

10.0 Conclusions

- 10.1 This report has reviewed the relevant town centre and retail planning issues relating to the retail elements of an application proposal for the mixed use redevelopment of Barry Waterfront.
- 10.2 The scheme proposes to provide up to 8,825 sq. m of convenience and comparison floorspace. Specifically, this will comprise a 6,525 sq m gross foodstore (approximately 4,600 sq m net) with approximately a 60:40 split. As such, it is anticipated that 2,800 sq m (net) will be devoted to the sale of convenience goods and 1,800 sq m (net) will be devoted to the sale of comparison goods.
- 10.3 There will also be a further 2,300 sq m gross non-food floorspace (approx 1,800 sq m net) provided within separate retail units adjacent to the proposed foodstore. The exact number of units is unknown at this stage of the application process although it is envisaged that there will be 2no. units of approximately 1,150 sq m gross (900 sq m net) each. There are no proposed operators for any of the retail floorspace to date.
- 10.4 It is intended that the proposed retail floorspace will be located within a new District Centre. However, as the District Centre is a proposal, the proposed floorspace has been assessed as an 'out of centre' scheme. As such, a review of national and local retail planning policy showed that the proposals are required to comply with the following tests:
- The policy status of the proposed development site;
 - The suitability of the development with regards to Barry's role within the Vale of Glamorgan's retail hierarchy;
 - The need for the proposed development;
 - The scale of the proposed development;
 - The suitability of the proposed location of development with regards to the sequential test;
 - The potential impact of the proposed development.
- 10.5 The above tests have been considered and we believe the proposals are policy compliant.
- 10.6 As the closest centre to the proposed scheme and as the Vale of Glamorgan's major centre Barry town centre has been visited and the role and health of the centre considered. It was concluded that although the centre had a relatively high vacancy rate there were signs that investment is being attracted into the

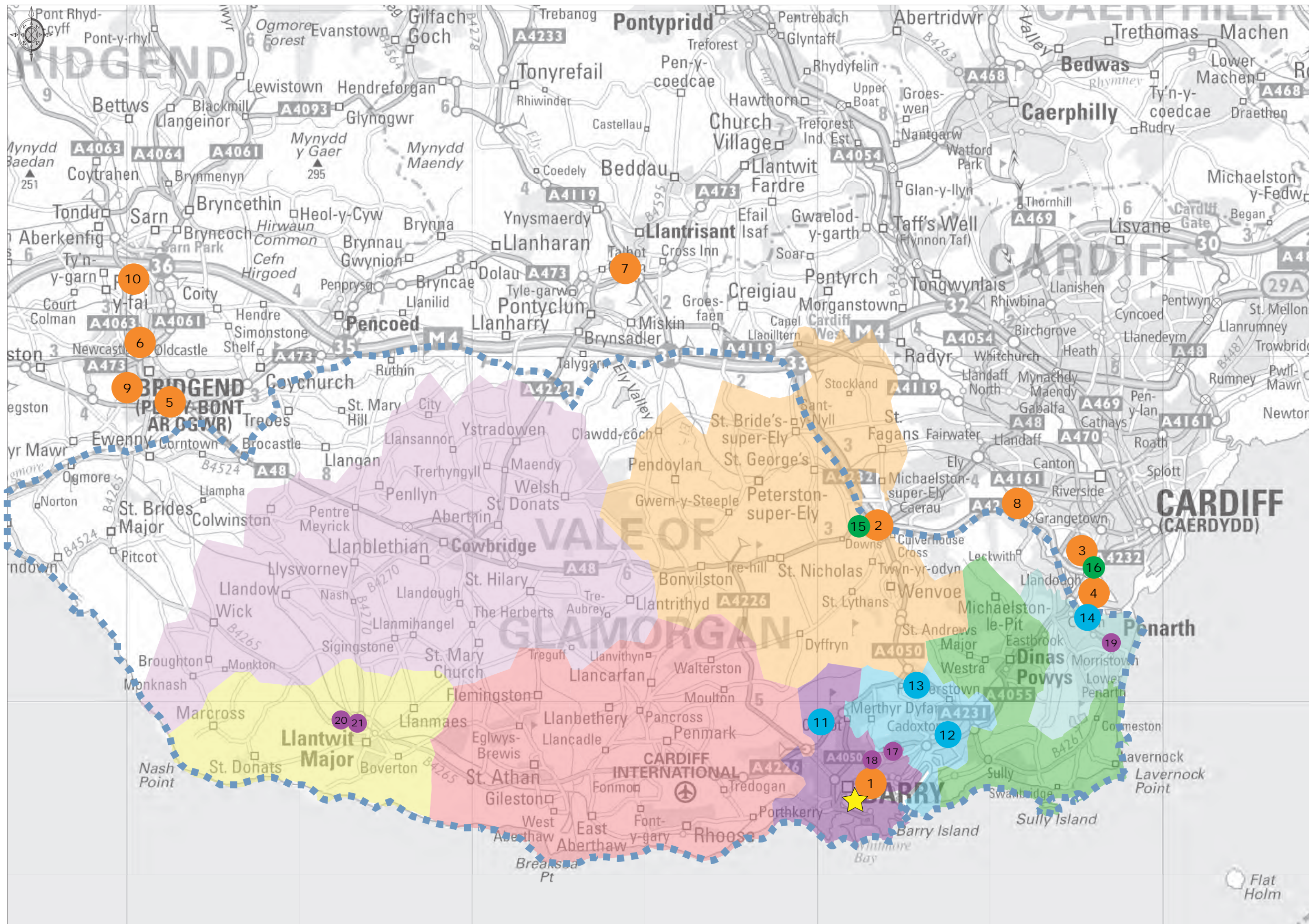
area with a number of new tenants occupying units and the construction of a new Tesco Express store. However, the most significant challenge to the centre was considered to be the fact that there is a lack of development site opportunities and the existing vacant units are not suitable for many multiple retailers – something which the Martin Tonks study highlighted.

- 10.7 In terms of quantitative need we have demonstrated capacity for the convenience and comparison elements of the proposed scheme (2,800 sq m net and 3,600 sq m net respectively). We have also demonstrated the qualitative need for the development through the need to claw back expenditure currently leaking out of the catchment area. The CACI study has also found a quantitative need for a new foodstore in Barry and demonstrates the importance of improving the food and non-food retail offer in order to assist in the claw back of expenditure.
- 10.8 In terms of scale, we have shown that the scale of the proposed foodstore and the additional comparison units are similar when compared with other similar stores within the local area. For example, the proposed foodstore will still be smaller than the existing Tesco at Culverhouse Cross and Asda at Cardiff Bay. However, it will be large enough and with the appropriate convenience/comparison split as to allow the required qualitative improvements.
- 10.9 In relation to the sequential test we have demonstrated a realistic yet flexible approach in searching for opportunities to meet the identified convenience and comparison retail floorspace needs within Barry town centre. However no suitable sites were identified within Barry town centre or on the edge of the centre, due to the small size of existing units and the limited opportunities for development within the town.
- 10.10 Finally, in terms of impact, we have shown that any convenience impact will be dispersed mainly among the existing larger foodstores so that the impact on any individual outlet will be small. Indeed, as demonstrated the majority of existing foodstores will continue to trade above benchmark turnover and the main stores impacted by the proposed development are located out of centre and therefore should not be afforded protection from competition.
- 10.11 Due to the fact that 50% of the proposed comparison floorspace will be provided within the foodstore it is also expected that some of the comparison impact will be dispersed among the existing larger foodstores within the local area. The other comparison floorspace will more likely impact on out of centre locations including Culverhouse Cross, and the larger towns and cities surrounding the catchment area, as the new floorspace claws back trade that is currently leaking from the area. However, overall the additional comparison floorspace will have limited impact on Barry town centre even in the short term.
- 10.12 We therefore conclude that, given the need for the proposal has been clearly demonstrated and that the scheme will not have a significant detrimental effect

on any existing stores nor harm the vitality and/or viability of any existing centres, the current application should be supported as it is acceptable in retail planning terms.

**Appendix 1 Catchment Area & Existing
Foodstore Provision Plan**

Retail Hierarchy Plan



KEY

Catchment Zones

- Zone 1
- Zone 2
- Zone 3
- Zone 4
- Zone 5
- Zone 6
- Zone 7
- Zone 8

Foodstores >2,500 sqm

- 1. Morrisons, Barry
- 2. Tesco, Culverhouse Cross
- 3. Asda, Cardiff Bay
- 4. Morrisons, Cardiff Bay
- 5. Tesco Extra, Bridgend
- 6. Tesco, Bridgend
- 7. Tesco, Talbot Green
- 8. Asda, Leckwith
- 9. Asda, Bridgend
- 10. Sainsbury, Bridgend

Foodstores 1,000-2,500 sqm

- 11. Tesco, Stirling Road
- 12. Waitrose, Palmerston Road
- 13. Lidl, Cennin Pedr
- 14. Tesco, Penarth Haven

Foodstores 500-1,000 sqm

- 15. Marks & Spencer, Culverhouse Cross
- 16. Aldi, Cardiff Bay

Foodstores <500 sqm

- 17. Iceland, Barry
- 18. Tesco Express, Barry
- 19. Tesco Express, Penarth
- 20. Filco Foods, Llantwit Major
- 21. Somerfield, Llantwit Major

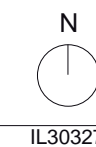
Proposed retail floorspace, BW

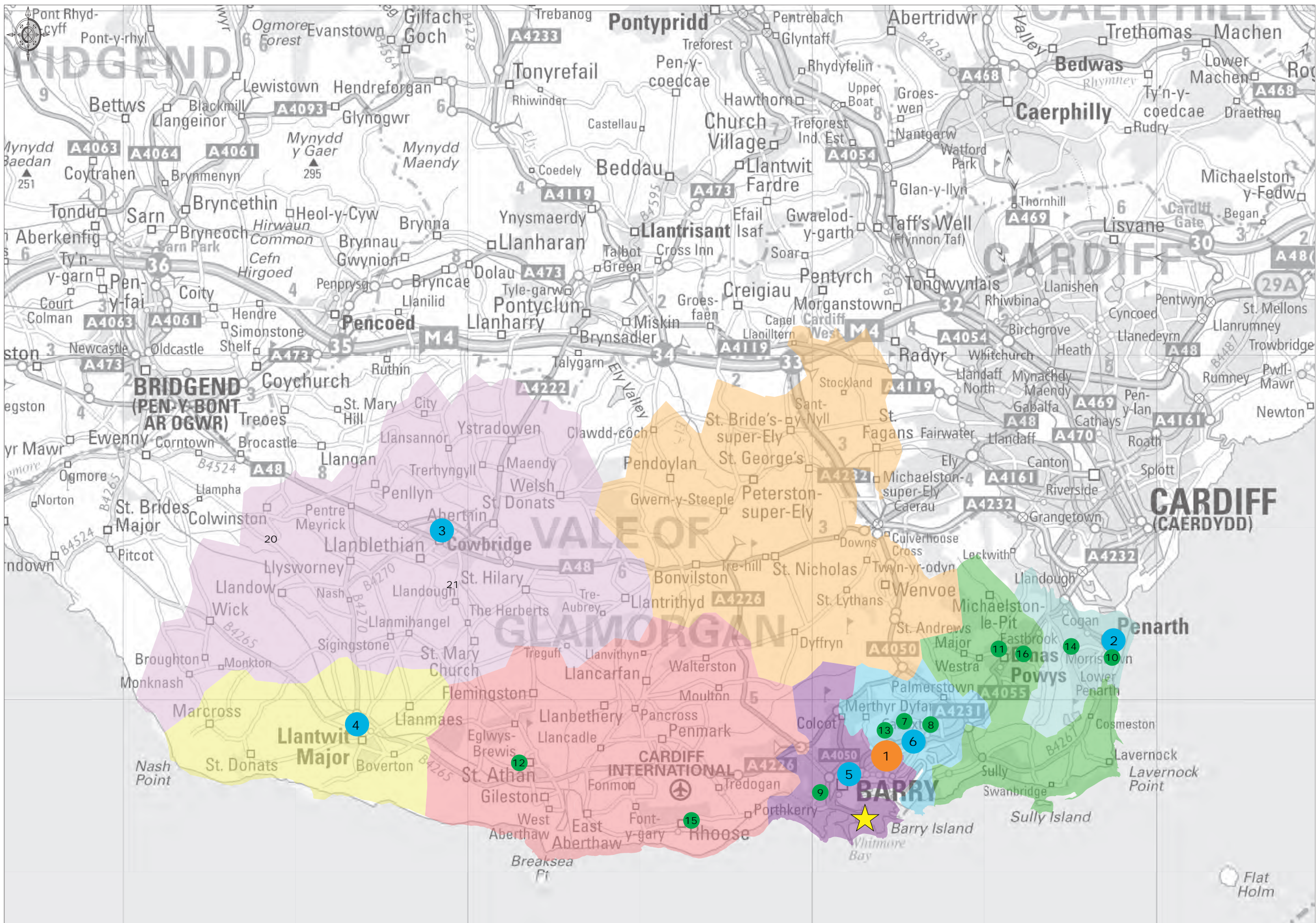
Vale of Glamorgan Authority boundary

Nathaniel Lichfield and Partners

Project	Barry Waterfront
Title	Catchment Area Plan & existing foodstore provision
Client	The Consortium
Date	July 2009
Scale	NTS
Drawn by	IJ
Drg. No	IL30327-03









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KEY

Catchment Zones

- Zone 1 
- Zone 2 
- Zone 3 
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- Zone 7 
- Zone 8 

Major Town Shopping Centre

- 1. Barry Town Centre 

Established District Centre

- 2. Penarth District Centre 
- 3. Cowbridge District Centre
- 4. Llantwit District Centre
- 5. High Street/Broad Street, Barry
- 6. Upper Holton Road, Barry

Local Centres

- 7. Main Street, Cadoxton 
- 8. Vere Street, Cadoxton
- 9. Park Crescent, Barry
- 10. Station Approach, Penarth
- 11. Dinas Powys Village
- 12. St. Athan
- 13. Barry Road nr Cadoxton
- 14. Cornerswell Road, Penarth
- 15. Rhoose
- 16. Cardiff Road, Dinas Powys

Site Location 

 Nathaniel Lichfield and Partners

Project Barry Waterfront

Title **Retail Hierachy Plan**

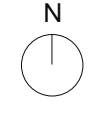
Client The Consortium

Date August 2009

Scale NTS

Drawn by IJ

Drg. No IL30327-04



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Appendix 2 Household Survey Results

Q2. At which one store do you normally do your main food and grocery shopping?

	Weighted Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents	1006	100.0%	231	100.0%	182	100.0%	113	100.0%	186	100.0%	39	100.0%	90	100.0%	85	100.0%	78	100.0%
Barry, Morrisons (Penny Way)	249	24.8%	98	42.3%	82	45.1%	23	20.0%	3	1.7%	2	6.3%	28	31.0%	10	12.0%	2	3.0%
Barry, Tesco (Stirling Road)	175	17.4%	83	36.0%	43	23.4%	0	.0%	0	.0%	1	3.8%	39	43.0%	6	7.0%	2	3.0%
Penarth, Tesco (Terra Nova Way)	168	16.7%	5	2.3%	3	1.7%	45	40.0%	114	61.1%	0	.0%	1	1.0%	0	.0%	0	.0%
Culverhouse Cross, Tesco Extra	69	6.9%	4	1.7%	14	7.4%	5	4.0%	0	.0%	23	58.8%	4	4.0%	7	8.0%	14	17.8%
Cardiff Bay, Asda (Ferry Rd Retail Park)	50	5.0%	5	2.3%	9	5.1%	8	7.0%	23	12.6%	1	2.5%	1	1.0%	1	1.0%	2	2.0%
Bridgend, Tesco Extra (Cowbridge Rd)	50	4.9%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	5	5.0%	24	28.0%	20	25.7%
Barry, Waitrose (Palmerston Rd)	45	4.5%	7	2.9%	9	5.1%	16	14.0%	5	2.9%	3	7.5%	2	2.0%	1	1.0%	2	3.0%
Cardiff Bay, Morrisons (Int. Sports Vill)	22	2.2%	1	.6%	1	.6%	6	5.0%	13	6.9%	1	3.8%	0	.0%	0	.0%	0	.0%
Llantwit Major, Somerfield (Boverton Rd)	20	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	17	20.0%	1	1.0%
Barry, Iceland (Holton Rd)	20	2.0%	11	4.6%	8	4.6%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Barry, Lidl (Cennin Pedr)	16	1.6%	7	2.9%	6	3.4%	1	1.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%
Bridgend, Tesco (Brewery Lane)	13	1.3%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	1	1.0%	6	7.0%	5	6.9%
Culverhouse Cross, Marks & Spencer	13	1.3%	4	1.7%	1	.6%	1	1.0%	1	.6%	2	5.0%	1	1.0%	0	.0%	3	4.0%
Internet/Mail Order	13	1.3%	1	.6%	1	.6%	1	1.0%	3	1.7%	0	.0%	2	2.0%	3	3.0%	2	2.0%
Penarth, Co-op (Windsor Rd)	8	.8%	0	.0%	0	.0%	0	.0%	7	4.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Penarth, Spar (Windsor Rd)	4	.4%	0	.0%	0	.0%	1	1.0%	3	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
Bridgend, Sainsbury (McArthur Glen)	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	3	4.0%
Talbot Green, Tesco	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	3	4.0%
Cardiff Bay, Aldi (Ferry Rd)	3	.3%	0	.0%	0	.0%	2	2.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Cowbridge, Tesco Express (High St)	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.0%
Penarth, Spar (Brockhill Way/Glyndwr Rd)	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Weycocks Cross, Somerfield (Port Rd)	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barry, Londis (Barry Rd)	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
St Athan, Londis (The Square)	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%

(cont.)

Q2. At which one store do you normally do your main food and grocery shopping?

		Weighted Base:		Zone															
		All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Filco Foods, Boverton Road, Llantwit Major	10	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	7	8.0%	2	2.0%
	Filco Foods, High Street, Cowbridge	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	9	10.9%
	Sainsburys , Colchester Avenue, Cardiff	3	.3%	0	.0%	1	.6%	1	1.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Bridgend Retail park, Bridgend	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	2	2.0%	1	1.0%
	Local stores, Barry	2	.2%	1	.6%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	2	.2%	0	.0%	1	.6%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Penarth	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, Mermaid Quay, Cardiff	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Llantwit Major	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.0%
	Local stores, Cowbridge	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%
	Tesco, Western Avenue, Cardiff	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%
	Jacque's fresh fruit shop, Park Crescent, Barry	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores (central market) Cardiff City Centre	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys Central, Queen Street, Cardiff	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, Cowbridge Road East, Canton	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Cardiff	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Cowbridge Rd, Canton	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Beaufort Road, Ebbw Vale	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, The Derwen, Bridgend	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Tesco, Talbot Green, Pontyclun	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Asda, Longwood Drive, Croydon, Cardiff	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	
Local stores, Peterston-Super-Ely	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	
Marks & Spencer, Queens Street, Cardiff	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	
Tesco Park Road, Whitchurch, Cardiff	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	

Q3. Apart from the Q2 store, are there any other stores that you use regularly for your main food shopping?

	Weighted Base: All respondents		Zone													
	Num	%	1		2		3		4		5		6		7	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents	1006	100.0%	231	100.0%	182	100.0%	113	100.0%	186	100.0%	39	100.0%	90	100.0%	85	100.0%
Barry, Tesco (Stirling Rd)	134	13.3%	57	24.6%	40	21.7%	6	5.0%	1	.6%	1	3.8%	23	26.0%	4	5.0%
Barry, Iceland (Holton Rd)	45	4.4%	25	10.9%	17	9.1%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%
Barry, Morrisons (Penny Way)	186	18.5%	71	30.9%	46	25.1%	14	12.0%	7	4.0%	3	7.5%	26	29.0%	14	17.0%
Barry, Waitrose (Palmerston Rd)	75	7.5%	19	8.0%	17	9.1%	18	16.0%	12	6.3%	1	3.8%	1	1.0%	3	3.0%
Barry, Lidl (Cennin Pedr)	29	2.8%	4	1.7%	10	5.7%	6	5.0%	3	1.7%	0	.0%	5	6.0%	0	.0%
Barry, Co-op (Colcot Rd)	4	.4%	3	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%
Barry, Londis (Barry Rd)	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barry, Costcutter (High St)	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
Barry, Costcutter (Merthyr Dyfan Rd)	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barry, Spar (Barry Rd/Winston Rd/Main St)	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Bridgend, Tesco Extra (Cowbridge Rd)	18	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	3	3.0%	8	10.0%
Bridgend, Tesco (Brewery Lane)	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	2	2.0%
Bridgend, Sainsbury (McArthur Glen)	9	.9%	0	.0%	0	.0%	0	.0%	1	.6%	0	1.3%	0	.0%	3	4.0%
Cardiff Bay, Aldi (Ferry Rd)	11	1.1%	0	.0%	2	1.1%	2	2.0%	6	3.4%	0	1.3%	0	.0%	0	.0%
Cardiff Bay, Asda (Ferry Rd Retail Park)	72	7.2%	12	5.1%	10	5.7%	16	14.0%	22	12.0%	3	7.5%	4	4.0%	3	4.0%
Cardiff Bay, Morrisons (Int. Sports Vill)	34	3.4%	3	1.1%	2	1.1%	11	10.0%	12	6.3%	2	6.3%	0	.0%	1	1.0%
Culverhouse Cross, Tesco Extra	44	4.4%	5	2.3%	6	3.4%	5	4.0%	2	1.1%	6	15.0%	6	7.0%	4	5.0%
Culverhouse Cross, Marks & Spencer	51	5.1%	5	2.3%	6	3.4%	5	4.0%	7	4.0%	8	20.0%	5	6.0%	3	4.0%
Cowbridge, Spar (High St)	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cowbridge, Tesco Express (High St)	6	.6%	0	.0%	0	.0%	0	.0%	1	.6%	1	2.5%	0	.0%	0	.0%
Dinas Powys, Spar (The Parade)	2	.2%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dinas Powys, Budgens (Cardiff Rd)	2	.2%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Llantwit Major, Somerfield (Boverton Rd)	28	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	5	6.0%	19	23.0%
Llantwit Major, Spar (Boverton Rd)	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Penarth, Tesco (Terra Nova Way)	42	4.2%	0	.0%	1	.6%	15	13.0%	27	14.3%	0	.0%	0	.0%	0	.0%
Penarth, Co-op (Windsor Rd)	19	1.9%	0	.0%	0	.0%	1	1.0%	18	9.7%	0	.0%	0	.0%	0	.0%
Penarth, Spar (Windsor Rd)	6	.6%	0	.0%	0	.0%	0	.0%	6	3.4%	0	.0%	0	.0%	0	.0%

(cont.)

Q3. Apart from the Q2 store, are there any other stores that you use regularly for your main food shopping?

	Weighted Base:		Zone													
	All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Penarth, Spar (Brockhill Way/Glyndwr	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rhoose, Spar (Fontygary Rd)	4	.4%	1	.6%	0	.0%	0	.0%	1	.6%	0	1.3%	1	1.0%	0	.0%
St Athan, Londis (The Square)	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Talbot Green, Tesco	3	.3%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Talbot Green, Marks & Spencer	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Weycocks Cross, Somerfield (Port Rd)	4	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	1.3%	2	2.0%	0	.0%
Internet/Mail Order	2	.2%	0	.0%	1	.6%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
No other store	221	22.0%	50	21.7%	40	21.7%	23	20.0%	57	30.9%	13	32.5%	10	11.0%	12	14.0%

(cont.)

Q3. Apart from the Q2 store, are there any other stores that you use regularly for your main food shopping?

		Weighted Base:		Zone													
		All respondents		1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Local stores, Penarth	18	1.8%	0	.0%	0	.0%	5	4.0%	14	7.4%	0	.0%	0	.0%	0	.0%
	Filco Foods, Boverton Road, Llantwit Major	17	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	13	15.0%
	Local stores, Barry	9	.9%	3	1.1%	5	2.9%	0	.0%	0	.0%	0	1.3%	1	1.0%	0	.0%
	Filco Foods, High Street, Cowbridge	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%
	Varies	6	.6%	1	.6%	1	.6%	1	1.0%	1	.6%	0	.0%	1	1.0%	1	1.0%
	Marks & Spencer, Queen Street, Cardiff	6	.6%	0	.0%	0	.0%	1	1.0%	4	2.3%	0	1.3%	0	.0%	0	.0%
	Lidl, Waterton Industrial Estate, Bridgend	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	2	2.0%
	Local stores, Llantwit Major	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	3	3.0%
	Local stores, Cowbridge	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	1	1.0%	0	.0%
	Tesco, Albany Road, Cardiff	4	.4%	3	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Local stores, Dinas Powys	3	.3%	0	.0%	0	.0%	2	2.0%	0	.0%	0	1.3%	0	.0%	0	.0%
	Local stores, Park Crescent, Barry	2	.2%	1	.6%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Penarth Town Centre	2	.2%	0	.0%	0	.0%	1	1.0%	1	.6%	0	.0%	0	.0%	0	.0%
	Iceland, Cowbridge Road East, Canton, Cardiff	2	.2%	0	.0%	1	.6%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Cardiff Mermaid Quay, Cardiff Bay	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%
	Sainsburys, Queen Street, Cardiff	2	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, Colchester avenue, Cardiff	2	.2%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Asda, Riverside Retail Park, Aberdare	2	.2%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Tesco, Western Avenue, Cardiff	2	.2%	0	.0%	0	.0%	1	1.0%	0	.0%	0	1.3%	0	.0%	0	.0%
	Asda, Longwood Drive, Coryton, Cardiff	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	1.3%	0	.0%	0	.0%
	Somerfield, Barry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	1	1.0%	0	.0%
	Greggs, Holton Road, Barry	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Ty Glas Road, Cardiff	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, Dartington Drive, Cardiff	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	
Best One, Cornerswell Road, Penarth	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	
David Lush, Penarth	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	

(cont.)

Q3. Apart from the Q2 store, are there any other stores that you use regularly for your main food shopping?

		Weighted Base: All respondents		Zone													
				1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Lidl, Castlegate Devolpments, Caerphilly	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
	Lidl, East Tyndall Street, Splott, Cardiff	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
	Lidl, Colchester Avenue, Cardiff	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
	Morrisons, Penarth	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
	Aldi, Glamorgan Vale Retail Park, Llanstrisant	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Aldi, Brackla Street, Bridgend	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Farmfoods Freezer Centre, Brackla Street, Bridgend	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Spar, John Street, Porthcawl	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Fairwater Green, Cardiff	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%
	Macro, Heol Y Pwll, Parc Nantgarw, Cardiff	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%
	Somerfield, Cowbridge Road East, Cardiff	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%
	Somerfield, Radyr Court Rd, Cardiff	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%
	Village Shop, Wenvoe, Cardiff	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%

(cont.)

Q3. Apart from the Q2 store, are there any other stores that you use regularly for your main food shopping?

	Zone	
	8	
	Num	%
Weighted Base: All respondents	78	100.0%
Barry, Tesco (Stirling Rd)	2	2.0%
Barry, Iceland (Holton Rd)	0	.0%
Barry, Morrisons (Penny Way)	4	5.0%
Barry, Waitrose (Palmerston Rd)	5	6.9%
Barry, Lidl (Cennin Pedr)	0	.0%
Barry, Co-op (Colcot Rd)	0	.0%
Barry, Londis (Barry Rd)	2	2.0%
Barry, Costcutter (High St)	1	1.0%
Barry, Costcutter (Merthyr Dyfan Rd)	0	.0%
Barry, Spar (Barry Rd/Winston Rd/Main St)	0	.0%
Bridgend, Tesco Extra (Cowbridge Rd)	6	7.9%
Bridgend, Tesco (Brewery Lane)	2	3.0%
Bridgend, Sainsbury (McArthur Glen)	4	5.0%
Cardiff Bay, Aldi (Ferry Rd)	0	.0%
Cardiff Bay, Asda (Ferry Rd Retail Park)	2	2.0%
Cardiff Bay, Morrisons (Int. Sports Vill)	3	4.0%
Culverhouse Cross, Tesco Extra	9	11.9%
Culverhouse Cross, Marks & Spencer	11	13.9%
Cowbridge, Spar (High St)	2	2.0%
Cowbridge, Tesco Express (High St)	4	5.0%
Dinas Powys, Spar (The Parade)	0	.0%
Dinas Powys, Budgens (Cardiff Rd)	1	1.0%
Llantwit Major, Somerfield (Boverton Rd)	2	3.0%
Llantwit Major, Spar (Boverton Rd)	0	.0%
Penarth, Tesco (Terra Nova Way)	0	.0%
Penarth, Co-op (Windsor Rd)	0	.0%
Penarth, Spar (Windsor Rd)	0	.0%

(cont.)

Q3. Apart from the Q2 store, are there any other stores that you use regularly for your main food shopping?

	Zone	
	8	
	Num	%
Penarth, Spar (Brockhill Way/Glyndwr	0	.0%
Rhose, Spar (Fontygary Rd)	0	.0%
St Athan, Londis (The Square)	0	.0%
Talbot Green, Tesco	2	2.0%
Talbot Green, Marks & Spencer	0	.0%
Weycocks Cross, Somerfield (Port Rd)	0	.0%
Internet/Mail Order	0	.0%
No other store	16	20.8%

(cont.)

Q3. Apart from the Q2 store, are there any other stores that you use regularly for your main food shopping?

		Zone	
		8	
		Num	%
Other	Local stores, Penarth	0	.0%
	Filco Foods, Boverton Road, Llantwit Major	2	2.0%
	Local stores, Barry	0	.0%
	Filco Foods, High Street, Cowbridge	7	8.9%
	Varies	0	.0%
	Marks & Spencer, Queen Street, Cardiff	0	.0%
	Lidl, Waterton Industrial Estate, Bridgend	3	4.0%
	Local stores, Llantwit Major	0	.0%
	Local stores, Cowbridge	3	4.0%
	Tesco, Albany Road, Cardiff	0	.0%
	Local stores, Dinas Powys	0	.0%
	Local stores, Park Crescent, Barry	0	.0%
	Penarth Town Centre	0	.0%
	Iceland, Cowbridge Road East, Canton, Cardiff	0	.0%
	Tesco, Cardiff Mermaid Quay, Cardiff Bay	0	.0%
	Sainsburys, Queen Street, Cardiff	1	1.0%
	Sainsburys, Colchester avenue, Cardiff	0	.0%
	Asda, Riverside Retail Park, Aberdare	0	.0%
	Tesco, Western Avenue, Cardiff	0	.0%
	Asda, Longwood Drive, Coryton, Cardiff	0	.0%
	Somerfield, Barry	0	.0%
	Greggs, Holton Road, Barry	0	.0%
	Morrisons, Ty Glas Road, Cardiff	0	.0%
	Aldi, Dartington Drive, Cardiff	0	.0%
	Best One, Cornerswell Road, Penarth	0	.0%
David Lush, Penarth	0	.0%	

(cont.)

Q3. Apart from the Q2 store, are there any other stores that you use regularly for your main food shopping?

		Zone	
		8	
		Num	%
Other	Lidl, Castlegate Devolpments, Caerphilly	0	.0%
	Lidl, East Tyndall Street, Splott, Cardiff	0	.0%
	Lidl, Colchester Avenue, Cardiff	0	.0%
	Morrisons, Penarth	0	.0%
	Aldi, Glamorgan Vale Retail Park, Llanstrisant	0	.0%
	Aldi, Brackla Street, Bridgend	0	.0%
	Farmfoods Freezer Centre, Brackla Street, Bridgend	0	.0%
	Spar, John Street, Porthcawl	1	1.0%
	Co-op, Fairwater Green, Cardiff	0	.0%
	Macro, Heol Y Pwll, Parc Nantgarw, Cardiff	0	.0%
	Somerfield, Cowbridge Road East, Cardiff	0	.0%
	Somerfield, Radyr Court Rd, Cardiff	0	.0%
	Village Shop, Wenvoe, Cardiff	0	.0%

Q4. How often do you do a main food and grocery shop?

	Weighted Base: All respondents		Zone															
			1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents	1006	100.0%	231	100.0%	182	100.0%	113	100.0%	186	100.0%	39	100.0%	90	100.0%	85	100.0%	78	100.0%
Once a week	642	63.8%	145	62.9%	127	69.7%	78	69.0%	115	61.7%	22	56.3%	56	62.0%	55	65.0%	43	54.5%
More than once a week	192	19.1%	48	20.6%	36	20.0%	16	14.0%	40	21.7%	9	23.8%	15	17.0%	12	14.0%	16	19.8%
Once a fortnight	121	12.0%	21	9.1%	11	6.3%	18	16.0%	24	13.1%	4	11.3%	14	15.0%	14	16.0%	14	17.8%
Once a month	34	3.4%	12	5.1%	5	2.9%	1	1.0%	4	2.3%	2	5.0%	3	3.0%	4	5.0%	2	3.0%
Once every three weeks	8	.8%	1	.6%	1	.6%	0	.0%	2	1.1%	0	1.3%	2	2.0%	0	.0%	2	2.0%
Varies	8	.7%	4	1.7%	1	.6%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	2	2.0%
Less often	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.0%

Q5. What are your main reasons for using Q2 store for your main food and grocery shopping?

	Weighted Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents	1006	100.0%	231	100.0%	182	100.0%	113	100.0%	186	100.0%	39	100.0%	90	100.0%	85	100.0%	78	100.0%
Better value for money	92	9.1%	26	11.4%	24	13.1%	12	11.0%	10	5.1%	1	3.8%	5	5.0%	11	13.0%	2	3.0%
Convenient / cheap	120	11.9%	22	9.7%	25	13.7%	12	11.0%	27	14.3%	4	11.3%	9	10.0%	14	16.0%	6	7.9%
Convenient to home	482	47.9%	131	56.6%	70	38.3%	53	47.0%	102	54.9%	24	60.0%	35	39.0%	30	35.0%	37	47.5%
Convenient to work	38	3.8%	5	2.3%	6	3.4%	5	4.0%	5	2.9%	2	6.3%	4	4.0%	4	5.0%	6	7.9%
Easy to get to parking	44	4.4%	3	1.1%	5	2.9%	7	6.0%	13	6.9%	3	8.8%	5	5.0%	3	3.0%	6	7.9%
Good bus service	8	.8%	3	1.1%	2	1.1%	0	.0%	1	.6%	0	.0%	1	1.0%	2	2.0%	0	.0%
Good service / friendly staff	29	2.8%	5	2.3%	4	2.3%	3	3.0%	5	2.9%	0	1.3%	2	2.0%	3	4.0%	5	5.9%
Habit, have always used the store	41	4.1%	5	2.3%	8	4.6%	10	9.0%	10	5.1%	0	.0%	2	2.0%	1	1.0%	5	6.9%
Has a petrol filling station	6	.6%	3	1.1%	2	1.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Lower prices	55	5.5%	9	4.0%	10	5.7%	8	7.0%	12	6.3%	1	3.8%	5	5.0%	7	8.0%	3	4.0%
No queues at checkouts	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other shops / services close by	9	.9%	1	.6%	1	.6%	0	.0%	3	1.7%	0	1.3%	0	.0%	1	1.0%	2	3.0%
Pleasant place to shop	48	4.7%	11	4.6%	6	3.4%	7	6.0%	9	4.6%	1	3.8%	3	3.0%	5	6.0%	6	7.9%
Preference for retailer	81	8.1%	16	6.9%	20	10.9%	9	8.0%	14	7.4%	0	1.3%	14	15.0%	3	4.0%	5	6.9%
Quality of goods	108	10.8%	22	9.7%	17	9.1%	16	14.0%	19	10.3%	7	17.5%	14	15.0%	8	9.0%	6	7.9%
Range/ availability of food products	193	19.2%	41	17.7%	38	20.6%	18	16.0%	28	14.9%	5	13.8%	16	18.0%	25	29.0%	22	28.7%
Range/availability of non-food products	47	4.6%	8	3.4%	10	5.7%	3	3.0%	9	4.6%	1	2.5%	2	2.0%	6	7.0%	8	9.9%
Within easy walking distance	4	.4%	1	.6%	1	.6%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.0%
No reason	18	1.8%	5	2.3%	5	2.9%	0	.0%	3	1.7%	0	.0%	1	1.0%	3	3.0%	1	1.0%
Don't know	10	1.0%	4	1.7%	1	.6%	0	.0%	3	1.7%	0	.0%	1	1.0%	0	.0%	1	1.0%

(cont.)

Q5. What are your main reasons for using Q2 store for your main food and grocery shopping?

		Weighted Base: All respondents		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Loyalty points	16	1.6%	4	1.7%	3	1.7%	0	.0%	2	1.1%	0	1.3%	4	4.0%	1	1.0%	2	2.0%
	Special offers	15	1.5%	5	2.3%	5	2.9%	0	.0%	0	.0%	0	.0%	4	4.0%	1	1.0%	0	.0%
	Goods are delivered	6	.6%	1	.6%	1	.6%	0	.0%	0	.0%	0	.0%	2	2.0%	2	2.0%	0	.0%
	Quiet store	5	.5%	0	.0%	0	.0%	1	1.0%	2	1.1%	0	.0%	0	.0%	0	.0%	2	2.0%
	Staff discount	5	.5%	3	1.1%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Shops with friend, their preference	4	.4%	0	.0%	1	.6%	1	1.0%	1	.6%	0	.0%	1	1.0%	0	.0%	0	.0%
	Easy for disabled	4	.4%	0	.0%	0	.0%	1	1.0%	1	.6%	0	.0%	2	2.0%	0	.0%	0	.0%
	Likes layout	2	.2%	0	.0%	1	.6%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	1	1.0%
	Accompanied there	2	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Canteen	2	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Work there	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Ethical	2	.2%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Good parking	2	.2%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Small	2	.2%	0	.0%	0	.0%	1	1.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%
	Don't drive	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	All their tills are manned at all times	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Got everything	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Taken by her daughter-in-law	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Always stock fresh food	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Food lasts a long time	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Good disabled parking	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Well lite	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	No choice	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	To bulk buy	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Easy to drive there	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Husband works there	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Open anti-social hours	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Owens the shop	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Spacious	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Stock of lager	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
They give vouchers	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q5. What are your main reasons for using Q2 store for your main food and grocery shopping?

		Weighted Base: All respondents		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	To buy something different	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	To keep it open	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wifes choice	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Always shopped there	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Daughter takes her	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Day out	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Family owned business	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Likes fruit and veg in store	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Near Marks & Spencer	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Visit to family	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Believe in shopping locally	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Convenient to local activities	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Large family	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Support local stores	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Cheap	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%
	Convenient	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%
	No music	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%
	Sell organic milk	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%
	Supports local farmers	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%
	To avoid Tesco	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%

Q6. What, if anything do you dislike about Q2 store?

		Weighted Base: All respondents		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents		1006	100.0%	231	100.0%	182	100.0%	113	100.0%	186	100.0%	39	100.0%	90	100.0%	85	100.0%	78	100.0%
Difficult / expensive car parking		17	1.7%	4	1.7%	3	1.7%	3	3.0%	2	1.1%	0	1.3%	1	1.0%	2	2.0%	2	2.0%
Difficult to get to		11	1.1%	1	.6%	2	1.1%	2	2.0%	3	1.7%	1	2.5%	0	.0%	1	1.0%	0	.0%
Expensive		28	2.8%	4	1.7%	6	3.4%	3	3.0%	6	3.4%	1	3.8%	2	2.0%	3	4.0%	2	2.0%

(cont.)

Q6. What, if anything do you dislike about Q2 store?

	Weighted Base:		Zone															
	All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Lack of car parking	12	1.1%	4	1.7%	1	.6%	1	1.0%	1	.6%	1	2.5%	1	1.0%	2	2.0%	1	1.0%
Limited range of goods	57	5.7%	15	6.3%	4	2.3%	5	4.0%	14	7.4%	0	1.3%	8	9.0%	5	6.0%	6	7.9%
Long queues	12	1.2%	5	2.3%	2	1.1%	2	2.0%	1	.6%	1	2.5%	0	.0%	0	.0%	1	1.0%
Poor internal layout	23	2.3%	9	4.0%	1	.6%	1	1.0%	4	2.3%	1	3.8%	2	2.0%	1	1.0%	3	4.0%
Poor quality	13	1.3%	3	1.1%	1	.6%	0	.0%	4	2.3%	0	1.3%	3	3.0%	1	1.0%	1	1.0%
Staff rude / unhelpful	15	1.5%	0	.0%	1	.6%	2	2.0%	6	3.4%	1	3.8%	1	1.0%	3	3.0%	1	1.0%
Too busy and congested	32	3.2%	7	2.9%	6	3.4%	2	2.0%	3	1.7%	2	5.0%	1	1.0%	3	4.0%	8	9.9%
Too far away	9	.9%	1	.6%	2	1.1%	1	1.0%	3	1.7%	0	.0%	0	.0%	1	1.0%	1	1.0%
Too small	28	2.8%	4	1.7%	3	1.7%	2	2.0%	9	4.6%	0	1.3%	2	2.0%	6	7.0%	2	3.0%
Nothing	677	67.3%	164	70.9%	134	73.7%	75	66.0%	122	65.7%	23	58.8%	61	68.0%	55	65.0%	42	53.5%

(cont.)

Q6. What, if anything do you dislike about Q2 store?

		Weighted Base:		Zone															
		All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Too big	21	2.1%	0	.0%	2	1.1%	0	.0%	1	.6%	6	16.3%	1	1.0%	3	3.0%	8	9.9%
	Shelves not stocked well enough	8	.8%	1	.6%	0	.0%	2	2.0%	2	1.1%	0	.0%	2	2.0%	0	.0%	1	1.0%
	Closed the Cafe	7	.7%	3	1.1%	1	.6%	0	.0%	2	1.1%	0	.0%	1	1.0%	0	.0%	0	.0%
	Do not re-stock new products often enough	5	.5%	0	.0%	2	1.1%	1	1.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Layout constantly being changed	5	.5%	0	.0%	1	.6%	1	1.0%	0	.0%	1	2.5%	1	1.0%	1	1.0%	0	.0%
	Narrow aisles	5	.5%	0	.0%	0	.0%	2	2.0%	1	.6%	0	1.3%	1	1.0%	0	.0%	0	.0%
	Poor quality food	4	.4%	0	.0%	0	.0%	2	2.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.0%
	No petrol station	4	.4%	3	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Tesco shopping chain is far too big	3	.3%	3	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Fruits and Vegetable use by dates	3	.3%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	2	2.0%	0	.0%	0	.0%
	Loose trolleys	2	.2%	1	.6%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dislike self service tills	2	.2%	1	.6%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Less choice	2	.2%	0	.0%	1	.6%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Dislike superstores	2	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Expensive meat range	2	.2%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Smell of the fish counter as soon as you walk in	2	.2%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Keep moving stock around	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.0%
	Avoid busy times	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cages left around in the aisles	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Closes too early	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dislike Tesco in general	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Limited range of vegetarian food	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Not enough disabled parking	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Removal of cafe bar and restaurant much regretted	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cold, windy area	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Distance to get to store	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Impersonal	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
No fresh meat counter	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Other customers	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q6. What, if anything do you dislike about Q2 store?

		Weighted Base:		Zone															
		All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Too crowded	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bit more space	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Delicatessen is terrible	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Discontinue lines	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Food wrongly labelled	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Generally hate everything about it	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Grubby	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Lack of particular products/sizes	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Not enough free range goods	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Packaging	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Prefer independent shops	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Prices go up and down	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Scuffy looking	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Speed bumps make it difficult to get into the car park	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Too many own brand	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Trolleys	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Busy/expensive petrol station	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Difficult to get to the petrol station	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Limited variety in fruit and vegetables	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	No toilets for public use	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Not keen on pasta	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Poor pharmacy range	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spillages aren't cleaned up quick enough	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Treatment of staff by other staff	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	No offers	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Opening times	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Poor Cafe	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Too few weight watchers products	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Make store bigger	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	No baby seats on trolleys	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%

(cont.)

Q6. What, if anything do you dislike about Q2 store?

		Weighted Base:		Zone															
		All respondents		1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	No fresh flowers	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Sometimes not enough staff	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Toilets	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Goods not always priced	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Not enough choice of stores	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Not many items available to buy individually	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Poor trolley system	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Shelves to high	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Too big, too noisy, too bright	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%
	Traffic	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%

Q7. Now thinking about your last trip to Q2 store, where did your trip start?

	Weighted Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents	1006	100.0%	231	100.0%	182	100.0%	113	100.0%	186	100.0%	39	100.0%	90	100.0%	85	100.0%	78	100.0%
Home	884	87.9%	210	90.9%	158	86.9%	100	88.0%	166	89.1%	36	92.5%	78	86.0%	73	86.0%	63	80.2%
Work	79	7.8%	15	6.3%	17	9.1%	6	5.0%	12	6.3%	2	6.3%	9	10.0%	8	10.0%	10	12.9%
Goods delivered	13	1.3%	1	.6%	1	.6%	0	.0%	3	1.7%	0	.0%	2	2.0%	3	4.0%	2	3.0%
University / College / School	2	.2%	1	.6%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Visiting friends/ family	6	.5%	0	.0%	1	.6%	3	3.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Cardiff Town Centre	3	.3%	0	.0%	0	.0%	1	1.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.0%
Cardiff Bay	3	.3%	0	.0%	1	.6%	0	.0%	1	.6%	0	1.3%	0	.0%	0	.0%	0	.0%
Out for a meal	2	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Church	2	.2%	0	.0%	0	.0%	1	1.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Can't remember	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%
Dentist	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Voluntary work	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Funeral in Cardiff	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morganstown, South Glamorgan	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mother's house	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Barry Leisure Centre	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Holton Road	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hospital	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bowling centre, Sully	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Porthcawl	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%

Q8. How did you travel to do your shopping at Q2 store?

	Weighted Base:		Zone															
	All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents	1006	100.0%	231	100.0%	182	100.0%	113	100.0%	186	100.0%	39	100.0%	90	100.0%	85	100.0%	78	100.0%
Car (own/households)	660	65.6%	142	61.1%	104	57.1%	96	85.0%	117	62.9%	32	81.3%	63	70.0%	49	58.0%	57	72.3%
Car (as passenger in friend/relative/neighbour's car)	210	20.9%	45	19.4%	54	29.7%	14	12.0%	40	21.7%	7	17.5%	21	23.0%	16	19.0%	13	16.8%
Walk	70	7.0%	26	11.4%	9	5.1%	0	.0%	16	8.6%	0	.0%	4	4.0%	10	12.0%	5	5.9%
Bus/Coach	38	3.8%	11	4.6%	13	6.9%	1	1.0%	7	4.0%	0	1.3%	2	2.0%	3	4.0%	1	1.0%
Goods delivered	14	1.4%	1	.6%	1	.6%	1	1.0%	4	2.3%	0	.0%	1	1.0%	3	4.0%	2	3.0%
Taxi	6	.6%	4	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%
Bicycle	4	.4%	1	.6%	0	.0%	1	1.0%	1	.6%	0	.0%	0	.0%	1	1.0%	0	.0%
Moped/motorcycle	2	.2%	1	.6%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other Mobility scooter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%

Q9. How much do you spend at Q2?

	Weighted Base:		Zone															
	All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents	1006	100.0%	231	100.0%	182	100.0%	113	100.0%	186	100.0%	39	100.0%	90	100.0%	85	100.0%	78	100.0%
£10	16	1.6%	3	1.1%	3	1.7%	0	.0%	3	1.7%	1	2.5%	1	1.0%	3	3.0%	3	4.0%
£100	46	4.6%	7	2.9%	9	5.1%	8	7.0%	9	4.6%	3	7.5%	4	4.0%	4	5.0%	3	4.0%
£105	5	.5%	0	.0%	1	.6%	0	.0%	3	1.7%	0	.0%	0	.0%	0	.0%	1	1.0%
£110	9	.9%	0	.0%	0	.0%	2	2.0%	3	1.7%	1	2.5%	1	1.0%	2	2.0%	0	.0%
£111	2	.2%	0	.0%	1	.6%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%
£112	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£114	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
£12	4	.4%	1	.6%	1	.6%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
£120	16	1.5%	4	1.7%	2	1.1%	1	1.0%	3	1.7%	1	2.5%	1	1.0%	2	2.0%	2	2.0%
£125	3	.3%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	1	1.0%	1	1.0%
£13	4	.4%	1	.6%	0	.0%	1	1.0%	0	.0%	0	1.3%	0	.0%	0	.0%	2	2.0%
£140	11	1.1%	1	.6%	2	1.1%	1	1.0%	2	1.1%	0	1.3%	1	1.0%	2	2.0%	2	2.0%
£160	5	.5%	1	.6%	0	.0%	2	2.0%	0	.0%	0	1.3%	0	.0%	1	1.0%	0	.0%

(cont.)

Q9. How much do you spend at Q2?

	Weighted Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
£18	7	.7%	4	1.7%	1	.6%	1	1.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%
£19	4	.4%	1	.6%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.0%
£20	42	4.1%	9	4.0%	10	5.7%	3	3.0%	9	4.6%	1	2.5%	3	3.0%	3	3.0%	4	5.0%
£200	10	1.0%	3	1.1%	0	.0%	1	1.0%	2	1.1%	0	1.3%	0	.0%	1	1.0%	2	3.0%
£21	3	.3%	1	.6%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.0%
£23	9	.9%	3	1.1%	4	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	1	1.0%
£24	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%	0	.0%	0	.0%	0	.0%
£25	35	3.4%	9	4.0%	5	2.9%	2	2.0%	10	5.1%	0	.0%	4	4.0%	1	1.0%	4	5.0%
£26	7	.7%	3	1.1%	1	.6%	0	.0%	2	1.1%	0	.0%	0	.0%	1	1.0%	0	.0%
£27	5	.5%	3	1.1%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
£28	2	.2%	1	.6%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
£3	2	.2%	1	.6%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£30-40	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
£30	51	5.0%	9	4.0%	9	5.1%	7	6.0%	12	6.3%	2	6.3%	5	5.0%	3	3.0%	4	5.0%
£35	21	2.1%	5	2.3%	5	2.9%	2	2.0%	3	1.7%	1	2.5%	4	4.0%	1	1.0%	0	.0%
£40	73	7.3%	13	5.7%	16	8.6%	8	7.0%	9	4.6%	4	10.0%	14	15.0%	4	5.0%	6	7.9%
£43	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	1.3%	0	.0%	0	.0%	0	.0%
£45	24	2.4%	11	4.6%	2	1.1%	3	3.0%	5	2.9%	0	1.3%	0	.0%	1	1.0%	2	2.0%
£47	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.0%
£50	74	7.4%	20	8.6%	9	5.1%	10	9.0%	14	7.4%	3	8.8%	5	5.0%	8	9.0%	5	6.9%
£500	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
£55	18	1.8%	0	.0%	5	2.9%	1	1.0%	4	2.3%	0	1.3%	4	4.0%	3	3.0%	1	1.0%
£57	3	.3%	0	.0%	1	.6%	0	.0%	1	.6%	0	1.3%	0	.0%	0	.0%	0	.0%
£6	3	.3%	0	.0%	1	.6%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
£60-£70	2	.2%	0	.0%	0	.0%	1	1.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
£60	77	7.7%	20	8.6%	14	7.4%	10	9.0%	12	6.3%	3	7.5%	5	6.0%	7	8.0%	7	8.9%
£62	2	.2%	0	.0%	1	.6%	0	.0%	0	.0%	0	1.3%	0	.0%	1	1.0%	0	.0%
£63	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
£65	20	1.9%	3	1.1%	6	3.4%	3	3.0%	2	1.1%	1	2.5%	2	2.0%	1	1.0%	2	2.0%
£66	2	.2%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
£68	3	.3%	0	.0%	0	.0%	2	2.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
£70-£100	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%

(cont.)

Q9. How much do you spend at Q2?

	Weighted Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
£70-£80	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£70	51	5.1%	15	6.3%	9	5.1%	7	6.0%	11	5.7%	1	2.5%	5	5.0%	3	4.0%	1	1.0%
£75	17	1.7%	1	.6%	2	1.1%	2	2.0%	4	2.3%	0	1.3%	2	2.0%	2	2.0%	3	4.0%
£77	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
£80	54	5.3%	15	6.3%	9	5.1%	7	6.0%	6	3.4%	3	7.5%	5	5.0%	5	6.0%	4	5.0%
£85	4	.4%	1	.6%	1	.6%	0	.0%	0	.0%	0	1.3%	1	1.0%	0	.0%	0	.0%
£86	12	1.2%	4	1.7%	2	1.1%	1	1.0%	0	.0%	0	.0%	2	2.0%	1	1.0%	2	3.0%
£9	3	.3%	0	.0%	1	.6%	1	1.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
£0.48	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
£1.20	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
£1.80	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£1.87	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£108	2	.2%	1	.6%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
£11	2	.2%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
£12.50	2	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
£130	5	.5%	0	.0%	1	.6%	0	.0%	0	.0%	0	1.3%	0	.0%	3	3.0%	1	1.0%
£132	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
£135	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£137.44	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
£14	6	.6%	1	.6%	2	1.1%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	1	1.0%
£15	11	1.1%	4	1.7%	1	.6%	0	.0%	3	1.7%	0	.0%	1	1.0%	1	1.0%	1	1.0%
£150	8	.8%	1	.6%	1	.6%	1	1.0%	0	.0%	0	.0%	3	3.0%	2	2.0%	0	.0%
£16	4	.3%	1	.6%	0	.0%	1	1.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
£163	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£170	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%
£17	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
£175	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£19.50	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
£190	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%
£2	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£2.50	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£22	2	.2%	0	.0%	1	.6%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. How much do you spend at Q2?

	Weighted Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
£24.63	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£248	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
£32	2	.2%	0	.0%	1	.6%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
£33	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
£34	4	.4%	1	.6%	1	.6%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
£36	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
£37	2	.2%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
£38	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.0%
£39	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£4	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
£42	2	.2%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
£45.50	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£47.16	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£48	7	.7%	3	1.1%	1	.6%	0	.0%	1	.6%	0	1.3%	0	.0%	1	1.0%	1	1.0%
£5	3	.3%	0	.0%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
£5.50	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£51	2	.2%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
£52	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
£53	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£54	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£56	2	.2%	1	.6%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£58	3	.3%	0	.0%	1	.6%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£600	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£64	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£67	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£7	3	.3%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	2	2.0%	0	.0%
£72	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	1	1.0%	0	.0%	0	.0%
£74	2	.2%	0	.0%	1	.6%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
£76	2	.2%	1	.6%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£78	3	.3%	0	.0%	1	.6%	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
£79	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£8	3	.3%	1	.6%	1	.6%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. How much do you spend at Q2?

	Weighted Base:		Zone															
	All respondents		1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
£8.50	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£82	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
£88	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Refused	16	1.6%	5	2.3%	1	.6%	1	1.0%	2	1.1%	0	1.3%	3	3.0%	3	3.0%	1	1.0%
£89	2	.2%	1	.6%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
£90-£120	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
£90	17	1.7%	3	1.1%	5	2.9%	0	.0%	1	.6%	1	2.5%	4	4.0%	2	2.0%	2	2.0%
£92	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
£95	3	.3%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	1	1.0%	0	.0%
£96	2	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Don't know	63	6.2%	16	6.9%	10	5.7%	5	4.0%	11	5.7%	3	8.8%	5	5.0%	8	10.0%	5	5.9%

Q10. During you last main food shopping trip, did you, or anyone with you, combine your trip with any of the following activities?

	Weighted Base: All respondents		Zone																
	Num	%	1		2		3		4		5		6		7		8		
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Weighted Base: All respondents	1006	100.0%	231	100.0%	182	100.0%	113	100.0%	186	100.0%	39	100.0%	90	100.0%	85	100.0%	78	100.0%	
Go shopping for other food items (including specialist goods)	141	14.0%	34	14.9%	19	10.3%	19	17.0%	23	12.6%	8	20.0%	14	15.0%	8	9.0%	16	20.8%	
Go window shopping/browsing	82	8.1%	30	13.1%	16	8.6%	2	2.0%	11	5.7%	3	8.8%	6	7.0%	8	9.0%	5	6.9%	
Go to hairdressers/dry cleaners or other services	34	3.4%	7	2.9%	4	2.3%	1	1.0%	10	5.1%	1	3.8%	4	4.0%	3	3.0%	5	5.9%	
Go shopping for non-food items	185	18.4%	41	17.7%	26	14.3%	19	17.0%	33	17.7%	11	27.5%	22	24.0%	19	23.0%	14	17.8%	
Picking the children up from school	40	4.0%	11	4.6%	10	5.7%	3	3.0%	7	4.0%	2	6.3%	5	5.0%	1	1.0%	1	1.0%	
Get petrol	293	29.1%	49	21.1%	51	28.0%	34	30.0%	60	32.0%	14	35.0%	25	28.0%	26	31.0%	34	43.6%	
Using financial services	108	10.7%	26	11.4%	23	12.6%	12	11.0%	12	6.3%	7	18.8%	11	12.0%	5	6.0%	11	13.9%	
Visit doctors/dentists or collect prescriptions	98	9.8%	13	5.7%	30	16.6%	12	11.0%	16	8.6%	6	16.3%	4	4.0%	9	11.0%	7	8.9%	
Use sports/leisure or entertainment facilities	46	4.6%	5	2.3%	10	5.7%	10	9.0%	9	4.6%	3	8.8%	4	4.0%	3	4.0%	2	2.0%	
Don't do	428	42.5%	108	46.9%	80	44.0%	49	43.0%	86	46.3%	11	27.5%	35	39.0%	35	41.0%	23	29.7%	
Don't know/can't remember	18	1.8%	4	1.7%	4	2.3%	1	1.0%	2	1.1%	1	2.5%	0	.0%	4	5.0%	2	2.0%	
			Get lunch	3	.3%	1	.6%	0	.0%	0	.0%	1	.6%	0	1.3%	0	.0%	0	.0%
			Recycling	2	.2%	1	.6%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%
			Take children out	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other			Opticians	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
			Post office	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
			Visit patients in hospital	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
			Visit family	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%

Q11a. Where do you go shopping for other food items (including specialist goods) ?

	Weighted Base: Those shopping for other food items		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those shopping for other food items	141	100.0%	34	100.0%	19	100.0%	19	100.0%	23	100.0%	8	100.0%	14	100.0%	8	100.0%	16	100.0%
Elsewhere	97	68.6%	11	30.8%	9	50.0%	16	82.4%	22	95.5%	7	93.8%	9	66.7%	7	88.9%	16	95.2%
Barry Town Centre	44	31.4%	24	69.2%	9	50.0%	3	17.6%	1	4.5%	0	6.3%	5	33.3%	1	11.1%	1	4.8%

Q11b. Where do you go window shopping/browsing ?

	Weighted Base: Those window shopping/browsing		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those window shopping/browsing	82	100.0%	30	100.0%	16	100.0%	2	100.0%	11	100.0%	3	100.0%	6	100.0%	8	100.0%	5	100.0%
Elsewhere	50	61.7%	12	39.1%	7	46.7%	2	100.0%	11	100.0%	3	100.0%	3	42.9%	7	88.9%	5	100.0%
Barry Town Centre	31	38.3%	19	60.9%	8	53.3%	0	.0%	0	.0%	0	.0%	4	57.1%	1	11.1%	0	.0%

Q11c. Where do you go to hairdressers/dry cleaners or other services?

	Weighted Base: Those visiting hairdressers/dry cleaners or other services		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those visiting hairdressers/dry cleaners or other services	34	100.0%	7	100.0%	4	100.0%	1	100.0%	10	100.0%	1	100.0%	4	100.0%	3	100.0%	5	100.0%
Elsewhere	24	69.6%	1	20.0%	1	25.0%	1	100.0%	9	88.9%	1	100.0%	4	100.0%	3	100.0%	4	83.3%
Barry Town Centre	10	30.4%	5	80.0%	3	75.0%	0	.0%	1	11.1%	0	.0%	0	.0%	0	.0%	1	16.7%

Q11d. Where do you go shopping for non-food items?

	Weighted Base: Those shopping for non-food items		Zone															
			1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those shopping for non-food items	185	100.0%	41	100.0%	26	100.0%	19	100.0%	33	100.0%	11	100.0%	22	100.0%	19	100.0%	14	100.0%
Elsewhere	128	69.1%	16	38.7%	11	44.0%	16	82.4%	32	96.8%	9	86.4%	13	58.3%	17	87.0%	14	100.0%
Barry Town Centre	57	30.9%	25	61.3%	15	56.0%	3	17.6%	1	3.2%	1	13.6%	9	41.7%	3	13.0%	0	.0%

Q11e. Where do you go to pick the children up from school?

	Weighted Base: Those picking up children		Zone															
			1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those picking up children	40	100.0%	11	100.0%	10	100.0%	3	100.0%	7	100.0%	2	100.0%	5	100.0%	1	100.0%	1	100.0%
Elsewhere	27	67.8%	3	25.0%	6	60.0%	3	100.0%	7	100.0%	2	100.0%	4	80.0%	1	100.0%	1	100.0%
Barry Town Centre	13	32.2%	8	75.0%	4	40.0%	0	.0%	0	.0%	0	.0%	1	20.0%	0	.0%	0	.0%

Q11f. Where do you go to get petrol?

	Weighted Base: Those getting petrol		Zone															
			1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those getting petrol	293	100.0%	49	100.0%	51	100.0%	34	100.0%	60	100.0%	14	100.0%	25	100.0%	26	100.0%	34	100.0%
Elsewhere	228	77.9%	22	45.9%	27	53.1%	31	90.0%	59	98.2%	13	92.9%	19	75.0%	24	90.3%	34	100.0%
Barry Town Centre	65	22.1%	26	54.1%	24	46.9%	3	10.0%	1	1.8%	1	7.1%	6	25.0%	3	9.7%	0	.0%

Q11g. Where do you go to use financial services?

	Weighted Base: Those using financial services		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those using financial services	108	100.0%	26	100.0%	23	100.0%	12	100.0%	12	100.0%	7	100.0%	11	100.0%	5	100.0%	11	100.0%
Elsewhere	68	63.3%	11	40.0%	8	36.4%	10	81.8%	12	100.0%	6	80.0%	6	58.3%	4	83.3%	11	100.0%
Barry Town Centre	40	36.7%	16	60.0%	15	63.6%	2	18.2%	0	.0%	1	20.0%	5	41.7%	1	16.7%	0	.0%

Q11h. Where do you go to visit doctors/dentists or collect prescriptions?

	Weighted Base: Those visiting doctors/dentists		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those visiting doctors/dentists	98	100.0%	13	100.0%	30	100.0%	12	100.0%	16	100.0%	6	100.0%	4	100.0%	9	100.0%	7	100.0%
Elsewhere	67	67.9%	5	40.0%	13	41.4%	9	72.7%	15	93.3%	6	92.3%	3	75.0%	9	100.0%	7	100.0%
Barry Town Centre	32	32.1%	8	60.0%	18	58.6%	3	27.3%	1	6.7%	0	7.7%	1	25.0%	0	.0%	0	.0%

Q11i. Where do you go to use sports/leisure/library or entertainment facilities?

	Weighted Base: Those using sports/leisure/library or entertainment facilities		Zone													
	Num	%	1		2		3		4		5		6		7	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those using sports/leisure/library or entertainment facilities	46	100.0%	5	100.0%	10	100.0%	10	100.0%	9	100.0%	3	100.0%	4	100.0%	3	100.0%
Elsewhere	35	75.6%	1	25.0%	6	60.0%	8	77.8%	9	100.0%	3	100.0%	3	75.0%	3	100.0%
Barry Town Centre	11	24.4%	4	75.0%	4	40.0%	2	22.2%	0	.0%	0	.0%	1	25.0%	0	.0%

(cont.)

Q11i. Where do you go to use sports/leisure/library or entertainment facilities?

	Zone	
	8	
	Num	%
Weighted Base: Those using sports/leisure/library or entertainment facilities	2	100.0%
Elsewhere	2	100.0%
Barry Town Centre	0	.0%

Q11j. Where do you go to carry out other activities?

	Weighted Base: Those carrying out other activities		Zone													
	Num	%	1		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those carrying out other activities	10	100.0%	4	100.0%	1	100.0%	2	100.0%	0	100.0%	1	100.0%	1	100.0%	1	100.0%
Elsewhere	10	100.0%	4	100.0%	1	100.0%	2	100.0%	0	100.0%	1	100.0%	1	100.0%	1	100.0%

Q12. How did you travel between the foodstore and the activity/activities?

	Weighted Base: Those combining trip with activities		Zone																
			1		2		3		4		5		6		7		8		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Weighted Base: Those combining trip with activities	560	100.0%	119	100.0%	98	100.0%	63	100.0%	98	100.0%	27	100.0%	55	100.0%	46	100.0%	54	100.0%	
Car (own/households)	330	58.9%	67	56.7%	52	53.2%	42	66.1%	63	64.1%	17	60.7%	34	62.3%	23	50.0%	32	59.4%	
Car (as passenger)	98	17.4%	19	15.6%	18	18.1%	11	17.9%	22	22.8%	3	10.7%	11	19.7%	9	20.4%	5	8.7%	
Bus/Coach	12	2.1%	4	3.3%	3	3.2%	2	3.6%	1	1.1%	0	.0%	0	.0%	0	.0%	2	2.9%	
Train	2	.4%	0	.0%	0	.0%	1	1.8%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	
Taxi	6	1.0%	3	2.2%	2	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	
Walk	125	22.3%	28	23.3%	26	26.6%	9	14.3%	14	14.1%	8	28.6%	10	18.0%	13	27.8%	18	33.3%	
Bicycle	2	.4%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	
Moped/moto	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Other	Delivered	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.3%	0	.0%	0	.0%
	Mobility scooter	1	.2%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q13. In addition to a main food shop, do you normally do any other shopping for food and grocery items at a supermarket/food store?

	Weighted Base: All respondents		Zone															
			1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents	1006	100.0%	231	100.0%	182	100.0%	113	100.0%	186	100.0%	39	100.0%	90	100.0%	85	100.0%	78	100.0%
Yes	678	67.4%	156	67.4%	118	64.6%	77	68.0%	129	69.1%	25	62.5%	60	66.0%	63	74.0%	52	66.3%
No	328	32.6%	75	32.6%	65	35.4%	36	32.0%	57	30.9%	15	37.5%	31	34.0%	22	26.0%	26	33.7%

Q14. Which store or stores do you use for most of your top-up food shopping?

	Weighted Base: Those doing top-up shop		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Weighted Base: Those doing top-up shop	678	100.0%	156	100.0%	118	100.0%	77	100.0%	129	100.0%	25	100.0%	60	100.0%	63	100.0%	52	100.0%
Barry, Tesco (Stirling Rd)	92	13.6%	42	27.1%	26	22.1%	3	4.4%	1	.8%	0	2.0%	16	27.3%	2	2.7%	1	1.5%
Barry, Iceland (Holton Rd)	46	6.8%	21	13.6%	19	15.9%	1	1.5%	1	.8%	0	2.0%	2	3.0%	0	.0%	2	3.0%
Barry, Morrisons (Penny Way)	81	11.9%	37	23.7%	27	23.0%	5	5.9%	1	.8%	1	6.0%	6	10.6%	3	5.4%	0	.0%
Barry, Waitrose (Palmerston Rd)	37	5.4%	9	5.9%	14	11.5%	8	10.3%	3	2.5%	2	8.0%	0	.0%	0	.0%	1	1.5%
Barry, Lidl (Cennin Pedr)	17	2.6%	3	1.7%	11	9.7%	0	.0%	1	.8%	0	2.0%	1	1.5%	1	1.4%	0	.0%
Barry, Co-op (Colcot Rd)	6	.8%	3	1.7%	1	.9%	0	.0%	1	.8%	0	.0%	1	1.5%	0	.0%	0	.0%
Barry, Londis (Barry Rd)	4	.6%	1	.8%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	1	1.5%
Barry, Costcutter (High St)	3	.4%	3	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barry, Costcutter (Merthyr Dyfan Rd)	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barry, Spar (Barry Rd/Winston Rd/Main St)	9	1.3%	3	1.7%	2	1.8%	1	1.5%	1	.8%	0	.0%	1	1.5%	0	.0%	1	1.5%
Bridgend, Tesco Extra (Cowbridge Rd)	3	.4%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	1	1.4%	1	1.5%
Bridgend, Tesco (Brewery Lane)	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%
Bridgend, Sainsbury (McArthur Glen)	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	1	1.5%
Cardiff Bay, Aldi (Ferry Rd)	2	.3%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	1	1.5%
Cardiff Bay, Asda (Ferry Rd Retail Park)	21	3.1%	5	3.4%	3	2.7%	1	1.5%	6	5.0%	1	6.0%	1	1.5%	1	1.4%	2	3.0%
Cardiff Bay, Morrisons (Int. Sports Vill)	14	2.0%	1	.8%	0	.0%	5	5.9%	4	3.3%	1	4.0%	1	1.5%	1	1.4%	1	1.5%
Culverhouse Cross, Tesco Extra	15	2.2%	0	.0%	4	3.5%	2	2.9%	1	.8%	4	18.0%	1	1.5%	1	1.4%	2	3.0%
Culverhouse Cross, Marks & Spencer	23	3.4%	3	1.7%	2	1.8%	3	4.4%	3	2.5%	2	10.0%	3	4.5%	3	4.1%	4	7.5%
Cowbridge, Spar (High St)	12	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	1	1.4%	10	19.4%
Cowbridge, Tesco Express (High St)	9	1.3%	0	.0%	0	.0%	0	.0%	1	.8%	0	2.0%	1	1.5%	1	1.4%	5	10.4%
Dinas Powys, Spar (The Parade)	12	1.8%	0	.0%	1	.9%	8	10.3%	1	.8%	0	2.0%	1	1.5%	1	1.4%	0	.0%
Dinas Powys, Budgens (Cardiff Rd)	8	1.2%	1	.8%	1	.9%	6	7.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Llantwit Major, Somerfield (Boverton Rd)	38	5.6%	1	.8%	0	.0%	0	.0%	1	.8%	0	.0%	6	10.6%	28	44.6%	2	3.0%
Llantwit Major, Spar (Boverton Rd)	8	1.2%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	2	3.0%	4	6.8%	1	1.5%
Penarth, Tesco (Terra Nova Way)	40	5.9%	0	.0%	1	.9%	10	13.2%	29	22.3%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Which store or stores do you use for most of your top-up food shopping?

	Weighted Base: Those doing top-up shop		Zone															
			1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Penarth, Co-op (Windsor Rd)	35	5.1%	1	.8%	0	.0%	5	5.9%	29	22.3%	0	.0%	0	.0%	0	.0%	0	.0%
Penarth, Spar (Windsor Rd)	10	1.4%	1	.8%	0	.0%	0	.0%	9	6.6%	0	.0%	0	.0%	0	.0%	0	.0%
Penarth, Spar (Brockhill Way/Glyndwr Rd)	4	.6%	0	.0%	0	.0%	2	2.9%	2	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
Rhoose, Spar (Fontygary Rd)	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.0%	5	7.6%	0	.0%	0	.0%
St Athan, Londis (The Square)	3	.4%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	2	3.0%	0	.0%	0	.0%
Talbot Green, Tesco	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	1	1.5%
Talbot Green, Marks & Spencer	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Weycocks Cross, Somerfield (Port Rd)	4	.6%	1	.8%	0	.0%	1	1.5%	0	.0%	0	.0%	2	3.0%	0	.0%	0	.0%
Internet/mail order	4	.6%	0	.0%	1	.9%	0	.0%	1	.8%	0	.0%	2	3.0%	0	.0%	0	.0%

(cont.)

Q14. Which store or stores do you use for most of your top-up food shopping?

		Weighted Base: Those doing top-up shop		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Local stores, Penarth	52	7.7%	3	1.7%	0	.0%	6	7.4%	44	33.9%	0	2.0%	0	.0%	0	.0%	0	.0%
	Local stores, Barry	48	7.1%	29	18.6%	17	14.2%	0	.0%	0	.0%	0	2.0%	2	3.0%	0	.0%	0	.0%
	Filco Foods, Boverton Road, Llantwit Major	25	3.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	9.1%	17	27.0%	2	4.5%
	Local stores, Dinas Powys	19	2.7%	0	.0%	1	.9%	17	22.1%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%
	Local stores, Cowbridge	18	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.0%	1	1.5%	2	2.7%	15	28.4%
	Filco Foods, High Street, Cowbridge	15	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.0%	1	1.5%	0	.0%	13	25.4%
	Marks & Spencer, Queen Street, Cardiff	11	1.6%	0	.0%	1	.9%	5	5.9%	3	2.5%	1	4.0%	0	.0%	0	.0%	1	1.5%
	Local stores, LLantwit Major	6	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%	4	6.8%	0	.0%
	Local stores, St Athan	5	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	9.1%	0	.0%	0	.0%
	Local stores, Park Crescent, Barry	5	.8%	5	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Queen Street, Cardiff	4	.6%	1	.8%	1	.9%	1	1.5%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%
	Local stores, Sully	3	.5%	0	.0%	0	.0%	3	4.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Bridgend Retail Park, Bridgend	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.1%	0	.0%
	Local stores, Peterston-Super-Ely, Cardiff	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	10.0%	0	.0%	0	.0%	0	.0%
	Makro, Heol Y Pwll, Parc Nantgawr, Cardiff	2	.3%	1	.8%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Penarth Town Centre	2	.3%	0	.0%	0	.0%	1	1.5%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	2	.3%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Local store, Penarth Isaf	2	.3%	0	.0%	0	.0%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Stanwell Road, Penarth	2	.3%	0	.0%	0	.0%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Fairwater	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.0%	0	.0%	1	1.4%	0	.0%
	Local stores, Rhoose	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%	0	.0%	0	.0%
	Local stores, Bridgend	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%	0	.0%
	Somerfield, Boverton Road, Llantwit Major	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%	0	.0%
	Aldi, Brackla Street, Bridgend	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	1	1.5%
	Somerfield, Cowbridge Road East, Cardiff	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.0%	1	1.5%	0	.0%	0	.0%
	Barry Market, Holton Road, Barry	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Plymouth Road, Barry Island	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q14. Which store or stores do you use for most of your top-up food shopping?

		Weighted Base: Those doing top-up shop		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Home Bargains, Market Street, Bridgend	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local bakery, Barry	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Cwm Talwg, Barry	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks and Spencer, Barry	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Llanishen, Cardiff	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Premier Waterfront Shop, Broad Street, Barry	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stephenson's, Holton Road, Barry Dock	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Western Avenue, Cardiff	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Paper Shop, Plymouth Road, Barry Island	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Vic Hopkins and Sons Butcher, High Street, Barry	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Wilson Road, Ely, Cardiff	1	.2%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Makro, Nantgarw Hill, Nantgarw, Caerphilly	1	.2%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Ty Glas Road, Cardiff	1	.2%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	One Stop, South Road, Sully	1	.2%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Riverside Retail Park, Aberdare	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, City Rd, Roath, Cardiff	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Delivered from local stores, Penarth	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Farmers' market, Penarth	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Williams Bakery, Cornerswell Road, Penarth	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Asian Grocery Store, Strathnairn St, Cardiff	1	.2%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Greggs, Holton Road, Barry	1	.2%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Winston Road, Barry	1	.2%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Cowbridge Road West, Ely, Cardiff	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%
Asda, Pontygwindy Road, Caerphilly	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	
Cardiff Market	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	

(cont.)

Q14. Which store or stores do you use for most of your top-up food shopping?

		Weighted Base: Those doing top-up shop		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Lidl, Caerphilly	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
	Marks & Spencer, Wales Designer Outlet, The Derwen, Bridgend	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
	Tesco, Maes Y Coed, Cardiff	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
	Tesco, Pengham Green, Cardiff	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
	Co-op, Victoria Street, Bridgend	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Co-op, Penybont Road, Pencoed	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Cowbridge farmers market, Cowbridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Local Farmers Market, Cowbridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Local store, Pontyclun	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Local stores, St. Brides	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Spar, John Street, Porthcawl	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Strawberry Fields, Penny Lane, Cowbridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Aldi, Treseder Way, Cardiff	0	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%
	Co-op, Fairwater, Cardiff	0	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%
	Farmers Shop, Peterston super Ely	0	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%
	Local stores, Creigiau	0	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%
	Local stores, Old Port Road, Cardiff	0	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%
	Somerfield, Radyr Court Shopping Precinct, Radyr Court Road, Cardiff	0	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%
	Spar, The Parade, Castle Drive, Michaelston	0	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%
	Tesco Extra Cardiff	0	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%
	Tesco, Crickhowell Road, St Mellons, Cardiff	0	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%
Tesco, Gelli-hirion Industrial Estate, Pontypridd	0	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%	

Q15. What is the main reason for using Q14 store/stores for your top-up food shopping?

	Weighted Base: Those doing top-up shop		Zone															
			1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Those doing top-up shop	678	100.0%	156	100.0%	118	100.0%	77	100.0%	129	100.0%	25	100.0%	60	100.0%	63	100.0%	52	100.0%
Convenient to home	324	47.8%	83	53.4%	49	41.6%	34	44.1%	63	48.8%	12	48.0%	28	47.0%	30	48.6%	25	47.8%
Quality of goods	58	8.6%	9	5.9%	10	8.8%	11	14.7%	10	7.4%	2	8.0%	4	6.1%	7	10.8%	5	10.4%
Convenient / cheap	54	8.0%	7	4.2%	10	8.8%	5	5.9%	14	10.7%	2	10.0%	2	3.0%	9	14.9%	5	10.4%
Convenient to work	38	5.6%	8	5.1%	7	6.2%	1	1.5%	7	5.8%	3	12.0%	5	7.6%	3	5.4%	3	6.0%
Range/ availability of food products	36	5.3%	13	8.5%	8	7.1%	3	4.4%	5	4.1%	0	2.0%	2	3.0%	2	2.7%	2	3.0%
Preference for retailer	21	3.1%	4	2.5%	4	3.5%	3	4.4%	3	2.5%	1	4.0%	3	4.5%	3	4.1%	0	.0%
Within easy walking distance	17	2.5%	4	2.5%	2	1.8%	2	2.9%	4	3.3%	0	.0%	1	1.5%	2	2.7%	2	3.0%
Other shops / services close by	15	2.2%	5	3.4%	0	.0%	3	4.4%	2	1.7%	0	.0%	1	1.5%	1	1.4%	2	4.5%
Better value for money	15	2.2%	4	2.5%	4	3.5%	2	2.9%	1	.8%	0	2.0%	2	3.0%	1	1.4%	0	.0%
Easy to get to parking	10	1.5%	3	1.7%	1	.9%	0	.0%	2	1.7%	0	.0%	4	6.1%	0	.0%	1	1.5%
No reason	10	1.4%	5	3.4%	2	1.8%	0	.0%	1	.8%	0	2.0%	1	1.5%	0	.0%	0	.0%
Habit, have always used the store	8	1.1%	0	.0%	3	2.7%	1	1.5%	1	.8%	0	2.0%	2	3.0%	0	.0%	0	.0%
Pleasant place to shop	7	1.0%	0	.0%	1	.9%	1	1.5%	2	1.7%	0	2.0%	1	1.5%	1	1.4%	0	.0%
Lower prices	6	.9%	3	1.7%	0	.0%	0	.0%	1	.8%	0	2.0%	0	.0%	1	1.4%	1	1.5%
Range/availability of non-food products	5	.8%	1	.8%	1	.9%	0	.0%	2	1.7%	0	.0%	0	.0%	1	1.4%	0	.0%
Good bus service	3	.5%	0	.0%	2	1.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Good service / friendly staff	2	.3%	0	.0%	0	.0%	1	1.5%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know	2	.3%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	1	1.5%
Has a petrol filling station	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q15. What is the main reason for using Q14 store/stores for your top-up food shopping?

		Weighted Base: Those doing top-up shop		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Supporting local stores	6	.9%	0	.0%	0	.0%	3	4.4%	1	.8%	1	4.0%	0	.0%	0	.0%	1	1.5%
	Change	5	.7%	1	.8%	0	.0%	0	.0%	1	.8%	0	2.0%	0	.0%	2	2.7%	0	.0%
	Special offers	4	.6%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%	0	.0%	1	1.5%
	Get newspaper in the morning	3	.4%	0	.0%	1	.9%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	1	1.5%
	Good variety fresh food	2	.3%	0	.0%	1	.9%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fresh fish and meat	2	.3%	0	.0%	1	.9%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Work there	2	.3%	0	.0%	1	.9%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Shops there for someone else	2	.3%	0	.0%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Support local stores and they have unusual products	2	.3%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	It's not too big	2	.3%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	1	1.5%
	The only store near the house	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	1	1.4%	0	.0%
	Likes a treat	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Clubcard	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Handy	1	.2%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Visit a friend there	1	.2%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lack of transport	1	.2%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Large	1	.2%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Likes the Layout	1	.2%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Likes to look around the store	1	.2%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Purchase halal meat	1	.2%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Alternative products	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
	Close to children's school	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
	Meat counter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
Member of family works there	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	
Convenient to local activities	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	
Support the local farmers	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	

Q16. In which shopping centre or other location do you normally buy clothing and footwear?

	Weighted Base: All respondents		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents	1006	100.0%	231	100.0%	182	100.0%	113	100.0%	186	100.0%	39	100.0%	90	100.0%	85	100.0%	78	100.0%
Barry Other	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barry Town Centre	163	16.2%	82	35.4%	57	31.4%	11	10.0%	1	.6%	1	3.8%	9	10.0%	1	1.0%	0	.0%
Barry Waterfront Retail Park	9	.8%	3	1.1%	3	1.7%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%
Bridgend Other	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bridgend Retail Parks	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%	1	1.0%
Bridgend Town Centre	45	4.4%	1	.6%	4	2.3%	0	.0%	1	.6%	0	.0%	9	10.0%	21	25.0%	8	9.9%
Bridgend, McArthur Glen Factory Outlet	51	5.1%	7	2.9%	10	5.7%	1	1.0%	3	1.7%	2	6.3%	6	7.0%	13	15.0%	9	10.9%
Cardiff City Centre	476	47.3%	104	45.1%	70	38.3%	59	52.0%	117	62.9%	24	61.3%	37	41.0%	35	41.0%	29	37.6%
Cardiff Culverhouse Cross	125	12.4%	24	10.3%	17	9.1%	19	17.0%	24	13.1%	8	21.3%	11	12.0%	8	10.0%	13	16.8%
Cardiff Other	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cardiff Other Retail Parks	6	.6%	3	1.1%	0	.0%	2	2.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Cowbridge Town Centre	16	1.6%	0	.0%	1	.6%	1	1.0%	0	.0%	1	3.8%	2	2.0%	2	2.0%	9	10.9%
Leekes, Pontyclun	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Llantrisant Town Centre	16	1.6%	1	.6%	0	.0%	0	.0%	2	1.1%	1	3.8%	5	5.0%	3	4.0%	3	4.0%
Llantwit Major Town Centre	4	.4%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	1	1.0%	2	2.0%	0	.0%
Pontyclun Town Centre	2	.2%	0	.0%	0	.0%	1	1.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Supermarket, other location	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Talbot Green Retail Park	14	1.4%	1	.6%	1	.6%	2	2.0%	0	.0%	0	1.3%	3	3.0%	2	2.0%	5	5.9%
Internet/Mail Order	68	6.8%	11	4.6%	19	10.3%	8	7.0%	10	5.1%	0	1.3%	8	9.0%	5	6.0%	8	9.9%
Don't buy	54	5.4%	16	6.9%	10	5.7%	7	6.0%	6	3.4%	1	3.8%	5	5.0%	3	4.0%	5	6.9%

(cont.)

Q16. In which shopping centre or other location do you normally buy clothing and footwear?

		Weighted Base: All respondents		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Penarth Town Centre	33	3.3%	1	.6%	1	.6%	6	5.0%	24	13.1%	0	.0%	0	.0%	0	.0%	1	1.0%
	Marks and Spencer, Culverhouse Cross, Cardiff	18	1.8%	7	2.9%	1	.6%	1	1.0%	3	1.7%	1	2.5%	1	1.0%	2	2.0%	2	3.0%
	Asda, Ferry Road Retail Park, Cardiff Bay	9	.9%	0	.0%	1	.6%	2	2.0%	4	2.3%	0	1.3%	0	.0%	1	1.0%	0	.0%
	Varies	5	.5%	0	.0%	1	.6%	0	.0%	1	.6%	0	.0%	2	2.0%	0	.0%	1	1.0%
	Cardiff Bay Retail Park	4	.4%	0	.0%	0	.0%	1	1.0%	2	1.1%	0	1.3%	0	.0%	0	.0%	0	.0%
	London	3	.3%	0	.0%	1	.6%	0	.0%	1	.6%	0	1.3%	0	.0%	0	.0%	1	1.0%
	Local stores Penarth	3	.3%	0	.0%	0	.0%	2	2.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Cardiff Bay	3	.3%	0	.0%	2	1.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Ferry Road Retail Park	2	.2%	1	.6%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Matalan, Glamorgan Vale Retail Park, Llantrisant	2	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Marks & Spencer, Cardiff City Centre	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Bridgend	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%
	Tesco, Stirling Road, Barry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.0%
	Tesco, Culverhouse Cross, Cardiff	2	.2%	0	.0%	0	.0%	1	1.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%
	Aberdare Town Centre	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Abergavenny Town Centre	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Haverfordwest	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Holton, Barry Dock	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Park Crescent, Barry	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Terra Nova Way, Penarth	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Treforest Town Centre	1	.1%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Britsol	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, St David's Way, Cardiff	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Ely	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Makro, Nantgarw Hill, Nantgarw, Caerphilly	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Penny Way, Barry	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Newport City Centre	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Next, Queen Street, Cardiff	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	St Mellons	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16. In which shopping centre or other location do you normally buy clothing and footwear?

		Weighted Base: All respondents		Zone															
		Num	%	1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Asda, Riverside Retail Park, Aberdare	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Weymouth Town Centre	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinsons, Holton Road, Barry	1	.1%	0	.0%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Charity shops, Barry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Glamorgan Vale Retail Park, Llantrisant	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Swansea Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Portsmouth Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Leeds City Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Local stores, Raglan	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Local stores, Ross-on-Wye	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Trafford Town Centre, Manchester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Asda, Longwood Drive, Croydon, Cardiff	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%
	Carmarthen	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%
	Monsoon, Queen Street, Cardiff	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%

Q17. In which shopping centre or other location do you normally buy kitchen and household goods?

		Weighted Base: All respondents		Zone															
		Num	%	1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents		1006	100.0%	231	100.0%	182	100.0%	113	100.0%	186	100.0%	39	100.0%	90	100.0%	85	100.0%	78	100.0%
Barry Other		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barry Town Centre		126	12.5%	69	29.7%	32	17.7%	7	6.0%	3	1.7%	1	2.5%	10	11.0%	3	3.0%	2	2.0%
Barry Waterfront Retail Park		46	4.6%	21	9.1%	17	9.1%	1	1.0%	1	.6%	0	.0%	5	5.0%	2	2.0%	0	.0%
Bridgend Other		0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bridgend Retail Parks		12	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	5	6.0%	5	5.9%
Bridgend Town Centre		17	1.7%	1	.6%	1	.6%	0	.0%	1	.6%	0	.0%	2	2.0%	8	9.0%	4	5.0%
Bridgend, McArthur Glen Factory Outlet		20	2.0%	1	.6%	4	2.3%	1	1.0%	3	1.7%	0	1.3%	2	2.0%	5	6.0%	3	4.0%

(cont.)