre (inc. Swansgate Shopping Centre)	0.1%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.3%	0
Weston Favell Local Centre, Northampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Weymouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Blaby Road, South Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Courier Road, Corby, NN17 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Northfield Avenue, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Technology Park, Technology Drive, Rugby, CV21 1GN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Weddington Road, Nuneaton, CV10 0AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willoughby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	39.9%	279	53.0%	60	51.4%	53	37.8%	42	42.6%	65	31.7%	21	24.8%	38
(Don't know / varies / can't remember)	7.3%	51	3.4%	4	8.4%	9	12.4%	14	10.1%	16	7.8%	5	2.9%	4
(Don't do this type of shopping)	19.2%	134	14.5%	16	18.0%	19	26.2%	29	14.3%	22	19.4%	13	23.1%	35
Weighted base:	700		113		103		111		153		67		152	
Sample:	700		110		100		110		140		100		140	

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q18 Where did your household last buy for other non-food goods including jewellery &amp; watches, glassware and household goods this can include retail parks, the internet as well as town / district / centres and freestanding stores?</b>														
<b>Zone 1</b>														
Aldi, Rugby Road, Lutterworth, LE17 4HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Linden Drive, Lutterworth, LE17 4SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
D&M Ball Carpet Warehouse, Greenacres Drive, Lutterworth, LE17 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilworth Springs Golf Club, South Kilworth Road, North Kilworth, LE17 6HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Sports Centre, Coventry Road, Lutterworth, LE17 4RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Town Centre	1.9%	14	9.5%	11	2.3%	2	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Morrisons Superstore, Bitteswell Road, Lutterworth, LE17 4EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powers Carpets & Flooring, Lower Leicester Road, Lutterworth, LE17 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bilton Way, Tungsten Park, Lutterworth, LE17 4JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Leicester Road, Lutterworth, LE17 4NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	0.4%	3	0.3%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Aldi, Buxton Crescent, Broughton Astley, LE9 6TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Fleckney, LE8 8AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottage Lane Industrial Estate, Swannington Road, Leicester, LE9 6TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Station Road, Broughton Astley, LE9 6PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Box Road, Broughton Astley, LE9 6TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Co-Op Food, High Street, Kibworth Beauchamp, LE8 0HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Pharmacy, Stretton Court, Stretton Road, Great Glen, Leicester, LE8 9HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Easton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Glen Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Antiques Centre, Harborough Road, Kibworth Harcourt, LE8 0RB	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Garden Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
And Nursery, Fleckney Road, Kibworth, LE8 0HJ														
Medbourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Langton Greenhouse and Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wistow Rural Centre, Kibworth Road, Wistow, LE8 0QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Aldi, Springfield Street, Market Harborough, LE16 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.3%	0
Co-Op Food, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euro Business Park, Rockingham Road, Market Harborough, LE16 7QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndon Foods, The Point, Market Harborough, LE16 7QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Monk & Sons, Northampton Road, Market Harborough, LE16 9HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hams, Welland Court, Market Harborough, LE16 7PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborough Leisure Centre, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huws Gray, Scotland Road, Market Harborough, LE16 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kettering Road, Market Harborough, LE16 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Rugby Union Football Club, Northampton Road, Market Harborough, LE16 9HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Harborough Town Centre	11.3%	79	3.3%	4	7.2%	7	7.8%	9	23.2%	36	7.8%	5	12.0%	18
Rieker Outlet Store, Compass Point, Market Harborough, LE16 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St. Mary's Place, Market Harborough, LE16 7DR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Screwfix, Rockingham Industrial Estate, Rockingham Road, Market Harborough, LE16 7BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Springfield Street, Market Harborough, LE16 9HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rockingham Road, Market Harborough, LE16 7QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Square, Market Harborough, LE16 7PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Manors Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Rockingham Road, Market Harborough, LE16 7QE														
Waitrose, Springfield Street, Market Harborough, LE16 8BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.3%	0
Well Pharmacy, Coventry Road, Market Harborough, LE16 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welland Business Park, Rockingham Road, Market Harborough, LE16 7PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>														
Brixworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Northampton Road, Brixworth, NN6 9BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creaton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampport Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.3%	0
<b>Zone 6</b>														
Braybrooke Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Gladstone Street, Desborough, NN14 2QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Desborough, NN14 2QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Desborough Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Richard's Plants, West Lodge Farm Back Lane, Pipewell Road, Desborough, NN14 2SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cockereel Rise, Desborough, NN14 2WE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Plant Man, The Hawthorns Park Hill, Market Harborough, LE16 8LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End DIY, Paddock Lane, Desborough, NN14 2LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>														
Abbey Retail Park, South Way, Daventry, NN11 4GL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, London Road, Coventry, CV3 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Brackley Court, Welford Road, Blaby, Leicester, LE8 4HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carina Road, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Central Park, Rugby, CV23 0UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Paddock Close, Rugby, CV22 5AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rockingham Road, Corby, NN17 4AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Way West, Great Oakley, Corby, NN18 9EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanier Retail Park, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6 6LN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Armstrong's Mill Department Store, Charnwood Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Shepshed, LE12 9NN							
Asda, Barwell Lane, Hinckley, LE10 1SS	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Chapel Street, Rugby, CV21 3EB	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Cunliffe Drive, Northfield Avenue, Kettering, NN16 9HU	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Harborough Road, Kingsthorpe, Northampton, NN2 7AZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Kensington Close, Northampton, NN2 6NP	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Leicester Road, Oadby, Frith, Leicester, LE2 4AH	0.1%	1	0.0%	0	0.0%	0	0.8%
Asda, Narborough Road South, Braunstone Town, Leicester, LE3 2LL	0.4%	3	0.0%	0	0.0%	0	2.4%
Asda, Phoenix Park Way, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%
Astley Book Farm Shop, Astley Lane, Nuneaton, Bedworth, CV12 0NE	0.0%	0	0.0%	0	0.0%	0	0.0%
Attfield's Farm Shop, Countesthorpe Road, Leicester, LE8 6LD	0.0%	0	0.0%	0	0.0%	0	0.0%
Aylsham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Billing Brook Road, Weston Favell, NN3 8SE	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Castle Street, Hinckley, LE10 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Hawley Road, Hinckley, LE10 0PR	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, High Street, Kettering, NN16 8SW	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Kettering Retail Park, Kettering, NN15 6YA	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Lloyds Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Raw Dykes Road, Leicester, LE2 7JU	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, The Arcade, Wigston, LE18 1NZ	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Bull Head Street, Wigston, LE18 1PA	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Castlefields Retail Park, Wellingborough, NN8 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Meadow Road, Kettering, NN16 8TL	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Nene Valley Retail Park, Northampton, NN1 1BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, New Buildings, Hinckley, LE10 1HN	0.0%	0	0.0%	0	0.0%	0	0.0%
Barlow Blinds, Brighton Road, Leicester, LE5 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%
Barry Bott Jewellers, Leicester Road, Blaby, Leicester, LE8 4GR	0.1%	0	0.0%	0	0.4%	0	0.0%
Beaumont Leys Shopping Centre, Fletcher Mall, Beaumont Leys, Leicester, LE4 1DF	0.0%	0	0.0%	0	0.0%	0	0.0%
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Belgrave Retail Park, Northfield Avenue, Kettering, NN16 9XZ	0.1%	0	0.0%	0	0.0%	0	0.3%

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Bicester Village Shopping Centre, Pingle Drive, Bicester, OX26 6WD	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.6%	5	0.7%	1	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0
Blaby Village Centre	0.4%	3	2.0%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booker, Bath Road, Kettering, NN16 9ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boongate Retail Park, Peterborough, PE1 5SX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bosworth's Garden Centre, Finedon Road, Burton Latimer, Kettering, NN15 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Outlet, A1, Grantham, NG32 2AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brampton Heath Golf Centre, Sandy Lane, Church Brampton, NN6 8AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Castlefields Retail Park, London Road, Wellingborough, NN8 2DP	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	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane, Foston Road, Leicester, LE8 5QP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colourbank, Cavendish Road, Leicester, LE2 7PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conkers, Rawdon Road, Ashby-de-la-Zouch, DE12 6GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Countesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Garden Centre, West Haddon Road, Crick, NN6 7SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cromer Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Meteor Centre, Wheatcroft Way, Derby, DE21 4RY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet York, St Nicholas Avenue, York, YO19 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Ashby Road, Stapleton, LE9 8JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Harlestone Road, Northampton, NN5 6UJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton, Alfreton, DE55 2JW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.5%	3	2.3%	3	0.4%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Enderby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fakenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Fosse Park Shopping Centre, (inc. Fosse Park West), Fosse Park Avenue, Leicester, LE19 1HY	4.3%	30	4.9%	6	12.2%	13	2.8%	3	1.7%	3	9.1%	6	0.0%	0
Gates Garden Centre, Somerby Road, Cold Overton, LE15 7QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Coventry Business Park, Canley Road, Coventry, CV5 6RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oakley Local Centre, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardwick Retail Park, Hardwick Road, King's Lynn, PE30 4WP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hassett Plant Centre, Harborough Road, Northampton, NN6 9RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawgrip Plant Centre & Nursery, Seine Ln, Enderby, Leicester, LE19 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Oasis Retail Park, Everest Lane, Corby, NN17 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Parkway Cross Point Business Park, Coventry, CV2 2SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Putney Road, Leicester, LE2 7TF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Howdens, Telford Way Industrial Estate Baron Avenue, Kettering, NN16 8UW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Belgrave Retail Park, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corporation Street, Corby, NN17 1NQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Johns Court, Blaby, LE8 4DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Newland Street, Kettering, NN16 8JH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Peel Retail Park, Phoenix Parkway, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rugby Road, Hinckley, LE10 0QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Saffron Lane, Aylestone, Leicester, LE2 6UL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.8%	1
IKEA, Eastgate Shopping Centre, Eastgate Road, Bristol, BS5 6XX	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Ikea Way, Giltbrook, Nottingham, NG16 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury, WS10 9SF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Jollyes, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jones the Furnishers, Kettering Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Northampton, NN1 4AU														
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keith's Discount Carpets, Oadby Road, Wigston, LE18 3PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Carina Road, Kettering, NN15 6YA	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.9%	2	0.0%	0
Kettering Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Kingsteignton Retail Park, Newton Road, Kingsteignton, Newton Abbot, TQ12 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsthorpe Local Centre, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	4.8%	34	3.3%	4	6.8%	7	4.8%	5	6.4%	10	5.7%	4	2.8%	4
Lidl, Acre Lane, Brixton Hill, Brixton, SW2 5TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bilton Road, Rugby, CV22 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blaby Road, Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brindley Close, Rushden, NN10 6EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Burton Street, Leicester, LE1 1TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gainsborough Road, Corby, NN18 ORG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mariners Way, Kettering, NN16 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Upperton Road, Leicester, LE3 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Westgate Industrial Estate, Weedon Road, Northampton, NN5 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Marks and Spencer (M&S), Courier Road, Corby, NN17 5DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Gallowtree Gate, Leicester, LE1 1DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Harborough Road, Northampton, NN2 8DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), High Street, Stamford, PE9 2BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Parade, Leicester Road, A74, Oadby, LE2 4DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks Electrical, Boston Road, Leicester, LE4 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Weedon Road Industrial Estate, Weedon Road, Northampton, NN5 5BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McArthurGlen Designer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Outlet West Midlands, Eastern Way, Lichfield Road, Cannock, WS11 7JZ														
Melton Mowbray Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, St. Michaels Way, Gateshead, NE11 9YG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Michael Grundy Jewellers, Queens Road, Clarendon Park, Leicester, LE2 1TU	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Midfum, Arden Business Centre, Arden Road, Alcester, B49 6HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Morrisons Superstore, Aylestone Road, Leicester, LE2 7LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Front Street, Consett, DH8 5RE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Morrisons Superstore, Holt Road, Cromer, NR27 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Kettering Road, Northampton, NN3 6AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Lower Street, Kettering, NN16 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Oakley Road, Great Oakley, Corby, NN18 8LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Station Road, Glenfield, Leicester, LE3 8BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moulton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Pendigo Way, Marston Green, Birmingham, B40 1NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Court Shopping Village, Embankment, Wellingborough, NN8 1LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Valley Retail Park, St James Mill Road East, Northampton, NN1 1ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Moulton Electrical, Abington Grove, Northampton, NN1 4QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark Antiques Fair, Drove Lane, Newark, NG24 2NY	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre (inc. Grosvenor Shopping Centre)	1.3%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	3	6.3%	4	1.0%	2
Norwich City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	0.2%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Retail Park, Alexandra Road, Corby, NN17 1RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, St Johns, Enderby, Leicester, LE19 2BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parklands Leisure Centre, Washbrook Lane, Wigston Road, Oadby, Leicester, LE2 5QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pytchley Golf Lodge, Kettering Road, Pytchley,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Kettering, NN14 1EY														
Ragdale Hall Spa, Ragdale, Melton Mowbray, LE14 3PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richer Sounds, London Road, Leicester, LE2 1EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Marquee Drive, Northampton, NN3 9HY (Homebase, Next, Currys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Royal Leamington Spa Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruckland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.4%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rushden Lakes Shopping Centre, Rushden, NN10 6FH (Primark, M&S, Boots)	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	6.2%	4	0.0%	0
Saffron Lane Local Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bell Street, Wigston, LE18 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Rugby, CV22 6HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Glen Road, Oadby, Leicester, LE2 4PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Grove Farm Triangle, Enderby, Leicester, LE19 1WT	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Melton Road, Leicester, LE4 7SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rockingham Road, Kettering, NN16 8JY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westgate Industrial Estate, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sainsbury's Superstore, Witan Gate, Milton Keynes, MK9 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapcote Garden Centre, Hinckley Road, Sapcote, LE9 4LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Alpha Court Road, Phoenix Parkway, Corby, NN17 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Chartwell Arms Car Park, Chartwell Drive, Wigston, LE18 2FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Freemans Common, Ealing Road, Leicester, LE2 7SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Gladstone Close, Northampton, NN5 7AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Moulton Park Industrial Estate, Tenter Road, Northampton, NN3 6AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Rose Way, Lutterworth Road, Blaby, LE8 4BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Telford Way Industrial Estate Baron Avenue, Kettering, NN16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
8UW							
Seasons, Cranford Road, Burton Latimer, Kettering, NN15 5LZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sixfields Retail Park, Gambrel Road, Northampton, NN5 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%
Skegness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Smiths Farm Shop, Brampton Lane, Chapel Brampton, Northampton, NN6 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Sofa Sofa, Viaduct Works, Crumlin, Newport, NP11 3P	0.0%	0	0.0%	0	0.0%	0	0.0%
Somers Road Local Centre, Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%
Springfields Outlet Centre, Camel Gate, Spalding, PE12 6EU	0.0%	0	0.0%	0	0.0%	0	0.0%
St George's Retail Park, St George's Way, Leicester, LE1 1SG	0.0%	0	0.0%	0	0.0%	0	0.0%
St James Retail Park, Towcester Road, Northampton, NN1 1EE	0.0%	0	0.0%	0	0.0%	0	0.5%
St Peter's Way Retail Park, Northampton, NN1 1PS	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Margaret's Retail Park, Devonshire Road, Leicester, LE4 0BG	0.0%	0	0.0%	0	0.0%	0	0.0%
Stamford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanier Retail Park, Northfield Avenue, Kettering, NN16 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%
Swift Electrical, Harborough Road, Northampton, NN2 7AX	0.0%	0	0.0%	0	0.0%	0	0.0%
Syston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Technology Park Retail Park, Technology Drive, Rugby, CV21 1GB	0.4%	3	0.0%	0	0.0%	0	2.0%
Tesco Extra, Beaumont Leys Shopping Centre, Bradgate Mall, Beaumont Leys, Leicester, LE4 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Carina Road, Kettering, NN15 6XB	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Maidenwell Avenue, Hamilton, Leicester, LE5 1BJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, St James Industrial Estate, St James Road, Corby, NN18 8AL	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Weston Favell Shopping Centre, Weston Favell, Northampton, NN3 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Blaby Road, South Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Ethel Road, Leicester, LE5 4WE	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Station Yard, Hinckley, LE10 1UE	0.0%	0	0.3%	0	0.0%	0	0.0%
Tesco Superstore, Turnells Mill Lane, Wellingborough, NN8 2EF	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
The Peel Centre, Phoenix Parkway, Corby, NN17 5DT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Thurlaston Garden Centre, Croft Road, Thurlaston, LE9 7TB	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston, Leicester, LE4 8GP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Vista Park, Telford Way, Kettering, NN16 8AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Touchwood Shopping Centre, Homer Road, Solihull, B91 3RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trading Post, Bignal Court, Kettering, NN15 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trains4U, St Davids Square, Fengate, Peterborough, PE1 5QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Harborough Road, Kingsthorpe, Northampton, NN2 7BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weedon Road Industrial Estate, Tyne Road, Northampton, NN5 5AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre (inc. Swansgate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Favell Local Centre, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Blaby Road, South Wigston, LE18 4SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Courier Road, Corby, NN17 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Northfield Avenue, Kettering, NN16 9TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Technology Park, Technology Drive, Rugby, CV21 1GN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Weddington Road, Nuneaton, CV10 0AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Westmoreland Avenue, Thurmaston, Leicester, LE4 8PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willoughby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.4%	10	2.6%	3	0.8%	1	1.8%	2	0.0%	0	4.9%	3	0.6%	1
Internet / delivery	27.7%	194	28.6%	32	33.9%	35	22.3%	25	38.1%	59	13.3%	9	22.5%	34
(Don't know / varies / can't remember)	12.7%	89	13.4%	15	7.8%	8	14.2%	16	12.4%	19	11.5%	8	15.4%	23
(Don't do this type of shopping)	24.3%	170	23.3%	26	23.9%	25	34.4%	38	10.1%	15	21.6%	14	33.6%	51
Weighted base:	700		113		103		111		153		67		152	
Sample:	700		110		100		110		140		100		140	

Weighted:

April 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>Q19 Which of these centres have you visited during the day or evenings to use the shops, services or leisure facilities in the last year? [MR]</b>														
Market Harborough Town Centre	78.7%	551	56.4%	64	57.8%	60	83.1%	92	97.9%	150	83.5%	56	84.9%	129
Lutterworth Town Centre	29.8%	209	87.8%	99	63.3%	65	1.8%	2	16.2%	25	17.4%	12	3.3%	5
Kibworth Beauchamp Local Centre	15.8%	111	1.6%	2	30.3%	31	42.0%	46	12.2%	19	2.9%	2	6.9%	11
Broughton Astley District Centre	10.9%	76	14.0%	16	50.9%	53	3.2%	4	1.5%	2	3.2%	2	0.0%	0
Great Glen Local Centre	7.4%	52	0.3%	0	14.2%	15	29.1%	32	2.7%	4	0.0%	0	0.3%	0
(Don't visit any of these centres)	7.3%	51	1.1%	1	3.2%	3	10.6%	12	1.9%	3	13.3%	9	15.1%	23
Weighted base:		700		113		103		111		153		67		152
Sample:		700		110		100		110		140		100		140
<b>Q20 What activities did you carry out when visiting Market Harborough Town Centre? [MR]</b>														
<i>Asked to those that visit 'Market Harborough Town Centre' at Q19</i>														
Yes - NON-FOOD shopping	61.5%	339	56.9%	36	56.1%	34	61.0%	56	74.3%	112	57.4%	32	53.7%	69
Yes - other FOOD shopping	52.4%	289	31.5%	20	50.6%	30	52.6%	48	67.5%	101	51.3%	29	46.3%	60
Yes - visiting pubs / bars / cafés / restaurants	49.3%	272	58.2%	37	34.9%	21	40.0%	37	61.3%	92	40.6%	23	48.1%	62
Yes - leisure activity (e.g. leisure centre, gym, cinema, park, etc)	14.0%	77	18.6%	12	2.6%	2	18.5%	17	15.9%	24	8.2%	5	14.1%	18
Yes - window shopping / browsing	12.4%	68	18.5%	12	14.7%	9	9.7%	9	8.3%	12	10.4%	6	15.7%	20
Yes - visiting health service such as doctor, dentist, hospital	10.6%	58	1.0%	1	1.4%	1	12.1%	11	21.2%	32	12.2%	7	5.5%	7
Yes - go for a walk / walk the dog	8.3%	46	3.7%	2	2.2%	1	10.8%	10	14.2%	21	3.6%	2	7.0%	9
Yes - other service (e.g. hairdresser, travel agent, laundrette, estate agent, recycling, etc.)	6.6%	36	4.0%	3	2.6%	2	4.1%	4	14.7%	22	9.3%	5	0.7%	1
Yes - visiting the market	6.2%	34	0.0%	0	0.0%	0	9.9%	9	8.1%	12	4.1%	2	8.0%	10
Yes - buy fuel	5.0%	27	3.2%	2	0.0%	0	3.4%	3	8.5%	13	3.5%	2	5.9%	8
Yes - visiting financial service such as bank / building society etc.	4.7%	26	0.0%	0	5.1%	3	4.9%	5	4.4%	7	7.9%	4	5.4%	7
Yes - visiting family / friends	3.9%	22	9.3%	6	0.7%	0	0.0%	0	4.2%	6	7.1%	4	3.8%	5
Yes - travelling to / from work	3.2%	18	0.0%	0	0.7%	0	0.0%	0	8.7%	13	0.0%	0	3.3%	4
Yes - visiting the Post Office	2.3%	13	0.0%	0	0.0%	0	0.0%	0	6.8%	10	4.4%	2	0.0%	0
Yes - visiting library	1.7%	9	0.0%	0	0.0%	0	4.1%	4	0.9%	1	6.4%	4	0.3%	0
Yes - visiting church / place of worship	1.2%	7	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.5%	0	0.0%	0
Yes - travelling to / from school / college / university	0.6%	3	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit the park	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Yes - to use public transport	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.0%	6	0.0%	0	0.0%	0	0.5%	0	1.5%	2	3.9%	2	0.7%	1
(No activity)	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		551		64		60		92		150		56		129
Sample:		556		61		58		94		137		88		118

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
--	-------	--------	--------	--------	--------	--------	--------

**Meanscore: [Number of times per month]****Q21 How often do you visit Market Harborough Town Centre to use shops, services or leisure facilities?***Asked to those that visit 'Market Harborough Town Centre' at Q19*

7 times a week	7.5%	41	1.3%	1	0.0%	0	3.4%	3	23.8%	36	1.1%	1	0.7%	1
5 - 6 times a week	3.1%	17	3.2%	2	0.0%	0	0.5%	0	9.2%	14	0.0%	0	0.9%	1
3 - 4 times a week	10.7%	59	4.8%	3	0.0%	0	8.3%	8	24.6%	37	10.1%	6	4.3%	6
Twice a week	11.0%	61	14.6%	9	0.7%	0	6.2%	6	17.7%	27	10.6%	6	9.8%	13
Once a week	19.8%	109	7.8%	5	17.2%	10	28.5%	26	17.4%	26	17.9%	10	24.3%	31
Every two weeks	10.7%	59	5.3%	3	12.3%	7	17.0%	16	4.0%	6	11.7%	7	15.3%	20
Every three weeks	2.1%	12	5.3%	3	1.4%	1	0.0%	0	0.5%	1	7.6%	4	1.9%	2
Monthly	10.5%	58	14.4%	9	23.0%	14	14.4%	13	2.3%	3	8.3%	5	10.6%	14
Once every two months	9.5%	52	15.9%	10	17.2%	10	12.4%	11	0.0%	0	8.8%	5	12.0%	15
Three-four times a year	6.8%	38	4.6%	3	20.5%	12	4.6%	4	0.2%	0	15.2%	8	7.4%	10
Twice a year	4.1%	23	10.6%	7	6.9%	4	1.8%	2	0.2%	0	0.5%	0	7.2%	9
Once a year	2.4%	13	8.0%	5	0.0%	0	2.9%	3	0.0%	0	3.9%	2	2.5%	3
Less often	0.5%	3	3.2%	2	0.7%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
(Don't know / varies)	1.3%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	2	3.3%	4
<i>Mean:</i>		<i>6.46</i>		<i>3.71</i>		<i>1.40</i>		<i>4.41</i>		<i>14.35</i>		<i>3.94</i>		<i>3.38</i>
Weighted base:		551		64		60		92		150		56		129
Sample:		556		61		58		94		137		88		118

**Meanscore: [Time in minutes]****Q22 How long do you normally stay in Market Harborough Town Centre?***Asked to those that visit 'Market Harborough Town Centre' at Q19*

1 - 10 minutes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	0	0.0%	0
11 - 20 minutes	1.4%	8	3.5%	2	5.1%	3	0.5%	0	1.1%	2	0.5%	0	0.0%	0
21 - 30 minutes	9.0%	50	3.1%	2	12.5%	7	6.3%	6	11.3%	17	6.2%	3	10.7%	14
31 - 40 minutes	1.7%	10	1.3%	1	0.0%	0	0.5%	0	5.5%	8	0.0%	0	0.0%	0
41 - 50 minutes	5.0%	27	3.2%	2	0.7%	0	1.4%	1	11.6%	17	6.9%	4	1.9%	2
51 - 60 minutes	21.7%	119	12.5%	8	11.8%	7	30.7%	28	35.3%	53	10.8%	6	13.2%	17
Over an hour	57.4%	316	67.9%	43	69.8%	42	56.9%	52	28.9%	43	74.4%	42	72.6%	94
(Don't know / varies)	3.0%	17	8.0%	5	0.0%	0	0.9%	1	5.5%	8	0.5%	0	1.5%	2
(Refused)	0.5%	3	0.5%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>98.66</i>		<i>122.01</i>		<i>103.71</i>		<i>98.07</i>		<i>71.45</i>		<i>114.72</i>		<i>109.27</i>
Weighted base:		551		64		60		92		150		56		129
Sample:		556		61		58		94		137		88		118

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q23 What do you like about Market Harborough Town Centre? [MR]</b>														
<i>Asked to those that visit 'Market Harborough Town Centre' at Q19</i>														
Attractive environment / nice place	33.3%	183	30.3%	19	39.8%	24	21.5%	20	24.9%	37	48.0%	27	43.5%	56
Good cafés / restaurants	20.6%	113	25.6%	16	15.8%	9	24.1%	22	24.8%	37	18.4%	10	13.9%	18
Shops - good range of independent shops	18.3%	101	24.7%	16	10.6%	6	22.4%	21	17.4%	26	20.8%	12	15.8%	20
Close to home	16.1%	89	18.3%	12	19.7%	12	17.6%	16	27.7%	42	5.7%	3	3.3%	4
Nice atmosphere / friendly people	13.1%	72	10.1%	6	11.8%	7	11.5%	11	6.3%	9	13.4%	8	24.1%	31
Shops - good range of non-food shops generally	12.0%	66	9.6%	6	4.8%	3	7.1%	7	7.3%	11	9.7%	5	26.6%	34
Good layout / shops close together	8.5%	47	2.3%	1	7.5%	5	9.3%	9	13.1%	20	7.6%	4	6.5%	8
Clean streets / well maintained	7.2%	40	7.0%	4	1.9%	1	7.5%	7	6.0%	9	5.3%	3	11.6%	15
You can get everything you need there	6.7%	37	5.1%	3	6.0%	4	13.4%	12	7.8%	12	5.1%	3	2.5%	3
Parking - it's easy to find a space	6.0%	33	3.1%	2	7.2%	4	4.8%	4	0.7%	1	16.1%	9	9.6%	12
Traditional / quaint	5.9%	33	4.3%	3	6.8%	4	1.4%	1	4.1%	6	13.8%	8	8.3%	11
Quiet / not too busy	5.6%	31	1.3%	1	14.9%	9	9.8%	9	5.4%	8	4.0%	2	1.2%	2
Good market	4.6%	25	5.3%	3	1.9%	1	10.0%	9	2.4%	4	7.1%	4	3.2%	4
Shops - good range of charity shops	4.1%	23	3.5%	2	7.1%	4	3.8%	4	3.2%	5	0.5%	0	5.8%	7
Familiar / know where everything is	3.6%	20	5.0%	3	0.0%	0	1.8%	2	3.8%	6	1.1%	1	6.8%	9
Shops - good range of bakers / butchers / greengrocers	3.5%	19	3.5%	2	0.0%	0	7.0%	6	5.1%	8	0.5%	0	2.2%	3
Shops - good range of supermarkets	3.5%	19	0.5%	0	1.4%	1	1.4%	1	8.7%	13	5.9%	3	0.3%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.2%	18	3.5%	2	5.1%	3	10.8%	10	1.5%	2	0.0%	0	0.0%	0
Good pubs / bars	3.2%	18	4.5%	3	0.0%	0	4.0%	4	3.0%	5	9.9%	6	0.7%	1
Shops - good range of quality shops	3.1%	17	8.5%	5	3.3%	2	3.5%	3	2.6%	4	4.1%	2	0.3%	0
Shops - good range of affordable shops	2.6%	14	3.5%	2	2.6%	2	3.4%	3	4.9%	7	0.0%	0	0.0%	0
Easy to get there on foot	2.6%	14	0.0%	0	0.0%	0	2.9%	3	7.5%	11	0.0%	0	0.3%	0
Shops - good range of clothes shops	2.5%	14	3.7%	2	4.1%	2	5.4%	5	0.2%	0	5.3%	3	0.7%	1
Good for a day out	2.1%	11	0.0%	0	1.4%	1	0.0%	0	1.5%	2	0.5%	0	6.2%	8
Safe environment	2.0%	11	4.8%	3	0.0%	0	0.0%	0	2.1%	3	3.5%	2	2.2%	3
Shops - good range of 'high street' retailers	2.0%	11	8.0%	5	2.6%	2	0.0%	0	0.5%	1	3.4%	2	1.2%	2
Pedestrianised areas	1.9%	11	0.0%	0	0.7%	0	0.5%	0	3.0%	5	3.9%	2	2.4%	3
Good for financial services (e.g. banks / building societies)	1.9%	11	0.0%	0	0.7%	0	4.1%	4	1.7%	3	0.0%	0	2.9%	4
Parking - it's free	1.5%	8	0.5%	0	0.0%	0	5.7%	5	0.0%	0	5.0%	3	0.0%	0
Like to support local businesses	1.5%	8	0.0%	0	0.0%	0	2.9%	3	0.0%	0	3.5%	2	2.7%	4
Open / green spaces / parks	1.4%	8	4.5%	3	1.9%	1	1.7%	2	0.7%	1	0.0%	0	1.0%	1
Easy to get there by car	1.4%	8	0.0%	0	0.0%	0	2.1%	2	1.5%	2	0.0%	0	2.8%	4
Parking - it's cheap	1.4%	8	0.0%	0	0.0%	0	1.4%	1	0.2%	0	5.3%	3	2.5%	3
Good range of health services (e.g. doctors, dentists, opticians etc.)	1.2%	7	0.0%	0	0.0%	0	0.0%	0	3.2%	5	3.5%	2	0.0%	0
Close to friends / relatives	1.0%	5	3.5%	2	0.0%	0	0.0%	0	0.2%	0	0.0%	0	2.2%	3
Close to work / en route to work	0.9%	5	3.2%	2	0.7%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	0.7%	4	0.0%	0	2.6%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Dog friendly	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Good toilet facilities	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Busy	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Flower displays	0.2%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.3%	0
Good disabled access	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Flat	0.1% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.3% 0
Good bus service	0.1% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.3% 0
Good train service	0.1% 0	0.5% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Has a petrol station (Nothing)	0.1% 0	0.5% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Don't know)	5.4% 30	7.7% 5	7.1% 4	5.4% 5	7.3% 11	1.6% 1	3.2% 4
	0.7% 4	3.2% 2	0.0% 0	0.5% 0	1.1% 2	0.0% 0	0.0% 0
Weighted base:	551	64	60	92	150	56	129
Sample:	556	61	58	94	137	88	118

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q24 What improvements would make you visit Market Harborough Town Centre more? [MR]</b>														
<i>Asked to those that visit 'Market Harborough Town Centre' at Q19</i>														
Shops - more / better clothes shops	11.4%	63	3.2%	2	0.7%	0	10.6%	10	15.5%	23	8.5%	5	17.5%	23
Parking - make it free	8.9%	49	16.3%	10	21.9%	13	10.7%	10	5.9%	9	9.7%	5	1.2%	2
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	8.8%	49	0.0%	0	5.1%	3	4.6%	4	22.6%	34	2.0%	1	4.9%	6
Shops - more / better range of non-food shops generally	6.5%	36	8.8%	6	2.6%	2	8.7%	8	9.7%	15	2.7%	2	3.4%	4
Parking - make it cheaper	6.2%	34	3.9%	2	5.1%	3	18.6%	17	2.8%	4	5.5%	3	3.4%	4
Shops - more 'high street' retailers	5.9%	33	3.2%	2	1.9%	1	3.4%	3	9.9%	15	8.1%	5	5.3%	7
Less empty shops	5.3%	29	0.0%	0	1.4%	1	0.0%	0	8.2%	12	1.1%	1	12.2%	16
Less traffic congestion / improved access	5.1%	28	1.0%	1	2.2%	1	6.9%	6	8.4%	13	2.2%	1	4.4%	6
Parking - make more spaces available	4.5%	25	7.1%	5	5.9%	4	4.2%	4	1.7%	3	7.0%	4	4.9%	6
Shops - more / better range of supermarkets	4.1%	23	0.0%	0	0.0%	0	13.7%	13	5.5%	8	1.1%	1	1.0%	1
More / better financial services (e.g. banks / building societies)	4.0%	22	0.0%	0	1.9%	1	2.1%	2	5.2%	8	5.6%	3	6.3%	8
More / better cafés / restaurants	3.3%	18	3.5%	2	0.7%	0	2.4%	2	6.3%	10	1.1%	1	2.4%	3
Improve the nightlife	2.9%	16	3.5%	2	0.0%	0	9.9%	9	3.3%	5	0.0%	0	0.0%	0
Less charity shops	2.9%	16	2.6%	2	0.0%	0	5.2%	5	1.7%	3	4.5%	3	3.3%	4
Shops - more affordable shops	2.5%	14	0.0%	0	0.0%	0	3.8%	4	0.5%	1	3.5%	2	6.0%	8
More / better pubs / bars	1.9%	10	3.5%	2	0.0%	0	8.2%	7	0.5%	1	0.0%	0	0.0%	0
Shops - more independent shops	1.5%	8	1.3%	1	0.0%	0	0.0%	0	1.1%	2	1.1%	1	3.9%	5
Less betting shops	1.5%	8	0.0%	0	0.0%	0	0.0%	0	5.4%	8	0.0%	0	0.0%	0
Cleaner streets / better maintained	1.4%	8	1.8%	1	0.0%	0	0.0%	0	3.9%	6	0.0%	0	0.7%	1
Better security / safety	1.2%	7	6.4%	4	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Parking - more payment methods	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	4.0%	5
Less cheap shops	0.9%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.3%	0
More / better public toilets	0.9%	5	0.5%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.9%	4
Less takeaways	0.9%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0
Shops - longer opening hours / more open on Sundays	0.8%	5	0.0%	0	0.0%	0	2.9%	3	0.0%	0	3.5%	2	0.0%	0
Easier to get to by bus	0.8%	4	0.0%	0	1.4%	1	2.6%	2	0.0%	0	2.0%	1	0.0%	0
Shops - more high quality shops	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.5%	0	0.9%	1
Better market	0.8%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.4%	1	2.4%	3
More pedestrianised areas	0.6%	3	0.0%	0	0.0%	0	0.5%	0	1.5%	2	1.4%	1	0.0%	0
Nicer atmosphere / friendlier people	0.5%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.5%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Shops - more bakers / butchers / greengrocers	0.5%	3	0.0%	0	0.0%	0	0.5%	0	1.5%	2	0.0%	0	0.0%	0
Make it more attractive / nicer environment	0.5%	3	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Less cafes	0.5%	3	0.0%	0	0.0%	0	0.5%	0	0.7%	1	0.5%	0	0.7%	1
Too many phone shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
More children's play areas	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.4%	2	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Have a post office	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
No room for more shops	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Easier to get to by car	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.5%	0	0.3%	0
Too many houses	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.5%	0	0.3%	0
Better layout / shops closer together	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More road crossing / safe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0

Column %ges.

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
walkways														
Parking - make more disabled spaces available	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
More solar panels	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
More electric car charging points	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Quieter / less busy	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Parking - parking payment machines are too small	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Better disabled access	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More night buses	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating areas	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
More ethical stores	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
(Nothing)	33.5%	184	38.6%	25	48.2%	29	18.8%	17	20.6%	31	48.2%	27	43.0%	56
(Don't know)	4.2%	23	6.4%	4	7.9%	5	7.8%	7	1.3%	2	1.6%	1	3.2%	4
Weighted base:	551		64		60		92		150		56		129	
Sample:	556		61		58		94		137		88		118	

### Q25 What activities did you carry out when visiting Lutterworth Town Centre? [MR]

Asked to those that visit 'Lutterworth Town Centre' at Q19

Yes - other FOOD shopping	53.6%	112	61.0%	61	51.8%	34	0.0%	0	42.6%	11	52.4%	6	8.4%	0
Yes - NON-FOOD shopping	47.0%	98	46.1%	46	51.9%	34	0.0%	0	62.3%	16	14.7%	2	16.9%	1
Yes - visiting pubs / bars / cafés / restaurants	28.1%	59	26.9%	27	36.2%	24	0.0%	0	23.4%	6	12.1%	1	16.9%	1
Yes - visiting health service such as doctor, dentist, hospital	18.5%	39	24.0%	24	21.4%	14	0.0%	0	0.0%	0	5.2%	1	0.0%	0
Yes - leisure activity (e.g. leisure centre, gym, cinema, park, etc)	11.6%	24	19.8%	20	1.3%	1	0.0%	0	0.0%	0	30.7%	4	0.0%	0
Yes - visiting family / friends	11.4%	24	6.1%	6	4.9%	3	0.0%	0	43.1%	11	0.0%	0	74.7%	4
Yes - other service (e.g. hairdresser, travel agent, laundrette, estate agent, recycling, etc.)	9.9%	21	14.8%	15	5.5%	4	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Yes - window shopping / browsing	8.6%	18	8.4%	8	10.6%	7	0.0%	0	1.4%	0	18.6%	2	0.0%	0
Yes - travelling to / from school / college / university	7.6%	16	11.4%	11	6.4%	4	0.0%	0	0.0%	0	2.6%	0	0.0%	0
Yes - travelling to / from work	7.0%	15	5.7%	6	4.7%	3	57.1%	1	19.2%	5	0.0%	0	0.0%	0
Yes - visiting the Post Office	6.1%	13	11.9%	12	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting the market	5.9%	12	7.3%	7	4.3%	3	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Yes - buy fuel	4.7%	10	9.3%	9	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - go for a walk / walk the dog	4.3%	9	8.6%	9	0.0%	0	21.4%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting library	3.5%	7	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting financial service such as bank / building society etc.	1.4%	3	1.8%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting church / place of worship	0.6%	1	0.3%	0	0.7%	0	21.4%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit the cemetery	0.4%	1	0.3%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visit the town hall	0.2%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.4%	3	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0	0.0%	0
(No activity)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Weighted base:	209		99		65		2		25		12		5	
Sample:	192		98		55		3		18		14		4	

# Harborough Household Survey for Lichfields

Weighted:

April 2024

**Total      Zone 1      Zone 2      Zone 3      Zone 4      Zone 5      Zone 6**

**Meanscore: [Number of times per month]**

**Q26 How often do you visit Lutterworth Town Centre to use shops, services or leisure facilities?**

*Asked to those that visit 'Lutterworth Town Centre' at Q19*

7 times a week	4.9%	10	7.1%	7	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	2.8%	6	4.7%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	16.4%	34	29.7%	30	0.0%	0	0.0%	0	10.5%	3	16.9%	2	0.0%	0
Twice a week	9.5%	20	15.7%	16	2.6%	2	0.0%	0	10.1%	3	0.0%	0	0.0%	0
Once a week	20.9%	44	27.3%	27	21.3%	14	0.0%	0	9.1%	2	2.6%	0	0.0%	0
Every two weeks	9.1%	19	3.8%	4	13.5%	9	0.0%	0	10.1%	3	32.5%	4	0.0%	0
Every three weeks	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	12.6%	26	8.8%	9	11.7%	8	0.0%	0	21.1%	5	6.9%	1	74.7%	4
Once every two months	9.7%	20	0.0%	0	21.3%	14	0.0%	0	19.2%	5	9.5%	1	8.4%	0
Three-four times a year	6.5%	13	2.0%	2	12.9%	8	21.4%	0	5.1%	1	7.8%	1	8.4%	0
Twice a year	3.3%	7	0.0%	0	7.8%	5	57.1%	1	1.4%	0	2.6%	0	0.0%	0
Once a year	2.1%	4	0.0%	0	1.7%	1	0.0%	0	1.4%	0	21.2%	2	8.4%	0
Less often	1.6%	3	0.0%	0	0.0%	0	21.4%	0	11.9%	3	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	1	0.3%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		6.28		9.74		3.33		0.20		3.19		3.28		0.82
Weighted base:		209		99		65		2		25		12		5
Sample:		192		98		55		3		18		14		4

**Meanscore: [Time in minutes]**

**Q27 How long do you normally stay in Lutterworth Town Centre?**

*Asked to those that visit 'Lutterworth Town Centre' at Q19*

1 - 10 minutes	3.4%	7	5.9%	6	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11 - 20 minutes	3.2%	7	5.6%	6	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
21 - 30 minutes	26.1%	54	28.5%	28	25.9%	17	0.0%	0	30.7%	8	12.1%	1	0.0%	0
31 - 40 minutes	2.8%	6	5.1%	5	0.0%	0	0.0%	0	1.4%	0	0.0%	0	8.4%	0
41 - 50 minutes	3.1%	6	1.3%	1	7.3%	5	0.0%	0	1.4%	0	0.0%	0	0.0%	0
51 - 60 minutes	31.4%	66	19.9%	20	35.7%	23	100.0%	2	41.7%	10	82.7%	10	8.4%	0
Over an hour	27.4%	57	33.0%	33	27.6%	18	0.0%	0	6.5%	2	2.6%	0	83.1%	4
(Don't know / varies)	2.6%	5	0.6%	1	0.0%	0	0.0%	0	18.3%	5	2.6%	0	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		68.71		70.61		65.15		60.00		56.72		57.87		153.04
Weighted base:		209		99		65		2		25		12		5
Sample:		192		98		55		3		18		14		4

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q28 What do you like about Lutterworth Town Centre? [MR]</b>							
<i>Asked to those that visit 'Lutterworth Town Centre' at Q19</i>							
Close to home	31.8%	66 42.7%	42 35.3%	23 0.0%	0 0.0%	0 2.6%	0 8.4%
Good cafés / restaurants	14.1%	29 20.7%	21 9.2%	6 0.0%	0 10.1%	3 2.6%	0 0.0%
Quiet / not too busy	8.2%	17 5.2%	5 15.4%	10 57.1%	1 1.4%	0 2.6%	0 0.0%
Attractive environment / nice place	5.8%	12 7.3%	7 7.3%	5 0.0%	0 0.0%	0 0.0%	0 0.0%
Shops - good range of independent shops	5.6%	12 8.6%	9 3.7%	2 0.0%	0 0.0%	0 6.9%	1 0.0%
Good range of health services (e.g. doctors, dentists, opticians etc.)	5.4%	11 9.3%	9 3.1%	2 0.0%	0 0.0%	0 0.0%	0 0.0%
Easy to get there by car	5.4%	11 4.3%	4 6.0%	4 0.0%	0 9.1%	2 6.9%	1 0.0%
Shops - good range of supermarkets	5.1%	11 1.6%	2 4.8%	3 0.0%	0 9.1%	2 28.2%	3 8.4%
Shops - good range of quality shops	5.0%	10 6.2%	6 6.5%	4 0.0%	0 0.0%	0 0.0%	0 0.0%
Close to friends / relatives	4.4%	9 2.3%	2 1.7%	1 0.0%	0 23.4%	6 0.0%	0 0.0%
Nice atmosphere / friendly people	4.0%	8 5.3%	5 4.7%	3 0.0%	0 0.0%	0 0.0%	0 0.0%
Parking - it's easy to find a space	3.9%	8 1.2%	1 10.6%	7 0.0%	0 0.0%	0 0.0%	0 0.0%
Good market	3.8%	8 2.8%	3 4.3%	3 0.0%	0 9.1%	2 0.0%	0 0.0%
Good layout / shops close together	2.6%	5 3.0%	3 1.3%	1 21.4%	0 1.4%	0 6.9%	1 0.0%
You can get everything you need there	2.5%	5 2.2%	2 2.4%	2 0.0%	0 2.8%	1 2.6%	0 8.4%
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.4%	5 2.6%	3 0.7%	0 0.0%	0 0.0%	0 16.9%	2 0.0%
Good range of other services (e.g. library, hairdresser, vets etc.)	2.4%	5 4.5%	4 0.0%	0 21.4%	0 0.0%	0 0.0%	0 0.0%
Open / green spaces / parks	2.3%	5 2.6%	3 0.0%	0 0.0%	0 9.1%	2 0.0%	0 0.0%
Close to work / en route to work	2.2%	5 2.3%	2 0.0%	0 0.0%	0 9.1%	2 0.0%	0 0.0%
Shops - good range of non-food shops generally	2.0%	4 0.6%	1 3.1%	2 0.0%	0 2.8%	1 6.9%	1 0.0%
Shops - good range of charity shops	1.9%	4 0.0%	0 6.0%	4 0.0%	0 0.0%	0 0.0%	0 0.0%
Good pubs / bars	1.7%	4 2.8%	3 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Familiar / know where everything is	1.6%	3 2.1%	2 1.3%	1 0.0%	0 0.0%	0 2.6%	0 0.0%
Diverse / multi-cultural	1.5%	3 0.0%	0 0.0%	0 0.0%	0 9.1%	2 6.9%	1 0.0%
Easy to get there on foot	1.5%	3 3.1%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Traditional / quaint	1.4%	3 0.3%	0 1.7%	1 0.0%	0 2.8%	1 2.6%	0 8.4%
Clean streets / well maintained	1.3%	3 2.8%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Good for financial services (e.g. banks / building societies)	1.3%	3 2.8%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Shops - good opening hours / open on Sundays	1.1%	2 2.3%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Like to support local businesses	1.0%	2 2.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Shops - good range of affordable shops	0.5%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Shops - good range of clothes shops	0.5%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Has a church	0.4%	1 0.0%	0 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Safe environment	0.4%	1 0.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Parking - good disabled parking provision	0.2%	0 0.0%	0 0.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Parking - it's free	0.2%	0 0.0%	0 0.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Good disabled access	0.2%	0 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Good seating areas	0.2%	0 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Nothing)	19.4%	40 16.1%	16 24.6%	16 21.4%	0 2.8%	1 29.0%	3 74.7%
(Don't know)	6.3%	13 2.4%	2 4.7%	3 0.0%	0 30.7%	8 0.0%	0 0.0%
Weighted base:	209	99	65	2	25	12	5
Sample:	192	98	55	3	18	14	4

Weighted:

April 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>Q29 What improvements would make you visit Lutterworth Town Centre more? [MR]</b>														
<i>Asked to those that visit 'Lutterworth Town Centre' at Q19</i>														
Parking - make it free	20.8%	43	29.7%	30	17.7%	12	0.0%	0	0.0%	0	19.5%	2	0.0%	0
Shops - more / better range of non-food shops generally	11.7%	24	12.5%	12	17.7%	12	21.4%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	9.1%	19	9.5%	9	6.7%	4	0.0%	0	12.9%	3	16.9%	2	0.0%	0
Parking - make more spaces available	9.1%	19	11.2%	11	11.4%	7	21.4%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more / better clothes shops	6.8%	14	5.5%	5	7.3%	5	57.1%	1	3.7%	1	16.9%	2	0.0%	0
Shops - more independent shops	5.3%	11	9.9%	10	0.0%	0	0.0%	0	3.7%	1	2.6%	0	0.0%	0
More / better financial services (e.g. banks / building societies)	4.5%	9	9.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	3.7%	8	5.0%	5	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	3.7%	8	4.6%	5	1.3%	1	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Shops - more 'high street' retailers	3.6%	7	4.1%	4	1.7%	1	0.0%	0	9.1%	2	0.0%	0	0.0%	0
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.5%	7	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less hairdressers	2.6%	5	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more high quality shops	2.6%	5	4.3%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more / better range of supermarkets	2.4%	5	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs / bars	2.4%	5	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by bus	2.3%	5	3.7%	4	0.0%	0	0.0%	0	0.0%	0	9.5%	1	0.0%	0
Less traffic congestion / improved access	2.3%	5	2.4%	2	1.3%	1	0.0%	0	1.4%	0	10.4%	1	0.0%	0
Less charity shops	2.3%	5	3.6%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - longer opening hours / more open on Sundays	2.1%	4	2.0%	2	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Better market	2.0%	4	3.1%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / nicer environment	1.4%	3	2.3%	2	0.7%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0
Easier to get to by car	1.3%	3	2.4%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more bakers / butchers / greengrocers	1.2%	3	0.3%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
More road crossing / safe walkways	1.2%	3	0.0%	0	0.0%	0	0.0%	0	10.1%	3	0.0%	0	0.0%	0
Update / refurbish the shopping area	1.1%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	1.1%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Too far away	1.1%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.9%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	6.9%	1	0.0%	0
Shops - more affordable shops	0.8%	2	1.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets / better maintained	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quieter / less busy	0.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many houses	0.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.4%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	0
Parking - longer parking hours	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signage	0.2%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less construction	0.2%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More green spaces / more trees	0.2%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more payment methods	0.2%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better range of other services (e.g. library,	0.2%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
hairdresser, vets etc.)														
(Nothing)	24.1%	50	14.3%	14	35.6%	23	0.0%	0	5.6%	1	56.3%	7	91.6%	5
(Don't know)	9.5%	20	2.3%	2	10.6%	7	0.0%	0	42.6%	11	0.0%	0	0.0%	0
Weighted base:		209		99		65		2		25		12		5
Sample:		192		98		55		3		18		14		4

### Q30 What activities did you carry out when visiting Broughton Astley District Centre? [MR]

Asked to those that visit 'Broughton Astley District Centre' at Q19

Yes - other FOOD shopping	54.4%	42	49.3%	8	49.0%	26	100.0%	4	100.0%	2	100.0%	2	0.0%	0
Yes - NON-FOOD shopping	34.6%	26	18.1%	3	35.6%	19	76.5%	3	0.0%	0	100.0%	2	0.0%	0
Yes - visiting health service such as doctor, dentist, hospital	26.4%	20	17.1%	3	29.1%	15	0.0%	0	0.0%	0	100.0%	2	0.0%	0
Yes - visiting pubs / bars / cafés / restaurants	17.6%	13	3.9%	1	23.6%	12	11.7%	0	0.0%	0	0.0%	0	0.0%	0
Yes - leisure activity (e.g. leisure centre, gym, cinema, park, etc)	13.2%	10	33.5%	5	9.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting library	11.8%	9	19.5%	3	7.2%	4	0.0%	0	0.0%	0	100.0%	2	0.0%	0
Yes - other service (e.g. hairdresser, travel agent, laundrette, estate agent, recycling, etc.)	10.1%	8	2.0%	0	14.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting family / friends	9.1%	7	2.0%	0	8.3%	4	0.0%	0	100.0%	2	0.0%	0	0.0%	0
Yes - visiting the Post Office	7.0%	5	2.0%	0	9.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - travelling to / from work	5.5%	4	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting church / place of worship	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0
Yes - buy fuel	2.1%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - go for a walk / walk the dog	0.6%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting financial service such as bank / building society etc.	0.4%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No activity)	0.6%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		76		16		53		4		2		2		0
Sample:		74		21		48		3		1		1		0

Meanscore: [Number of times per month]

### Q31 How often do you visit Broughton Astley District Centre to use shops, services or leisure facilities?

Asked to those that visit 'Broughton Astley District Centre' at Q19

7 times a week	11.6%	9	0.0%	0	16.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	9.8%	7	14.1%	2	5.8%	3	0.0%	0	0.0%	0	100.0%	2	0.0%	0
3 - 4 times a week	9.8%	8	0.0%	0	14.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	7.3%	6	0.0%	0	10.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	26.2%	20	5.9%	1	36.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	3.3%	3	7.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every three weeks	2.6%	2	7.2%	1	0.8%	0	11.7%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	17.5%	13	25.3%	4	8.3%	4	76.5%	3	100.0%	2	0.0%	0	0.0%	0
Once every two months	6.8%	5	17.5%	3	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a year	0.8%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	1.4%	1	3.9%	1	0.0%	0	11.7%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.9%	2	14.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		8.99		4.60		10.47		0.93		1.00		22.00		0.00
Weighted base:		76		16		53		4		2		2		0
Sample:		74		21		48		3		1		1		0

Weighted:

April 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>Meanscore: [Time in minutes]</b>														
<b>Q32 How long do you normally stay in Broughton Astley District Centre?</b>														
<i>Asked to those that visit 'Broughton Astley District Centre' at Q19</i>														
1 - 10 minutes	5.3%	4	5.3%	1	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11 - 20 minutes	12.5%	10	19.5%	3	8.1%	4	0.0%	0	0.0%	0	100.0%	2	0.0%	0
21 - 30 minutes	26.5%	20	11.2%	2	34.4%	18	11.7%	0	0.0%	0	0.0%	0	0.0%	0
31 - 40 minutes	7.6%	6	0.0%	0	5.8%	3	76.5%	3	0.0%	0	0.0%	0	0.0%	0
41 - 50 minutes	3.9%	3	16.1%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51 - 60 minutes	34.5%	26	26.0%	4	37.9%	20	0.0%	0	100.0%	2	0.0%	0	0.0%	0
Over an hour	8.1%	6	22.0%	3	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.7%	1	0.0%	0	1.6%	1	11.7%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	45.62		50.48		45.20		38.67		60.00		15.00		0.00	
Weighted base:	76		16		53		4		2		2		0	
Sample:	74		21		48		3		1		1		0	
<b>Q33 What do you like about Broughton Astley District Centre? [MR]</b>														
<i>Asked to those that visit 'Broughton Astley District Centre' at Q19</i>														
Close to home	27.5%	21	13.1%	2	36.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment / nice place	10.6%	8	24.7%	4	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's free	10.3%	8	17.5%	3	9.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cafés / restaurants	9.1%	7	2.0%	0	12.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / relatives	8.2%	6	19.5%	3	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	6.0%	5	16.1%	3	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of quality shops	5.8%	4	3.9%	1	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's easy to find a space	5.7%	4	3.9%	1	3.0%	2	0.0%	0	0.0%	0	100.0%	2	0.0%	0
Shops - good range of non-food shops generally	5.7%	4	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get there on foot	5.5%	4	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
You can get everything you need there	5.2%	4	0.0%	0	7.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	4.8%	4	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like to support local businesses	4.0%	3	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of bakers / butchers / greengrocers	4.0%	3	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of independent shops	3.9%	3	16.1%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	3.2%	2	2.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0
Close to work / en route to work	2.9%	2	14.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0
Good range of health services (e.g. doctors, dentists, opticians etc.)	2.5%	2	2.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs / bars	2.4%	2	2.0%	0	2.2%	1	11.7%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of supermarkets	2.3%	2	3.9%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.9%	1	2.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get there by car	1.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.6%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	9.9%	8	16.1%	3	0.0%	0	76.5%	3	100.0%	2	0.0%	0	0.0%	0
(Nothing)	8.4%	6	7.9%	1	9.1%	5	11.7%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	76		16		53		4		2		2		0	
Sample:	74		21		48		3		1		1		0	

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>Q34 What improvements would make you visit Broughton Astley District Centre more? [MR]</b>														
<i>Asked to those that visit 'Broughton Astley District Centre' at Q19</i>														
Shops - more / better range of non-food shops generally	20.0%	15	16.1%	3	24.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	11.0%	8	12.5%	2	8.0%	4	0.0%	0	0.0%	0	100.0%	2	0.0%	0
More / better cafés / restaurants	9.4%	7	14.1%	2	9.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more / better range of supermarkets	9.0%	7	0.0%	0	13.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	6.5%	5	17.5%	3	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0
Shops - more / better clothes shops	5.1%	4	17.5%	3	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by bus	4.4%	3	2.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security / safety	4.0%	3	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more high quality shops	4.0%	3	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make more spaces available	4.0%	3	2.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	3.6%	3	17.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0
Less takeaways	2.1%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	1.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make more disabled spaces available	1.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	1.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets / better maintained	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more independent shops	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quieter / less busy	1.0%	1	2.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	1.0%	1	2.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	37.0%	28	29.9%	5	43.9%	23	11.7%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.9%	9	5.9%	1	5.3%	3	88.2%	3	100.0%	2	0.0%	0	0.0%	0
Weighted base:		76		16		53		4		2		2		0
Sample:		74		21		48		3		1		1		0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q35 What activities did you carry out when visiting Kibworth Beauchamp Local Centre? [MR]</b>							
<i>Asked to those that visit 'Kibworth Beauchamp Local Centre' at Q19</i>							
Yes - other FOOD shopping	52.5%	58 35.3%	1 59.8%	19 62.5%	29 52.5%	10 0.0%	0 0.0%
Yes - NON-FOOD shopping	29.4%	33 64.7%	1 17.6%	6 21.9%	10 40.9%	8 0.0%	0 77.1%
Yes - visiting pubs / bars / cafés / restaurants	23.7%	26 0.0%	0 26.9%	8 21.9%	10 25.3%	5 0.0%	0 27.0%
Yes - visiting health service such as doctor, dentist, hospital	14.8%	16 0.0%	0 23.7%	7 17.7%	8 3.7%	1 0.0%	0 0.0%
Yes - visiting family / friends	11.3%	12 35.3%	1 5.0%	2 14.4%	7 6.9%	1 0.0%	0 21.6%
Yes - leisure activity (e.g. leisure centre, gym, cinema, park, etc)	10.8%	12 0.0%	0 2.7%	1 14.3%	7 13.4%	3 100.0%	2 0.0%
Yes - go for a walk / walk the dog	9.3%	10 0.0%	0 0.0%	0 14.2%	7 14.1%	3 0.0%	0 10.8%
Yes - visiting the Post Office	8.8%	10 0.0%	0 8.7%	3 15.0%	7 0.0%	0 0.0%	0 0.0%
Yes - window shopping / browsing	7.7%	9 0.0%	0 1.4%	0 9.1%	4 18.5%	3 0.0%	0 4.1%
Yes - other service (e.g. hairdresser, travel agent, laundrette, estate agent, recycling, etc.)	4.3%	5 0.0%	0 2.7%	1 8.5%	4 0.0%	0 0.0%	0 0.0%
Yes - travelling to / from work	1.4%	2 0.0%	0 3.6%	1 0.9%	0 0.0%	0 0.0%	0 0.0%
Yes - visiting financial service such as bank / building society etc.	0.4%	0 0.0%	0 0.0%	0 0.9%	0 0.0%	0 0.0%	0 0.0%
Yes - visiting church / place of worship	0.3%	0 17.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(No activity)	0.7%	1 0.0%	0 0.0%	0 1.8%	1 0.0%	0 0.0%	0 0.0%
(Don't know)	0.4%	0 0.0%	0 0.0%	0 0.9%	0 0.0%	0 0.0%	0 0.0%
Weighted base:	111	2	31	46	19	2	11
Sample:	104	4	25	53	12	1	9

Weighted:

April 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>Q36 What do you like about Kibworth Beauchamp Local Centre? [MR]</b>														
<i>Asked to those that visit 'Kibworth Beauchamp Local Centre' at Q19</i>														
Close to home	23.5%	26	0.0%	0	17.3%	5	37.7%	18	16.6%	3	0.0%	0	0.0%	0
Attractive environment / nice place	10.6%	12	64.7%	1	1.4%	0	11.8%	5	16.6%	3	0.0%	0	14.8%	2
Familiar / know where everything is	8.9%	10	0.0%	0	0.0%	0	8.5%	4	31.9%	6	0.0%	0	0.0%	0
Shops - good range of non-food shops generally	7.3%	8	0.0%	0	2.7%	1	8.0%	4	0.0%	0	0.0%	0	33.1%	4
Nice atmosphere / friendly people	7.1%	8	0.0%	0	9.8%	3	7.2%	3	1.9%	0	0.0%	0	10.8%	1
Traditional / quaint	6.7%	7	0.0%	0	9.8%	3	0.9%	0	18.5%	3	0.0%	0	4.1%	0
Shops - good range of independent shops	6.0%	7	0.0%	0	20.1%	6	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Shops - good range of supermarkets	5.4%	6	0.0%	0	0.0%	0	12.1%	6	1.9%	0	0.0%	0	0.0%	0
Quiet / not too busy	4.9%	5	0.0%	0	9.8%	3	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Good cafés / restaurants	3.9%	4	17.7%	0	1.4%	0	2.4%	1	0.0%	0	0.0%	0	23.0%	2
Good layout / shops close together	3.8%	4	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0
Easy to get there by car	3.8%	4	0.0%	0	13.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a post office	3.7%	4	0.0%	0	0.0%	0	8.8%	4	0.0%	0	0.0%	0	0.0%	0
Good range of health services (e.g. doctors, dentists, opticians etc.)	3.2%	4	0.0%	0	0.0%	0	7.6%	4	0.0%	0	0.0%	0	0.0%	0
Shops - good range of quality shops	2.8%	3	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	2.8%	3	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.1%	3
Shops - good range of charity shops	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.1%	3
Open / green spaces / parks	2.7%	3	17.7%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0
Close to friends / relatives	2.0%	2	17.7%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	4.1%	0
Parking - it's easy to find a space	1.8%	2	0.0%	0	3.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
You can get everything you need there	1.5%	2	0.0%	0	1.4%	0	1.8%	1	1.9%	0	0.0%	0	0.0%	0
Parking - it's free	1.4%	2	0.0%	0	3.6%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets / well maintained	0.8%	1	0.0%	0	1.4%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get there on foot	0.7%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Has a church	0.4%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of bakers / butchers / greengrocers	0.4%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.3%	0	17.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	0.3%	0	17.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	17.4%	19	0.0%	0	31.1%	10	12.4%	6	20.3%	4	0.0%	0	0.0%	0
(Don't know)	5.1%	6	17.7%	0	1.4%	0	0.9%	0	13.4%	3	100.0%	2	0.0%	0
Weighted base:		111		2		31		46		19		2		11
Sample:		104		4		25		53		12		1		9

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q37 What improvements would make you visit Kibworth Beauchamp Local Centre more? [MR]</b>							
<i>Asked to those that visit 'Kibworth Beauchamp Local Centre' at Q19</i>							
Parking - make more spaces available	13.0%	14 17.7%	0 26.0%	8 11.9%	6 0.0%	0 0.0%	0 4.1%
More / better cafés / restaurants	5.2%	6 0.0%	0 0.0%	0 5.8%	3 0.0%	0 0.0%	0 29.1%
Less traffic congestion / improved access	3.4%	4 17.7%	0 0.0%	0 7.4%	3 0.0%	0 0.0%	0 0.0%
Shops - more affordable shops	3.3%	4 0.0%	0 0.0%	0 5.8%	3 5.0%	1 0.0%	0 0.0%
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.2%	4 47.1%	1 0.0%	0 5.8%	3 0.0%	0 0.0%	0 0.0%
Shops - more / better range of supermarkets	2.9%	3 0.0%	0 5.0%	2 3.6%	2 0.0%	0 0.0%	0 0.0%
More / better health facilities (e.g. doctors, dentists, opticians, etc)	2.8%	3 0.0%	0 0.0%	0 6.7%	3 0.0%	0 0.0%	0 0.0%
Shops - more / better clothes shops	2.7%	3 0.0%	0 0.0%	0 6.4%	3 0.0%	0 0.0%	0 0.0%
Shops - more 'high street' retailers	2.4%	3 0.0%	0 0.0%	0 5.8%	3 0.0%	0 0.0%	0 0.0%
Better disabled access	2.4%	3 0.0%	0 0.0%	0 5.8%	3 0.0%	0 0.0%	0 0.0%
More / better range of other services (e.g. library, hairdresser, vets etc.)	2.4%	3 0.0%	0 0.0%	0 5.8%	3 0.0%	0 0.0%	0 0.0%
More rubbish bins	2.4%	3 0.0%	0 0.0%	0 5.8%	3 0.0%	0 0.0%	0 0.0%
Too many houses	1.7%	2 0.0%	0 0.0%	0 4.2%	2 0.0%	0 0.0%	0 0.0%
Shops - more / better range of non-food shops generally	1.4%	2 0.0%	0 0.0%	0 3.3%	2 0.0%	0 0.0%	0 0.0%
Cleaner streets / better maintained	1.4%	2 0.0%	0 0.0%	0 3.3%	2 0.0%	0 0.0%	0 0.0%
Quieter / less busy	1.3%	1 17.7%	0 0.0%	0 2.4%	1 0.0%	0 0.0%	0 0.0%
Parking - make more disabled spaces available	1.1%	1 0.0%	0 1.4%	0 1.8%	1 0.0%	0 0.0%	0 0.0%
Parking - make it free	1.0%	1 0.0%	0 3.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Less cafes	1.0%	1 0.0%	0 0.0%	0 2.4%	1 0.0%	0 0.0%	0 0.0%
Make it more attractive / nicer environment	1.0%	1 0.0%	0 0.0%	0 2.4%	1 0.0%	0 0.0%	0 0.0%
Easier to get to by car	0.4%	0 0.0%	0 1.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Shops - more independent shops	0.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 4.1%
Better council	0.4%	0 0.0%	0 0.0%	0 0.9%	0 0.0%	0 0.0%	0 0.0%
Easier to get to by bus	0.4%	0 0.0%	0 0.0%	0 0.9%	0 0.0%	0 0.0%	0 0.0%
Shops - more bakers / butchers / greengrocers	0.4%	0 0.0%	0 0.0%	0 0.9%	0 0.0%	0 0.0%	0 0.0%
More / better seating areas	0.4%	0 0.0%	0 0.0%	0 0.9%	0 0.0%	0 0.0%	0 0.0%
More road crossing / safe walkways	0.4%	0 0.0%	0 0.0%	0 0.9%	0 0.0%	0 0.0%	0 0.0%
More / better financial services (e.g. banks / building societies)	0.4%	0 0.0%	0 0.0%	0 0.9%	0 0.0%	0 0.0%	0 0.0%
(Nothing)	53.8%	60 0.0%	0 67.1%	21 40.7%	19 69.4%	13 0.0%	0 62.8%
(Don't know)	5.5%	6 17.7%	0 2.7%	1 0.9%	0 13.4%	3 100.0%	2 0.0%
Weighted base:		111	2	31	46	19	11
Sample:		104	4	25	53	12	9

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q38 What activities did you carry out when visiting Great Glen Local Centre? [MR]</b>														
<i>Asked to those that visit 'Great Glen Local Centre' at Q19</i>														
Yes - other FOOD shopping	68.4%	35	0.0%	0	57.6%	8	74.0%	24	74.7%	3	0.0%	0	0.0%	0
Yes - visiting the Post Office	22.7%	12	0.0%	0	31.7%	5	12.5%	4	74.7%	3	0.0%	0	0.0%	0
Yes - visiting pubs / bars / cafés / restaurants	15.7%	8	0.0%	0	31.7%	5	7.3%	2	16.9%	1	0.0%	0	100.0%	0
Yes - visiting health service such as doctor, dentist, hospital	11.6%	6	0.0%	0	21.0%	3	9.0%	3	0.0%	0	0.0%	0	0.0%	0
Yes - NON-FOOD shopping	10.5%	5	0.0%	0	0.0%	0	14.4%	5	8.4%	0	0.0%	0	100.0%	0
Yes - other service (e.g. hairdresser, travel agent, laundrette, estate agent, recycling, etc.)	10.0%	5	0.0%	0	0.0%	0	6.4%	2	74.7%	3	0.0%	0	0.0%	0
Yes - visiting family / friends	8.2%	4	0.0%	0	23.9%	4	1.3%	0	8.4%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	5.2%	3	0.0%	0	0.0%	0	8.4%	3	0.0%	0	0.0%	0	0.0%	0
Yes - go for a walk / walk the dog	5.1%	3	0.0%	0	2.9%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Yes - visiting library	4.5%	2	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0
Yes - leisure activity (e.g. leisure centre, gym, cinema, park, etc)	2.9%	1	100.1%	0	0.0%	0	2.6%	1	8.4%	0	0.0%	0	0.0%	0
Yes - visiting financial service such as bank / building society etc.	2.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Yes - visiting church / place of worship	1.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
(No activity)	1.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.8%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		52		0		15		32		4		0		0
Sample:		49		1		9		34		4		0		1

Weighted:

April 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>Q39 What do you like about Great Glen Local Centre? [MR]</b>														
<i>Asked to those that visit 'Great Glen Local Centre' at Q20</i>														
Close to home	35.6%	18	0.0%	0	18.5%	3	39.1%	13	74.7%	3	0.0%	0	0.0%	0
Attractive environment / nice place	11.9%	6	0.0%	0	23.9%	4	4.7%	2	16.9%	1	0.0%	0	100.0%	0
Good cafés / restaurants	8.7%	5	0.0%	0	0.0%	0	14.0%	5	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	8.5%	4	100.1%	0	0.0%	0	12.7%	4	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	7.9%	4	0.0%	0	0.0%	0	12.7%	4	0.0%	0	0.0%	0	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	7.4%	4	0.0%	0	0.0%	0	11.8%	4	0.0%	0	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	7.3%	4	0.0%	0	25.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of supermarkets	7.1%	4	0.0%	0	0.0%	0	11.4%	4	0.0%	0	0.0%	0	0.0%	0
Traditional / quaint	6.7%	3	0.0%	0	21.0%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of independent shops	6.7%	3	0.0%	0	21.0%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of charity shops	5.8%	3	0.0%	0	0.0%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0
Shops - good range of quality shops	5.8%	3	0.0%	0	0.0%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0
Like to support local businesses	5.8%	3	0.0%	0	0.0%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0
You can get everything you need there	4.5%	2	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0
Parking - it's free	3.8%	2	0.0%	0	7.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Nice atmosphere / friendly people	3.2%	2	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Quiet / not too busy	2.9%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	2.2%	1	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On route to Leicester	2.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Good range of health services (e.g. doctors, dentists, opticians etc.)	0.8%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Has a church	0.8%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's easy to find a space	0.8%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs / bars	0.8%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Good bus service	0.8%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Good for financial services (e.g. banks / building societies)	0.8%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get there by car	0.7%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	0	0.0%	0	0.0%	0
(Nothing)	9.0%	5	0.0%	0	0.0%	0	14.4%	5	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.3%	1	0.0%	0	2.9%	0	1.3%	0	8.4%	0	0.0%	0	0.0%	0
Weighted base:		52		0		15		32		4		0		0
Sample:		49		1		9		34		4		0		1

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q40 What improvements would make you visit Great Glen Local Centre more? [MR]</b>														
<i>Asked to those that visit 'Great Glen Local Centre' at Q21</i>														
Parking - make more spaces available	14.9%	8	0.0%	0	33.7%	5	8.6%	3	0.0%	0	0.0%	0	0.0%	0
Shops - more independent shops	8.1%	4	0.0%	0	0.0%	0	3.4%	1	74.7%	3	0.0%	0	0.0%	0
Shops - more / better range of non-food shops generally	7.4%	4	0.0%	0	7.8%	1	8.4%	3	0.0%	0	0.0%	0	0.0%	0
Better security / safety	7.1%	4	0.0%	0	0.0%	0	11.4%	4	0.0%	0	0.0%	0	0.0%	0
Parking - make it free	7.1%	4	0.0%	0	0.0%	0	11.4%	4	0.0%	0	0.0%	0	0.0%	0
Easier to get to by car	7.1%	4	0.0%	0	0.0%	0	11.4%	4	0.0%	0	0.0%	0	0.0%	0
Easier to get to by bus	6.6%	3	0.0%	0	0.0%	0	10.5%	3	0.0%	0	0.0%	0	0.0%	0
Shops - more bakers / butchers / greengrocers	6.0%	3	0.0%	0	0.0%	0	0.0%	0	74.7%	3	0.0%	0	0.0%	0
Other	5.8%	3	0.0%	0	0.0%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	5.8%	3	0.0%	0	0.0%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0
Shops - more / better range of supermarkets	3.7%	2	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	2.9%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0
Too many houses	2.4%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Shops - more / better clothes shops	2.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Better flooding prevention measures	2.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
More green spaces / more trees	2.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Quieter / less busy	1.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.8%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Less construction	0.8%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	0.8%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrian crossings	0.8%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	37.3%	19	0.0%	0	66.3%	10	28.6%	9	8.4%	0	0.0%	0	0.0%	0
(Don't know)	4.4%	2	100.1%	0	0.0%	0	2.6%	1	16.9%	1	0.0%	0	100.0%	0
Weighted base:		52		0		15		32		4		0		0
Sample:		49		1		9		34		4		0		1

**Q41 Do you or your family take part in any of the following leisure activities? [MR]**

Eating out	80.8%	566	79.3%	90	80.1%	83	75.9%	84	89.1%	137	78.7%	53	78.7%	120
Pub / bar	62.9%	440	62.9%	71	59.7%	62	58.0%	64	73.3%	113	67.2%	45	56.3%	86
Cinema	50.5%	353	50.6%	57	46.2%	48	44.1%	49	60.4%	93	47.5%	32	49.3%	75
Theatre	48.5%	339	45.9%	52	43.5%	45	50.7%	56	50.8%	78	58.9%	39	45.3%	69
Museum or art gallery	39.9%	280	39.8%	45	39.0%	40	42.4%	47	36.6%	56	46.9%	31	39.2%	60
Health & fitness club	30.2%	211	34.7%	39	25.7%	27	23.6%	26	34.5%	53	31.8%	21	29.6%	45
Nightclub / music venues	22.0%	154	17.4%	20	29.9%	31	17.0%	19	26.6%	41	10.2%	7	24.3%	37
Tenpin bowling / gaming	21.3%	149	16.9%	19	24.7%	26	18.3%	20	23.5%	36	24.4%	16	20.8%	32
Indoor / soft play	10.2%	71	19.7%	22	8.3%	9	5.2%	6	4.8%	7	8.4%	6	14.4%	22
Trampoline park	10.0%	70	15.1%	17	7.5%	8	9.3%	10	5.7%	9	8.6%	6	13.3%	20
Bingo	5.8%	40	8.9%	10	1.5%	2	3.2%	4	3.6%	6	2.9%	2	11.5%	18
(None of these)	6.3%	44	6.3%	7	3.3%	3	9.4%	10	3.0%	5	8.2%	5	8.4%	13
(Don't know)	0.7%	5	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Weighted base:		700		113		103		111		153		67		152
Sample:		700		110		100		110		140		100		140

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q42 Where did you or your family last visit the cinema?</b>														
<i>Asked to those that visit the cinema at Q41</i>														
<b>Zone 1</b>														
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Broughton Astley Village Centre	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Great Glen Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Harborough Theatre, Church Square, Market Harborough, LE16 7NB	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Market Harborough Town Centre	1.6%	6	0.0%	0	0.0%	0	1.7%	1	4.6%	4	1.9%	1	0.0%	0
<b>Zone 5</b>														
Brixworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Desborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>														
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4
Cineworld, Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	4.7%	17	26.1%	15	2.7%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Cineworld, Rushden Lakes Shopping Centre, Northampton Road, Rushden, NN10 6FA	3.4%	12	1.6%	1	0.0%	0	0.0%	0	0.0%	0	9.7%	3	10.5%	8
Cineworld, Sixfields Leisure, Weedon Road, Northampton, NN5 5QJ	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	5	0.0%	0
Cineworld, The Crescent, Station Road, Hinckley, LE10 1AW	1.7%	6	4.1%	2	7.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby Town Centre	0.9%	3	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Hinckley Town Centre	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.6%	0
Leicester City Centre	1.5%	5	4.8%	3	0.9%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Filmhouse, Derngate, Northampton, NN1 1TU	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0
Northampton Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.5%	1
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Bermuda Park, St Davids Way, Nuneaton, CV10 7SD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Odeon, Bolebridge Street, Tamworth, B79 7PB	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Odeon, Cattle Market, Loughborough, LE11 3DL	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Freemans Park, Aylestone Road, Leicester, LE2 7LB	9.4%	33	9.7%	6	8.4%	4	29.1%	14	10.4%	10	0.0%	0	0.0%	0
Odeon, Kings Head Walk,	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Chelmsford, CM2 6FH														
Odeon, Pegasus Court, Kettering, NN15 6XS	16.8%	59	0.0%	0	0.0%	0	1.7%	1	21.8%	20	6.3%	2	48.2%	36
Phoenix Cinema and Art Centre, Phoenix Square, Midland Streer, Leicester, LE1 1TG	1.8%	6	0.0%	0	6.6%	3	5.1%	2	0.0%	0	2.5%	1	0.0%	0
Piccadilly Cinema, Green Laen Road, Leicester, LE5 3TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regal Cinema, King Street, Melton Mowbray, LE13 1XA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.6%	0
Ritz Cinema, King Street, Belper, DE56 1QA	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	2.3%	8	8.3%	5	0.0%	0	0.0%	0	2.7%	3	2.5%	1	0.0%	0
Savoy Cinema, Parkland Gateway, George Street, Corby, NN17 1QG	15.7%	56	0.0%	0	0.0%	0	17.2%	8	25.0%	23	6.2%	2	29.4%	22
Showcase, Gielgud Way, Walsgrave on Sowe, Coventry, CV2 2SZ	2.1%	7	4.5%	3	0.9%	0	0.0%	0	2.5%	2	6.2%	2	0.0%	0
Showcase, Highcross Lane, Leicester, LE1 4SD	9.7%	34	7.8%	4	8.8%	4	12.9%	6	17.6%	16	0.0%	0	4.1%	3
Uppingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Meridian Leisure Park, Leicester, LE19 1JZ	13.1%	46	20.0%	11	52.9%	25	18.8%	9	0.4%	0	0.0%	0	0.0%	0
Vue, Sol Central, Northampton, NN1 2RN	2.8%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	28.1%	9	0.0%	0
Vue, The, Grafton Centre, Cambridge, CB1 1PS	0.6%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0
(Don't know / can't remember)	4.9%	17	8.4%	5	1.8%	1	7.2%	4	8.9%	8	0.0%	0	0.0%	0
Weighted base:	353		57		48		49		93		32		75	
Sample:	285		45		40		48		62		40		50	

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q43 Where did you or your family last visit the theatre?</b>														
<i>Asked to those that visit the theatre at Q41</i>														
<b>Zone 1</b>														
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilworth House Theatre, Lutterworth Road, North Kilworth, Lutterworth, LE17 6JE	1.6%	5	1.8%	1	1.0%	0	0.7%	0	3.4%	3	1.5%	1	0.6%	0
Lutterworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Broughton Astley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Great Glen Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nevill Holt Opera, Drayton Road, Nevill Holt, LE16 8EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Harborough Theatre, Church Square, Market Harborough, LE16 7NB	9.0%	31	0.6%	0	1.0%	0	9.3%	5	29.2%	23	3.8%	2	0.6%	0
Market Harborough Town Centre	1.1%	4	0.6%	0	0.0%	0	0.0%	0	3.7%	3	1.5%	1	0.0%	0
The Market Harborough Youth Theatre, Compass Point Business Park, Northampton Road, Market Harborough, LE16 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>														
Brixworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Desborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>														
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgrade Theatre, Belgrade Square, Corporation Street, Coventry, CV1 1GS	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	1.6%	5	0.0%	0	3.5%	2	0.0%	0	3.4%	3	0.0%	0	1.7%	1
Bonkers Playhouse Victoria Street, Kettering, NN16 0BU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Theatre, Castle Way, Wellingborough, NN8 1XA	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.6%	0
Central London / West End	23.7%	80	40.2%	21	18.9%	9	9.8%	5	15.6%	12	28.4%	11	32.1%	22
Corby Town Centre	1.4%	5	0.0%	0	0.0%	0	0.7%	0	0.4%	0	0.0%	0	5.8%	4
Coventry City Centre	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curve Theatre, Rutland Street, Leicester, LE1 1SB	27.2%	92	14.6%	8	40.7%	18	36.4%	20	27.5%	21	14.1%	6	27.7%	19
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
De Montfort Hall, Granville Road, Leicester, LE1 7RU	1.7%	6	1.2%	1	1.9%	1	6.1%	3	0.0%	0	0.8%	0	0.6%	0
Hinckley Concordia Theatre, Stockwell Head, Hinckley, LE10 1RE	0.6%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.4%	1	0.6%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunstanton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Kettering Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Key Theatre, Embankment Road, Peterborough, PE1 1EF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Leicester City Centre	3.2%	11	6.5%	3	8.9%	4	4.8%	3	0.4%	0	0.0%	0	0.6%	0
Leicester Haymarket Theatre, Garrick Walk, Leicester, LE1 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lighthouse Theatre, Thurston Drive, Kettering, NN15 6PB	1.8%	6	0.0%	0	0.0%	0	0.7%	0	3.2%	3	0.0%	0	4.8%	3
Manchester City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Milton Keynes City Centre	0.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
MMC Venue, Leicester Road, Mountsorrel, Loughborough, LE12 7DB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	5.8%	20	5.3%	3	0.0%	0	0.0%	0	0.0%	0	27.5%	11	8.8%	6
Nottingham City Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.8%	0	0.0%	0
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Cinema and Art Centre, Phoenix Square, Midland Street, Leicester, LE1 1TG	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Royal & Deragate, Guildhall Road, Northampton, NN1 1DP	2.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	4	7.4%	5
Royal Shakespeare Theatre, Waterside, Stratford-upon-Avon, CV37 6BB	1.4%	5	1.2%	1	8.5%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Rugby Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Shrewsbury Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Stanford on Avon Village Centre	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Sue Townsend Theatre, Upper Brown Street, Leicester, LE1 5TE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
The Core, George Street, Corby, NN17 1QG	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
The Deco, Abington Square, Northampton, NN1 4AE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
The Little Theatre, Dover Street, Leicester, LE1 6PW	3.9%	13	3.9%	2	2.9%	1	16.3%	9	0.4%	0	0.0%	0	0.6%	0
The Radlett Centre, Aldenharn Avenue, Radlett, WD7 8HL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
The Y Theatre, East Street, Leicester, LE1 6EY	1.1%	4	0.0%	0	8.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatretrain, Brockington College, Blaby Road, Enderby, Leicester, LE19 4AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham Theatre, Stockerston Road, Uppingham, LE15 9UD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre	0.8%	3	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.7%	19	8.6%	4	1.9%	1	7.8%	4	11.5%	9	1.5%	1	0.0%	0
Weighted base:		339		52		45		56		78		39		69
Sample:		344		46		47		65		70		58		58

Weighted:

April 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>Q44 Where did you or your family last visit a pub / bar?</b>														
<i>Asked to those that visit pubs and bars at Q41</i>														
<b>Zone 1</b>														
Bitteswell Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Claybrooke Magna Village Centre	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elms, St John's Business Park, Lutterworth, LE17 4HB	0.5%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton Village Centre	1.3%	6	3.9%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Husbands Bosworth Village Centre	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilworth House Hotel, Lutterworth Road, Lutterworth, LE17 6JE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Town Centre	5.4%	24	27.1%	19	3.2%	2	0.0%	0	0.0%	0	6.0%	3	0.0%	0
North Kilworth Village Centre	0.7%	3	3.9%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Kilworth Village Centre	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swinford Village Centre	0.8%	4	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Unicorn Inn, Church Street, Lutterworth, LE17 4AE	0.5%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Wharf Inn, Welford Road, Welford, NN6 6JQ	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Centre	0.8%	3	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walcote Village Centre	1.1%	5	6.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton Village Centre	0.6%	3	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Arnesby Village Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Village Centre	3.8%	17	0.4%	0	26.1%	16	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Bruntingthorpe Village Centre	0.6%	3	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunton Bassett Village Centre	0.5%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.4%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leire Village Centre	0.5%	2	0.4%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peatling Magna Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peatling Parva Village Centre	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saddington Village Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Shearsby Village Centre	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Burton Overy Village Centre	0.4%	2	0.0%	0	0.0%	0	2.4%	2	0.3%	0	0.0%	0	0.0%	0
Church Langton Village Centre	1.1%	5	0.0%	0	0.7%	0	1.3%	1	3.1%	3	0.0%	0	0.0%	0
East Langton Village Centre	0.8%	3	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.7%	0	0.0%	0
Fox Pond, Glen Rise, Oadby, LE2 4RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foxton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.3%	0	0.0%	0	0.0%	0
Great Easton Village Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Great Glen Village Centre	0.6%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Gumley Village Centre	0.4%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	0.6%	3	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Langton Inn, Melton Road, West Langton, LE16 7FD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lubenham Village Centre	0.4%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.7%	0	0.0%	0
McDonald's, Melton Road, West Langton, LE16 7FD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medbourne Village Centre	1.3%	6	0.0%	0	0.0%	0	3.5%	2	0.8%	1	0.0%	0	3.3%	3
Nevill Holt Opera, Market Harborough, LE16 8EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smeeton Westerby Village Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
The Bell, Main Street, Burton Overy, Leicester, LE8 9DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
The Langton Greenhouse and Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0	0.0%	0	0.0%	0	0.0%
Thorpe Langton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.8%
Tur Langton Village Centre	0.1%	0	0.0%	0	0.6%	0	0.0%
Welham Village Centre	0.3%	1	0.0%	0	1.9%	1	0.0%
Wistow Maze, Kibworth Road, Leicester, LE8 0QF	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 4</b>							
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Bowden Village Centre	0.9%	4	0.0%	0	0.0%	0	0.6%
Harborough Community Church, Bath Street, Market Harborough, LE16 9JL	0.0%	0	0.0%	0	0.0%	0	0.0%
Market Harborough Town Centre	30.9%	136	12.1%	9	1.4%	1	20.5%
Roebuck, Rockingham Road, Market Harborough, LE16 7XY	0.1%	0	0.0%	0	0.0%	0	0.0%
The Cherry Tree, Church Walk, Market Harborough, LE16 8AE	0.0%	0	0.0%	0	0.0%	0	0.0%
The Royalist, Western Avenue, Market Harborough, LE16 9PL	0.3%	1	0.0%	0	0.0%	0	1.1%
<b>Zone 5</b>							
Arthingworth Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
Brixworth Village Centre	1.7%	7	0.0%	0	0.0%	0	0.0%
Clipston Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
Creaton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Oxendon Village Centre	0.3%	1	0.0%	0	0.0%	0	0.3%
Kelmarsh Show, Kelmarsh Hall, Main Road, Kelmarsh, Northampton, NN6 9LY	0.0%	0	0.0%	0	0.0%	0	0.0%
Lampport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Maidwell Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%
Sibbertoft Village Centre	0.2%	1	0.0%	0	0.0%	0	0.6%
Thornby Village Centre	0.6%	3	3.9%	3	0.0%	0	0.0%
Waterloo Cottage Shop, Harborough Road, Great Oxendon, LE16 8NA	0.0%	0	0.0%	0	0.0%	0	0.0%
Welford Village Centre	0.3%	1	1.2%	1	0.0%	0	0.0%
<b>Zone 6</b>							
Ashley Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%
Braybrooke Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%
Cransley Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
Desborough Town Centre	3.8%	17	2.9%	2	0.0%	0	0.0%
Harrington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Loddington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Miller & Carter, Wood Avenue, Kettering, NN14 1UD	0.0%	0	0.0%	0	0.0%	0	0.0%
Pipewell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothwell Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%
Rushton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%
Stoke Albany Village Centre	0.4%	2	0.0%	0	0.0%	0	0.3%
Weston by Welland Village Centre	0.7%	3	0.0%	0	0.7%	0	0.0%
Wilbarston Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%
<b>Outside Survey Area</b>							
Acton Trussell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Alfriston Village Centre	0.1%	0	0.0%	0	0.0%	0	0.7%
Anstey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Baginton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Banbury Town Centre	0.7%	3	0.0%	0	5.0%	3	0.0%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Barton Seagrave Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckworth Emporium, Glebe Road, Northampton, NN6 0DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Big Church Festival, Wiston House, Wilton Park, Steyning, BN44 3DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.5%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaby Village Centre	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blakeney Village Centre	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boughton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Braintree Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton District Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Brown's Cafe Bistro, Allandale Road, Stoneygate, Leicester, LE2 2DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham Market Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	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	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.7%	0	0.0%	0
Chapel Brampton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Chequered Flag, Causeway Road, Corby, NN17 4DU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Clarendon Park Local Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.3%	2
Cosby Golf Club, Chapel Lane, Cosby, LE9 1RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Countesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne Town Centre	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Crick Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Cropston Village Centre	0.7%	3	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Cross Point Retail Park, Coventry, CV2 2SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
De Montfort Hall, Granville Road, Leicester, LE1 7RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elmesthorpe Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Enderby Village Centre	0.7%	3	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HY	0.5%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Glen Gorse Golf Club, Glen Road, Oadby, Leicester, LE2 4RF	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Great Oakley Local Centre, Corby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Great Yarmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Farm, Barton Close, Leicester, LE19 1SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harvester, Meridian Business Park, Thorpe Astley, Leicester, LE19 1LU	0.6%	3	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	1.4%	6	1.2%	1	5.0%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Holcot Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunstanton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Ironbridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jackson Stops Inn, Rookery Lane, Stretton, Oakham, LE15 7RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Golf Club, Broughton, Kettering, NN15 6XA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Kettering Retail Park, Pegasus Court, Kettering, NN15 6XS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Town Centre	4.0%	17	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	19.9%	17
Kilby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsthorpe Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	1.3%	6	0.0%	0	3.7%	2	1.7%	1	2.2%	3	0.0%	0	0.0%	0
Lighthouse Theatre, Thurston Drive, Kettering, NN15 6PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Bosworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meridian Leisure Park, Lubbesthorpe Way, Leicester, LE19 1JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Miller & Carter, Watling Street, Burbage, Hinckley, LE10 2JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Holt Road, Cromer, NR27 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrel Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Pendigo Way, Marston Green, Birmingham, B40 1NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Saints, Weedon Road, Northampton, NN5 5BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.9%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	6.8%	3	0.5%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Owl, Glen Road, Oadby, Leicester, LE2 4PE	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	1.5%	6	3.9%	3	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakley Hay, Little Colliers Field, Great Oakley, NN18 9TJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Old Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overstone Park Resort, Billing Lane, Overstone, Northampton, NN6 0AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, St Johns, Enderby, Leicester, LE19 2BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pesto at the Axe & Compass, Five Ways, Wolvey, LE10 3HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Pitsford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poppy Field Farm, Telstar Way, Northampton, NN5 6GT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pytchley Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Quorn Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Ravensthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Riverside Retail Park, Marquee Drive, Northampton, NN3 9HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Royal & Dergate, Guildhall Road, Northampton, NN1 1DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Rugby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sapcote Garden Centre, Hinckley Road, Sapcote, LE9 4LG	0.0%	0	0.0%	0	0.0%	0	0.0%
Shanklin Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sharnford Village Centre	0.9%	4	0.4%	0	6.2%	4	0.0%
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Silk Willoughby Village Centre	0.1%	0	0.0%	0	0.7%	0	0.0%
Sixfields Leisure, Weedon Road, Northampton, NN5 5QJ	0.1%	1	0.0%	0	0.0%	0	1.3%
Skegness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Small Heath Amateur Gardeners Social Club, Hob Moor Road, Birmingham, B10 9BS	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerby Village Centre	0.1%	0	0.0%	0	0.0%	0	0.6%
Spice Bazaar, Welford Road, Leicester, LE2 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%
Spratton Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%
St Albans City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stamford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoke Bruerne Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
Stoney Stanton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford-upon-Avon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Strath Tummel Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
Tamworth Arms, Lichfield Street, Tamworth, B79 7QL	0.3%	1	0.0%	0	0.0%	0	1.7%
Telford Lodge, Rothwell Road, Kettering, NN16 8FX	0.0%	0	0.0%	0	0.0%	0	0.0%
The Bracebridge, Sutton Park, A454, Sutton Coldfield, B74 2YR	0.0%	0	0.0%	0	0.0%	0	0.0%
The Foxburrow, Yarmouth Road, Lowestoft, NR32 4AA	0.9%	4	0.0%	0	6.2%	4	0.0%
The French Partridge, Newport Pagnell Road, Horton, Northampton, NN7 2AP	0.0%	0	0.0%	0	0.0%	0	0.0%
The Hedgehog, Stafford Road, Lichfield, WS13 8JB	0.1%	0	0.4%	0	0.0%	0	0.0%
The Old Horse, London Road, Leicester, LE2 1NE	0.7%	3	0.0%	0	0.0%	0	4.6%
The Samuel Lloyd, Rockingham Leisure Park, Rockingham Road, Corby, NN17 4AP	0.3%	1	0.0%	0	0.0%	0	1.7%
The Tuning Fork, Dollman Road, Houlton Way, Rugby, CV23 1AL	0.0%	0	0.0%	0	0.0%	0	0.0%
The White Swan, Main Street, Woodnewton, Peterborough, PE8 5EB	0.7%	3	0.0%	0	0.0%	0	0.0%
The Windhover, Brampton Lane, Chapel Brampton, Northampton, NN6 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Trading Post, Bignal Court, Kettering, NN15 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%
Unit Nine MK, Bridgeturn Avenue, Wolverton, Milton Keynes, MK12 5QL	0.0%	0	0.0%	0	0.0%	0	0.0%

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Uppingham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Rugby Club, Cut Throat Lane, Wellingborough, NN29 7TZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Wellingborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wells-next-the-Sea Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone Golf Course, Cambridge Road, Cosby, LE9 1SJ	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone Village Centre	1.2%	5	0.0%	0	4.5%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolvey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.7%	3	0.0%	0	0.7%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.7%	25	4.8%	3	0.0%	0	8.1%	5	8.1%	9	14.1%	6	1.0%	1
Weighted base:	440	71	62	64	113	45	86							
Sample:	386	57	52	64	87	53	73							

Weighted:

April 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>Q45 Where did you or your family last eat out?</b>														
<i>Asked to those that visit restaurants at Q41</i>														
<b>Zone 1</b>														
Bitteswell Village Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claybrooke Magna Village Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elms, St John's Business Park, Lutterworth, LE17 4HB	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton Village Centre	0.6%	3	1.6%	1	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0
Husbands Bosworth Village Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilworth House Hotel, Lutterworth Road, Lutterworth, LE17 6JE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Lutterworth Town Centre	3.4%	19	19.3%	17	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Kilworth Village Centre	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Palmers, Lutterworth Road, Ullesthorpe, LE17 5DR	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Kilworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swinford Village Centre	0.5%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Unicorn Inn, Church Street, Lutterworth, LE17 4AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Wharf Inn, Welford Road, Welford, NN6 6JQ	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Centre	0.7%	4	3.2%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walcote Village Centre	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton Village Centre	0.5%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Arnesby Village Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Astley Village Centre	3.8%	22	4.0%	4	21.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bruntingthorpe Village Centre	0.9%	5	1.3%	1	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunton Bassett Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leire Village Centre	0.3%	2	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peatling Magna Village Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peatling Parva Village Centre	0.7%	4	0.0%	0	1.0%	1	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Saddington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shearsby Village Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Burton Overy Village Centre	0.3%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Church Langton Village Centre	0.8%	4	0.0%	0	0.5%	0	1.0%	1	2.3%	3	0.0%	0	0.0%	0
East Langton Village Centre	0.5%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.6%	0	0.0%	0
Fox Pond, Glen Rise, Oadby, LE2 4RG	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Foxtan Village Centre	1.1%	6	0.9%	1	0.0%	0	2.3%	2	2.1%	3	0.0%	0	0.4%	0
Great Easton Village Centre	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Great Glen Village Centre	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.3%	0	0.0%	0	0.0%	0
Gumley Village Centre	0.4%	2	0.0%	0	0.0%	0	1.3%	1	0.9%	1	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	1.9%	11	0.0%	0	0.0%	0	12.6%	11	0.0%	0	0.6%	0	0.0%	0
Langton Inn, Melton Road, West Langton, LE16 7FD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Lubenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McDonald's, Melton Road, West Langton, LE16 7FD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Medbourne Village Centre	0.8%	4	0.0%	0	0.0%	0	1.3%	1	0.3%	0	0.0%	0	2.3%	3
Nevill Holt Opera, Market Harborough, LE16 8EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smeeton Westerby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bell, Main Street, Burton Overy, Leicester, LE8 9DL	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
The Langton Greenhouse and Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0		
Thorpe Langton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tur Langton Village Centre	0.3%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.0%	1
Welham Village Centre	0.3%	2	0.0%	0	1.4%	1	0.5%	0	0.0%	0	0.6%	0	0.0%	0
Wistow Maze, Kibworth Road, Leicester, LE8 0QF	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.4%	2	0.0%	0	0.0%	0	0.5%	0	0.5%	1	0.0%	0	1.1%	1
Great Bowden Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	2.6%	3
Harborough Community Church, Bath Street, Market Harborough, LE16 9JL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Market Harborough Town Centre	27.8%	157	14.7%	13	6.6%	6	13.7%	11	64.8%	89	18.1%	10	24.1%	29
Roebuck, Rockingham Road, Market Harborough, LE16 7XY	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	3.5%	4
The Cherry Tree, Church Walk, Market Harborough, LE16 8AE	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royalist, Western Avenue, Market Harborough, LE16 9PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>														
Arthingworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixworth Village Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0
Clipston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creaton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Great Oxendon Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	0	4.4%	2	0.0%	0
Kelmarsh Show, Kelmarsh Hall, Main Road, Kelmarsh, Northampton, NN6 9LY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampport Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Maidwell Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sibbertoft Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornby Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Waterloo Cottage Shop, Harborough Road, Great Oxendon, LE16 8NA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Welford Village Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.2%	4
<b>Zone 6</b>														
Ashley Village Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Braybrooke Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Cransley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Desborough Town Centre	0.6%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Harrington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loddington Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Miller & Carter, Wood Avenue, Kettering, NN14 1UD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Pipewell Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Rothwell Town Centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	8
Rushton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Stoke Albany Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Weston by Welland Village Centre	1.1%	6	0.0%	0	0.5%	0	1.0%	1	0.0%	0	0.0%	0	4.2%	5
Wilbarston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>														
Acton Trussell Village Centre	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alfriston Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Anstey Village Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baginton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Banbury Town Centre	0.5%	3	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Barton Seagrave Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Beckworth Emporium, Glebe Road, Northampton, NN6 0DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Big Church Festival, Wiston House, Wilton Park, Steyning, BN44 3DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.6%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.3%	3
Blaby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blakeney Village Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brown's Cafe Bistro, Allandale Road, Stoneygate, Leicester, LE2 2DA	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Burnham Market Village Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	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	1.4%	8	3.1%	3	0.5%	0	1.3%	1	2.2%	3	0.6%	0	0.4%	0
Chapel Brampton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.4%	0
Chequered Flag, Causeway Road, Corby, NN17 4DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Clarendon Park Local Centre, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby Town Centre	1.9%	11	0.0%	0	0.0%	0	3.2%	3	1.8%	3	0.0%	0	4.6%	6
Cosby Golf Club, Chapel Lane, Cosby, LE9 1RG	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Countesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cropston Village Centre	0.5%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Cross Point Retail Park, Coventry, CV2 2SZ	0.5%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
De Montfort Hall, Granville Road, Leicester, LE1 7RU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elmesthorpe Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Enderby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HY	1.5%	8	2.5%	2	5.1%	4	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Foston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Glen Gorse Golf Club, Glen Road, Oadby, Leicester, LE2 4RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oakley Local Centre, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Grove Farm, Barton Close, Leicester, LE19 1SJ	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harvester, Meridian Business Park, Thorpe Astley, Leicester, LE19 1LU	0.5%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.6%	4	0.9%	1	0.5%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Holcot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunstanton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ironbridge Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Jackson Stops Inn, Rookery Lane, Stretton, Oakham, LE15 7RA	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.4%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Golf Club, Broughton, Kettering, NN15 6XA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Pegasus Court, Kettering, NN15 6XS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Kettering Town Centre	3.0%	17	2.5%	2	0.0%	0	0.0%	0	0.3%	0	0.0%	0	11.9%	14
Kilby Village Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsthorpe Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Leeds City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Leicester City Centre	5.0%	28	10.5%	9	2.8%	2	9.9%	8	5.4%	7	1.5%	1	0.0%	0
Lighthouse Theatre, Thurston Drive, Kettering, NN15 6PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Market Bosworth Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meridian Leisure Park, Lubbesthorpe Way, Leicester, LE19 1JZ	0.5%	3	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Miller & Carter, Watling Street, Burbage, Hinckley, LE10 2JQ	0.4%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Morrisons Superstore, Holt Road, Cromer, NR27 9SW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Mountsorrel Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Narborough Village Centre	0.1%	1	0.3%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Pendigo Way, Marston Green, Birmingham, B40 1NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.4%	0
Northampton Saints, Weedon Road, Northampton, NN5 5BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	3.0%	17	0.0%	0	0.0%	0	0.0%	0	3.3%	5	10.9%	6	5.5%	7
Nottingham City Centre	0.8%	4	2.5%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Nuneaton Town Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Owl, Glen Road, Oadby, Leicester, LE2 4PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	0.3%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Oakley Hay, Little Colliers Field, Great Oakley, NN18 9TJ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Old Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Overstone Park Resort, Billing Lane, Overstone, Northampton, NN6 0AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Palmers, St Johns, Enderby, Leicester, LE19 2BS	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pesto at the Axe & Compass, Five Ways, Wolvey, LE10 3HG	0.6%	3	3.1%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	0.9%	5	0.0%	0	0.0%	0	3.2%	3	1.7%	2	0.0%	0	0.0%	0
Pitsford Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Poppy Field Farm, Telstar Way, Northampton, NN5 6GT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Pytchley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Ravensthorpe Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Retford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Riverside Retail Park, Marquee Drive, Northampton, NN3 9HY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Royal & Dergate, Guildhall Road, Northampton, NN1 1DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sapcote Garden Centre, Hinckley Road, Sapcote, LE9 4LG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Shanklin Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Sharnford Village Centre	0.7%	4	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silk Willoughby Village Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Leisure, Weedon Road, Northampton, NN5 5QJ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0
Skegness Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Small Heath Amateur Gardeners Social Club, Hob Moor Road, Birmingham, B10 9BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spice Bazaar, Welford Road, Leicester, LE2 6EH	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Spratton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans City Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Bruerne Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Stoney Stanton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strath Tummel Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tamworth Arms, Lichfield Street, Tamworth, B79 7QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Lodge, Rothwell Road, Kettering, NN16 8FX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
The Bracebridge, Sutton Park, A454, Sutton Coldfield, B74 2YR	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
The Foxburrow, Yarmouth Road, Lowestoft, NR32 4AA	0.7%	4	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The French Partridge, Newport Pagnell Road, Horton, Northampton, NN7 2AP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
The Hedgehog, Stafford Road, Lichfield, WS13 8JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Old Horse, London Road, Leicester, LE2 1NE	0.5%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
The Samuel Lloyd, Rockingham Leisure Park, Rockingham Road, Corby, NN17 4AP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
The Tuning Fork, Dollman Road, Houlton Way, Rugby, CV23 1AL	0.2%	1	0.9%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The White Swan, Main Street, Woodnewton, Peterborough, PE8 5EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Windhover, Brampton Lane, Chapel Brampton, Northampton, NN6 8AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Trading Post, Bignal Court, Kettering, NN15 7RH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Unit Nine MK, Bridgeturn Avenue, Wolverton, Milton Keynes, MK12 5QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Uppingham Town Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wellingborough Rugby Club, Cut Throat Lane, Wellingborough, NN29 7TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wells-next-the-Sea Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone Golf Course, Cambridge Road, Cosby, LE9 1SJ	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone Village Centre	1.0%	5	0.0%	0	3.4%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.4%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolvey Village Centre	0.4%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
(Don't know / can't remember)	7.8%	44	3.9%	3	4.1%	3	12.8%	11	7.9%	11	6.8%	4	10.3%	12
Weighted base:	566	90		83		84		137		53		120		
Sample:	536	76		79		83		114		75		109		

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q46 Where did you or your family last visit a nightclub / live music venue?</b>							
<i>Asked to those that visit nightclubs or live music venues at Q41</i>							
<b>Zone 1</b>							
Bitteswell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Claybrooke Magna Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Elms, St John's Business Park, Lutterworth, LE17 4HB	0.0%	0	0.0%	0	0.0%	0	0.0%
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kilworth House Hotel, Lutterworth Road, Lutterworth, LE17 6JE	0.8%	1	0.0%	0	2.8%	1	2.2%
Lutterworth Town Centre	0.5%	1	1.6%	0	1.4%	0	0.0%
North Kilworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Palmers, Lutterworth Road, Ullesthorpe, LE17 5DR	0.0%	0	0.0%	0	0.0%	0	0.0%
South Kilworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Swinford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
The Unicorn Inn, Church Street, Lutterworth, LE17 4AE	0.0%	0	0.0%	0	0.0%	0	0.0%
The Wharf Inn, Welford Road, Welford, NN6 6JQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Walcote Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 2</b>							
Arnesby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughton Astley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Bruntingthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunton Bassett Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leire Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Peatling Magna Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Peatling Parva Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Saddington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Shearsby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 3</b>							
Burton Overy Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Church Langton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
East Langton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fox Pond, Glen Rise, Oadby, LE2 4RG	0.0%	0	0.0%	0	0.0%	0	0.0%
Foxtan Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Easton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Glen Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Gumley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kibworth Beauchamp Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Langton Inn, Melton Road, West Langton, LE16 7FD	0.0%	0	0.0%	0	0.0%	0	0.0%
Lubenham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
McDonald's, Melton Road, West Langton, LE16 7FD	0.0%	0	0.0%	0	0.0%	0	0.0%
Medbourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Nevill Holt Opera, Market Harborough, LE16 8EG	0.7%	1	0.0%	0	0.0%	0	0.0%
Smeeton Westerby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
The Bell, Main Street, Burton Overy, Leicester, LE8 9DL	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
The Langton Greenhouse and Garden Centre, Melton Road, Market Harborough, LE16 7TG	0.0%	0	0.0%	0	0.0%	0	0.0%
Thorpe Langton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Tur Langton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Welham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wistow Maze, Kibworth Road, Leicester, LE8 0QF	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 4</b>							
Farndon Fields Farm Shop, Farndon Road, Market Harborough, LE16 9NP	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Bowden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Harborough Community Church, Bath Street, Market Harborough, LE16 9JL	0.0%	0	0.0%	0	0.0%	0	0.0%
Market Harborough Town Centre	1.0%	1	0.0%	0	0.0%	0	2.6%
Roebuck, Rockingham Road, Market Harborough, LE16 7XY	0.0%	0	0.0%	0	0.0%	0	0.0%
The Cherry Tree, Church Walk, Market Harborough, LE16 8AE	0.0%	0	0.0%	0	0.0%	0	0.0%
The Royalist, Western Avenue, Market Harborough, LE16 9PL	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 5</b>							
Arthingworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Brixworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Clipston Village Centre	0.2%	0	0.0%	0	0.0%	0	4.4%
Creaton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Oxendon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kelmarsh Show, Kelmarsh Hall, Main Road, Kelmarsh, Northampton, NN6 9LY	0.6%	1	0.0%	0	0.0%	0	2.3%
Lampport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Maidwell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sibbertoft Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Thornby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterloo Cottage Shop, Harborough Road, Great Oxendon, LE16 8NA	0.0%	0	0.0%	0	0.0%	0	0.0%
Welford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Ashley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Braybrooke Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cransley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Desborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Harrington Village Centre	0.3%	0	0.0%	0	0.0%	0	2.2%
Loddington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Miller & Carter, Wood Avenue, Kettering, NN14 1UD	0.0%	0	0.0%	0	0.0%	0	0.0%
Pipewell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Rushton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoke Albany Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Weston by Welland Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wilbarston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Survey Area</b>							
Acton Trussell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Alfriston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Anstey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Baginton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Banbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Barton Seagrave Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckworth Emporium, Glebe Road, Northampton, NN6 0DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Big Church Festival, Wiston House, Wilton Park, Steyning, BN44 3DZ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	0.0%	0
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	11.9%	18	17.2%	3	7.4%	2	5.9%	1	3.1%	1	8.9%	1	26.1%	10
Blaby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blakeney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brown's Cafe Bistro, Allandale Road, Stoneygate, Leicester, LE2 2DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham Market Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.7%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.3%	2	0.0%	0	1.4%	0	0.0%	0	2.3%	1	8.9%	1	0.0%	0
Chapel Brampton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chequered Flag, Causeway Road, Corby, NN17 4DU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarendon Park Local Centre, Leicester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	0.0%	0
Corby Town Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Cosby Golf Club, Chapel Lane, Cosby, LE9 1RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Countesthorpe Village Centre	0.3%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewkerne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cropston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Point Retail Park, Coventry, CV2 2SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
De Montfort Hall, Granville Road, Leicester, LE1 7RU	2.1%	3	0.0%	0	2.8%	1	8.1%	2	2.3%	1	0.0%	0	0.0%	0
Elmesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enderby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glen Gorse Golf Club, Glen Road, Oadby, Leicester, LE2 4RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oakley Local Centre, Corby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grove Farm, Barton Close, Leicester, LE19 1SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harvester, Meridian Business Park, Thorpe Astley, Leicester, LE19 1LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holcot Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunstanton Town Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Ironbridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jackson Stops Inn, Rookery Lane, Stretton, Oakham, LE15 7RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Golf Club, Broughton, Kettering, NN15 6XA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Retail Park, Pegasus Court, Kettering, NN15 6XS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Town Centre	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	6
Kilby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsthorpe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	33.0%	51	60.4%	12	45.6%	14	22.4%	4	47.5%	19	0.0%	0	3.5%	1
Lighthouse Theatre, Thurston Drive, Kettering, NN15 6PB	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3
Manton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Bosworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meridian Leisure Park, Lubbesthorpe Way, Leicester, LE19 1JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Miller & Carter, Watling Street, Burbage, Hinckley, LE10 2JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Holt Road, Cromer, NR27 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountsorrel Village Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Exhibition Centre, Pendigo Way, Marston Green, Birmingham, B40 1NT	1.3%	2	10.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Saints, Weedon Road, Northampton, NN5 5BG	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0
Northampton Town Centre	5.8%	9	0.0%	0	1.4%	0	0.0%	0	13.2%	5	33.4%	2	2.3%	1
Nottingham City Centre	1.5%	2	0.0%	0	3.7%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.7%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Owl, Glen Road, Oadby, Leicester, LE2 4PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakley Hay, Little Colliers Field, Great Oakley, NN18 9TJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overstone Park Resort, Billing Lane, Overstone, Northampton, NN6 0AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palmers, St Johns, Enderby, Leicester, LE19 2BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pesto at the Axe & Compass, Five Ways, Wolvey, LE10 3HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	3.5%	5	0.0%	0	0.0%	0	14.4%	3	5.6%	2	0.0%	0	1.2%	0
Pitsford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poppy Field Farm, Telstar Way, Northampton, NN5 6GT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pytchley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quorn Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravensthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Marquee Drive, Northampton, NN3 9HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Royal & Derngate, Guildhall Road, Northampton, NN1 1DP	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	4
Rugby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapcote Garden Centre, Hinckley Road, Sapcote, LE9 4LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shanklin Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharnford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	1.5%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Silk Willoughby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixfields Leisure, Weedon Road, Northampton, NN5 5QJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skegness Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small Heath Amateur Gardeners Social Club, Hob Moor Road, Birmingham, B10 9BS	0.7%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Somerby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spice Bazaar, Welford Road, Leicester, LE2 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spratton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Town Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Stoke Bruerne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoney Stanton Village Centre	0.2%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strath Tummel Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Arms, Lichfield Street, Tamworth, B79 7QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Lodge, Rothwell Road, Kettering, NN16 8FX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bracebridge, Sutton Park, A454, Sutton Coldfield, B74 2YR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Foxburrow, Yarmouth Road, Lowestoft, NR32 4AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The French Partridge, Newport Pagnell Road, Horton, Northampton, NN7 2AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hedgehog, Stafford Road, Lichfield, WS13 8JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Old Horse, London Road, Leicester, LE2 1NE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Samuel Lloyd, Rockingham Leisure Park, Rockingham Road, Corby, NN17 4AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Tuning Fork, Dollman Road, Houlton Way, Rugby, CV23 1AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The White Swan, Main Street, Woodnewton, Peterborough, PE8 5EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Windhover, Brampton Lane, Chapel Brampton, Northampton, NN6 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trading Post, Bignal Court, Kettering, NN15 7RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unit Nine MK, Bridgeturn Avenue, Wolverton, Milton Keynes, MK12 5QL	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Uppingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Rugby Club, Cut Throat Lane, Wellingborough, NN29 7TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.2%	0
Wells-next-the-Sea Town Centre	0.7%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley District Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Whetstone Golf Course, Cambridge Road, Cosby, LE9 1SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whetstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolvey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.2%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	2.0%	3	0.0%	0	0.0%	0	14.4%	3	0.0%	0	0.0%	0	1.2%	0
(Don't know / can't remember)	14.1%	22	7.4%	1	21.1%	7	18.8%	4	11.0%	4	16.3%	1	12.6%	5
Weighted base:	154	20	31	19	41	7	37							
Sample:	128	19	27	15	29	12	26							

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q47 Where did you or your family last go to play bingo?</b>							
<i>Asked to those that visit bingo halls at Q41</i>							
<b>Zone 1</b>							
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lutterworth Town Centre	1.1%	0	0.0%	0	27.3%	0	0.0%
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 2</b>							
Broughton Astley Village Centre	2.1%	1	8.2%	1	0.0%	0	0.0%
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 3</b>							
Great Glen Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kibworth Beauchamp Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 4</b>							
Market Harborough Town Centre	0.9%	0	0.0%	0	0.0%	0	6.2%
The Royalist, Western Aveue, Market Harborough, LE16 9PL	0.9%	0	0.0%	0	0.0%	0	6.2%
<b>Zone 5</b>							
Brixworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Desborough Town Centre	12.4%	5	0.0%	0	0.0%	0	6.2%
Rothwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Survey Area</b>							
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Bingo Loco, Lady's Lane, Northampton, NN1 3AH	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Buzz Bingo, Beaumont Way, Beaumont Leys, Leicester, LE4 1DS	0.0%	0	0.0%	0	0.0%	0	0.0%
Buzz Bingo, Brade Drive, Coventry, CV2 2QQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Buzz Bingo, Radford Road, Coventry, CV6 3BU	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Bingo, George Street, Corby, NN17 1QE	12.6%	5	0.0%	0	0.0%	0	40.6%
Central London / West End	0.0%	0	0.0%	0	0.0%	0	0.0%
Corby Town Centre	16.3%	7	0.0%	0	0.0%	0	0.0%
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Hinckley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kettering Town Centre	1.1%	0	0.0%	0	0.0%	0	0.0%
Leicester City Centre	10.6%	4	0.0%	0	72.7%	1	88.2%
Mecca Bingo, Freeman's Park, Aylestone Road, Leicester, LE2 7LB	28.0%	11	69.6%	7	0.0%	0	0.0%
MERKUR Bingo, Weedon Road, Northampton, NN5 5BG	0.0%	0	0.0%	0	0.0%	0	0.0%
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Northampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Oadby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Palace Bingo, Leicester Road, Bedworth, CV12 8AB	0.0%	0	0.0%	0	0.0%	0	0.0%
Rugby Town Centre	5.6%	2	22.1%	2	0.0%	0	0.0%
Uppingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wellingborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wigston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Others</b>							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
(Don't know / can't remember)	8.7%    3	0.0%    0	0.0%    0	11.7%    0	0.0%    0	0.0%    0	17.6%    3
Weighted base:	40	10	2	4	6	2	18
Sample:	25	5	2	3	5	1	9

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q48 Where did you or your family last go to a health club / gym?</b>							
<i>Asked to those that visit health and fitness facilities at Q41</i>							
<b>Zone 1</b>							
Cross Fit, Gilmorton Road, Lutterworth, LE17 4DY	0.0%	0	0.0%	0	0.0%	0	0.0%
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lift Häus Fitness, Tungsten Park, Bilton Way, Lutterworth, LE17 4HJ	0.4%	1	2.1%	1	0.0%	0	0.0%
Lutterworth Sports Centre, Coventry Road, Lutterworth, LE17 4RB	6.5%	14	27.8%	11	3.2%	1	0.0%
Lutterworth Town Centre	3.8%	8	19.5%	8	1.6%	0	0.0%
Ullesthorpe Court Leisure Club, Frolesworth Road, Ullesthorpe, LE17 5BZ	0.7%	2	2.9%	1	1.6%	0	0.0%
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 2</b>							
Broughton Astley Leisure Centre, Broughton Way, Leicester, LE9 6AZ	5.3%	11	5.7%	2	33.6%	9	0.0%
Broughton Astley Village Centre	0.2%	0	0.0%	0	1.6%	0	0.0%
Fleckney Sports Centre, Leicester Road, Fleckney, Leicester, LE8 8BG	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 3</b>							
Burton Overy Village Centre	0.2%	0	0.0%	0	0.0%	0	1.6%
Great Glen Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%
Kibworth Beauchamp Village Centre	0.2%	0	0.0%	0	0.0%	0	1.6%
<b>Zone 4</b>							
Charlie Fit, Burnmill Road, Market Harborough, LE16 7JG	1.2%	3	0.0%	0	0.0%	0	4.7%
Great Bowden Village Centre	0.5%	1	0.0%	0	0.0%	0	2.0%
Harborough Community Church, Bath Street, Market Harborough, LE16 9JL	0.2%	0	0.0%	0	0.0%	0	0.7%
Harborough Leisure Centre, Northampton Road, Market Harborough, LE16 9HF	19.0%	40	7.1%	3	11.6%	3	19.4%
Market Harborough Town Centre	8.0%	17	2.1%	1	0.0%	0	10.4%
Snap Fitness, Manors Retail Park, Rockingham Road, Market Harborough, LE16 7QE	0.9%	2	0.0%	0	0.0%	0	4.2%
<b>Zone 5</b>							
Arthingworth Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
Brixworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Desborough Leisure Centre, Ironwood Avenue, Desborough, NN14 2JJ	0.9%	2	0.0%	0	0.0%	0	0.7%
Desborough Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%
Montsaye Community Sports Centre, Greening Road, Rothwell, NN14 6JA	0.7%	2	0.0%	0	0.0%	0	0.0%
Rothwell Town Centre	1.5%	3	0.0%	0	0.0%	0	0.0%
Rushton Hall Hotel, Desborough Road, Rushton, NN14 1RR	1.2%	3	0.0%	0	0.0%	0	4.7%
<b>Outside Survey Area</b>							
3d Health & Fitness Corby Gym, Geddington Road, Corby, NN18 8ET	0.2%	0	0.0%	0	0.0%	0	0.0%

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Anytime Fitness, Northfield Avenue, Kettering, NN16 9HU	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Anytime Fitness, Rockingham Leisure Park, Princewood Road, Corby, NN17 4AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anytime Fitness, The Swan Centre, Chapel Street, Rugby, CV21 3EB	1.1%	2	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balance Health Club, Thurston Drive, Kettering, NN15 6PB	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4
Banantyne, Park Farm Industrial Estate, Wallis Close, Wellingborough, NN8 6AG	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3
Banantyne, Welford Road, Leicester, LE2 7AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Bodies Gym, Freehold Street, Northampton, NN2 6EF	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	2	0.0%	0
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaby Village Centre	0.2%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby International Pool, Parkland Gateway, George Street, Corby, NN17 1QG	4.0%	9	0.0%	0	0.0%	0	7.4%	2	5.8%	3	0.0%	0	7.8%	4
Corby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Countesthorpe Village Centre	0.2%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Davenport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Carlton Park, Narborough, Leicester, LE19 0LF	0.7%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0
David Lloyd, Crick Road, Clifton upon Dunsmore, Rugby, CV23 0AB	1.7%	4	7.1%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
David Lloyd, Meridian Leisure Park, Lubbethorpe Way, Leicester, LE19 1JZ	3.1%	7	0.0%	0	24.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derwent Swim & Fitness Centre, Church Street, Norton, Malton, YO17 9HP	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	3	0.0%	0
Enderby Leisure Centre, Mill Lane, Enderby, Leicester, LE19 4LX	0.2%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huncote Leisure Centre, Sports Field Lane, Huncote, LE9 3BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Park Hotel & Spa, Kettering Parkway, Kettering, NN15 6XT	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Kettering Sports Club, Northampton Road, Kettering, NN15 7JX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Kettering Swimming Pool, London Road, Kettering, NN15 7QA	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Kettering Town Centre	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	5
Leicester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LivingWell, Junction Approach, Leicester, LE19 1WQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lodge Park Sports Centre, Shetland Way, Corby,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
NN17 2SG														
Manton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Moulton Leisure Centre, Pitsford Road, Moulton, NN3 7QL	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3	0.0%	0
Moulton Village Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	3	0.0%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Nuffield Health, Junction 1 Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health, Sixfields Leisure, Walter Tull Way, Northampton, NN5 5QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	1.7%	4	0.0%	0	0.0%	0	14.1%	4	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Overstone Park Resort, Billing Lane, Overstone, Northampton, NN6 0AS	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0
Parklands Leisure Centre, Washbrook Lane, Wigston Road, Oadby, LE2 5QG	3.4%	7	0.0%	0	0.0%	0	27.9%	7	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Anne Street, Corby, NN17 1SW	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	4
Rugby Town Centre	1.3%	3	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scraptoft Golf Club, Beeby Road, Leicester, LE7 9SJ	0.5%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Searles Leisure Resort, South Beach Road, Hunstanton, PE36 5BB	0.2%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Simply Gym, Telford Way Industrial Estate, Garrard Way, Kettering, NN16 8TD	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	3	6.8%	3
The Cave Gym, Pasteur Courtyard, Whittle Road, Corby, NN17 5DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Climbing Station, Off Moor Lane, Empress Road, Loughborough, LE11 1RH	0.5%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Roger Bettles Sport Centre, Manor Road, Oadby, Leicester, LE2 2LL	0.5%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
University of Leicester, University Road, Leicester, LE1 7RH	1.5%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0
Uppingham Town Centre	0.2%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wells-next-the-Sea Town Centre	0.5%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Pool & Fitness Centre, Station Road, Wigston, LE18 2DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
You Fit, A428, Northampton, NN6 7XR	1.3%	3	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.3%	15	5.2%	2	4.3%	1	1.6%	0	10.1%	5	0.0%	0	14.3%	6
Weighted base:	211	39		27		26		53		21		45		
Sample:	160	25		23		25		33		22		32		

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q49 Where did you or your family last go for indoor / soft play?</b>							
<i>Asked to those that visit soft play venues at Q41</i>							
<b>Zone 1</b>							
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lutterworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 2</b>							
Broughton Astley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 3</b>							
Great Glen Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kibworth Beauchamp Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Windmill Adventure Play, Langton Road, Kibworth Harcourt, LE8 0PR	0.6%	0	0.0%	0	7.2%	0	0.0%
<b>Zone 4</b>							
Market Harborough Town Centre	12.0%	9	0.0%	0	47.0%	3	0.0%
Mini Mischiefs, Rockingham Road, Market Harborough, LE16 7BA	38.7%	28	30.7%	7	35.9%	3	38.5%
<b>Zone 5</b>							
Brixworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Desborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Survey Area</b>							
360 Play, Meridian Leisure Park, Lubbethorpe Way, Braunstone Town, Leicester, LE19 1JZ	3.9%	3	12.4%	3	0.0%	0	0.0%
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Bermuda Adventure Soft Play World, St Davids Way, Nuneaton, CV10 7SD	3.1%	2	10.1%	2	0.0%	0	0.0%
Berzerk Leisure, Clayfield Close, Moulton Park Industrial Estate, Northampton, NN3 6QF	0.6%	0	0.0%	0	0.0%	0	0.0%
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Boost Trampoline Park, Riverside Retail Park, Fairground Way, Northampton, NN3 9HU	1.1%	1	0.0%	0	0.0%	0	4.8%
Boost Trampoline Park, St George Street, Leicester, LE1 1QG	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheeky Monkees, Curie Courtyard, Cockerell Road, Corby, NN17 5DU	0.0%	0	0.0%	0	0.0%	0	0.0%
Corby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Ashby Road, Stapleton, Leicester, LE9 8JE	0.6%	0	0.0%	0	5.0%	0	0.0%
Enderby Leisure Centre, Mill Lane, Enderby, LE19 4LX	4.7%	3	10.1%	2	13.3%	1	0.0%
Flip Out, Rushden Lakes Shopping Centre, Northampton Road, Rushden, NN10 6FH	0.0%	0	0.0%	0	0.0%	0	0.0%
Fun Valley Indoor Play Centre, Evington Valley Road, Leicester, LE5 5LJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Go Kids Go, Raw Dykes	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Road, Leicester, LE2 7JU														
Gravity Active, Rockingham Leisure Park, Princewood Road, Corby, NN17 4AP	4.3%	3	0.0%	0	35.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunstanton Town Centre	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	3.1%	2	10.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Town Centre	3.1%	2	10.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Leicester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Cobblers Play Barn, Harborough Road, Billesdon, LE7 9EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	3
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parklands Play World, Washbrook Lane, Oadby, Leicester, LE2 5JJ	4.5%	3	0.0%	0	0.0%	0	7.2%	0	0.0%	0	0.0%	0	12.7%	3
Red Kangaroo Trampoline Park, School Lane, Exhall, Coventry, CV7 9GE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Hub, Riverside Retail Park, Carousel Way, Northampton, NN3 9HG	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0
Rugby Town Centre	5.3%	4	15.2%	3	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smallville Roleplay, Tilton Road, Billesdon, LE7 9FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Adventure Zone Soft Play, Central Shopping Centre, Rugby, CV21 2JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twycross Zoo, Burton Road, Atherstone, CV9 3PX	0.6%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehills, White Hills Way, Northampton, NN2 8EW	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0
Wicky's Play Factory, Wicksteed Park, Barton Road, Kettering, NN15 6NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0
(Don't know / can't remember)	7.0%	5	1.4%	0	0.0%	0	0.0%	0	12.7%	1	38.4%	2	7.2%	2
Weighted base:		71		22		9		6		7		6		22
Sample:		48		12		6		5		6		7		12

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q50 Where did you or your family last go for tenpin bowling?</b>							
<i>Asked to those that visit bowling alleys at Q41</i>							
<b>Zone 1</b>							
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lutterworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 2</b>							
Broughton Astley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 3</b>							
Great Glen Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kibworth Beauchamp Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 4</b>							
Market Harborough Town Centre	0.8%	1	0.0%	0	0.0%	0	3.6%
<b>Zone 5</b>							
Brixworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Desborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Survey Area</b>							
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	0.0%	0	0.0%	0	0.0%	0	0.0%
Corby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry City Centre	0.2%	0	1.6%	0	0.0%	0	0.0%
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
East Street Lanes, East Street, Leicester, LE1 6NB	1.5%	2	0.0%	0	0.0%	0	6.3%
Hinckley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Hollywood Bowl, Denington Industrial Estate, Whitworth Way, Wellingborough, NN8 2EF	1.5%	2	0.0%	0	0.0%	0	6.3%
Hollywood Bowl, Lubbesthorpe Way, Leicester, LE19 1JZ	32.0%	48	55.6%	11	87.7%	22	41.1%
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kettering Town Centre Lane7, Grand Central Station, Great Central Street, Leicester, LE1 4JT	0.5%	1	0.0%	0	0.0%	0	1.0%
Leicester City Centre	2.6%	4	0.0%	0	4.5%	1	13.4%
Leisure Bowl, Center Parcs Sherwood Forest, Newark, NG22 9DN	1.5%	2	11.7%	2	0.0%	0	0.0%
Leisure Bowl, Center Parcs Woburn Forest, Woburn Forest, Millbrook, MK45 2HZ	0.6%	1	0.0%	0	0.0%	0	2.6%
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Northampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Nuneaton Town Centre	0.2%	0	1.6%	0	0.0%	0	0.0%
Oadby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Rugby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Tenpin, Crosspoint Business Park, Olivier Way, Coventry, CV2 2SH	0.2%	0	1.6%	0	0.0%	0	0.0%
Tenpin, Sixfields Leisure, Weedon Road, Northampton, NN5 5QL	15.0%	22	0.0%	0	1.7%	0	6.3%
Thunderbowl, Rockingham Road, Kettering, NN16 9AW	25.8%	38	0.0%	0	0.0%	0	18.8%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Uppingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0
Wigston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	4.4%	7	14.5%	3	4.5%	1	13.4%	3	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	9.5%	14	13.3%	3	0.0%	0	13.4%	3	8.6%	3	18.2%	3	8.8%	3
Weighted base:	149	19	26	20	36	16	32							
Sample:	85	12	16	10	19	12	16							

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q51 Where did you or your family last go to a trampoline park?</b>							
<i>Asked to those that visit trampoline parks at Q41</i>							
<b>Zone 1</b>							
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lutterworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 2</b>							
Broughton Astley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 3</b>							
Great Glen Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kibworth Beauchamp Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Windmill Adventure Play, Langton Road, Kibworth Harcourt, LE8 0PR	0.6%	0	0.0%	0	4.0%	0	0.0%
<b>Zone 4</b>							
Market Harborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Mini Mischiefs, Rockingham Road, Market Harborough, LE16 7BA	0.5%	0	0.0%	0	0.0%	0	4.0%
<b>Zone 5</b>							
Brixworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Desborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Rothwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Survey Area</b>							
360 Play, Meridian Leisure Park, Lubbethorpe Way, Braunstone Town, Leicester, LE19 1JZ	4.0%	3	16.2%	3	0.0%	0	0.0%
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Bermuda Adventure Soft Play World, St Davids Way, Nuneaton, CV10 7SD	0.0%	0	0.0%	0	0.0%	0	0.0%
Berzerk Leisure, Clayfield Close, Moulton Park Industrial Estate, Northampton, NN3 6QF	0.0%	0	0.0%	0	0.0%	0	0.0%
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Boost Trampoline Park, Riverside Retail Park, Fairground Way, Northampton, NN3 9HU	2.4%	2	0.0%	0	0.0%	0	4.0%
Boost Trampoline Park, St George Street, Leicester, LE1 1QG	21.5%	15	24.9%	4	39.8%	3	52.4%
Central London / West End	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheeky Monkees, Curie Courtyard, Cockerell Road, Corby, NN17 5DU	0.0%	0	0.0%	0	0.0%	0	0.0%
Corby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Ashby Road, Stapleton, Leicester, LE9 8JE	0.0%	0	0.0%	0	0.0%	0	0.0%
Enderby Leisure Centre, Mill Lane, Enderby, LE19 4LX	0.0%	0	0.0%	0	0.0%	0	0.0%
Flip Out, Rushden Lakes Shopping Centre, Northampton Road, Rushden, NN10 6FH	21.0%	15	13.1%	2	0.0%	0	0.0%
Fun Valley Indoor Play Centre, Evington Valley Road, Leicester, LE5 5LJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Go Kids Go, Raw Dykes	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Road, Leicester, LE2 7JU														
Gravity Active, Rockingham Leisure Park, Princewood Road, Corby, NN17 4AP	28.4%	20	13.1%	2	39.8%	3	39.6%	4	14.7%	1	37.7%	2	34.5%	7
Hinckley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunstanton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	9.3%	6	17.9%	3	14.8%	1	0.0%	0	26.2%	2	0.0%	0	0.0%	0
Little Cobblers Play Barn, Harborough Road, Billesdon, LE7 9EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parklands Play World, Washbrook Lane, Oadby, Leicester, LE2 5JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Red Kangaroo Trampoline Park, School Lane, Exhall, Coventry, CV7 9GE	3.2%	2	13.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Hub, Riverside Retail Park, Carousel Way, Northampton, NN3 9HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smallville Roleplay, Tilton Road, Billesdon, LE7 9FE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Adventure Zone Soft Play, Central Shopping Centre, Rugby, CV21 2JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twycross Zoo, Burton Road, Atherstone, CV9 3PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellingborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehills, White Hills Way, Northampton, NN2 8EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wicky's Play Factory, Wicksteed Park, Barton Road, Kettering, NN15 6NJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	9.2%	6	1.8%	0	5.6%	0	0.0%	0	28.9%	3	0.0%	0	15.8%	3
Weighted base:		70		17		8		10		9		6		20
Sample:		39		9		4		6		6		4		10

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q52 Where did you or your family last go to a museum or art gallery?</b>														
<i>Asked to those that visit cultural facilities at Q41</i>														
<b>Zone 1</b>														
Armourgeddon Military Museum, Southfields Farm, Husbands Bosworth, LE17 6NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilmorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Husbands Bosworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth and District Museum, Market Street, Lutterworth, LE17 4EH	2.5%	7	14.6%	7	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Lutterworth Town Centre	1.2%	3	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ullesthorpe Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Broughton Astley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleckney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Foxton Canal Museum, Gumley Road, Foxton, LE16 7RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Glen Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hallaton Museum, Churchgate, Hallaton, Market Harborough, LE16 8TY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Kibworth Beauchamp Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Harborough Museum, Adam and Eve Street, Market Harborough, LE16 7LT	7.7%	22	0.7%	0	0.0%	0	9.4%	4	22.0%	12	7.4%	2	3.6%	2
Market Harborough Town Centre	3.2%	9	5.7%	3	1.1%	0	0.0%	0	4.8%	3	1.0%	0	5.2%	3
<b>Zone 5</b>														
Brixworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Desborough Heritage Centre, Station Road, Desborough, NN14 2RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Desborough Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Harrington Aviation Museum, Lamport Road, Harrington, NN6 9PF	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Rothwell Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>														
Abington Park Museum, Park Avenue South, Northampton, NN1 5LW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beamish the Living Museum of the North, Stanley, DH9 0RG	1.4%	4	0.0%	0	9.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0
Billesdon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	1.0%	3	5.7%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Bletchley Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.6%	1	0.0%	0
Bosworth Battlefield Heritage Centre, Ambion Lane, Sutton Cheney, Nuneaton, CV13 0AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braunstone Hall Stables Museum, Hinckley Road, Leicester, LE3 1HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	2.2%	6	4.5%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	6.4%	4
Carmarthen Town Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	22.7%	63	19.8%	9	17.5%	7	10.6%	5	13.1%	7	40.4%	13	37.6%	22
Chatsworth House, Bakewell, DE45 1PP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Cirencester Town Centre	0.6%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.9%	1

Column %ges.

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Corby Heritage Centre, High Street, Corby, NN17 1UU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	2.1%	6	2.1%	1	0.0%	0	5.8%	3	0.0%	0	6.9%	2	0.0%	0
Daventry Museum, New Street, Daventry, NN11 4BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.4%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DMU Museum, De Montfort University, The Newarke, Leicester, LE2 7DR	0.7%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0
Hinckley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Ironbridge Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Kettering Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	1.1%	3	0.0%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	7.8%	22	8.2%	4	8.1%	3	12.0%	6	6.8%	4	3.5%	1	7.3%	4
Leicester Museum and Art Gallery, New Walk, Leicester, LE1 7EA	10.0%	28	0.0%	0	6.7%	3	15.5%	7	11.6%	7	4.5%	1	16.7%	10
Lincoln City Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Liverpool City Centre	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matlock Town Centre	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narborough Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Space Centre, Exploration Drive, Leicester, LE4 5NS	2.4%	7	0.0%	0	1.1%	0	0.0%	0	5.1%	3	1.0%	0	5.2%	3
Newark Town Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Northampton Museum and Art Gallery, Guildhall Road, Northampton, NN1 1DP	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	3	0.0%	0
Northampton Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.7%	0
Norwich City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Nuneaton Museum & Art Gallery, Riversley Park, Coton Road, Nuneaton, CV11 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oadby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Retford Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Rugby Art Gallery and Museum, Little Elbow Street, Rugby, CV21 3BZ	1.9%	5	5.0%	2	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Silverstone Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Stokesay Castle, Ludlow Road, Craven Arms, SY7 9AH	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Techniquet, Stuart Street, Cardiff, CF10 5BW	0.8%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenby Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
The National Motorcycle Museum, Coventry Road, Bickenhill, Solihull, B92 0EJ	0.2%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Newarke Houses Museum, The Newarke, Leicester, LE2 7BY	8.0%	22	12.5%	6	20.6%	8	5.6%	3	8.1%	5	0.0%	0	1.9%	1
The Wellingborough Museum, Castle Way, Wellingborough, NN8 1XB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Van Gogh - The Immersive Experience, All Saints Church, Highcross Street,	0.2%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Leicester, LE1 4PH														
Wellingborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wells Maltings, Staithe Street, Wells-next-the-Sea, NR23 1AN	0.4%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Framework Knitters Museum, Bushloe End, Wigston, LE18 2BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	4.7%	13	1.4%	1	3.2%	1	7.5%	4	6.3%	4	8.8%	3	2.2%	1
(Don't know / can't remember)	9.4%	26	3.9%	2	9.2%	4	23.5%	11	13.1%	7	1.9%	1	2.9%	2
Weighted base:	280	45	40	47	56	31	60							
Sample:	284	44	41	50	50	48	51							

**GEN Gender of respondent:**

Male	34.7%	243	40.7%	46	35.5%	37	29.1%	32	37.9%	58	37.1%	25	29.6%	45
Female	65.3%	457	59.3%	67	64.5%	67	70.9%	78	62.1%	95	62.9%	42	70.4%	107
Weighted base:	700	113	103	111	153	67	152							
Sample:	700	110	100	110	140	100	140							

**AGE Could I ask how old you are please?**

18 – 24 years	9.3%	65	7.2%	8	2.7%	3	12.2%	14	13.3%	20	8.8%	6	9.2%	14
25 – 34 years	13.7%	96	9.0%	10	8.1%	8	14.7%	16	23.7%	36	11.8%	8	11.0%	17
35 – 44 years	20.3%	142	27.7%	31	20.8%	22	13.5%	15	24.5%	38	13.0%	9	18.2%	28
45 – 54 years	18.3%	128	26.9%	30	18.4%	19	13.3%	15	12.1%	19	16.0%	11	22.5%	34
55 – 64 years	15.2%	107	13.2%	15	24.3%	25	20.0%	22	7.9%	12	19.3%	13	12.7%	19
65+ years	23.3%	163	16.0%	18	25.7%	27	26.3%	29	18.4%	28	31.2%	21	26.5%	40
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	700	113	103	111	153	67	152							
Sample:	700	110	100	110	140	100	140							

**PC Postcode Sector:**

LE15 9	1.2%	8	0.0%	0	0.0%	0	7.6%	8	0.0%	0	0.0%	0	0.0%	0
LE16 0	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0
LE16 7	11.6%	81	0.0%	0	0.0%	0	8.5%	9	46.7%	72	0.0%	0	0.0%	0
LE16 8	8.2%	57	0.0%	0	0.0%	0	9.0%	10	13.6%	21	6.7%	4	14.3%	22
LE16 9	10.1%	70	0.0%	0	0.0%	0	5.2%	6	36.6%	56	12.8%	9	0.0%	0
LE17 4	7.7%	54	47.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE17 5	6.8%	48	25.3%	29	18.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE17 6	5.0%	35	26.8%	30	3.8%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0
LE2 2	0.8%	6	0.0%	0	0.0%	0	5.1%	6	0.0%	0	0.0%	0	0.0%	0
LE2 4	1.8%	13	0.0%	0	0.0%	0	11.6%	13	0.0%	0	0.0%	0	0.0%	0
LE7 9	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
LE8 0	5.0%	35	0.0%	0	1.5%	2	30.5%	34	0.0%	0	0.0%	0	0.0%	0
LE8 5	1.4%	10	0.0%	0	9.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE8 6	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE8 8	3.9%	28	0.0%	0	26.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LE8 9	3.3%	23	0.0%	0	0.0%	0	20.6%	23	0.0%	0	0.0%	0	0.0%	0
LE9 6	5.7%	40	0.0%	0	38.5%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NN14 1	2.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	18
NN14 2	11.4%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.4%	80
NN14 6	3.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	27
NN16 8	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6
NN6 6	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	6	0.0%	0
NN6 8	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0
NN6 9	6.4%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.1%	44	0.3%	0
Weighted base:	700	113	103	111	153	67	152							
Sample:	700	110	100	110	140	100	140							

# Harborough Household Survey for Lichfields

Weighted:

April 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>WRD Wardcode:</b>														
E05011965 - Bosworth	4.4%	30	26.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E05011973 - Lutterworth East	4.0%	28	25.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E05011974 - Lutterworth West	2.3%	16	14.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E05011979 - Misterton	2.4%	17	14.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E05011982 - Ullesthorpe	3.1%	22	19.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E05011966 - Broughton Astley-Primethorpe & Sutton	1.8%	13	0.0%	0	12.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E05011967 - Broughton Astley South & Leire	5.0%	35	0.0%	0	34.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E05011968 - Dunton	3.2%	22	0.0%	0	21.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E05011969 - Fleckney	4.7%	33	0.0%	0	32.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E05011970 - Glen	6.1%	42	0.0%	0	0.0%	0	38.4%	42	0.0%	0	0.0%	0	0.0%	0
E05011971 - Kibworths	5.5%	38	0.0%	0	0.0%	0	34.8%	38	0.0%	0	0.0%	0	0.0%	0
E05011972 - Lubenham	1.6%	11	0.0%	0	0.0%	0	10.1%	11	0.0%	0	0.0%	0	0.0%	0
E05011980 - Nevill	2.6%	18	0.0%	0	0.0%	0	16.6%	18	0.0%	0	0.0%	0	0.0%	0
E05011975 - Market Harborough-Great Bowden & Arden	7.2%	50	0.0%	0	0.0%	0	0.0%	0	32.9%	50	0.0%	0	0.0%	0
E05011976 - Market Harborough-Little Bowden	4.1%	29	0.0%	0	0.0%	0	0.0%	0	18.7%	29	0.0%	0	0.0%	0
E05011977 - Market Harborough-Logan	4.5%	32	0.0%	0	0.0%	0	0.0%	0	20.6%	32	0.0%	0	0.0%	0
E05011978 - Market Harborough-Welland	6.1%	43	0.0%	0	0.0%	0	0.0%	0	27.9%	43	0.0%	0	0.0%	0
E05013244 - Brixworth	9.6%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	67	0.0%	0
E05013219 - Desborough	14.5%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.7%	102
E05013233 - Rothwell and Mawsley	7.2%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	51
Weighted base:		700		113		103		111		153		67		152
Sample:		700		110		100		110		140		100		140

**QUOTA Zone:**

Zone 1	16.2%	113	100.0%	113	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	14.8%	103	0.0%	0	100.0%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	15.8%	111	0.0%	0	0.0%	0	100.0%	111	0.0%	0	0.0%	0	0.0%	0
Zone 4	21.9%	153	0.0%	0	0.0%	0	0.0%	0	100.0%	153	0.0%	0	0.0%	0
Zone 5	9.6%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	67	0.0%	0
Zone 6	21.8%	152	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	152
Weighted base:		700		113		103		111		153		67		152
Sample:		700		110		100		110		140		100		140