

Appendix 5

Q1. At which food store do you normally do your main food shopping?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents minus exs	990	100.0%	159	100.0%	52	100.0%	70	100.0%	176	100.0%	93	100.0%	199	100.0%	172	100.0%	69	100.0%
Asda, Newstead Road, Weymouth	192	19.4%	0	.0%	1	1.9%	1	1.4%	29	16.5%	2	2.2%	121	60.8%	3	1.7%	35	50.7%
Morrisons, Dorchester Road, Weymouth	140	14.1%	0	.0%	1	1.9%	3	4.3%	67	38.1%	2	2.2%	55	27.6%	0	.0%	12	17.4%
Tesco Retail Park, Dorchester	137	13.8%	4	2.5%	7	13.5%	33	47.1%	40	22.7%	43	46.2%	5	2.5%	2	1.2%	3	4.3%
Morrisons, Asker Meadows Retail Park, Bridport	80	8.1%	65	40.9%	9	17.3%	4	5.7%	0	.0%	0	.0%	1	.5%	1	.6%	0	.0%
J Sainsbury, Sherbourne Retail Park	43	4.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	42	24.4%	0	.0%
Somerfield, Bridport	31	3.1%	29	18.2%	2	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Sherbourne	26	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	26	15.1%	0	.0%
Co-operative, High Street, Bridport	17	1.7%	14	8.8%	1	1.9%	1	1.4%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Tesco Metro, St Thomas Street, Weymouth	14	1.4%	1	.6%	0	.0%	0	.0%	3	1.7%	1	1.1%	7	3.5%	0	.0%	2	2.9%
Somerfield, Trinity Street, Dorchester	13	1.3%	0	.0%	1	1.9%	1	1.4%	1	.6%	9	9.7%	0	.0%	1	.6%	0	.0%
Somerfield, Littlemoor, Weymouth	12	1.2%	0	.0%	0	.0%	1	1.4%	10	5.7%	0	.0%	1	.5%	0	.0%	0	.0%
Co op, Easton, Portland, Weymouth	8	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	11.6%
Marks & Spencer, Dorchester	8	.8%	0	.0%	1	1.9%	3	4.3%	1	.6%	2	2.2%	1	.5%	0	.0%	0	.0%
Lidl, Jubilee Retail Park, Weymouth	7	.7%	0	.0%	0	.0%	0	.0%	2	1.1%	2	2.2%	2	1.0%	0	.0%	1	1.4%
Co-op (South West), High Street, Beaminster	5	.5%	1	.6%	4	7.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Weymouth	4	.4%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	1	.5%	1	.6%	0	.0%
Iceland, Dorchester	4	.4%	0	.0%	0	.0%	3	4.3%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, St Mary Street, Weymouth	4	.4%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	2	1.0%	0	.0%	1	1.4%
Co op, Fortuneswell, Portland, Weymouth	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.3%
Iceland, St Thomas Street, Weymouth	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	2	2.9%
Tesco Express, Lanehouse Rocks Road, Weymouth	2	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Stop & Shop, High Street, Lyme Regis	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welcome (South West), Preston, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which road store do you normally do your main food shopping?

	Zone																	
	Base: All respondents minus excls																	
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	%	8	
Waitrose, Tudor Arcade, South Street, Dorchester	54	5.5%	0	.0%	5	9.6%	10	14.3%	13	7.4%	24	25.8%	0	.0%	2	1.2%	0	.0%
Tesco, Queensway, Huish, Yeovil	41	4.1%	0	.0%	9	17.3%	1	1.4%	0	.0%	1	1.1%	0	.0%	30	17.4%	0	.0%
Tesco, Shand Park, West Street, Axminster	27	2.7%	27	17.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Preston Road, Yeovil	20	2.0%	3	1.9%	1	1.9%	2	2.9%	0	.0%	1	1.1%	0	.0%	13	7.6%	0	.0%
Morrisons, Lysander Road, Yeovil	19	1.9%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	18	10.5%	0	.0%
Tesco, Weymouth Avenue, Dorchester	12	1.2%	0	.0%	1	1.9%	4	5.7%	2	1.1%	5	5.4%	0	.0%	0	.0%	0	.0%
Sainsburys, Ludbourne Road, Sherbourne	11	1.1%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	10	5.8%	0	.0%
Local stores, Stalbridge	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.3%	0	.0%
Dike & Son, Ring Street, Stalbridge	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.7%	0	.0%
Morrisons, Southgate Road, Wincanton	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.7%	0	.0%
Tesco, Christy's lane, Shaftsbury	3	.3%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
Co-op, 38 Broad Street, Lyme Regis, Dorset	2	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
Co-op, Sea Road North, Bridport, Dorset	2	.2%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Ivel Square, The Quedam Centre, Yeovil	2	.2%	0	.0%	2	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bridport	2	.2%	1	.6%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sherbourne	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
Morrisons, West Bay Road, Bridport	2	.2%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Dorchester Road, Weymouth	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.4%
Tesco, Stour Park, Blanford Street, Blandford	2	.2%	0	.0%	0	.0%	1	1.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Tapstone Road, Chard	2	.2%	0	.0%	2	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Waterloo Road, Poole	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	1	.6%	0	.0%
Tesco, Salterton Road, Exmouth	2	.2%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Castle Point, Bournemouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Cerne Abbas, Dorchester	1	.1%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Ludbourne Green Parade, Gillingham, Dorset	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%

(cont.)

Q1. At which food store do you normally do your main food shopping?

	Base: All respondents minus excls	Zone																
		1		2		3		4		5		6		7		8		
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Co-op, Portland Road, Wyke Regis, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
Co-op, Station Road, Sturminster Newton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Co-op, Underfleet Way, Seaton	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Beaminster	1	.1%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Dorchester	1	.1%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Lyme Regis	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sturminster Newton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Marks & Spencer, Middle Street, Yeovil	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
Sainsburys, Spekes Road, Gillingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Tesco, Battishore Way, Honiton	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Exminster	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Station Road, Sturminster Newton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%

Q2. When you did you household's last main food shop, did you do any non-food shopping in any other centres or food stores in the same journey?

	Base: Those undertaking main food shopping	Zone																
		1		2		3		4		5		6		7		8		
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: Those undertaking main food shopping	990	100.0%	159	100.0%	52	100.0%	70	100.0%	176	100.0%	93	100.0%	199	100.0%	172	100.0%	69	100.0%
Aldi, Weymouth	16	1.6%	2	1.3%	1	1.9%	1	1.4%	2	1.1%	2	2.2%	2	1.0%	3	1.7%	3	4.3%
Asda, Newstead Road, Weymouth	24	2.4%	0	.0%	0	.0%	0	.0%	6	3.4%	0	.0%	15	7.5%	1	.6%	2	2.9%
Budgenis, Poundbury	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.5%	0	.0%	0	.0%
Co-op, Easton, Portland, Weymouth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.9%

(cont.)

Q. When you did you household's last main food shop, did you do any non-food shopping in any other centres or food stores in the same journey?

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those undertaking main food shopping																
Co-op, Fortuneswell, Portland, Weymouth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%	0	.0%
Co-op (South West), High Street, Beaminster	1	.1%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-operative, High Street, Bridport	2	.2%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Dorchester	4	.4%	0	.0%	0	.0%	2	2.9%	0	.0%	1	1.1%	0	.0%	1	.6%
Iceland, St Thomas Street, Weymouth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	1	.6%	0	.0%
J Sainsbury, Sherbourne Retail Park	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.3%	0	.0%
Lidl, Jubilee Retail Park, Weymouth	8	.8%	0	.0%	1	1.9%	0	.0%	0	.0%	6	3.0%	1	.6%	0	.0%
Marks & Spencer, Dorchester	10	1.0%	0	.0%	1	1.9%	2	2.9%	2	1.1%	2	2.2%	0	.0%	3	1.7%
Marks & Spencer, St. Mary Street, Weymouth	9	.9%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	5	2.5%	1	.6%
Morrisons, Asker Meadows Retail Park, Bridport	10	1.0%	5	3.1%	1	1.9%	1	1.4%	0	.0%	0	.0%	2	1.2%	1	.4%
Morrisons, Dorchester Road, Wweymouth	14	1.4%	0	.0%	0	.0%	1	1.4%	5	2.8%	1	1.1%	6	3.0%	0	.0%
One Stop, Weymouth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Bridport	3	.3%	2	1.3%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Littlemoor, Weymouth	3	.3%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	1	.5%	0	.0%
Somerfield, Sherbourne	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.7%
Somerfield, Trinity Street, Dorchester	4	.4%	0	.0%	0	.0%	2	2.9%	0	.0%	2	2.2%	0	.0%	0	.0%
Stop & Shop, High Street, Lyme Regis	4	.4%	2	1.3%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	1	.6%
Stop & Shop, Wyke Regis,	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Lanehouse	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Lodmoor, Weymouth	7	.7%	1	.6%	1	1.9%	0	.0%	2	1.1%	0	.0%	2	1.0%	1	.6%
Tesco Metro, St Thomas Street, Weymouth	6	.6%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	4	2.0%	1	.6%
Tesco Retail Park, Dorchester	19	1.9%	5	3.1%	0	.0%	2	2.9%	5	2.8%	4	4.3%	1	.5%	1	.4%
Welcome (South West), Preston, Weymouth	2	.2%	0	.0%	0	.0%	1	1.4%	1	.6%	0	.0%	0	.0%	0	.0%
Value House, Camp Road, Weymouth	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	4	2.3%	1	.4%

(cont.)

Q. When you did you household's last main food shop, did you do any non-food shopping in any other centres or food stores in the same journey?

	Zone																	
	1	2	3	4	5	6	7	8										
	Num	%	Num	%	Num	%	Num	%										
Dorchester Town Centre	14	1.4%	0	.0%	2	3.8%	2	2.9%	7	4.0%	3	3.2%	0	.0%	0	.0%	0	.0%
Weymouth Town Centre	12	1.2%	0	.0%	0	.0%	1	1.4%	2	1.1%	0	.0%	5	2.5%	0	.0%	4	5.8%
Yeovil Town Centre	11	1.1%	0	.0%	3	5.8%	1	1.4%	0	.0%	0	.0%	0	.0%	7	4.1%	0	.0%
Bridport Town Centre	9	.9%	8	5.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Middle Street, Yeovil	8	.8%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	7	4.1%	0	.0%
Wilkinson, Westham Road, Weymouth	8	.8%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	4	2.0%	0	.0%	2	2.9%
Sherborne Town Centre	6	.6%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	5	2.9%	0	.0%
Local stores, Sherbourne	5	.5%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.3%	0	.0%
Matalan, Jubilee Business Park, Weymouth	5	.5%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	3	4.3%
Waitrose, Tudor Arcade, South Street, Dorchester	5	.5%	0	.0%	0	.0%	0	.0%	4	2.3%	1	1.1%	0	.0%	0	.0%	0	.0%
Tesco, Queensway, Huish, Yeovil	3	.3%	0	.0%	2	3.8%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
Asda, Preston Road, Yeovil	2	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Goulds, South Street, Dorchester	2	.2%	0	.0%	0	.0%	1	1.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Lyde Road, Yeovil	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
Local stores, Dorchester	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Superdrug Stores, South Street, Dorchester	2	.2%	0	.0%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Weymouth Road, Dorchester	2	.2%	0	.0%	0	.0%	1	1.4%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
A Littlemoor Hardware Ltd, Littlemoor Shopping Centre, Weym	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Sherbourne Road, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
B&Q, Lysander Road, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Bridport Market	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cerne Abbas, Dorchester	1	.1%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Charmouth Village	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Portland Road, Wyke Regis, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
Debenhams, New Bond Street, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%

(cont.)

Q4. When you did you household's last main food shop, did you do any non- food shopping in any other centres or food stores in the same journey?

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Exeter	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Furniture shop, West Street, Axminster	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Ivel Square, The Quedam Centre, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Lidl, Boden Street, Chard	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Dorchester Road, Weymouth	1	.1%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bridport	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Cattistock	1	.1%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Charlton Horethorne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Local stores, Easton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
Local stores, Portland	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
Local stores, Stalbridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Local stores, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Local stores, Yeovil and Sherborne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Morrisons, Lysander Road, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
P & M Wood, Bridge Farm, Whitchurch Canonicorum, Bridport, D	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poole Town Centre	1	.1%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsburys, Ludbourne Road, Sherbourne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Taunton Town Centre	1	.1%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Trinity House, Trinity Square, Axminster	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Woolworths, East Street, Bridport	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q3. When you do your household's main food shopping, how do you usually travel?

	Zone													
	1	2	3	4	5	6	7	8						
Base: Those undertaking main food shopping	Num	%	Num	%	Num	%	Num	%						
Base: Those undertaking main food shopping	990	100.0%	52	100.0%	176	100.0%	93	100.0%	199	100.0%	172	100.0%	69	100.0%
Car (own / company)	663	67.0%	105	66.0%	39	75.0%	55	78.6%	123	69.9%	56	60.2%	116	58.3%
Car (passenger in friends / relatives car)	155	15.7%	24	15.1%	4	7.7%	9	12.9%	36	20.5%	17	18.3%	32	16.1%
Walk	92	9.3%	17	10.7%	2	3.8%	1	1.4%	3	1.7%	19	20.4%	26	13.1%
Bus / coach	56	5.7%	6	3.8%	6	11.5%	5	7.1%	12	6.8%	0	.0%	15	7.5%
Taxi	9	.9%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	6	3.0%
Bicycle	4	.4%	1	.6%	0	.0%	0	.0%	1	1.1%	2	1.0%	0	.0%
Motorcycle / moped	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Delivery	6	.6%	1	.6%	1	1.9%	0	.0%	2	1.1%	0	.0%	1	.5%
Motor scooter	3	.3%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
Wheel chair	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience items, including newspapers and tobacco products?

	Zone													
	1	2	3	4	5	6	7	8						
Base: All respondents minus excs	Num	%	Num	%	Num	%	Num	%						
Base: All respondents minus excs	788	100.0%	127	100.0%	35	100.0%	52	100.0%	137	100.0%	137	100.0%	163	100.0%
Asda Newstead Road, Weymouth	60	7.6%	0	.0%	1	2.9%	0	.0%	7	5.1%	1	1.3%	48	29.4%
Morrisons, Dorchester Road, Weymouth	49	6.2%	0	.0%	0	.0%	0	.0%	24	17.5%	2	2.6%	20	12.3%
Tesco Retail Park, Dorchester	43	5.5%	0	.0%	1	2.9%	10	19.2%	6	4.4%	22	28.9%	2	1.2%
Morrisons, Asker Meadows Retail Park, Bridport	32	4.1%	28	22.0%	1	2.9%	2	3.8%	0	.0%	0	.0%	0	.0%
Co op, Easton, Portland, Weymouth	30	3.8%	1	.8%	0	.0%	0	.0%	3	2.2%	0	.0%	4	2.5%
Somerfield, Littlemoor, Weymouth	27	3.4%	0	.0%	0	.0%	0	.0%	23	16.8%	0	.0%	4	2.5%
Somerfield, Bridport	24	3.0%	23	18.1%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience items, including newspapers and tobacco products?

	Zone																					
	Base: All respondents minus excls																					
	Num	%	1	%	2	%	3	%	4	%	5	%	6	%	7	%	8					
Co op, Fortuneswell, Portland, Weymouth	21	2.7%	1	.8%	0	.0%	0	.0%	4	7.7%	2	1.5%	13	17.1%	0	.0%	2	1.2%	0	.0%	14	22.6%
Somerfield, Trinity Street, Dorchester	20	2.5%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
J Sainsbury, Sherbourne Retail Park	18	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	18	13.2%	0	.0%
Somerfield, Sherbourne	17	2.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.6%	0	.0%	0	.0%	14	10.3%	0	.0%
Co-operative, High Street, Bridport	14	1.8%	14	11.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (South West), High Street, Beaminster	11	1.4%	2	1.6%	8	22.9%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Lanehouse Rocks Road, Weymouth	11	1.4%	1	.8%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	8	4.9%	0	.0%	0	.0%	1	1.6%
Marks & Spencer, St Mary Street, Weymouth	8	1.0%	0	.0%	0	.0%	0	.0%	3	2.2%	0	.0%	0	.0%	5	3.1%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Dorchester	7	.9%	1	.8%	1	2.9%	2	3.8%	1	.7%	2	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Metro, St Thomas Street, Weymouth	7	.9%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	6	3.7%	0	.0%	0	.0%	0	.0%
Iceland, Dorchester	5	.6%	0	.0%	0	.0%	2	3.8%	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Lidl, Jubilee Retail Park, Weymouth	5	.6%	0	.0%	0	.0%	0	.0%	3	2.2%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	1	1.6%
Tesco Express, Lodmoor, Weymouth	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.5%	0	.0%	0	.0%	1	1.6%
Budgens, Poundbury Dorset	3	.4%	0	.0%	0	.0%	1	1.9%	0	.0%	2	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, St Thomas Street, Weymouth	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%	1	1.6%
Aldi, Weymouth	2	.3%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stop & Shop, High Street, Lyme Regis	2	.3%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welcome (South West), Preston, Weymouth	2	.3%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Value House, Camp Road, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience items, including newspapers and tobacco products?

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Weymouth	43	5.5%	0	0.0%	0	0.0%	9	6.6%	0	0.0%	30	18.4%	3	2.2%	1	1.6%
Local stores, Dorchester	35	4.4%	0	0.0%	3	8.6%	11	21.2%	16	21.1%	1	.6%	0	0.0%	1	1.6%
Local stores, Sherbourne	24	3.0%	0	0.0%	0	0.0%	1	1.9%	0	0.0%	0	0.0%	23	16.9%	0	0.0%
Waitrose, Tudor Arcade, South Street, Dorchester	18	2.3%	0	0.0%	0	0.0%	5	9.6%	3	2.2%	9	11.8%	1	.6%	0	0.0%
Local stores, Bridport	17	2.2%	15	11.8%	2	5.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Broad Street, Lyme Regis	9	1.1%	9	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Chickereil	9	1.1%	0	0.0%	0	0.0%	0	0.0%	8	5.8%	0	0.0%	0	0.0%	1	.7%
Local stores, Stalbridge	9	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9	6.6%
Tesco, Queensway, Huish, Yeovil	9	1.1%	0	0.0%	1	2.9%	0	0.0%	0	0.0%	1	1.3%	0	0.0%	7	5.1%
Local stores, Portland	8	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Delivered	7	.9%	0	0.0%	0	0.0%	0	0.0%	3	2.2%	0	0.0%	3	1.8%	1	.7%
Local stores, Maiden Newton	7	.9%	0	0.0%	6	17.1%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Axminster	6	.8%	6	4.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Yeovil	6	.8%	0	0.0%	1	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	3.7%
Asda, Preston Road, Yeovil	5	.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	3.7%
Local stores, Portland Road, Weymouth	5	.6%	0	0.0%	0	0.0%	0	0.0%	1	.7%	1	1.3%	3	1.8%	0	0.0%
Local stores, Crossways	5	.6%	0	0.0%	0	0.0%	0	0.0%	5	3.6%	0	0.0%	0	0.0%	0	0.0%
Local stores, Puddletown	5	.6%	0	0.0%	0	0.0%	1	1.9%	4	2.9%	0	0.0%	0	0.0%	0	0.0%
Local stores, Wyke Regis	5	.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	3.1%	0	0.0%
Sainsburys, Ludbourne Road, Sherbourne	5	.6%	0	0.0%	0	0.0%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	4	2.9%
Tesco, Shand Park, West Street, Axminster	5	.6%	5	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Weston Road, Portland	4	.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Sturminster Newton	4	.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.9%
Local stores, Westham	4	.5%	0	0.0%	0	0.0%	0	0.0%	3	2.2%	0	0.0%	0	0.0%	1	.7%
Morrisons, Lysander Road, Yeovil	4	.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.9%
Local stores, Abbotsbury Road, Weymouth	3	.4%	0	0.0%	0	0.0%	0	0.0%	1	.7%	0	0.0%	2	1.2%	0	0.0%
Local stores, Barwick	3	.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	.6%	2	1.5%
Local stores, Broadmayne	3	.4%	0	0.0%	0	0.0%	0	0.0%	3	2.2%	0	0.0%	0	0.0%	0	0.0%

(cont.)

Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience items, including newspapers and tobacco products?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Local stores, Cerne Abbas	3	.4%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Local stores, Chetnole	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%	0	.0%
Local stores, Holyrood Street, Chard	3	.4%	1	.8%	0	.0%	1	1.9%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Lyme Regis	3	.4%	3	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Mosterton	3	.4%	0	.0%	3	8.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, West Bay Road, Bridport	3	.4%	3	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Weymouth Avenue, Dorchester	3	.4%	0	.0%	0	.0%	2	3.8%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Wilkinson, Westham Road, Weymouth	3	.4%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	2	1.2%	0	.0%	0	.0%
Co-op, Coldharbour, Milborne Port, Sherborne	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
Co-op, Portland Road, Wyke Regis, Weymouth	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
Co-op, Westbridge Park, Sherborne	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
Dike & Son, Ring Street, Stalbridge	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
Dorchester Market, Dorchester, Dorset	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	1	.7%	0	.0%
Local stores, Beaminster	2	.3%	1	.8%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bovington	2	.3%	0	.0%	0	.0%	1	1.9%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Broadwindsor	2	.3%	0	.0%	2	5.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Charlton Down	2	.3%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Charlton Horethorne	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
Local stores, Charmouth	2	.3%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, East Coker	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
Local stores, Halstock	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
Local stores, Hardington Mandeville	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
Local stores, Morecombe Lake	2	.3%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Poole	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Londis, Western Road, Portland	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%
Tesco Express, Dorchester Road, Weymouth	2	.3%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	1	.6%	0	.0%	0	.0%
Waltrose, Chantry Fields, Gillingham, Dorset	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%

(cont.)

Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience items, including newspapers and tobacco products?

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Bishops Hull Butchers, Bishops Hull, Taunton, Somerset	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
Co-op, Station Road, Sturminster Newton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Littlemoor Shopping Precinct, Weymouth	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bishops Caundle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Local stores, Buckland Newton	1	.1%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Chapelhay	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Chard	1	.1%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Evershot	1	.1%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Fordington	1	.1%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Local stores, Kings Stag	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Local stores, Lodmoor	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
Local stores, Milborne Port	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Local stores, Piddletrenthide	1	.1%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Poundbury	1	.1%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Local stores, Preston	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Seaton, Devon	1	.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sidmouth	1	.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, South Street, Bridport	1	.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Stonebridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Local stores, West Bay	1	.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, West Coker	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Local stores, Winfrith	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Winterbourne Abbas	1	.1%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Yetminster	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Londis, Abbotsbury Road, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
Marks & Spencer, Middle Street, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
One Stop, Kings Road, Dorchester	1	.1%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Where do you do most of your household's shopping for small scale 'top-up' food and convenience items, including newspapers and tobacco products?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
P & M Wood, Bridge Farm, Whitchurch Canonicutum, Bridport, Dorchester	1	.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
PR Howell, Dorchester Road, Weymouth	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
R J Balson & Sons, West Allington, Bridport	1	.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Christy's Lane, Shaftsbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Tesco, Dorchester Road, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%

Q5. Where do you usually do your household's shopping for clothes, footwear and other fashion goods?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents minus exs	866	100.0%	134	100.0%	44	100.0%	155	100.0%	80	100.0%	180	100.0%	153	100.0%	58	100.0%		
Weymouth Town Centre	272	31.4%	13	9.7%	2	4.5%	5	8.1%	75	48.4%	7	8.8%	120	66.7%	1	.7%	49	84.5%
Dorchester Town Centre	165	19.1%	23	17.2%	7	15.9%	32	51.6%	42	27.1%	42	52.5%	9	5.0%	6	3.9%	4	6.9%
Bridport Town Centre	36	4.2%	33	24.6%	1	2.3%	1	1.6%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Sherbourne Centre	23	2.7%	1	.7%	0	.0%	2	3.2%	0	.0%	0	.0%	0	.0%	20	13.1%	0	.0%
Dorchester Food Stores	3	.3%	1	.7%	0	.0%	0	.0%	1	.6%	1	1.3%	0	.0%	0	.0%	0	.0%
Jubilee Sidings Retail Park, Weymouth	3	.3%	0	.0%	0	.0%	2	1.3%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Lyme Regis Centre	3	.3%	3	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beaminstor Centre	2	.2%	0	.0%	2	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bridport Retail Park	2	.2%	2	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Value House, Camp Road, Weymouth Retail Park	2	.2%	0	.0%	0	.0%	1	.6%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Weymouth Food Stores	2	.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
Sherbourne Retail Park	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you usually do your household's shopping for clothes, footwear and other fashion goods?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Yeovil Town Centre	159	18.4%	16	11.9%	23	52.3%	11	17.7%	0	.0%	4	5.0%	1	.6%	102	66.7%	2	3.4%
Poole Town Centre	39	4.5%	1	.7%	0	.0%	3	4.8%	11	7.1%	7	8.8%	13	7.2%	2	1.3%	2	3.4%
Exeter City Centre	22	2.5%	19	14.2%	1	2.3%	0	.0%	0	.0%	0	.0%	1	.6%	1	.7%	0	.0%
Bournemouth Town Centre	18	2.1%	0	.0%	1	2.3%	1	1.6%	7	4.5%	2	2.5%	6	3.3%	1	.7%	0	.0%
Debenhams, New Bond Street, Weymouth	11	1.3%	0	.0%	0	.0%	0	.0%	4	2.6%	0	.0%	7	3.9%	0	.0%	0	.0%
Central London	11	1.3%	0	.0%	1	2.3%	0	.0%	2	1.3%	3	3.8%	1	.6%	4	2.6%	0	.0%
Marks & Spencer, Middle Street, Yeovil	9	1.0%	2	1.5%	1	2.3%	0	.0%	1	.6%	0	.0%	0	.0%	5	3.3%	0	.0%
Matalan, Jubilee Business Park, Jubilee Close, Weymouth	9	1.0%	0	.0%	0	.0%	1	1.6%	1	.6%	2	2.5%	5	2.8%	0	.0%	0	.0%
Southampton Town Centre	7	.8%	0	.0%	1	2.3%	3	4.8%	0	.0%	1	1.3%	1	.6%	0	.0%	1	1.7%
Taunton Town Centre	7	.8%	5	3.7%	2	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Abroad	6	.7%	0	.0%	0	.0%	2	3.2%	0	.0%	1	1.3%	2	1.1%	1	.7%	0	.0%
Axminster Town Centre	5	.6%	5	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, St Mary's Street, Weymouth, Dorset	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.2%	1	.7%	0	.0%
Marks & Spencer, South Street, Dorchester	4	.5%	0	.0%	1	2.3%	0	.0%	1	.6%	1	1.3%	0	.0%	1	.7%	0	.0%
Varies	4	.5%	1	.7%	0	.0%	0	.0%	2	1.3%	1	1.3%	0	.0%	0	.0%	0	.0%
BHS, Dolphin Centre, Poole	3	.3%	1	.7%	0	.0%	0	.0%	0	.0%	1	1.3%	1	.6%	0	.0%	0	.0%
Bath City Centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	1	.7%	0	.0%
Castlepoint Shopping Park, Castle Lane West, Bournemouth	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	1	.6%	0	.0%	0	.0%
Clarks Village, Farm Road, Street	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
Goulds Fashion Store, South Street, Dorchester, Dorset	2	.2%	0	.0%	1	2.3%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Next, South Street, Dorchester, Dorset	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Peacocks, South Street, Dorchester	2	.2%	0	.0%	0	.0%	1	1.6%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Plymouth Town Centre	2	.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Top Shop, St Mary's Street, Weymouth, Dorset	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	1	.7%	0	.0%
Adams, South Street, Dorchester	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you usually do your household's shopping for clothes, footwear and other fashion goods?

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Asda, West Quay Road, Poole	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
Beales, Wallisdown Road, Poole	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
Birmingham City Centre	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bristol City Centre	1	.1%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Cardiff City Centre	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Evans, Old George Mall, Sallsbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Evans, St Mary's Street, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
Free samples from work	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
John Lewis, West Quay Shopping Centre, Southampton	1	.1%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Bridport	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
M & Co, East Street, Bridport, Dorset	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Dolphin Centre, Poole	1	.1%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Peacocks, East Street, Bridport	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Reading City Centre	1	.1%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Sturminster Newton Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Wallis, High Street, Yeovil, Somerset	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%

Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents minus exs	619	100.0%	107	100.0%	33	100.0%	43	100.0%	111	100.0%	65	100.0%	114	100.0%	95	100.0%	51	100.0%
Dorchester Town Centre	161	26.0%	13	12.1%	8	24.2%	24	55.8%	45	40.5%	40	61.5%	19	16.7%	5	5.3%	7	13.7%
Weymouth Town Centre	95	15.3%	4	3.7%	0	.0%	1	2.3%	21	18.9%	1	1.5%	48	42.1%	0	.0%	20	39.2%
Bridport Town Centre	42	6.8%	37	34.6%	4	12.1%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%

(cont.)

Q6. Where did you last go to buy your household's shopping for furniture, carpets and other floor coverings?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Bridport Retail Park	12	1.9%	9	8.4%	1	3.0%	1	2.3%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
Sherbourne Centre	9	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	9.5%	0	.0%
Jubilee Sidlings Retail Park, Weymouth	6	1.0%	0	.0%	0	.0%	0	.0%	1	1.5%	3	2.6%	0	.0%	2	3.9%	0	.0%
Dorchester Food Stores	5	.8%	1	.9%	0	.0%	1	2.3%	1	.9%	2	3.1%	0	.0%	0	.0%	0	.0%
Sherbourne Retail Park	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%
Beaminstor Centre	2	.3%	1	.9%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Weymouth Food Stores	2	.3%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	1	.9%	0	.0%	0	.0%
Lyme Regis Centre	1	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Value House, Camp Road, Weymouth Retail Park	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where did you last go to buy your household's shopping for furniture, carpets and other floor coverings?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Yeovil Town Centre	65	10.5%	8	7.5%	12	36.4%	2	4.7%	0	.0%	1	1.5%	2	1.8%	39	41.1%	1	2.0%
Poole Town Centre	50	8.1%	2	1.9%	0	.0%	6	14.0%	12	10.8%	3	4.6%	16	14.0%	3	3.2%	8	15.7%
Yeovil Retail Park	12	1.9%	1	.9%	1	3.0%	0	.0%	1	.9%	0	.0%	0	.0%	9	9.5%	0	.0%
Carpentry, Houndstone Business Park, Yeovil	9	1.5%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	6	6.3%	0	.0%
Exeter City Centre	9	1.5%	8	7.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
Woods, High East Street, Dorchester, Dorset	8	1.3%	1	.9%	1	3.0%	0	.0%	2	1.8%	4	6.2%	0	.0%	0	.0%	0	.0%
B&Q, Jubilee Retail Park, Jubilee Close, Weymouth	7	1.1%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	4	3.5%	0	.0%	2	3.9%
Bournemouth Town Centre	7	1.1%	0	.0%	0	.0%	0	.0%	2	1.8%	1	1.5%	3	2.6%	1	1.1%	0	.0%
Axminster Town Centre	6	1.0%	5	4.7%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ikea, Eastgate Centre, Eastgate Road, Eastville, Bristol	6	1.0%	1	.9%	0	.0%	0	.0%	2	1.8%	0	.0%	0	.0%	2	2.1%	1	2.0%
Allied Carpets, Weymouth Avenue, Dorchester	4	.6%	1	.9%	0	.0%	0	.0%	1	.9%	1	1.5%	1	.9%	0	.0%	0	.0%
Dorchester Carpets, Great Western Trading Estate, Dorchester	4	.6%	0	.0%	1	3.0%	0	.0%	1	.9%	0	.0%	2	1.8%	0	.0%	0	.0%
Portland Town Centre	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	7.8%
Southampton Town Centre	4	.6%	0	.0%	1	3.0%	1	2.3%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%
Argos, St Mary's Street, Weymouth, Dorset	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	1	.9%	0	.0%	1	2.0%
Bristol City Centre	3	.5%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	1	2.0%
Carpets 2000, Great Western Centre, Dorchester	3	.5%	0	.0%	0	.0%	1	2.3%	1	.9%	0	.0%	1	.9%	0	.0%	0	.0%
Castle Point, Bournemouth	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	1	1.1%	1	2.0%
Chard	3	.5%	1	.9%	1	3.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
Dolphin Shopping Centre, Kingland Road, Poole	3	.5%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
Houndstone Business Park, Yeovil	3	.5%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	2	2.1%	0	.0%
Shepton Mallet Town Centre	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	2	2.1%	0	.0%
Taunton Town Centre	3	.5%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Bath Town Centre	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.1%	0	.0%
Carpentry, Bridgewater Retail Park, Somerset	2	.3%	0	.0%	1	3.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Furniture Village Ltd, Wessex Gate Retail Park, Broadstone W	2	.3%	0	.0%	0	.0%	1	2.3%	1	.9%	0	.0%	0	.0%	0	.0%
Local stores, Sherborne	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.1%	0	.0%
Local stores, Thornford	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.1%	0	.0%
Weymouth Avenue Retail Park, Dorchester	2	.3%	0	.0%	0	.0%	1	2.3%	1	.9%	0	.0%	0	.0%	0	.0%
Altro Resin Systems, Station Road, Industrial Estate, Malden	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Auction sale	1	.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
Axminster Carpets Factory Outlet, Abbey Gate, Axminster	1	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Alphington Road, Exeter	1	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Fleets Lane, Fleetsbridge, Poole	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
B&Q, Lysander Road, Yeovil	1	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Carpet Fitter	1	.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
Castle Gardens, New Road, Sherborne	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
DFS, St Freetown Way, Hull	1	.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
Debenhams, Grafton Centre, Cambridge	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
Denners, Yeovil	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Dorchester Road, Weymouth	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fabric Warehouse, Babylon Hill, Yeovil	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Ferndown Town-Centre	1	.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
Fleetsbridge Business Centre, Upton Road, Poole	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
Goulds, South Street, Dorchester	1	.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
Granby Industrial Estate, Weymouth	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Harveys, Houndstone Business Park, Yeovil	1	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hedge End Retail Park, Tollbar Way, Southampton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
Homebase, Redlands Road, Branksome, Poole	1	.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where did you last go to buy your household's shopping for furniture, carpets and other floor coverings?

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Houndstone Retail Park, Yeovil	1	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ikea, Lakeside Retail Park, West Thurrock, Essex	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
Ikea, Valley Park, Purley Way, Croydon	1	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Jigsaws, Dorchester Road, Weymouth	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
John Lewis, Cribbs Causeway, Bristol	1	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Jubilee Retail Park, Weymouth	1	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside Retail Park, West Thurrock, Essex	1	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Links Trading Estate, Yeovil	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Local stores, Weymouth	1	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Dorchester	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Local stores, Fortuneswell	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
Local stores, Stalbridge	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Local stores, Yeovil	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
London Lounge, Dorchester Road, Weymouth	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
Marks & Spencer, Harbour Parade, Southampton	1	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Nuffield Industrial Estate, Poole	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
Pinewood Studios, Princes Street, Yeovil	1	.2%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Primark, High Street, Bromley	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
Retail Park, Tower Park, Poole	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
Sofa Sofa, Newport Road, St Mellons, Cardiff	1	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Sofa Workshop, The Triangle, Bournemouth	1	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
The Avenue Shopping Centre, Commercial Road, Bournemouth	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Varies	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where did you last go to do your household's shopping for furniture, carpets and other floor coverings?

	Zone																			
	Base: All respondents minus excs		1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Walter Wall Carpets, Princes Street, Yeovil	1	.2%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Western Avenue, Houndstone Business Park, Yeovil	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Weymouth Carpets, Abbotsbury Road, Weymouth	1	.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other																				

Q7. Where did you last go to do your household's shopping for furniture, household textiles and soft furnishings, including bedding?

	Zone																	
	Base: All respondents minus excs		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weymouth Town Centre	683	100.0%	111	100.0%	35	100.0%	46	100.0%	124	100.0%	66	100.0%	141	100.0%	107	100.0%	53	100.0%
Dorchester Town Centre	159	23.3%	5	4.5%	1	2.9%	1	2.2%	40	32.3%	13	19.7%	70	49.6%	0	.0%	29	54.7%
Bridport Town Centre	154	22.5%	17	15.3%	7	20.0%	26	56.5%	40	32.3%	34	51.5%	18	12.8%	6	5.6%	6	11.3%
Sherbourne Centre	62	9.1%	48	43.2%	7	20.0%	1	2.2%	2	1.6%	1	1.5%	2	1.4%	0	.0%	1	1.9%
Jubilee Sidings Retail Park, Weymouth	13	1.9%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%	12	11.2%	0	.0%
Bridport Retail Park	8	1.2%	1	.9%	0	.0%	0	.0%	1	.8%	0	.0%	5	3.5%	0	.0%	1	1.9%
Lyme Regis Centre	5	.7%	3	2.7%	0	.0%	1	2.2%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Beamminster Centre	5	.7%	5	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Value House, Camp Road, Weymouth Retail Park	4	.6%	2	1.8%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Dorchester Food Stores	4	.6%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%	2	1.4%	0	.0%	0	.0%
Weymouth Food Stores	2	.3%	0	.0%	0	.0%	0	.0%	1	.8%	1	1.5%	0	.0%	0	.0%	0	.0%
Sherbourne Retail Park	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%
Sherbourne Retail Park	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%

(cont.)

Q7. Where did you last go to do your household's shopping for furniture, household textiles and soft furnishings, including bedding?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Yeovil Town Centre	79	11.6%	6	5.4%	13	37.1%	4	8.7%	3	2.4%	2	3.0%	2	1.4%	48	44.9%	1	1.9%
Poole Town Centre	44	6.4%	0	.0%	0	.0%	5	10.9%	12	9.7%	5	7.6%	13	9.2%	2	1.9%	7	13.2%
Debenhams, New Bond Street, Weymouth, Dorset	12	1.8%	0	.0%	0	.0%	0	.0%	3	2.4%	0	.0%	9	6.4%	0	.0%	0	.0%
Exeter Town Centre	11	1.6%	8	7.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	2	1.9%	0	.0%
Yeovil Retail Park	10	1.5%	0	.0%	0	.0%	1	2.2%	1	.8%	0	.0%	0	.0%	8	7.5%	0	.0%
Ikea, Eastgate Centre, Eastgate Road, Eastville, Bristol	9	1.3%	0	.0%	0	.0%	0	.0%	2	1.6%	2	3.0%	3	2.1%	2	1.9%	0	.0%
Bournemouth Town Centre	8	1.2%	0	.0%	1	2.9%	0	.0%	4	3.2%	0	.0%	0	.0%	2	1.9%	1	1.9%
Bristol City Centre	6	.9%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.9%	3	5.7%
Southampton Town Centre	6	.9%	0	.0%	1	2.9%	2	4.3%	2	1.6%	0	.0%	1	.7%	0	.0%	0	.0%
Goulds, South Street, Dorchester	5	.7%	0	.0%	1	2.9%	0	.0%	2	1.6%	2	3.0%	0	.0%	0	.0%	0	.0%
Wilkinson, Westham Road, Weymouth	5	.7%	0	.0%	0	.0%	0	.0%	2	1.6%	1	1.5%	2	1.4%	0	.0%	0	.0%
Axminster Town Centre	4	.6%	4	3.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Castlepoint Retail Park, Bournemouth	4	.6%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	.7%	1	.9%	1	1.9%
Houndstone Business Park, Yeovil	3	.4%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.9%	0	.0%
John Lilley & Associates, Fairoak Way, Mosterton, Beaminieste	3	.4%	3	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Matalan, Babylon Hill, Yeovil	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.8%	0	.0%
Denners, High Street, Yeovil, Somerset	2	.3%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
John Lewis, Cribbs Causeway, Bristol	2	.3%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Local stores, Yeovil	2	.3%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	1	.9%	0	.0%
London Lounge, Dorchester Road, Weymouth	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%
Shepton Mallet Town Centre	2	.3%	0	.0%	0	.0%	1	2.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Tesco, Queensway, Huish, Yeovil	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.9%	0	.0%
Abroad	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	1	.9%	0	.0%
Argos, Trinity Street, Dorchester	1	.1%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Where did you last go to do your household goods shopping for furniture, household textiles and soft furnishings, including bedding?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Atlantic Village, Clovelly Road, Bideford	1	.1%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beds are Uzzzz, East High Street, Dorchester	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham Town Centre	1	.1%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Blanford Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Ikea, Cardiff	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%
Co-op, Sea Road North, Bridport, Dorset	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Comblins Electrical, Easton Lane, Portland	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
DFS, Southampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
DFS, St Johns Retail Park, Priory Way, Taunton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Dolphin Centre, Kingland Road, Poole	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Dorchester Road, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Western Avenue, Houndstone Business Park, Yeovil	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Furniture Village, Wessex Gate Retail Park, Poole	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Howard's Homecare, Hadley Way, Broadstone, Dorset	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Ikea, Valley Park, Purley Way, Croydon	1	.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Lancashire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Easton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Local stores, Poole	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%
Local stores, Thornford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Marks & Spencer, Middle Street, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Matalan, Bridgewater Retail Park, Somerset	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Matalan, Jubilee Business Park, Jubilee Close, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, West Bay Road, Bridport	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Where did you last go to do your household's shopping for furniture, household textiles and soft furnishings, including bedding?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Portland Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%
Primark, High Street, Bromley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Salisbury Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
St Mary's Street Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%
Sturminster Newton Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
Tesco, Shand Park, West Street, Axminster	1	.1%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thornbury Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%
Trago Mills, Anwenack Street, Falmouth, Cornwall	1	.1%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Wessex Fabric Superstore, Mannings Heath Retail Park, Yarrow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%
West Quay Retail Park, Southampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Weston-super-Mare	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Wilkinson, Lower Middle Street, Yeovil, Somerset	1	.1%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q8. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents minus exs	807	100.0%	124	100.0%	41	100.0%	60	100.0%	141	100.0%	141	100.0%	166	100.0%	141	100.0%	63	100.0%
Weymouth Town Centre	154	19.1%	10	8.1%	1	2.4%	1	1.7%	48	34.0%	3	4.2%	60	36.1%	1	.7%	30	47.6%
Dorchester Town Centre	133	16.5%	9	7.3%	7	17.1%	35	58.3%	30	21.3%	41	57.7%	6	3.6%	3	2.1%	2	3.2%
Jubilee Sidings Retail Park, Weymouth	61	7.6%	0	.0%	2	4.9%	0	.0%	15	10.6%	1	1.4%	38	22.9%	0	.0%	5	7.9%
Bridport Town Centre	60	7.4%	53	42.7%	7	17.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sherbourne Centre	44	5.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	44	31.2%	0	.0%
Bridport Retail Park	16	2.0%	13	10.5%	1	2.4%	2	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

C. Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

	Zone																			
	Base: All respondents minus excls		1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Value House, Camp Road, Weymouth Retail Park	12	1.5%	2	1.6%	0	.0%	0	.0%	2	1.4%	0	1.4%	0	.0%	6	3.6%	1	.7%	1	1.6%
Weymouth Food Stores	5	.6%	1	.8%	0	.0%	0	.0%	1	.7%	0	.7%	0	.0%	2	1.2%	0	.0%	1	1.6%
Lyme Regis Centre	4	.5%	3	2.4%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sherbourne Retail Park	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.8%	0	.0%
Beamminster Centre	2	.2%	1	.8%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dorchester Food Stores	2	.2%	1	.8%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

	Zone																					
	Base: All respondents minus excls																					
	Num	%	1	2	3	4	5	6	7	8	Num	%	1	2	3	4	5	6	7	8	Num	%
Yeovil Town Centre	48	5.9%	2	1.6%	12	29.3%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	33	23.4%	0	0.0%
Curry's, Weymouth Avenue, Dorchester	44	5.5%	4	3.2%	2	4.9%	9	15.0%	11	7.8%	15	21.1%	2	1.2%	2	1.2%	0	0.0%	0	0.0%	1	1.6%
Curry's, Jubilee Retail Park, Jubilee Close, Weymouth	38	4.7%	0	0.0%	0	0.0%	0	0.0%	15	10.6%	1	1.4%	18	10.8%	0	0.0%	0	0.0%	0	0.0%	4	6.3%
Curry's, Houndstone Retail Park, Yeovil, Somerset	21	2.6%	3	2.4%	2	4.9%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	15	10.6%	0	0.0%
Comet, Jubilee Retail Park, Jubilee Close, Weymouth	20	2.5%	0	0.0%	0	0.0%	0	0.0%	5	3.5%	1	1.4%	13	7.8%	1	1.4%	0	0.0%	1	0.7%	0	0.0%
Yeovil Retail Park	16	2.0%	1	0.8%	1	2.4%	1	1.7%	0	0.0%	1	1.4%	0	0.0%	1	1.4%	0	0.0%	12	8.5%	0	0.0%
Portland Town Centre	13	1.6%	0	0.0%	0	0.0%	0	0.0%	2	1.4%	0	0.0%	3	1.8%	0	0.0%	0	0.0%	0	0.0%	8	12.7%
Exeter Town Centre	9	1.1%	9	7.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Houndstone Business Park, Yeovil	7	0.9%	1	0.8%	0	0.0%	2	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.8%	0	0.0%
Poole Town Centre	7	0.9%	0	0.0%	0	0.0%	2	3.3%	0	0.0%	1	1.4%	2	1.2%	1	1.4%	2	1.2%	1	0.7%	1	1.6%
Argos, Trinity Street, Dorchester	6	0.7%	1	0.8%	0	0.0%	1	1.7%	1	1.7%	3	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Combens, Easton Lane, Portland	6	0.7%	0	0.0%	0	0.0%	0	0.0%	1	1.7%	0	0.0%	1	1.7%	0	0.0%	1	1.7%	0	0.0%	4	6.3%
Howard Burwood, Domestic Appliance, St Michaels Trading Estate	5	0.6%	4	3.2%	0	0.0%	0	0.0%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	4	0.5%	0	0.0%	0	0.0%	0	0.0%	1	1.7%	0	0.0%	3	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Argos, St Mary's Street, Weymouth, Dorset	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Newstead Road, Weymouth	4	0.5%	0	0.0%	1	2.4%	0	0.0%	1	1.7%	0	0.0%	1	1.7%	0	0.0%	1	1.7%	1	0.7%	0	0.0%
Southampton Town centre	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.6%
Local stores, Portland	3	0.4%	0	0.0%	0	0.0%	0	0.0%	1	1.7%	0	0.0%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Park, Dorchester	3	0.4%	0	0.0%	0	0.0%	3	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sturminster Newton Town Centre	3	0.4%	0	0.0%	0	0.0%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.4%	0	0.0%
Tesco, Queensway, Huish, Yeovil, Somerset	3	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.1%	0	0.0%
Western Avenue, Houndstone Business Park, Yeovil	3	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.1%	0	0.0%
Weymouth Retail Park	3	0.4%	0	0.0%	0	0.0%	0	0.0%	1	1.7%	0	0.0%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Apollo 2000 Ltd, Poole Store, Pitwines, Poole	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.7%	0	0.0%	1	1.7%	0	0.0%	0	0.0%	0	0.0%
Boots, The Peel Centre, Babylon Hill, Sherborne Road, Yeovil	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.4%	0	0.0%
Curry's, Matford Park Road, Exeter	2	0.2%	2	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

(cont.)

C Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

	Zone																							
	Base: All respondents minus excls																							
	Num	%	1	2	3	4	5	6	7	8	Num	%	1	2	3	4	5	6	7	8	Num	%		
Debenhams, Grafton Centre, Cambridge	2	.2%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Links Trading Estate, Yeovil	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%
Local stores, Bridport	2	.2%	1	.8%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marshall and Sons, Easton Street, Easton, Portland, Dorset	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%
Powerhouse, Great Western Road, Dorchester	2	.2%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%
Argos, Sherborne Road, Yeovil, Somerset	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
B&Q, Jubilee Retail Park, Jubilee Close, Weymouth	1	.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cardiff City Centre	1	.1%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Bridport	1	.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colwell Shopping Centre, School Street, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Curry's, Falkland Square, Poole	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Debenhams, New Bond Street, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dolphin Centre, Poole	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Domestic Appliance Repairs, Waddock Drive, Dorchester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
Easton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%
Ikea, Eastgate Centre, Bristol	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%
Jubilee Retail Park, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
Littlewoods	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Dorchester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Hardington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Local stores, Sherborne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Stalbridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sturminster Newton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Lufton Trading Estate, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Peaches, Fairview 10, Northover Drive, Chard, Somerset	1	.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q Where did you last go to do your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Sanders Electrical, High Street, Stalbridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Sherborne Road, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Taylor's, High Street, Milbourne Port, Sherborne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Varies	1	.1%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%

Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents minus excs	724	100.0%	104	100.0%	49	100.0%	135	100.0%	66	100.0%	147	100.0%	134	100.0%	55	100.0%
Weymouth Town Centre	154	21.3%	10	9.6%	2	2.9%	53	39.3%	0	.0%	63	42.9%	0	.0%	25	45.5%
Dorchester Town Centre	126	17.4%	15	14.4%	8	23.5%	24	17.8%	37	56.1%	5	3.4%	6	4.5%	2	3.6%
Jubilee Sidings Retail Park, Weymouth	55	7.6%	5	4.8%	0	.0%	14	10.4%	0	.0%	28	19.0%	0	.0%	8	14.5%
Sherborne Centre	36	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	36	26.9%	0	.0%
Bridport Town Centre	26	3.6%	23	22.1%	2	5.9%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Value House, Camp Road, Weymouth Retail Park	10	1.4%	3	2.9%	0	.0%	2	1.5%	0	.0%	5	3.4%	0	.0%	0	.0%
Beaminster Centre	7	1.0%	3	2.9%	4	11.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bridport Retail Park	4	.6%	3	2.9%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dorchester Food Stores	4	.6%	1	1.0%	0	.0%	1	2.0%	1	.7%	1	1.5%	0	.0%	0	.0%
Sherborne Retail Park	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%	0	.0%
Weymouth Food Stores	3	.4%	2	1.9%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Lyme Regis Centre	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. When did you last go to your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Yeovil Town Centre	62	8.6%	6	5.8%	13	38.2%	3	6.1%	0	.0%	1	1.5%	2	1.4%	37	27.6%	0	.0%
Currys, Jubilee Retail Park, Jubilee Close, Weymouth	37	5.1%	3	2.9%	0	.0%	0	.0%	14	10.4%	0	.0%	17	11.6%	1	.7%	2	3.6%
Currys, Weymouth Avenue, Dorchester	34	4.7%	5	4.8%	1	2.9%	6	12.2%	6	4.4%	12	18.2%	3	2.0%	0	.0%	1	1.8%
Currys, Houndstone Business Park, Yeovil	26	3.6%	1	1.0%	1	2.9%	1	2.0%	0	.0%	0	.0%	1	.7%	22	16.4%	0	.0%
Portland Town Centre	15	2.1%	1	1.0%	0	.0%	1	2.0%	2	1.5%	1	1.5%	2	1.4%	0	.0%	8	14.5%
Asda, Newstead Road, Weymouth	8	1.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	7	4.8%	0	.0%	0	.0%
Argos, Trinity Street, Dorchester	7	1.0%	3	2.9%	0	.0%	1	2.0%	1	.7%	2	3.0%	0	.0%	0	.0%	0	.0%
Exeter Town Centre	6	.8%	6	5.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Combens, Easton Road, Portland	5	.7%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	2	1.4%	0	.0%	0	.0%
Houndstone Business Park, Yeovil	5	.7%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%	0	.0%
Local stores, Portland	5	.7%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	1	.7%	0	.0%	3	5.5%
Panasonic, Trinity Street, Dorchester	5	.7%	1	1.0%	0	.0%	0	.0%	1	.7%	3	4.5%	0	.0%	0	.0%	0	.0%
Poole Town Centre	5	.7%	0	.0%	0	.0%	2	4.1%	1	.7%	1	1.5%	1	.7%	0	.0%	0	.0%
PC World, Lysander Retail Park, Lysander Road, Yeovil	4	.6%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	.7%	2	1.5%	0	.0%
Sturminster Newton Town Centre	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.0%	0	.0%
Argos, Sherborne Road, Yeovil, Somerset	3	.4%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
Argos, St Mary's Street, Weymouth	3	.4%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%	1	.7%	0	.0%	0	.0%
Local stores, Easton	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	5.5%
Local stores, Weymouth	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	2	1.4%	0	.0%	0	.0%
Tesco, Queensway, Huish, Yeovil	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%	0	.0%
Abbotsbury Road, Weymouth	2	.3%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	1	.7%	0	.0%	0	.0%
Bournemouth Town Centre	2	.3%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.5%	0	.0%	0	.0%	0	.0%
Jubilee Retail Park, Weymouth	2	.3%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	1	.7%	0	.0%	0	.0%
London	2	.3%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
PC World, Wessex Gate Retail Park, Poole	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	1	.7%	0	.0%	0	.0%
Southampton Town Centre	2	.3%	0	.0%	0	.0%	1	2.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?

	Zone																							
	1		2		3		4		5		6		7		8									
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%								
Varies	2	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%						
Western Avenue, Houndstone Business Park, Yeovil	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%						
Axminster Town Centre	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%						
Bath City Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%						
Birmingham City Centre	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%						
Clarks Village, Street, Somerset	1	.1%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%						
Comet, Churchill Way West, Salisbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%						
Currys Digital, Quedam Centre, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%						
Currys, Matford Road, Exeter	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%						
Debenhams, Grafton Centre, Cambridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%						
E. B. Marsh & Son, Market Place, Sturminster Newton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%						
Hired	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%						
Houndstone Retail Park, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%						
John Lewis, The Mall, Cribbs Causeway, Bristol	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%						
K.W. Hurford, Broad Windsor Road, Beaminster, Dorset	1	.1%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%						
Leeds City Centre	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%						
Links Trading Estate, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%						
Local stores, Southampton	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%						
Local stores, Stalbridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%						
Local stores, Sturminster Newton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%						
Lufton Trading Estate, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%						
Luton, Bedfordshire	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%						
Makro, Cabot Lane, Creekmoor, Poole	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%						
Morrisons, Dorchester Road, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%						

(cont.)

Q9. Where did you last go to do your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents minus excls																		
PC World, Bridgewater Retail Park, Somerset	1	.1%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poundbury West Industrial Estate, Dorchester	1	.1%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Robert J Prowse Ltd, Great Western Road, Dorchester	1	.1%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsburys, Ludborne Road, Sherborne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Salisbury City Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
Sanders Electrical, High Street, Stalbridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Sherborne Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Sony Centre, High Street, Poole	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Sony Centre, Westover Road, Bournemouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Tesco, High Street, Exeter	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Vodafone, Vicarage Walk, Quedam Centre, Yeovil	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
West Bay, Bridport	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Weymouth TV Centre, Abbotsbury Road, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%

Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and gardening products?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents minus excls																		
Weymouth Town Centre	822	100.0%	123	100.0%	40	100.0%	60	100.0%	145	100.0%	74	100.0%	171	100.0%	147	100.0%	62	100.0%
Dorchester Town Centre	155	18.9%	12	9.8%	2	5.0%	0	.0%	41	28.3%	5	6.8%	69	40.4%	0	.0%	26	41.9%
Jubilee Sidings Retail Park, Weymouth	115	14.0%	9	7.3%	5	12.5%	33	55.0%	25	17.2%	37	50.0%	2	1.2%	4	2.7%	0	.0%
	89	10.8%	3	2.4%	2	5.0%	1	1.7%	21	14.5%	4	5.4%	44	25.7%	0	.0%	14	22.6%

(cont.)

Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and gardening products?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Bridport Town Centre	53	6.4%	44	35.8%	8	20.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sherbourne Centre	24	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	23	15.6%	0	.0%
Bridport Retail Park	8	1.0%	5	4.1%	1	2.5%	1	1.7%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Value House, Camp Road, Weymouth Retail Park	8	1.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	6	3.5%	0	.0%	1	1.6%
Lyme Regis Centre	7	.9%	6	4.9%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Sherbourne Retail Park	5	.6%	0	.0%	0	.0%	2	3.3%	0	.0%	0	.0%	0	.0%	3	2.0%	0	.0%
Dorchester Food Stores	4	.5%	1	.8%	0	.0%	1	1.7%	1	.7%	1	1.4%	0	.0%	0	.0%	0	.0%
Beaminster Centre	3	.4%	1	.8%	2	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Weymouth Food Stores	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%

(cont.)

Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and gardening products?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
B&Q, Jubilee Retail Park, Jubille Close, Weymouth	111	13.5%	7	5.7%	0	0.0%	1	1.7%	36	24.8%	11	14.9%	43	25.1%	0	0.0%	13	21.0%
Yeovil Town Centre	69	8.4%	5	4.1%	15	37.5%	1	1.7%	0	0.0%	1	1.4%	0	0.0%	47	32.0%	0	0.0%
B&Q, Lysander Road, Yeovil, Somerset	35	4.3%	1	.8%	0	0.0%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	32	21.8%	1	1.6%
Focus, Great Western Square, Dorchester	27	3.3%	1	.8%	0	0.0%	8	13.3%	9	6.2%	8	10.8%	0	0.0%	1	.7%	0	0.0%
Houndstone Business Park, Yeovil	7	.9%	1	.8%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	3.4%	0	0.0%
B&Q, Artillery Road Lufton Trading Estate, Yeovil	6	.7%	1	.8%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.7%	0	0.0%
C.W. Groves & Sons, The Nurseries, West Bay Road, Bridport,	6	.7%	6	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Exeter City Centre	6	.7%	6	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Houndstone Retail Park, Yeovil	6	.7%	0	0.0%	2	5.0%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	3	2.0%	0	0.0%
B&Q, Fleets Lane, Poole	5	.6%	0	0.0%	0	0.0%	0	0.0%	1	.7%	4	5.4%	0	0.0%	0	0.0%	0	0.0%
Goulds Garden Centre, Littlemoor Road, Preston, Weymouth	5	.6%	0	0.0%	0	0.0%	0	0.0%	2	1.4%	0	0.0%	3	1.8%	0	0.0%	0	0.0%
Portland Town Centre	5	.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Gardens, New Road, Sherborne	4	.5%	0	0.0%	0	0.0%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	8.1%
Poole Town Centre	4	.5%	0	0.0%	0	0.0%	4	6.7%	0	0.0%	0	0.0%	0	0.0%	3	2.0%	0	0.0%
Wilkinson, Westham Road, Weymouth	4	.5%	0	0.0%	0	0.0%	1	1.7%	1	.7%	0	0.0%	1	.6%	0	0.0%	0	0.0%
B&Q, Alphington Road, Exeter	3	.4%	3	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chard Town Centre	3	.4%	2	1.6%	0	0.0%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%
Focus, Station Road, Gillingham	3	.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.0%	0	0.0%
Axminster Town Centre	2	.2%	2	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Links Trading Estate, Yeovil	2	.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Stalbridge	2	.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.4%	0	0.0%
Local stores, Weymouth	2	.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.4%	0	0.0%
Lufton Trading Estate, Yeovil	2	.2%	1	.8%	0	0.0%	0	0.0%	1	.7%	0	0.0%	0	0.0%	0	0.0%	1	1.6%
Poundbury Garden Centre, Bridport Road, Poundbury, Dorchester	2	.2%	0	0.0%	0	0.0%	1	1.7%	0	0.0%	1	1.4%	0	0.0%	1	.7%	0	0.0%
Screwfix Direct, Mead Avenue, Yeovil	2	.2%	0	0.0%	0	0.0%	0	0.0%	1	.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	2	.2%	0	0.0%	0	0.0%	0	0.0%	1	.7%	0	0.0%	0	0.0%	1	.7%	0	0.0%

(cont.)

Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and gardening products?

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Western Avenue, Houndstone Business Park, Yeovil	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%
Wickes, Lynx Trading Estate, Yeovil	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%
Bournemouth Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
Brewers, Dorchester Road, Weymouth	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Chaplins Superstore, Bindon Road, Somerset	1	.1%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colwell Shopping Centre, School Street, Weymouth	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Ferndown	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Goulds Garden Centre, Wareham Road, Galton, Dorchester	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Harts Garden Supplies Ltd, Station Road, Sturminster, Newton	1	.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Hankridge Way, Taunton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Homebase, Heath Retail Park, Trinity Square, Honiton	1	.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Wessex Fields, Frome	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Jewson, Cumberland Drive, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
Local stores, Axminster	1	.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Lynx Trading Estate, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
MFI, Western Avenue, Houndstone Business Park, Yeovil	1	.1%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ottery, St Mary	1	.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Plumbase, Sea Road North, Bridport	1	.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Quedam Shopping Centre, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Robert Dyas Ltd, South Street, Dorchester	1	.1%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Seaton	1	.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where did you last go to do your household's shopping for hardware, DIY goods, decorating supplies and gardening products?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Sturminster Newton Building Supplies, Clarkes Yard, Bath Roa	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Sturminster Newton Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Tesco, Shand Park, West Street, Axminster	1	.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Weymouth Town Centre	938	100.0%	149	100.0%	49	100.0%	65	100.0%	162	100.0%	90	100.0%	183	100.0%	168	100.0%	72	100.0%
Dorchester Town Centre	206	22.0%	0	.0%	0	.0%	1	1.5%	56	34.6%	2	2.2%	121	66.1%	0	.0%	26	36.1%
Bridport Town Centre	157	16.7%	1	.7%	8	16.3%	41	63.1%	32	19.8%	65	72.2%	5	2.7%	4	2.4%	1	1.4%
Sherbourne Centre	95	10.1%	84	56.4%	7	14.3%	4	6.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lyme Regis Centre	70	7.5%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	69	41.1%	0	.0%
Weymouth Food Stores	21	2.2%	19	12.8%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	1	.6%	0	.0%
Beaminstor Centre	17	1.8%	0	.0%	0	.0%	0	.0%	7	4.3%	0	.0%	6	3.3%	0	.0%	4	5.6%
Dorchester Food Stores	11	1.2%	1	.7%	10	20.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bridport Retail Park	10	1.1%	0	.0%	0	.0%	2	3.1%	3	1.9%	4	4.4%	0	.0%	1	.6%	0	.0%
Jubilee Sidings Retail Park, Weymouth	5	.5%	5	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Value House, Camp Road, Weymouth Retail Park	1	.1%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Yeovil Town Centre	48	5.1%	2	1.3%	10	20.4%	2	3.1%	0	.0%	0	.0%	0	.0%	34	20.2%	0	.0%
Boots, St Mary Street, Weymouth	28	3.0%	0	.0%	0	.0%	0	.0%	8	4.9%	0	.0%	16	8.7%	0	.0%	4	5.6%
Boots, Cornhill, Dorchester	22	2.3%	0	.0%	3	6.1%	4	6.2%	9	5.6%	6	6.7%	0	.0%	0	.0%	0	.0%
Morrisons, Dorchester Road, Weymouth	16	1.7%	0	.0%	0	.0%	0	.0%	13	8.0%	0	.0%	3	1.6%	0	.0%	0	.0%
Portland Town Centre	16	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	16	22.2%
Boots, Middle Street, Yeovil	11	1.2%	1	.7%	2	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	8	4.8%	0	.0%
Boots, The Peel Centre, Babylon Hill, Sherborne Road, Yeovil	11	1.2%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	10	6.0%	0	.0%
Boots, West Street, Bridport	10	1.1%	10	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Portland	10	1.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	12.5%
Boots, South Street, Dorchester	9	1.0%	0	.0%	2	4.1%	3	4.6%	2	1.2%	2	2.2%	0	.0%	0	.0%	0	.0%
Asda, Newstead Road, Weymouth	8	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	4.4%	0	.0%	0	.0%
Local Pharmacy, Dorchester	8	.9%	0	.0%	1	2.0%	2	3.1%	1	.6%	3	3.3%	0	.0%	0	.0%	1	1.4%
Superdrug, South Street, Dorchester	8	.9%	0	.0%	0	.0%	1	1.5%	3	1.9%	4	4.4%	0	.0%	0	.0%	0	.0%
Local stores, Chickerell	7	.7%	0	.0%	0	.0%	0	.0%	7	4.3%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Weymouth	7	.7%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	6	3.3%	0	.0%	0	.0%
Tesco, Queensway, Huish, Yeovil	7	.7%	0	.0%	1	2.0%	1	1.5%	0	.0%	0	.0%	0	.0%	5	3.0%	0	.0%
Axminster Town Centre	5	.5%	5	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Easton	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Stalbridge	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	6.9%
Rowlands Pharmacy, Littlemoor Shopping Centre, Littlemoor R	5	.5%	0	.0%	0	.0%	0	.0%	5	3.1%	0	.0%	0	.0%	0	.0%	0	.0%
Boots, Cheap Street, Sherborne	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.4%	0	.0%
Local stores, Preston Road, Weymouth	4	.4%	0	.0%	0	.0%	0	.0%	4	2.5%	0	.0%	0	.0%	0	.0%	0	.0%
Yeovil Retail Park	4	.4%	1	.7%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	2	1.2%	0	.0%
Alliance Pharmacy, Easton Square, Portland	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.2%
Angel Pharmacy, Radipole Lane, Weymouth	3	.3%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
Boots, Marine Place, Seaton, Devon	3	.3%	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Littlemore	3	.3%	0	.0%	0	.0%	1	1.5%	1	.6%	0	.0%	1	.5%	0	.0%	0	.0%

(cont.)

Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Local stores, Wyke Regis	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.6%	0	.0%	0	.0%
Sainsburys, Ludborne Road, Sherborne	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%
Superdrug, New Bond Street, Weymouth	3	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	2	1.1%	0	.0%	0	.0%	0	.0%
Yetminster Town Centre	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%
Abbey Pharmacy, Cheap Street, Sherborne	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
Angel Pharmacy, Crescent Street, Weymouth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Asda, Preston Road, Yeovil	2	.2%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%
Co-op, High Street, Bridport	2	.2%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
Exeter Town Centre	2	.2%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lloyds Pharmacy, Lyme Community Care Centre, Uplyme Road, Ly	2	.2%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Abbotsbury Road, Weymouth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
Local stores, Charmouth	2	.2%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Fortuneswell	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Market Pharmacy, South Terrace, South Street, Dorchester, Do	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.8%
Morrisons, Westbay Road, Bridport	2	.2%	2	1.3%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%
Poole Town Centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stalbridge Town Centre	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	1	.6%	0	.0%
Sturminster Newton Town Centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
Wessex Pharmacies Ltd, Lanehouse Rocks Road, Weymouth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
Wilkinson, Lower Middle Street, Yeovil	2	.2%	0	.0%	0	.0%	1	.6%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Wilkinson, Westham Road, Weymouth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
Wool Town Centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
Alliance Pharmacy, Fortuneswell, Portland	1	.1%	0	.0%	1	2.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Alliance Pharmacy, Wool, Wareham, Dorset	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	1	.6%	0	.0%	1	1.4%

(cont.)

Q11. Where did you last go to do your household's shopping for chemists and medical goods, cosmetics and other beauty products?

	Zone																							
	1		2		3		4		5		6		7		8									
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%								
Bath City Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boots, Broad Street, Lyme Regis	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boots, Silver Street, Salisbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boots, Trinity Square, Axminster	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Buxton Road Pharmacy, Buxton Road, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chard, Somerset	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Stiby Road, Westfield, Yeovil	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Colwell Shopping Centre, School Street, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Crewkerne Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dorchester Market	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Littlemore	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lloyds Pharmacy, Gloucester Street, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Pharmacy, Beaminster	1	.1%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local Pharmacy, Seaton	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Axminster	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Hardington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Littlemoor, Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Maiden Newton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Milborne Port	1	.1%	0	.0%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Sherborne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Southill	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southampton Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stalbridge Pharmacy, High Street, Stalbridge, Sturminster Ne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Strawbridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q12. Where did you last go to do your household's shopping for books, jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

Base: All respondents minus excls	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Weymouth Town Centre	657	100.0%	109	100.0%	30	100.0%	50	100.0%	112	100.0%	67	100.0%	130	100.0%	112	100.0%	47	100.0%
Dorchester Town Centre	181	27.5%	4	3.7%	0	.0%	0	.0%	48	42.9%	2	3.0%	89	68.5%	0	.0%	38	80.9%
Bridport Town Centre	172	26.2%	20	18.3%	9	30.0%	34	68.0%	38	33.9%	50	74.6%	13	10.0%	5	4.5%	3	6.4%
Sherbourne Centre	59	9.0%	52	47.7%	4	13.3%	2	4.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Dorchester Food Stores	36	5.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beaminstor Centre	6	.9%	1	.9%	0	.0%	1	2.0%	1	.9%	2	3.0%	1	.8%	0	.0%	1	2.1%
Lyme Regis Centre	5	.8%	1	.9%	4	13.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Weymouth Food Stores	4	.6%	3	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bridport Retail Park	4	.6%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%	2	1.5%	0	.0%	0	.0%
Jubilee Sidings Retail Park, Weymouth	2	.3%	1	.9%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sherbourne Retail Park	1	.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%

(cont.)

Q12. Where did you last go to do your household's shopping for books, jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Yeovil Town Centre	77	11.7%	8	7.3%	8	26.7%	3	6.0%	1	.9%	1	1.5%	1	.8%	54	48.2%	1	2.1%
Bournemouth Town Centre	11	1.7%	1	.9%	0	.0%	0	.0%	4	3.6%	0	.0%	3	2.3%	2	1.8%	1	2.1%
Exeter City Centre	8	1.2%	7	6.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Poole Town Centre	8	1.2%	0	.0%	0	.0%	3	6.0%	2	1.8%	1	1.5%	2	1.5%	0	.0%	0	.0%
Asda, Newstead Road, Weymouth	6	.9%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	5	3.8%	0	.0%	0	.0%
Southampton Town Centre	5	.8%	0	.0%	1	3.3%	2	4.0%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%
WH Smith, St Mary Street, Weymouth	5	.8%	1	.9%	0	.0%	1	2.0%	0	.0%	0	.0%	3	2.3%	0	.0%	0	.0%
Argos, High Street, Yeovil	4	.6%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
Debenhams, New Bond Street, Weymouth	4	.6%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%	1	.8%	0	.0%	0	.0%
Waterstone's, South Street, Dorchester	4	.6%	1	.9%	1	3.3%	1	2.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Argos, Trinity Street, Dorchester	3	.5%	0	.0%	0	.0%	1	2.0%	0	.0%	2	3.0%	0	.0%	0	.0%	0	.0%
London	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%
Asda, Preston Road, Yeovil	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
Bath City Centre	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bristol City Centre	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	1	.8%	0	.0%	0	.0%
H Samuel, Cornhill, Dorchester	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	1	2.1%
H Samuel, Middle Street, Yeovil, Somerset	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	1	.8%	0	.0%	0	.0%
Local stores, Dorchester	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	1	.9%	0	.0%
Marks & Spencer, Middle Street, Yeovil	2	.3%	0	.0%	0	.0%	2	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Matalan, Jubilee Retail Park, Jubilee Close, Weymouth	2	.3%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	1	.8%	0	.0%	0	.0%
Morrisons, Lysander Road, Yeovil	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
Portsmouth Town Centre	2	.3%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	2.1%
Abroad	1	.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Axminster Town Centre	1	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Batten's Jewellers, South Street, Bridport	1	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Border's Books, Bourne Avenue, Bournemouth	1	.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Where did you last go to do your household's shopping for books, jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Cardiff City Centre	1	.2%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clarks Village Retail Park, Street, Somerset	1	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Weymouth Avenue, Dorchester	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Freemans Book Club	1	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Goulds, South Street, Dorchester	1	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Abbotsbury Road, Weymouth	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Local stores, Axminster	1	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Portland	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%
Local stores, Sherborne	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
Local stores, Wyke Regis	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Lyme Regis Town Centre	1	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, High Street, Exeter, Devon	1	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, South Street, Dorchester, Dorset	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Quedam Shopping Centre, Yeovil	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Reading Town Centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Robert Dyas Ltd, South Street, Dorchester, Dorset	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
Sherborne Town Centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Taunton Town Centre	1	.2%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waterstone's, The Arcade, Bournemouth, Dorset	1	.2%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Waterstone's, Unit 1 West Mall, Castle Point, Castle Lane We	1	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Wilkinson, Western Road, Weymouth	1	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Woolworths, New Bond Street, Weymouth	1	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Works, New Bond Street, Weymouth	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Varies	1	.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q13. When you shop for non-food goods, how do you usually travel?

	Zone															
	1	2	3	4	5	6	7	8								
Base: All respondents	Num	%	Num	%	Num	%	Num	%								
Base: All respondents	1005	100.0%	160	100.0%	70	100.0%	176	100.0%	96	100.0%	201	100.0%	176	100.0%	74	100.0%
Car (own / company)	599	59.6%	98	61.3%	38	73.1%	55	78.6%	109	61.9%	40	41.7%	93	46.3%	126	71.6%
Car (passenger in friends / relatives car)	136	13.5%	20	12.5%	5	9.6%	10	14.3%	30	17.0%	13	13.5%	22	10.9%	25	14.2%
Bus / coach	120	11.9%	12	7.5%	5	9.6%	5	7.1%	26	14.8%	4	4.2%	43	21.4%	8	4.5%
Walk	115	11.4%	22	13.8%	2	3.8%	0	.0%	6	3.4%	34	35.4%	33	16.4%	14	8.0%
Goods delivered	10	1.0%	1	.6%	1	1.9%	0	.0%	4	2.3%	0	.0%	1	.5%	2	1.1%
Taxi	9	.9%	3	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	5	2.5%	0	.0%
Bicycle	5	.5%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%
Train	5	.5%	0	.0%	1	1.9%	0	.0%	1	.6%	2	2.1%	1	.5%	0	.0%
Motorcycle / moped	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	1	.6%
Motor scooter	3	.3%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%
Other	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wheel chair	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q14. Which of the following centres do you visit most often for any purpose?

	Zone															
	1	2	3	4	5	6	7	8								
Base: All respondents	Num	%	Num	%	Num	%	Num	%								
Base: All respondents	1005	100.0%	160	100.0%	70	100.0%	176	100.0%	96	100.0%	201	100.0%	176	100.0%	74	100.0%
Weymouth	346	34.4%	11	6.9%	2	3.8%	2	2.9%	101	57.4%	13	13.5%	162	80.6%	7	4.0%
Dorchester	303	30.1%	19	11.9%	17	32.7%	57	81.4%	72	40.9%	81	84.4%	31	15.4%	21	11.9%
Bridport	129	12.8%	100	62.5%	18	34.6%	5	7.1%	0	.0%	0	.0%	4	2.0%	1	.6%
Sherbourne	122	12.1%	0	.0%	2	3.8%	2	2.9%	0	.0%	0	.0%	0	.0%	118	67.0%
None of the above	61	6.1%	15	9.4%	8	15.4%	3	4.3%	3	1.7%	4	2.0%	4	2.0%	26	14.8%
Portland	22	2.2%	1	.6%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	1	.6%
Lyme Regis	13	1.3%	12	7.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
Beaminster	9	.9%	2	1.3%	5	9.6%	0	.0%	1	1.0%	0	.0%	1	.6%	0	.0%

Q16. What do you like about Q14?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Nothing or very little	105	11.1%	18	12.4%	3	6.8%	8	11.9%	19	11.0%	14	14.7%	24	12.2%	10	6.7%	9	12.3%
Nice seaside/ coastal resort	27	2.9%	2	1.4%	0	.0%	0	.0%	9	5.2%	1	1.1%	12	6.1%	2	1.3%	1	1.4%
Not too busy	20	2.1%	2	1.4%	1	2.3%	1	1.5%	4	2.3%	2	2.1%	4	2.0%	4	2.7%	2	2.7%
Compact	19	2.0%	3	2.1%	2	4.5%	1	1.5%	2	1.2%	1	1.1%	5	2.5%	5	3.3%	0	.0%
Friendly	14	1.5%	4	2.8%	1	2.3%	0	.0%	1	.6%	2	2.1%	2	1.0%	3	2.0%	1	1.4%
Home town	12	1.3%	2	1.4%	0	.0%	1	1.5%	2	1.2%	2	2.1%	2	1.0%	2	1.3%	1	1.4%
Close to friends/ family	8	.8%	1	.7%	1	2.3%	0	.0%	1	.6%	1	1.1%	1	.5%	3	2.0%	0	.0%
Large selection of independent shops	8	.8%	1	.7%	1	2.3%	1	1.5%	2	1.2%	0	.0%	0	.0%	2	1.3%	1	1.4%
Has everything needed	6	.6%	1	.7%	0	.0%	0	.0%	0	.0%	1	1.1%	2	1.0%	1	.7%	1	1.4%
Slightly different shops	4	.4%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	2	1.0%	1	.7%	0	.0%
Large range of stores	3	.3%	1	.7%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Amenities/ culture	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.4%
Familiar with the shops	2	.2%	0	.0%	1	2.3%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Good Library	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Has a hospital	1	.1%	1	.7%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Helpful shop assistants - more so than Weymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
It's not too big and not too small	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
Know where everything is	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pedestrian Areas	1	.1%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Small town	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
The ambience	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Unspoilt small market town	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
Weekly market	1	.1%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Work there	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%

Q17. What do you dislike about Q14?

Base: Those visiting a centre	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: Those visiting a centre	944	100.0%	145	100.0%	44	100.0%	67	100.0%	173	100.0%	95	100.0%	197	100.0%	150	100.0%	73	100.0%
Car parking too expensive	69	7.3%	12	8.3%	5	11.4%	5	7.5%	15	8.7%	4	4.2%	16	8.1%	8	5.3%	4	5.5%
Danger from vehicles in some streets/not fully pedestrianised	7	.7%	1	.7%	0	.0%	0	.0%	1	.6%	1	1.1%	1	.5%	3	2.0%	0	.0%
Difficult to park near shops	69	7.3%	16	11.0%	5	11.4%	5	7.5%	10	5.8%	8	8.4%	13	6.6%	8	5.3%	4	5.5%
Not enough seats/litter bins/public telephones/public toilets	4	.4%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	3	1.5%	0	.0%	0	.0%
Poor access for the disabled	6	.6%	0	.0%	0	.0%	1	1.5%	2	1.2%	3	3.2%	0	.0%	0	.0%	0	.0%
Poor market	5	.5%	1	.7%	0	.0%	0	.0%	1	.6%	2	2.1%	0	.0%	0	.0%	1	1.4%
Poor range of services	21	2.2%	2	1.4%	2	4.5%	4	6.0%	5	2.9%	1	1.1%	4	2.0%	1	.7%	2	2.7%
Poor range of shops	138	14.6%	21	14.5%	7	15.9%	15	22.4%	25	14.5%	18	18.9%	25	12.7%	15	10.0%	12	16.4%
Streets badly maintained	11	1.2%	0	.0%	0	.0%	1	1.5%	2	1.2%	2	2.1%	4	2.0%	1	.7%	1	1.4%
Streets dirty	17	1.8%	1	.7%	0	.0%	0	.0%	7	4.0%	3	3.2%	4	2.0%	1	.7%	1	1.4%
Too busy/crowded	75	7.9%	8	5.5%	4	9.1%	2	3.0%	22	12.7%	4	4.2%	19	9.6%	7	4.7%	9	12.3%
Traffic congestion makes it difficult to get to by car	45	4.8%	8	5.5%	1	2.3%	4	6.0%	10	5.8%	2	2.1%	14	7.1%	2	1.3%	4	5.5%
Unattractive environment/not a very nice place	23	2.4%	3	2.1%	2	4.5%	2	3.0%	4	2.3%	2	2.1%	4	2.0%	4	2.7%	2	2.7%
Nothing or very little	474	50.2%	72	49.7%	24	54.5%	28	41.8%	80	46.2%	43	45.3%	98	49.7%	98	65.3%	31	42.5%

(cont.)

Q17. What do you dislike about Q147

Base: Those visiting a centre	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Drug Addicts/ Homeless/ Drunks	13	1.4%	1	.7%	0	.0%	1	1.5%	6	3.5%	1	1.1%	2	1.0%	1	.7%	1	1.4%
Too many tourists	11	1.2%	0	.0%	0	.0%	0	.0%	6	3.5%	0	.0%	2	1.0%	0	.0%	3	4.1%
Yobbish behaviour	8	.8%	1	.7%	0	.0%	0	.0%	2	1.2%	2	2.1%	3	1.5%	0	.0%	0	.0%
Not enough large stores	7	.7%	2	1.4%	0	.0%	0	.0%	1	.6%	1	1.1%	3	1.5%	0	.0%	0	.0%
Poor bus service	5	.5%	1	.7%	0	.0%	1	1.5%	1	.6%	2	2.1%	0	.0%	0	.0%	0	.0%
Redevelopment	5	.5%	1	.7%	0	.0%	1	1.5%	1	.6%	2	2.1%	0	.0%	0	.0%	0	.0%
Too many charity shops	5	.5%	1	.7%	0	.0%	0	.0%	1	.6%	1	1.1%	0	.0%	2	1.3%	0	.0%
Not enough parking	4	.4%	1	.7%	0	.0%	1	1.5%	0	.0%	2	2.1%	0	.0%	0	.0%	0	.0%
Very expensive	4	.4%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	3	2.0%	0	.0%
Litter	3	.3%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%	0	.0%
Snobs	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.0%	0	.0%
Too congested in summer	3	.3%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%	0	.0%
No large supermarket	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	1	1.4%
No mother and baby parking area	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	.7%	0	.0%
Small community	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	1	1.4%
The Roads	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%
Too far from other towns	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%
Too few restaurants	2	.2%	1	.7%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Unfriendly	2	.2%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
Broadband and TV's have bad signal	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
Bureaucracy	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
Council does not cater for small businesses	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
Council tax	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dislike the Sainsburys	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Hard to get around	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
Lack of clothes shops	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lack of independent shops	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Lack of social facilities	1	.1%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Little to do	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
No decent affordable shops	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q17. What do you dislike about Q14?

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
No Marks & Spencer	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
No music store	1	.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
No train station	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Not a big enough town	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Not enough inexpensive non-food shops	1	.1%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Opening hours	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
Poor entertainment	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poor variety of pubs	1	.1%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Post Office too small	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
Shops are too small	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Small range of boy's children clothes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Toilets are dirty	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Too many clothes stores	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Too many old people	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Uneven pavements	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%

Q18. Are you a member or do you regularly visit a health and fitness club?

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1005	100.0%	160	100.0%	52	100.0%	176	100.0%	96	100.0%	201	100.0%	176	100.0%	74	100.0%
Yes	123	12.2%	21	13.1%	4	7.7%	17	9.7%	12	12.5%	28	13.9%	27	15.3%	8	10.8%
No	882	87.8%	139	86.9%	48	92.3%	159	90.3%	84	87.5%	173	86.1%	149	84.7%	66	89.2%

Q19. In which health and fitness club do you usually visit?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: Those visiting a health club	123	100.0%	21	100.0%	4	100.0%	6	100.0%	17	100.0%	12	100.0%	28	100.0%	27	100.0%	8	100.0%
Bridport Leisure Centre, Bridport	17	13.8%	15	71.4%	1	25.0%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
Weymouth Swimming Pool and Fitness Centre	12	9.8%	0	.0%	0	.0%	0	.0%	3	17.6%	2	16.7%	5	17.9%	0	.0%	2	25.0%
Budmouth Sports Centre, Budmouth School, Weymouth	7	5.7%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	6	21.4%	0	.0%	0	.0%
Physiques, The Grove, Dorchester	6	4.9%	0	.0%	0	.0%	3	50.0%	2	11.8%	1	8.3%	0	.0%	0	.0%	0	.0%
Thomas Hardy Leisure Centre, Dorchester	5	4.1%	0	.0%	0	.0%	1	16.7%	1	5.9%	3	25.0%	0	.0%	0	.0%	0	.0%
Future Physiques, Waverly Road, Weymouth	4	3.3%	1	4.8%	0	.0%	0	.0%	1	5.9%	0	.0%	2	7.1%	0	.0%	0	.0%
Weymouth Squash & Fitness Centre, Newstead Road	4	3.3%	0	.0%	0	.0%	0	.0%	2	11.8%	0	.0%	2	7.1%	0	.0%	0	.0%
Redlands Sports Centre, Dorchester Road, Dorset	3	2.4%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	1	3.6%	1	3.7%	0	.0%
Harrison Health Club and Spa Ltd, Dorchester	3	2.4%	0	.0%	0	.0%	1	16.7%	0	.0%	1	8.3%	0	.0%	1	3.7%	0	.0%
Crewkerne Health Club, Crewkerne	3	2.4%	0	.0%	3	75.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boscawen Swimming and Leisure Centre, Portland	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	25.0%
Southwell Park Leisure Club and Gym, Portland	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	25.0%

(cont.)

Q19. Which health and fitness club do you usually visit?

	Zone															
	1	2	3	4	5	6	7	8								
Base: Those visiting a health club	Num	%	Num	%	Num	%	Num	%	Num	%						
Cannons Health Club, Yeovale Leisure Park, Old Station Road, Sherbourne	7	5.7%	0	.0%	0	.0%	0	.0%	0	.0%	7	25.9%	0	.0%		
Gryphon Leisure Centre, Bristol Road, Sherborne	6	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	22.2%	0	.0%
Curves, Surrey Close, Grandby Industrial Estate, Weymouth	5	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	18.5%	0	.0%
Rembrandt Hotel, Dorchester Road, Weymouth, Dorset	3	2.4%	0	.0%	0	.0%	2	11.8%	0	.0%	1	3.6%	0	.0%		
St Osmund's Community Sports Centre Ltd, Barnes Way, Dorches	3	2.4%	0	.0%	0	.0%	1	5.9%	0	.0%	2	7.1%	0	.0%		
The Portland Spa, Southwell Business Park, Portland, Dorset	3	2.4%	0	.0%	0	.0%	0	.0%	2	16.7%	0	.0%	1	3.6%	0	.0%
Weymouth Sports Club, Dorchester road, Weymouth, Dorset	3	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	10.7%	0	.0%		
Bowleaze, Knightsdale, Weymouth	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	7.1%	0	.0%		
Flamingo Pool, Lyme Road, Axminster	2	1.6%	2	9.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Gym at Work	2	1.6%	0	.0%	0	.0%	1	5.9%	1	8.3%	0	.0%	0	.0%		
Curves, Poundbury West Industrial Estate, Dorchester	1	.8%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%		
Dorchester Tennis & Squash Club, Sawmills Lane, Weymouth Ave	1	.8%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%		
Fitness First, Unit 16, The Brewery, Cheltenham	1	.8%	1	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Gillingham Leisure Centre, Hardings Lane, Gillingham, Dorset	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%
Goldenstones Leisure Centre, Brunswick Street, Yeovil	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%
Highlands End Farm Caravan Park, Eype, Bridport	1	.8%	1	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Holbrook House Hotel, Wincanton	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%
Oxley Sports Centre, Sherborne School for Girls, Sherborne	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%	0	.0%
Pilgrim House, Hope Street, Weymouth	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.6%	0	.0%		
Puddletown Walking Group	1	.8%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%		

Other

(cont.)

Q19. Which health and fitness club do you usually visit?

	Base: Those visiting a health club	Zone																
		1		2		3		4		5		6		7		8		
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Riviera Hotel, Bowleaze Cove, Weymouth	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sherborne Fitness Club	1	.8%	0	.0%	0	.0%	1	16.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Pauls Church, Sherborne, Dorset	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%
Village Hall, Netherbury, Dorset	1	.8%	1	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Weymouth St Pauls Harriers & Athletics Club, Goldcroft Road, Wincanton	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.6%	0	.0%
Wincanton Sports Centre, West Hill, Wincanton	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%
Other																		

Q20. Where do you normally go to the cinema?

	Zone															
	1	2	3	4	5	6	7	8								
Base: Those visiting a cinema	Num	%	Num	%	Num	%	Num	%	Num	%						
Cineworld, Weymouth	448	100.0%	20	100.0%	31	100.0%	86	100.0%	49	100.0%	97	100.0%	68	100.0%	35	100.0%
Plaza 1&2, Trinity Street, Dorchester	266	59.4%	17	27.4%	3	15.0%	15	48.4%	77	89.5%	19	38.8%	96	99.0%	4	5.9%
Electric Palace Cinema, Bridport	55	12.3%	6	9.7%	2	10.0%	10	32.3%	8	9.3%	27	55.1%	1	1.0%	1	1.5%
Other	8	1.8%	5	8.1%	3	15.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cineworld, Yeo Leisure Park, Old Station Way, Yeovil	74	16.5%	1	1.6%	12	60.0%	5	16.1%	0	.0%	0	.0%	0	.0%	56	82.4%
Regent Cinema, Broad Street, Lyme Regis	29	6.5%	29	46.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Yeovil	6	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	8.8%
Tower Park, Poole	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	3	6.1%	0	.0%	0	.0%
Odeon Exeter, Sidwell Street, Exeter	2	.4%	2	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mobile Cinema, Bothenhampton	1	.2%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Odeon, West Quay Road, Southampton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
Ritz Cinema, Victoria Street, Burnham-on-Sea	1	.2%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Strode Theatre, Church Road, Street	1	.2%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%	0	.0%	0	.0%
UGC, Hertmere Road, West India Quay, Canary Wharf, London	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%

Q21. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants, theatres and leisure parks?

	Zone															
	1	2	3	4	5	6	7	8								
Base: Those visiting for a night out	Num	%	Num	%	Num	%	Num	%	Num	%						
Weymouth	657	100.0%	29	100.0%	47	100.0%	117	100.0%	61	100.0%	153	100.0%	104	100.0%	53	100.0%
Dorchester	284	43.2%	3	3.2%	1	3.4%	7	14.9%	81	69.2%	12	19.7%	137	89.5%	4	3.8%
Bridport	94	14.3%	1	1.1%	6	20.7%	20	42.6%	19	16.2%	43	70.5%	1	.7%	4	3.8%
Other	73	11.1%	63	67.7%	5	17.2%	2	4.3%	0	.0%	1	1.6%	1	.7%	1	1.0%

(cont.)

Q21. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants, theatres and leisure parks?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Sherbourne	47	7.2%	0	.0%	1	3.4%	3	6.4%	0	.0%	0	.0%	0	.0%	43	41.3%	0	.0%
Lyme Regis	15	2.3%	14	15.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Portland	13	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	11	20.8%
Beaminstor	8	1.2%	1	1.1%	6	20.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Lighthouse Poole	3	.5%	0	.0%	0	.0%	1	2.1%	1	.9%	1	1.6%	0	.0%	0	.0%	0	.0%
Tower Park Poole	2	.3%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Cineworld Weymouth	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%
Dorchester Cinema	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%

(cont.)

Q21. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants, theatres and leisure parks?

	Zone																	
	1		2		3		4		5		6		7		8			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Yeovil	42	6.4%	0	.0%	5	17.2%	3	6.4%	2	1.7%	2	3.3%	0	.0%	30	28.8%	0	.0%
Bournemouth	6	.9%	0	.0%	0	.0%	0	.0%	2	1.7%	0	.0%	3	2.0%	1	1.0%	0	.0%
Piddle Valley	5	.8%	0	.0%	0	.0%	4	8.5%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Poole	5	.8%	1	1.1%	0	.0%	1	2.1%	2	1.7%	0	.0%	1	.7%	0	.0%	0	.0%
Varies	5	.8%	0	.0%	0	.0%	1	2.1%	1	.9%	0	.0%	2	1.3%	1	1.0%	0	.0%
Various country pubs	4	.6%	0	.0%	0	.0%	0	.0%	2	1.7%	0	.0%	0	.0%	2	1.9%	0	.0%
Axminster	3	.5%	3	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Corton Denham	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Portland	3	.5%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	3	2.9%	0	.0%
Preston	3	.5%	0	.0%	0	.0%	0	.0%	1	.9%	1	1.6%	1	.7%	0	.0%	2	3.8%
West Bay	3	.5%	2	2.2%	0	.0%	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cerne Abbas	2	.3%	0	.0%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Malden Newton	2	.3%	0	.0%	2	6.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Puddle Town	2	.3%	0	.0%	0	.0%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
Straton	2	.3%	0	.0%	1	3.4%	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sturminster Newton	2	.3%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Abroad	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Bristol	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Cardiff	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Charmouth	1	.2%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chideock	1	.2%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Exeter	1	.2%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Exmouth	1	.2%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fiddleford, Sturminster Newton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
France	1	.2%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Gillingham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halstock	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Local stores, Charmouth	1	.2%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mosterton	1	.2%	0	.0%	1	3.4%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Mudford, Yeovil	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%

(cont.)

Q21. Where do you most frequently visit for a night out e.g. bars, pubs, restaurants, theatres and leisure parks?

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Overcombe	1	.2%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Salisbury	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%
Somerton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Stalbridge	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Torquay	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
West Camel, Yeovil	1	.2%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%	1	.7%	0	.0%
West Chinnoek	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
West Coker	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Wyke Regis	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%

Q22. How often do you visit Weymouth or Dorchester in the evening?

	Zone															
	1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1005	100.0%	160	100.0%	70	100.0%	176	100.0%	96	100.0%	201	100.0%	176	100.0%	74	100.0%
Everyday/most days	10	1.0%	0	.0%	1	1.4%	1	.6%	5	5.2%	2	1.0%	0	.0%	1	1.4%
2-3 times a week	45	4.5%	0	.0%	1	1.4%	8	4.5%	10	10.4%	19	9.5%	1	.6%	6	8.1%
Once a week	67	6.7%	1	.6%	6	8.6%	15	8.5%	9	9.4%	28	13.9%	4	2.3%	4	5.4%
Once a fortnight	49	4.9%	1	.6%	3	4.3%	8	4.5%	9	9.4%	17	8.5%	3	1.7%	7	9.5%
Once a month	111	11.0%	8	5.0%	8	11.4%	27	15.3%	14	14.6%	38	18.9%	6	3.4%	7	9.5%
Less often	227	22.6%	34	21.3%	15	28.8%	42	23.9%	23	24.0%	46	22.9%	26	14.8%	23	31.1%
Never visit	488	48.6%	113	70.6%	33	61.5%	73	41.5%	26	27.1%	51	25.4%	134	76.1%	26	35.1%
Don't know / varies	8	.8%	3	1.9%	1	1.9%	2	1.1%	0	.0%	0	.0%	2	1.1%	0	.0%

Q24. SEG

	Zone																			
	1		2		3		4		5		6		7		8					
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%				
Base: All respondents	1005	100.0%	160	100.0%	52	100.0%	70	100.0%	176	100.0%	176	100.0%	96	100.0%	201	100.0%	176	100.0%	74	100.0%
A/B	223	22.2%	40	25.0%	12	23.1%	19	27.1%	37	21.0%	20	20.8%	39	19.4%	43	24.4%	43	24.4%	13	17.6%
C1	336	33.4%	53	33.1%	17	32.7%	21	30.0%	63	35.8%	31	32.3%	68	33.8%	56	31.8%	56	31.8%	27	36.5%
C2	247	24.6%	33	20.6%	13	25.0%	17	24.3%	39	22.2%	27	28.1%	54	26.9%	46	26.1%	46	26.1%	18	24.3%
D/E	147	14.6%	28	17.5%	7	13.5%	10	14.3%	26	14.8%	16	16.7%	30	14.9%	17	9.7%	17	9.7%	13	17.6%
Refused	52	5.2%	6	3.8%	3	5.8%	3	4.3%	11	6.3%	2	2.1%	10	5.0%	14	8.0%	14	8.0%	3	4.1%

Q25. Age group

	Zone																			
	1		2		3		4		5		6		7		8					
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%				
Base: All respondents	1005	100.0%	160	100.0%	52	100.0%	70	100.0%	176	100.0%	176	100.0%	96	100.0%	201	100.0%	176	100.0%	74	100.0%
18 - 24 years	16	1.6%	3	1.9%	1	1.9%	0	.0%	2	1.1%	1	1.0%	1	1.0%	5	2.5%	2	1.1%	2	2.7%
25 - 34 years	28	2.8%	4	2.5%	1	1.9%	3	4.3%	6	3.4%	3	3.1%	6	3.0%	6	3.0%	5	2.8%	0	.0%
35 - 44 years	122	12.1%	15	9.4%	5	9.6%	9	12.9%	14	8.0%	22	22.9%	26	12.9%	26	12.9%	19	10.8%	12	16.2%
45 - 54 years	141	14.0%	18	11.3%	9	17.3%	13	18.6%	22	12.5%	12	12.5%	32	15.9%	32	15.9%	23	13.1%	12	16.2%
55 - 64 years	216	21.5%	30	18.8%	11	21.2%	11	15.7%	40	22.7%	19	19.8%	37	18.4%	46	26.1%	46	26.1%	22	29.7%
65 years or above	464	46.2%	88	55.0%	25	48.1%	34	48.6%	87	49.4%	38	39.6%	90	44.8%	77	43.8%	77	43.8%	25	33.8%
Refused	18	1.8%	2	1.3%	0	.0%	0	.0%	5	2.8%	1	1.0%	5	2.5%	4	2.3%	4	2.3%	1	1.4%

Q26. How many people ... there in your household who are aged between...?

	Zone																	
	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1005	100.0%	160	100.0%	52	100.0%	70	100.0%	176	100.0%	96	100.0%	201	100.0%	176	100.0%	74	100.0%
0	827	82.3%	140	87.5%	45	86.5%	54	77.1%	146	83.0%	77	80.2%	158	78.6%	147	83.5%	60	81.1%
1	72	7.2%	7	4.4%	4	7.7%	8	11.4%	14	8.0%	7	7.3%	15	7.5%	9	5.1%	8	10.8%
2	70	7.0%	9	5.6%	1	1.9%	7	10.0%	9	5.1%	7	7.3%	22	10.9%	10	5.7%	5	6.8%
3	17	1.7%	3	1.9%	1	1.9%	0	.0%	4	2.3%	3	3.1%	1	.5%	5	2.8%	0	.0%
4	5	.5%	1	.6%	1	1.9%	1	1.4%	1	.6%	1	1.0%	0	.0%	0	.0%	0	.0%
Refused	14	1.4%	0	.0%	0	.0%	0	.0%	2	1.1%	1	1.0%	5	2.5%	5	2.8%	1	1.4%
5	54	5.4%	16	10.0%	1	1.9%	5	7.1%	11	6.3%	5	5.2%	10	5.0%	4	2.3%	2	2.7%
1	279	27.8%	43	26.9%	18	34.6%	18	25.7%	43	24.4%	27	28.1%	63	31.3%	47	26.7%	20	27.0%
2	507	50.4%	78	48.8%	23	44.2%	38	54.3%	101	57.4%	53	55.2%	84	41.8%	93	52.8%	37	50.0%
3	100	10.0%	15	9.4%	9	17.3%	7	10.0%	15	8.5%	7	7.3%	21	10.4%	20	11.4%	6	8.1%
4	44	4.4%	8	5.0%	1	1.9%	2	2.9%	3	1.7%	3	3.1%	15	7.5%	7	4.0%	5	6.8%
5	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	2	2.7%
6	3	.3%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	2	1.0%	0	.0%	0	.0%
7	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
Refused	14	1.4%	0	.0%	0	.0%	0	.0%	2	1.1%	1	1.0%	5	2.5%	5	2.8%	1	1.4%
16 years and over																		

Q27. How many people (men and women) are there in your household who are in...?

	Zone																	
	Base: All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1005	100.0%	160	100.0%	52	100.0%	70	100.0%	176	100.0%	96	100.0%	201	100.0%	176	100.0%	74	100.0%
0	753	74.9%	127	79.4%	43	82.7%	51	72.9%	138	78.4%	65	67.7%	142	70.6%	132	75.0%	55	74.3%
1	199	19.8%	27	16.9%	8	15.4%	16	22.9%	32	18.2%	25	26.0%	45	22.4%	31	17.6%	15	20.3%
2	35	3.5%	6	3.8%	1	1.9%	3	4.3%	2	1.1%	5	5.2%	8	4.0%	8	4.5%	2	2.7%
3	4	.4%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	1	.5%	1	.6%	1	1.4%
4	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Refused	13	1.3%	0	.0%	0	.0%	0	.0%	2	1.1%	1	1.0%	5	2.5%	4	2.3%	1	1.4%
0	574	57.1%	108	67.5%	28	53.8%	38	54.3%	109	61.9%	46	47.9%	111	55.2%	97	55.1%	37	50.0%
1	247	24.6%	27	16.9%	13	25.0%	21	30.0%	43	24.4%	30	31.3%	52	25.9%	42	23.9%	19	25.7%
2	137	13.6%	22	13.8%	10	19.2%	8	11.4%	20	11.4%	16	16.7%	25	12.4%	25	14.2%	11	14.9%
3	22	2.2%	2	1.3%	0	.0%	2	2.9%	1	.6%	3	3.1%	7	3.5%	5	2.8%	2	2.7%
4	10	1.0%	1	.6%	0	.0%	1	1.4%	1	.6%	0	.0%	1	.5%	3	1.7%	3	4.1%
5	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
40	1	.1%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Refused	13	1.3%	0	.0%	0	.0%	0	.0%	2	1.1%	1	1.0%	5	2.5%	4	2.3%	1	1.4%
0	954	94.9%	153	95.6%	49	94.2%	66	94.3%	167	94.9%	94	97.9%	187	93.0%	169	96.0%	69	93.2%
1	31	3.1%	5	3.1%	3	5.8%	4	5.7%	5	2.8%	1	1.0%	7	3.5%	3	1.7%	3	4.1%
2	7	.7%	2	1.3%	0	.0%	0	.0%	2	1.1%	0	.0%	2	1.0%	0	.0%	1	1.4%
Refused	13	1.3%	0	.0%	0	.0%	0	.0%	2	1.1%	1	1.0%	5	2.5%	4	2.3%	1	1.4%
Unemployed but available for or seeking employment																		

Q28. How many cars do you have in yo... nousehold which can be used for shopping trips?

	Zone															
	1	2	3	4	5	6	7	8								
Base: All respondents	Num	%	Num	%	Num	%	Num	%	Num	%						
None	1005	100.0%	160	100.0%	52	100.0%	176	100.0%	96	100.0%	201	100.0%	176	100.0%	74	100.0%
One	154	15.3%	25	15.6%	6	11.5%	4	5.7%	22	12.5%	19	19.8%	43	21.4%	19	10.8%
Two	491	48.9%	86	53.8%	27	51.9%	30	42.9%	95	54.0%	44	45.8%	94	46.8%	85	48.3%
Three or more	291	29.0%	41	25.6%	18	34.6%	28	40.0%	50	28.4%	29	30.2%	49	24.4%	53	30.1%
Refused	56	5.6%	8	5.0%	1	1.9%	8	11.4%	6	3.4%	3	3.1%	11	5.5%	15	8.5%
	13	1.3%	0	.0%	0	.0%	0	.0%	3	1.7%	1	1.0%	4	2.0%	4	2.3%

Q29. Gender

	Zone															
	1	2	3	4	5	6	7	8								
Base: All respondents	Num	%	Num	%	Num	%	Num	%	Num	%						
Male	1005	100.0%	160	100.0%	52	100.0%	176	100.0%	96	100.0%	201	100.0%	176	100.0%	74	100.0%
Female	265	26.4%	44	27.5%	10	19.2%	21	30.0%	46	26.1%	19	19.8%	66	32.8%	41	23.3%
	740	73.6%	116	72.5%	42	80.8%	49	70.0%	130	73.9%	77	80.2%	135	67.2%	135	76.7%

Q30. Would you be willing to be recontacted for future quality control purposes?

	Zone															
	1	2	3	4	5	6	7	8								
Base: All respondents	Num	%	Num	%	Num	%	Num	%	Num	%						
Yes	1005	100.0%	160	100.0%	52	100.0%	176	100.0%	96	100.0%	201	100.0%	176	100.0%	74	100.0%
No	620	61.7%	107	66.9%	26	50.0%	50	71.4%	108	61.4%	59	61.5%	126	62.7%	97	55.1%
	385	38.3%	53	33.1%	26	50.0%	20	28.6%	68	38.6%	37	38.5%	75	37.3%	79	44.9%