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## St Albans City &amp; District Council. Retail Study Update 2010

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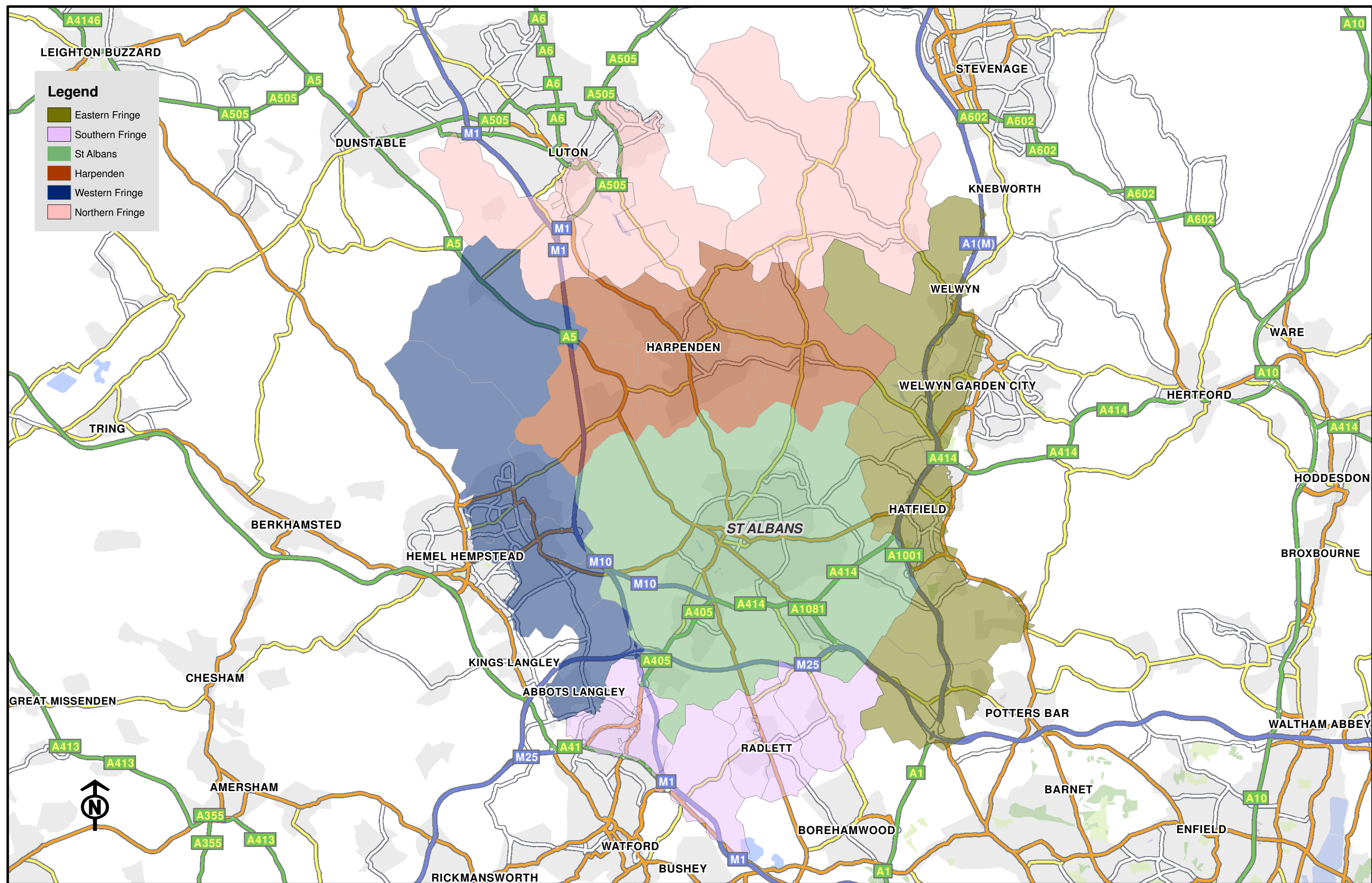
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## APPENDIX 1: HOUSEHOLD SURVEY – STUDY AREA, APPROACH, QUESTIONNAIRE & TABULATIONS



## St Albans Household Survey Technical Report

Strategic Perspectives LLP

September 2009

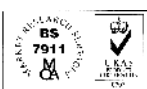
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## BACKGROUND & METHODOLOGY

A telephone survey was conducted within the St Albans catchment area, as well as the surrounding areas. The survey covered a range of aspects relating to shopping habits and in particular sought to establish the following:

### Food Shopping

- Where the respondent normally goes for their household's weekly / fortnightly main food and grocery shopping?
- In addition to the above, any other stores they regularly use for your main-food shopping?
- The main reason respondents choose the above to do your main food and grocery shopping?
- How respondents normally travel to their main food shop
- How often they normally do your main food shopping?
- Whether, when shopping for main food goods, respondents normally link this trip with another activity?
- Where respondents normally buy non-food goods when it's linked to their main food shopping?
- Where respondents normally go for leisure activities when it's linked to their main food shopping?
- Where respondents work?
- Whether they make separate more frequent 'top-up' (i.e. basket-sized) shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between their main food shopping trip?
- Where respondents normally do most of their household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?
- How often they normally do their household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)?
- Of all the money respondents spend on food and household groceries, what share goes to their main food shopping?

### Non-Food Shopping

- In which location do respondents normally do most of their household's non-food shopping?
- Where respondents normally do most of their household's shopping for the following items:
  - Clothing & footwear items
  - Furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc.)
  - Hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants shrubs etc.)
  - Audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs & DVDs etc)
  - Domestic electrical and gas appliances (such as fridges, washing machines, cookers, vacuum cleaners, coffee maker, knives, kitchen items etc)
  - Chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)
  - Games & toys, hobby items; sport and camping goods; and musical instruments
  - Where do you do most of your household's shopping for pets & pet related products
  - All other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods
- When respondents do their household's non-food shopping, how do they usually travel?

Leisure Activities

- How often respondents and their family visit the following leisure attractions:
  - Bingo
  - Cinema
  - Gym / Health club
  - Museum or place of historical interest
  - Nightclub / Musical venue
  - Pub/ Bar
  - Restaurant
  - Tenpin bowling
  - Theatre
  - Other
- If the respondent did any of the above activities, the last place at which they did so
- What, if anything, would make the respondent visit St Albans City Centre more often
- What, if anything, would make the respondent visit Harpenden Town Centre more often

Demographics

- Occupation/SEG of chief wage earner
- Employment status
- Age group of respondent
- Number of cars in the household
- Number of adults living in the household?
- Number of children aged 15 years or under living in the household?
- Quality control
- Gender

A total of 1000 interviews were carried out within the St Albans catchment area, as well as the surrounding areas between 2<sup>nd</sup> and 11<sup>th</sup> September 2009. Interviews were conducted at Research & Marketing's in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day, in the evening and at the weekend.

## SAMPLE BREAKDOWN

Zone	Area	Postcode Sectors	Population (Census 2001)	%	Interviews Achieved
1	St Albans	AL1 1	5,182	1.60%	277
		AL1 2	6,034	1.86%	
		AL1 3	3,359	1.03%	
		AL1 4	8,970	2.76%	
		AL1 5	8,633	2.66%	
		AL2 1	7,742	2.38%	
		AL2 2	5,602	1.72%	
		AL2 3	7,857	2.42%	
		AL3 4	5,407	1.66%	
		AL3 5	7,274	2.24%	
		AL3 6	3,949	1.22%	
		AL4 0	8,867	2.73%	
		AL4 9	11,133	3.43%	
2	Harpenden	AL3 7	4,988	1.54%	122
		AL4 8	6,155	1.89%	
		AL5 1	5,866	1.81%	
		AL5 2	4,384	1.35%	
		AL5 3	4,458	1.37%	
		AL5 4	6,090	1.87%	
		AL5 5	7,654	2.36%	
3	Northern Fringe	LU1 3	8,044	2.48%	122
		LU1 4	5,649	1.74%	
		LU2 9	11,725	3.61%	
		LU4 8	14,072	4.33%	
4	Western Fringe	AL3 8	4,342	1.34%	192
		HP2 4	9,699	2.99%	
		HP2 5	12,361	3.81%	
		HP2 6	8,089	2.49%	
		HP2 7	6,874	2.12%	
		HP3 8	9,677	2.98%	
		WD5 0	11,340	3.49%	
5	Southern Fringe	WD25 0	7,744	2.38%	117
		WD25 7	6,892	2.12%	
		WD25 8	1,818	0.56%	
		WD25 9	9,136	2.81%	
		WD7 7	2,482	0.76%	
		WD7 8	5,552	1.71%	
		WD7 9	4,397	1.35%	
6	Eastern Fringe	AL6 9	4,486	1.38%	170
		AL10 0	8,384	2.58%	
		AL10 8	9,800	3.02%	
		AL10 9	7,850	2.42%	
		AL8 6	5,507	1.70%	
		AL8 7	7,417	2.28%	
		AL9 7	6,505	2.00%	
		EN6 3	5,357	1.65%	
Total			324,803	100.00%	1,000

The sample used for making telephone calls was obtained from an external supplier, who supplied telephone numbers by postcode from their database. The telephone numbers were then sorted into the relevant postcode sector and zone for interviewing.

## STATEMENT OF RELIABILITY

Assessment of the standard error:

1. This survey has been undertaken by a series of individual sample surveys for different zones.
2. The results are subject to the following sampling error, for which there follows an analysis.
3. The following analysis indicates the methodology used to calculate the standard error, with the standard 95% probability of being correct. The formulae for these calculations are as follows:

$$SE\% = \sqrt{\frac{p\% \times q\%}{n}}$$

where p% = % sample value recorded

q% = 100% - p%

n = sample size

and where:

±3.09 (SE%) = 95% probability that the correct answer lies in the range calculated.

4. When the sampling frame for individual zones is boosted to ensure reliability, with the results subsequently weighted proportional to population, the following analysis is used to calculate the effective sample size. The formulae for these calculations are as follows:

$$\frac{n}{\sum_{i=1}^k P_i W_i^2}$$

where k = number of zones the population and sample are divided into

n = total sample size

P = sample proportions

W = weights

5. On our sample of 1,000 interviews we have a confidence interval of 3.09 at a 95% confidence level.

The confidence interval is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a confidence interval of 3.09 and 50% percent of your sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 46.91% (50 – 3.09) and 53.09% (50 + 3.09) would have picked that answer.

The confidence level tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.

When you put the confidence level and the confidence interval together, you can say that you are 95% sure that the true percentage of the population is between 46.91% and 53.09%.

## REWEIGHTED TABULATIONS BY ZONE

**Q1. Where do you normally go for your household's weekly / fortnightly main food and grocery shopping? (i.e. trolley shopping)**

	Reweighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents	969	100.0%	265	100.0%	118	100.0%	118	100.0%	189	100.0%	114	100.0%	165	100.0%
Sainsbury's, Everard Close, St Albans, AL1 2QU, St Albans	99	10.2%	88	33.2%	4	3.4%	0	.0%	3	1.6%	3	2.6%	1	.6%
Sainsbury's, Barnet Road, London Colney Retail Park, London Colney, AL2 1BG, St Albans	64	6.6%	31	11.7%	0	.0%	0	.0%	2	1.1%	17	14.9%	14	8.5%
Tesco, Jarman Way, Hemel Hempstead , HP2 4JS , Western	60	6.2%	1	.4%	0	.0%	1	.8%	58	30.7%	0	.0%	0	.0%
Morrisons, Hatfield Road, Fleetville, AL1 4SU, St Albans	58	6.0%	53	20.0%	2	1.7%	1	.8%	1	.5%	0	.0%	1	.6%
Tesco Extra, Mount Pleasant /Oldings Corner, Hatfield, AL9 5JY	47	4.9%	3	1.1%	5	4.2%	1	.8%	0	.0%	0	.0%	38	23.0%
Asda, Oldhams Trading Estate, Watford, WD24 7RT	44	4.5%	4	1.5%	0	.0%	0	.0%	11	5.8%	29	25.4%	0	.0%
Sainsbury's, 31 High Street, Harpenden, AL5 2RU, Harpenden	43	4.4%	1	.4%	41	34.7%	1	.8%	0	.0%	0	.0%	0	.0%
Asda, 98 Town Centre, Hatfield, AL10 OJP, Eastern	41	4.2%	6	2.3%	1	.8%	1	.8%	1	.5%	1	.9%	31	18.8%
Waitrose, Ermine Close, Verulam, St Albans, AL3 4JZ, St Albans	35	3.6%	28	10.6%	1	.8%	0	.0%	5	2.6%	1	.9%	0	.0%
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Luton , LU2 9 TA , Northern	34	3.5%	0	.0%	2	1.7%	32	27.1%	0	.0%	0	.0%	0	.0%
Waitrose, Leyton Road, Harpenden, AL5 2TJ, Harpenden	34	3.5%	3	1.1%	29	24.6%	2	1.7%	0	.0%	0	.0%	0	.0%
Sainsbury's, Aspley Mill, London road, Hemel Hempstead, HP3 9QZ	31	3.2%	0	.0%	1	.8%	0	.0%	28	14.8%	1	.9%	1	.6%
Sainsbury's (not to be confused with Sainsbury's, Albert Road South), Dome Roundabout, Cow Lane, Watford , WD25 9JS	29	3.0%	0	.0%	0	.0%	0	.0%	6	3.2%	23	20.2%	0	.0%
Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB, Eastern	24	2.5%	1	.4%	0	.0%	0	.0%	0	.0%	1	.9%	22	13.3%
Sainsbury's, Woodhall Farm, Shenley Road, Hemel Hempstead, HP2 7QH, Western	23	2.4%	0	.0%	4	3.4%	0	.0%	19	10.1%	0	.0%	0	.0%

(cont.)

Q1. Where do you normally go for your household’s weekly / fortnightly main food and grocery shopping? (i.e. trolley shopping)

	Rewighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Asda, Hillfield Road, Hemel Hempstead , HP2 4AA, Western	21	2.2%	0	.0%	1	.8%	0	.0%	20	10.6%	0	.0%	0	.0%
Sainsbury's, Church Road, Welwyn Garden City, AL8 6PS, Eastern	17	1.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	16	9.7%
Somerfield, Southdown Road, Southdown, Harpenden, AL5 1PU, Harpenden	14	1.4%	0	.0%	12	10.2%	1	.8%	1	.5%	0	.0%	0	.0%
Tesco Metro, St Peter's Street, St Albans, AL1 3EB, St Albans	14	1.4%	12	4.5%	0	.0%	0	.0%	0	.0%	1	.9%	1	.6%
Tesco, Lower High Street, Watford, WD17 2BD	14	1.4%	3	1.1%	0	.0%	0	.0%	1	.5%	10	8.8%	0	.0%
Tesco Extra, Shenley Road, Borehamwood, WD6 1JG	11	1.1%	3	1.1%	0	.0%	0	.0%	0	.0%	8	7.0%	0	.0%
Sainsbury's, Albert Road South, Watford, WD17 1PE	9	.9%	1	.4%	0	.0%	0	.0%	1	.5%	7	6.1%	0	.0%
Marks & Spencer, St Peter’s Street, St Albans, AL1 3DP, St Albans	8	.8%	6	2.3%	1	.8%	0	.0%	1	.5%	0	.0%	0	.0%
Tesco Express, 6 Henry Wells Square, Hemel Hempstead , HP2 6BJ , Western	8	.8%	0	.0%	1	.8%	0	.0%	7	3.7%	0	.0%	0	.0%
Tesco, Muttons Lane, Potters Bar, EN6 2PB	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	4.2%
Marks & Spencer, Barnet Road, London Colney Retail Park, London Colney, AL2 1AB, St Albans	6	.6%	1	.4%	1	.8%	0	.0%	1	.5%	2	1.8%	1	.6%
Budgens, The Quadrant, Marshalswick, AL4 9RB, St Albans	5	.5%	5	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, 6-48 The Queens Square, Hemel Hempstead , HP2 4 EW, Western	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
Co-op, Haseldine Road, London Colney, AL2 1RR, St Albans	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Church Green Parade, Harpenden, AL5 2TW, Harpenden	2	.2%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. Where do you normally go for your household’s weekly / fortnightly main food and grocery shopping? (i.e. trolley shopping)

	Rewighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Sainsbury's Local, 185 Marshalswick Lane, Marshalswick, AL1 4UZ, St Albans	2	.2%	1	.4%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, 295–297 Watling Street, Radlett , WD7 7LA, Southern	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	1	.6%
Budgens, 57–59 High Street, Abbots Langley, WD5 0AE, Western	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
Co–op, 199–201 Cell Barnes Road, St Albans (North), AL1 5PX, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co–op, 66 High Street, Redbourne , AL3 7LN, Harpenden	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Hillfield Road, Hemel Hempstead , HP2 4AB , Western	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
Tesco Express, High Street, London Colney, AL2 1JQ, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Jersey Farm, St Bredlades Place, Marshalswick, AL4 9RG, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Lower Luton Road, Batford, Harpenden, AL5 5AL, Harpenden	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Unit 4, Andrew Close, Shenley , WD7 9LP, Southern	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%

(cont.)



**Q1. Where do you normally go for your household's weekly / fortnightly main food and grocery shopping? (i.e. trolley shopping)**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Skimpot Road, Dunstable	25	2.6%	0	.0%	1	.8%	23	19.5%	1	.5%	0	.0%	0	.0%
	Sainsbury's, Luton Road, Dunstable	22	2.3%	0	.0%	0	.0%	15	12.7%	7	3.7%	0	.0%	0	.0%
	Morrisons, Black Fan Road, Welwyn Garden City	11	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	11	6.7%
	Tesco, Great North Road, Hatfield	10	1.0%	1	.4%	1	.8%	0	.0%	0	.0%	0	.0%	8	4.8%
	Asda, Court Drive, Dunstable	8	.8%	0	.0%	0	.0%	5	4.2%	3	1.6%	0	.0%	0	.0%
	Tesco, Luton Arndale Centre, Luton	8	.8%	0	.0%	0	.0%	8	6.8%	0	.0%	0	.0%	0	.0%
	Tesco, Luton Road, Dunstable	5	.5%	0	.0%	0	.0%	5	4.2%	0	.0%	0	.0%	0	.0%
	Aldi, Parkhouse Court, Comet Square, Hatfield	4	.4%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%
	Asda, St Albans Road, Watford	4	.4%	0	.0%	0	.0%	0	.0%	1	.5%	3	2.6%	0	.0%
	Co-op, Manor Road, Caddington	4	.4%	0	.0%	0	.0%	4	3.4%	0	.0%	0	.0%	0	.0%
	Markets, St Albans	3	.3%	2	.8%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Watford	3	.3%	1	.4%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
	Sainsbury's, Sainsbury Centre, Darkes Lane, Potters Bar	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%
	Asda, Monkswood Way, Stevenage	2	.2%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	1	.6%
	Costco, Hartspring Lane, Watford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
	Marks & Spencer, Howards Centre, Welwyn Garden City	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%
	Sainsbury's, Whinbush Road, Hitchin	2	.2%	0	.0%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Bramingham Park Centre, Luton	2	.2%	0	.0%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Hitchin Road, Stevenage	2	.2%	0	.0%	1	.8%	0	.0%	1	.5%	0	.0%	0	.0%
	Tesco, Hitchin Road, Luton	2	.2%	0	.0%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%
	Tesco, Ware Road, Hertford	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
	Aldi, Church Street, Dunstable	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Aldi, Laporte Retail Park, Luton	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Carpenters, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. Where do you normally go for your household’s weekly / fortnightly main food and grocery shopping? (i.e. trolley shopping)

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Farmers Market, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, Park Street, Luton	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Lidl, Francis Street, Luton	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Lidl, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Local stores, Radlett	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Local stores, Harpenden town centre	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Luton	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Marlowes, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Morrisons, Commerce Way, Letchworth Garden City	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Morrisons, Lake Street, Leighton Buzzard	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Netto, Queen Street, Hitchin	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Sainsbury's, St Albans Road, Watford	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Sainsbury's, Cottonmill	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Hollywell Hill, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, Marsh Road, Luton	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Tesco Express, Calverton Road, Luton	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Tesco, Broadwater Retail Park, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Tesco, Chalmers Park	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Tesco, High Street, Baldock	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Travellers Lane, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Tesco, London Road West, Amersham	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Waitrose, Bedford Road, Hitchin	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%

**Q2. In addition to Q1, are there any other stores that you regularly use for your main–food shopping? (i.e. visit once a month or more often)**

	Rewighted Base: All respondents		Zone							
			1		2		3		4	
	Num	%	Num	%	Num	%	Num	%	Num	%
Rewighted Base: All respondents	996	100.0%	274	100.0%	122	100.0%	122	100.0%	192	100.0%
No other used	265	26.6%	71	25.9%	28	23.0%	41	33.6%	56	29.2%
Asda, 98 Town Centre, Hatfield, AL10 OJP, Eastern	32	3.2%	6	2.2%	6	4.9%	2	1.6%	1	.5%
Asda, Hillfield Road, Hemel Hempstead , HP2 4AA, Western	19	1.9%	3	1.1%	1	.8%	1	.8%	11	5.7%
Asda, Oldhams Trading Estate, Watford, WD24 7RT	28	2.8%	5	1.8%	0	.0%	0	.0%	4	2.1%
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Luton , LU2 9 TA , Northern	20	2.0%	0	.0%	2	1.6%	16	13.1%	1	.5%
Budgens, 361 Watling Street, Radlett , WD7 7LB, Southern	8	.8%	1	.4%	1	.8%	1	.8%	0	.0%
Budgens, 57–59 High Street, Abbots Langley, WD5 0AE, Western	6	.6%	1	.4%	1	.8%	0	.0%	2	1.0%
Budgens, The Quadrant, Marshalswick, AL4 9RB, St Albans	8	.8%	7	2.6%	0	.0%	1	.8%	0	.0%
Co–op, 140–142 The Gossamers, Watford , WD25 9AD, Southern	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
Co–op, 199–201 Cell Barnes Road, St Albans (North), AL1 5PX, St Albans	3	.3%	2	.7%	0	.0%	0	.0%	1	.5%
Co–op, 6–48 The Queens Square, Hemel Hempstead , HP2 4 EW, Western	8	.8%	1	.4%	0	.0%	1	.8%	5	2.6%
Co–op, 66 High Street, Redbourne , AL3 7LN, Harpenden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co–op, Haseldine Road, London Colney, AL2 1RR, St Albans	2	.2%	1	.4%	0	.0%	0	.0%	1	.5%
Co–op, High Oakes Road, St Albans (South), AL3 6DL, St Albans	2	.2%	1	.4%	0	.0%	1	.8%	0	.0%
Co–op, Homestead Road, Hatfield, AL10 OQN, Eastern	2	.2%	0	.0%	0	.0%	0	.0%	2	1.0%
Co–op, Lower Luton Road, Batford, Harpenden, AL5 5HA, Harpenden	4	.4%	1	.4%	0	.0%	0	.0%	0	.0%
Co–op, Shoplands, Welwyn Garden City, AL8 7RH, Eastern	3	.3%	0	.0%	1	.8%	1	.8%	0	.0%

(cont.)

**Q2. In addition to Q1, are there any other stores that you regularly use for your main-food shopping? (i.e. visit once a month or more often)**

	Rewighted Base: All respondents		Zone							
			1		2		3		4	
	Num	%	Num	%	Num	%	Num	%	Num	%
Costcutter, 50 Haines Way, Watford , WD25 7QX, Southern	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%
Costcutter, Handside Lane, Welwyn Garden City, AL8 6TA, Eastern	2	.2%	0	.0%	0	.0%	0	.0%	1	.5%
Iceland, 74-78 Town Centre, Hatfield, AL10 OJW, Eastern	7	.7%	0	.0%	0	.0%	1	.8%	0	.0%
Iceland, Hillfield Road, Hemel Hempstead , HP2 4AB , Western	4	.4%	0	.0%	0	.0%	0	.0%	3	1.6%
Iceland, Unit A, Fretherne Road, Welwyn Garden City, AL8 6PZ, Eastern	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Victoria Street, St Albans, AL1 3TG, St Albans	4	.4%	2	.7%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Barnet Road, London Colney Retail Park, London Colney, AL2 1AB, St Albans	33	3.3%	12	4.4%	0	.0%	0	.0%	5	2.6%
Marks & Spencer, Church Green Parade, Harpenden, AL5 2TW, Harpenden	19	1.9%	0	.0%	14	11.5%	2	1.6%	0	.0%
Marks & Spencer, St Peter's Street, St Albans, AL1 3DP, St Albans	46	4.6%	34	12.4%	2	1.6%	1	.8%	3	1.6%
Morrisons, Hatfield Road, Fleetville, AL1 4SU, St Albans	58	5.8%	31	11.3%	7	5.7%	1	.8%	4	2.1%
Nisa, 114 Longlands, Hemel Hempstead , HP2 4 ET , Western	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
One Stop /Tesco Express, 19-21 High Street, Wheathampstead, AL4 8BB, Harpenden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's (not to be confused with Sainsbury's, Albert Road South), Dome Roundabout, Cow Lane, Watford , WD25 9JS, Southern	17	1.7%	3	1.1%	0	.0%	2	1.6%	0	.0%
Sainsbury's Local, 185 Marshalswick Lane, Marshalswick, AL1 4UZ, St Albans	12	1.2%	7	2.6%	0	.0%	3	2.5%	1	.5%
Sainsbury's, 31 High Street, Harpenden, AL5 2RU, Harpenden	31	3.1%	2	.7%	25	20.5%	3	2.5%	1	.5%
Sainsbury's, Albert Road South, Watford, WD17 1PE	17	1.7%	1	.4%	1	.8%	5	4.1%	3	1.6%

(cont.)

**Q2. In addition to Q1, are there any other stores that you regularly use for your main–food shopping? (i.e. visit once a month or more often)**

	Rewighted Base: All respondents		Zone							
			1		2		3		4	
	Num	%	Num	%	Num	%	Num	%	Num	%
Sainsbury's, Aspley Mill, London road, Hemel Hempstead, HP3 9QZ	31	3.1%	2	.7%	2	1.6%	2	1.6%	23	12.0%
Sainsbury's, Barnet Road, London Colney Retail Park, London Colney, AL2 1BG, St Albans	52	5.2%	21	7.7%	3	2.5%	2	1.6%	10	5.2%
Sainsbury's, Church Road, Welwyn Garden City, AL8 6PS, Eastern	17	1.7%	1	.4%	1	.8%	1	.8%	2	1.0%
Sainsbury's, Everard Close, St Albans, AL1 2QU, St Albans	36	3.6%	21	7.7%	5	4.1%	2	1.6%	2	1.0%
Sainsbury's, Woodhall Farm, Shenley Road, Hemel Hempstead , HP2 7QH, Western	23	2.3%	3	1.1%	0	.0%	3	2.5%	11	5.7%
Somerfield, Southdown Road, Southdown, Harpenden, AL5 1PU, Harpenden	27	2.7%	0	.0%	20	16.4%	2	1.6%	2	1.0%
Tesco Express, 295–297 Watling Street, Radlett , WD7 7LA, Southern	6	.6%	2	.7%	2	1.6%	0	.0%	1	.5%
Tesco Express, 6 Henry Wells Square, Hemel Hempstead , HP2 6BJ , Western	13	1.3%	2	.7%	2	1.6%	1	.8%	7	3.6%
Tesco Express, High Street, London Colney, AL2 1JQ, St Albans	8	.8%	3	1.1%	1	.8%	2	1.6%	2	1.0%
Tesco Express, Jersey Farm, St Bredlades Place, Marshalswick, AL4 9RG, St Albans	8	.8%	4	1.5%	0	.0%	2	1.6%	1	.5%
Tesco Express, Lower Luton Road, Batford, Harpenden, AL5 5AL, Harpenden	5	.5%	0	.0%	0	.0%	2	1.6%	0	.0%
Tesco Express, Unit 4, Andrew Close, Shenley , WD7 9LP, Southern	8	.8%	1	.4%	0	.0%	1	.8%	1	.5%
Tesco Extra, Mount Pleasant /Oldings Corner, Hatfield, AL9 5JY	28	2.8%	8	2.9%	3	2.5%	0	.0%	0	.0%
Tesco Extra, Shenley Road, Borehamwood, WD6 1JG	5	.5%	0	.0%	0	.0%	1	.8%	0	.0%
Tesco Metro, St Peter's Street, St Albans, AL1 3EB, St Albans	20	2.0%	17	6.2%	0	.0%	1	.8%	1	.5%

(cont.)

**Q2. In addition to Q1, are there any other stores that you regularly use for your main-food shopping? (i.e. visit once a month or more often)**

	Rewighted Base: All respondents		Zone							
			1		2		3		4	
	Num	%	Num	%	Num	%	Num	%	Num	%
Tesco, 14 High Street, Welwyn , AL6 9EQ, Eastern	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Jarman Way, Hemel Hempstead , HP2 4JS , Western	31	3.1%	3	1.1%	3	2.5%	1	.8%	24	12.5%
Tesco, Lower High Street, Watford, WD17 2BD	19	1.9%	4	1.5%	0	.0%	1	.8%	6	3.1%
Tesco, Muttons Lane, Potters Bar, EN6 2PB	13	1.3%	1	.4%	0	.0%	0	.0%	0	.0%
Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB, Eastern	21	2.1%	1	.4%	1	.8%	0	.0%	0	.0%
Waitrose, Ermine Close, Verulam, St Albans, AL3 4JZ, St Albans	48	4.8%	38	13.9%	0	.0%	0	.0%	3	1.6%
Waitrose, Leyton Road, Harpenden, AL5 2TJ , Harpenden	34	3.4%	2	.7%	27	22.1%	2	1.6%	3	1.6%
Internet (specify under other)	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q2. In addition to Q1, are there any other stores that you regularly use for your main-food shopping? (i.e. visit once a month or more often)**

		Reweighted Base: All respondents		Zone							
				1		2		3		4	
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Morrisons, Black Fan Road, Welwyn Garden City	12	1.2%	0	.0%	1	.8%	0	.0%	0	.0%
	Sainsbury's, Luton Road, Dunstable	12	1.2%	0	.0%	0	.0%	10	8.2%	2	1.0%
	Marks & Spencer, Marlowes, Hemel Hempstead	9	.9%	0	.0%	0	.0%	0	.0%	9	4.7%
	Asda, Court Drive, Dunstable	8	.8%	0	.0%	0	.0%	5	4.1%	2	1.0%
	Marks & Spencer, High Street, Watford	8	.8%	0	.0%	0	.0%	0	.0%	4	2.1%
	Marks & Spencer, The Howard Centre, Welwyn Garden City	8	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Luton Arndale Centre, Luton	8	.8%	0	.0%	0	.0%	8	6.6%	0	.0%
	Tesco, Skimpot Road, Dunstable	7	.7%	0	.0%	0	.0%	7	5.7%	0	.0%
	Tesco, Travellers Lane, Hatfield	7	.7%	4	1.5%	1	.8%	0	.0%	0	.0%
	Sainsbury's, Dunstable Road, Luton	5	.5%	0	.0%	0	.0%	5	4.1%	0	.0%
	Tesco, Dunstable Road, Luton	5	.5%	0	.0%	0	.0%	5	4.1%	0	.0%
	Co-op, Manor Road, Caddington	4	.4%	0	.0%	0	.0%	3	2.5%	0	.0%
	Iceland, Wigmore Park Centre, Luton	4	.4%	0	.0%	0	.0%	3	2.5%	0	.0%
	Local stores, Radlett	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Sainsbury Centre, Darkes Lane, Potters Bar	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Laporte Retail Park, Luton	3	.3%	0	.0%	0	.0%	3	2.5%	0	.0%
	Marks & Spencer, Fore Street, Hertford	3	.3%	1	.4%	0	.0%	0	.0%	1	.5%
	Sainsbury's, Quantock Rise, Luton	3	.3%	0	.0%	0	.0%	3	2.5%	0	.0%
	Tesco, Katherine Place, College Road, Abbots Langley	3	.3%	0	.0%	0	.0%	0	.0%	1	.5%
	Aldi, Church Street, Dunstable	2	.2%	0	.0%	0	.0%	2	1.6%	0	.0%
	Co-op, How Wood, Park Street, St Albans	2	.2%	2	.7%	0	.0%	0	.0%	0	.0%
	Internet – Ocado	2	.2%	1	.4%	1	.8%	0	.0%	0	.0%
	Markets, Hatfield	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q2. In addition to Q1, are there any other stores that you regularly use for your main-food shopping? (i.e. visit once a month or more often)

		Zone									
		Reweighted Base: All respondents									
		Num	%	1		2		3		4	
				Num	%	Num	%	Num	%	Num	%
Other	Marks & Spencer, George Street, Luton	2	.2%	0	.0%	0	.0%	2	1.6%	0	.0%
	Sainsbury's, Bramingham Park Centre, Luton	2	.2%	0	.0%	0	.0%	2	1.6%	0	.0%
	Sava Centre, Watford	2	.2%	1	.4%	0	.0%	0	.0%	1	.5%
	Spar, Leverstock Green, Hemel Hempstead	2	.2%	0	.0%	0	.0%	0	.0%	2	1.0%
	Markets, St Albans	2	.2%	0	.0%	1	.8%	1	.8%	0	.0%
	Tesco Express, Catherine Place, College Road, Abbots Langley	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Great North Road, Hatfield	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, The Forum, Stevenage	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, St Johns Wells Lane, Berkhamstead	2	.2%	0	.0%	0	.0%	0	.0%	2	1.0%
	Aldi, High Street, Brandon, Suffolk	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%
	Aldi, Parkhouse Court, Hatfield	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%
	Asda, Monkswood Way, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Costco, Hartspring Lane, Watford	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%
	Farm Foods, Arndale Centre, Luton	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%
	Farm Foods, Ashton Square, Dunstable	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%
	Green Grocers, Local Stores, Markeplace, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%
	Iceland, Park Street, Luton	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%
	Iceland, High Street, Barnet	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Internet – Tesco	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%
	John the Butchers, Central Drive, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%
	Jelley's Meats, Luton Road, Harpenden	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%
	Local stores, Harpenden	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%
	Local stores, Abbots Langley	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%

(cont.)



**Q2. In addition to Q1, are there any other stores that you regularly use for your main-food shopping? (i.e. visit once a month or more often)**

		Reweighted Base: All respondents		Zone							
				1		2		3		4	
				Num	%	Num	%	Num	%	Num	%
Other	Local stores, Chiswell Green	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%
	Local stores, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%
	Local stores, Leverstock Green	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%
	Markets, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Rickmansworth	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%
	Marks & Spencer, Arndale Centre, Luton	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%
	Somerfield, Marsh Road, Luton	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%
	Tesco, Coniston Road, Dunstable	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%
	Tesco, High Road, Wood Green, Barnet	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Hitchin Road, Luton	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%
	Tesco, London Road, Broadwater Retail Park, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Stoneycroft, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%
	Tesco, Barnes Wallis Drive, Byfleet, Weybridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Various other stores	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%
	Waitrose, King Harry Lane, St Albans	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinson's, The Maltings, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%

(cont.)

**Q2. In addition to Q1, are there any other stores that you regularly use for your main-food shopping? (i.e. visit once a month or more often)**

	Zone			
	5		6	
	Num	%	Num	%
Rewighted Base: All respondents	117	100.0%	169	100.0%
No other used	27	23.1%	42	24.9%
Asda, 98 Town Centre, Hatfield, AL10 OJP, Eastern	2	1.7%	15	8.9%
Asda, Hillfield Road, Hemel Hempstead , HP2 4AA, Western	1	.9%	2	1.2%
Asda, Oldhams Trading Estate, Watford, WD24 7RT	16	13.7%	3	1.8%
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Luton , LU2 9 TA , Northern	0	.0%	1	.6%
Budgens, 361 Watling Street, Radlett , WD7 7LB, Southern	5	4.3%	0	.0%
Budgens, 57-59 High Street, Abbots Langley, WD5 0AE, Western	2	1.7%	0	.0%
Budgens, The Quadrant, Marshalswick, AL4 9RB, St Albans	0	.0%	0	.0%
Co-op, 140-142 The Gossamers, Watford , WD25 9AD, Southern	0	.0%	1	.6%
Co-op, 199-201 Cell Barnes Road, St Albans (North), AL1 5PX, St Albans	0	.0%	0	.0%
Co-op, 6-48 The Queens Square, Hemel Hempstead , HP2 4 EW, Western	0	.0%	1	.6%
Co-op, 66 High Street, Redbourne , AL3 7LN, Harpenden	0	.0%	0	.0%
Co-op, Haseldine Road, London Colney, AL2 1RR, St Albans	0	.0%	0	.0%
Co-op, High Oakes Road, St Albans (South), AL3 6DL, St Albans	0	.0%	0	.0%
Co-op, Homestead Road, Hatfield, AL10 OQN, Eastern	0	.0%	0	.0%
Co-op, Lower Luton Road, Batford, Harpenden, AL5 5HA, Harpenden	1	.9%	2	1.2%
Co-op, Shoplands, Welwyn Garden City, AL8 7RH, Eastern	0	.0%	1	.6%

(cont.)

**Q2. In addition to Q1, are there any other stores that you regularly use for your main-food shopping? (i.e. visit once a month or more often)**

	Zone			
	5		6	
	Num	%	Num	%
Costcutter, 50 Haines Way, Watford , WD25 7QX, Southern	0	.0%	0	.0%
Costcutter, Handside Lane, Welwyn Garden City, AL8 6TA, Eastern	1	.9%	0	.0%
Iceland, 74-78 Town Centre, Hatfield, AL10 OJW, Eastern	0	.0%	6	3.6%
Iceland, Hillfield Road, Hemel Hempstead , HP2 4AB , Western	0	.0%	1	.6%
Iceland, Unit A, Fretherne Road, Welwyn Garden City, AL8 6PZ, Eastern	0	.0%	3	1.8%
Iceland, Victoria Street, St Albans, AL1 3TG, St Albans	0	.0%	2	1.2%
Marks & Spencer, Barnet Road, London Colney Retail Park, London Colney, AL2 1AB, St Albans	11	9.4%	5	3.0%
Marks & Spencer, Church Green Parade, Harpenden, AL5 2TW, Harpenden	1	.9%	2	1.2%
Marks & Spencer, St Peter's Street, St Albans, AL1 3DP, St Albans	2	1.7%	4	2.4%
Morrisons, Hatfield Road, Fleetville, AL1 4SU, St Albans	2	1.7%	13	7.7%
Nisa, 114 Longlands, Hemel Hempstead , HP2 4 ET , Western	0	.0%	0	.0%
One Stop /Tesco Express, 19-21 High Street, Wheathampstead, AL4 8BB, Harpenden	0	.0%	0	.0%
Sainsbury's (not to be confused with Sainsbury's, Albert Road South), Dome Roundabout, Cow Lane, Watford , WD25 9JS, Southern	12	10.3%	0	.0%
Sainsbury's Local, 185 Marshalswick Lane, Marshalswick, AL1 4UZ, St Albans	0	.0%	1	.6%
Sainsbury's, 31 High Street, Harpenden, AL5 2RU, Harpenden	0	.0%	0	.0%
Sainsbury's, Albert Road South, Watford, WD17 1PE	7	6.0%	0	.0%

(cont.)

**Q2. In addition to Q1, are there any other stores that you regularly use for your main-food shopping? (i.e. visit once a month or more often)**

	Zone			
	5		6	
	Num	%	Num	%
Sainsbury's, Aspley Mill, London road, Hemel Hempstead, HP3 9QZ	0	.0%	2	1.2%
Sainsbury's, Barnet Road, London Colney Retail Park, London Colney, AL2 1BG, St Albans	7	6.0%	9	5.3%
Sainsbury's, Church Road, Welwyn Garden City, AL8 6PS, Eastern	0	.0%	12	7.1%
Sainsbury's, Everard Close, St Albans, AL1 2QU, St Albans	5	4.3%	1	.6%
Sainsbury's, Woodhall Farm, Shenley Road, Hemel Hempstead , HP2 7QH, Western	1	.9%	5	3.0%
Somerfield, Southdown Road, Southdown, Harpenden, AL5 1PU, Harpenden	0	.0%	3	1.8%
Tesco Express, 295-297 Watling Street, Radlett , WD7 7LA, Southern	0	.0%	1	.6%
Tesco Express, 6 Henry Wells Square, Hemel Hempstead , HP2 6BJ , Western	0	.0%	1	.6%
Tesco Express, High Street, London Colney, AL2 1JQ, St Albans	0	.0%	0	.0%
Tesco Express, Jersey Farm, St Bredlades Place, Marshalswick, AL4 9RG, St Albans	0	.0%	1	.6%
Tesco Express, Lower Luton Road, Batford, Harpenden, AL5 5AL, Harpenden	1	.9%	2	1.2%
Tesco Express, Unit 4, Andrew Close, Shenley , WD7 9LP, Southern	4	3.4%	1	.6%
Tesco Extra, Mount Pleasant /Oldings Corner, Hatfield, AL9 5JY	0	.0%	17	10.1%
Tesco Extra, Shenley Road, Borehamwood, WD6 1JG	3	2.6%	1	.6%
Tesco Metro, St Peter's Street, St Albans, AL1 3EB, St Albans	0	.0%	1	.6%

(cont.)

**Q2. In addition to Q1, are there any other stores that you regularly use for your main-food shopping? (i.e. visit once a month or more often)**

	Zone			
	5		6	
	Num	%	Num	%
Tesco, 14 High Street, Welwyn , AL6 9EQ, Eastern	0	.0%	3	1.8%
Tesco, Jarman Way, Hemel Hempstead , HP2 4JS , Western	0	.0%	0	.0%
Tesco, Lower High Street, Watford, WD17 2BD	8	6.8%	0	.0%
Tesco, Muttons Lane, Potters Bar, EN6 2PB	2	1.7%	10	5.9%
Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB, Eastern	1	.9%	18	10.7%
Waitrose, Ermine Close, Verulam, St Albans, AL3 4JZ, St Albans	7	6.0%	0	.0%
Waitrose, Leyton Road, Harpenden, AL5 2TJ , Harpenden	0	.0%	0	.0%
Internet (specify under other)	0	.0%	0	.0%

Q2. In addition to Q1, are there any other stores that you regularly use for your main-food shopping? (i.e. visit once a month or more often)

		Zone			
		5		6	
		Num	%	Num	%
Other	Morrisons, Black Fan Road, Welwyn Garden City	0	.0%	11	6.5%
	Sainsbury's, Luton Road, Dunstable	0	.0%	0	.0%
	Marks & Spencer, Marlowes, Hemel Hempstead	0	.0%	0	.0%
	Asda, Court Drive, Dunstable	0	.0%	1	.6%
	Marks & Spencer, High Street, Watford	4	3.4%	0	.0%
	Marks & Spencer, The Howard Centre, Welwyn Garden City	0	.0%	8	4.7%
	Tesco, Luton Arndale Centre, Luton	0	.0%	0	.0%
	Tesco, Skimpot Road, Dunstable	0	.0%	0	.0%
	Tesco, Travellers Lane, Hatfield	0	.0%	2	1.2%
	Sainsbury's, Dunstable Road, Luton	0	.0%	0	.0%
	Tesco, Dunstable Road, Luton	0	.0%	0	.0%
	Co-op, Manor Road, Caddington	1	.9%	0	.0%
	Iceland, Wigmore Park Centre, Luton	0	.0%	1	.6%
	Local stores, Radlett	4	3.4%	0	.0%
	Sainsbury's, Sainsbury Centre, Darkes Lane, Potters Bar	0	.0%	4	2.4%
	Aldi, Laporte Retail Park, Luton	0	.0%	0	.0%
	Marks & Spencer, Fore Street, Hertford	1	.9%	0	.0%
	Sainsbury's, Quantock Rise, Luton	0	.0%	0	.0%
	Tesco, Katherine Place, College Road, Abbots Langley	2	1.7%	0	.0%
	Aldi, Church Street, Dunstable	0	.0%	0	.0%
	Co-op, How Wood, Park Street, St Albans	0	.0%	0	.0%
	Internet – Ocado	0	.0%	0	.0%
	Markets, Hatfield	0	.0%	2	1.2%

(cont.)

Q2. In addition to Q1, are there any other stores that you regularly use for your main-food shopping? (i.e. visit once a month or more often)

		Zone			
		5		6	
		Num	%	Num	%
Other	Marks & Spencer, George Street, Luton	0	.0%	0	.0%
	Sainsbury's, Bramingham Park Centre, Luton	0	.0%	0	.0%
	Sava Centre, Watford	0	.0%	0	.0%
	Spar, Leverstock Green, Hemel Hempstead	0	.0%	0	.0%
	Markets, St Albans	0	.0%	0	.0%
	Tesco Express, Catherine Place, College Road, Abbots Langley	2	1.7%	0	.0%
	Tesco, Great North Road, Hatfield	0	.0%	2	1.2%
	Tesco, The Forum, Stevenage	0	.0%	2	1.2%
	Waitrose, St Johns Wells Lane, Berkhamstead	0	.0%	0	.0%
	Aldi, High Street, Brandon, Suffolk	0	.0%	0	.0%
	Aldi, Parkhouse Court, Hatfield	0	.0%	0	.0%
	Asda, Monkswood Way, Stevenage	0	.0%	1	.6%
	Costco, Hartspring Lane, Watford	0	.0%	0	.0%
	Farm Foods, Arndale Centre, Luton	0	.0%	0	.0%
	Farm Foods, Ashton Square, Dunstable	0	.0%	0	.0%
	Green Grocers, Local Stores, Markeplace, St Albans	0	.0%	0	.0%
	Iceland, Park Street, Luton	0	.0%	0	.0%
	Iceland, High Street, Barnet	1	.9%	0	.0%
	Internet – Tesco	0	.0%	0	.0%
	John the Butchers, Central Drive, St Albans	0	.0%	0	.0%
	Jelley's Meats, Luton Road, Harpenden	0	.0%	0	.0%
	Local stores, Harpenden	0	.0%	0	.0%
	Local stores, Abbots Langley	0	.0%	0	.0%

(cont.)

Q2. In addition to Q1, are there any other stores that you regularly use for your main-food shopping? (i.e. visit once a month or more often)

		Zone			
		5		6	
		Num	%	Num	%
Other	Local stores, Chiswell Green	0	.0%	0	.0%
	Local stores, Hatfield	0	.0%	1	.6%
	Local stores, Hemel Hempstead	0	.0%	0	.0%
	Local stores, Leverstock Green	0	.0%	0	.0%
	Markets, Welwyn Garden City	0	.0%	1	.6%
	Marks & Spencer, High Street, Rickmansworth	0	.0%	0	.0%
	Marks & Spencer, Arndale Centre, Luton	0	.0%	0	.0%
	Somerfield, Marsh Road, Luton	0	.0%	0	.0%
	Tesco, Coniston Road, Dunstable	0	.0%	0	.0%
	Tesco, High Road, Wood Green, Barnet	0	.0%	1	.6%
	Tesco, Hitchin Road, Luton	0	.0%	0	.0%
	Tesco, London Road, Broadwater Retail Park, Stevenage	0	.0%	1	.6%
	Tesco, Stoneycroft, Hemel Hempstead	0	.0%	0	.0%
	Tesco, Barnes Wallis Drive, Byfleet, Weybridge	0	.0%	1	.6%
	Various other stores	0	.0%	0	.0%
	Waitrose, King Harry Lane, St Albans	1	.9%	0	.0%
	Wilkinson's, The Maltings, St Albans	0	.0%	0	.0%



### Q3. What is the main reason you choose Q1 to do your main food and grocery shopping?

	Rewighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Rewighted Base: All respondents	1000	100.0%	277	100.0%	122	100.0%	122	100.0%	192	100.0%	117	100.0%	170	100.0%
Convenient to home	450	45.0%	126	45.5%	45	36.9%	64	52.5%	97	50.5%	45	38.5%	73	42.9%
Low prices	104	10.4%	25	9.0%	11	9.0%	19	15.6%	18	9.4%	16	13.7%	15	8.8%
Quality of fresh food	103	10.3%	27	9.7%	13	10.7%	7	5.7%	16	8.3%	15	12.8%	25	14.7%
Choice of food goods available	70	7.0%	21	7.6%	10	8.2%	10	8.2%	11	5.7%	9	7.7%	9	5.3%
Preference for retailer	63	6.3%	13	4.7%	7	5.7%	8	6.6%	17	8.9%	6	5.1%	12	7.1%
Good car parking provision	29	2.9%	7	2.5%	7	5.7%	2	1.6%	1	.5%	4	3.4%	8	4.7%
Good shopping environment	19	1.9%	10	3.6%	4	3.3%	0	.0%	1	.5%	3	2.6%	1	.6%
Clubcard / Rewards system	18	1.8%	7	2.5%	0	.0%	1	.8%	6	3.1%	1	.9%	3	1.8%
Convenient to work	16	1.6%	5	1.8%	3	2.5%	1	.8%	4	2.1%	2	1.7%	1	.6%
Free car parking	15	1.5%	3	1.1%	5	4.1%	1	.8%	1	.5%	2	1.7%	3	1.8%
Choice / price of non- food goods (e.g. clothes, DVDs, etc)	9	.9%	1	.4%	1	.8%	1	.8%	2	1.0%	2	1.7%	2	1.2%
Provision of services nearby, such as banks and other finance services	4	.4%	0	.0%	1	.8%	0	.0%	1	.5%	1	.9%	1	.6%
Accessibility by public transport	3	.3%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
Part of shopping trip for non-food goods	2	.2%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Provision of leisure services nearby	2	.2%	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%	0	.0%

(cont.)

**Q3. What is the main reason you choose Q1 to do your main food and grocery shopping?**

		Reweighted Base: All respondents		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Habit/ familiarity	34	3.4%	9	3.2%	6	4.9%	5	4.1%	3	1.6%	7	6.0%	4	2.4%
	Staff discount	8	.8%	2	.7%	1	.8%	0	.0%	2	1.0%	1	.9%	2	1.2%
	Well-staffed/ good service	6	.6%	3	1.1%	2	1.6%	0	.0%	0	.0%	1	.9%	0	.0%
	Works there	6	.6%	2	.7%	1	.8%	0	.0%	2	1.0%	1	.9%	0	.0%
	Nothing in particular, likes everything	5	.5%	1	.4%	1	.8%	0	.0%	2	1.0%	0	.0%	1	.6%
	Accessibility by car	4	.4%	1	.4%	0	.0%	0	.0%	3	1.6%	0	.0%	0	.0%
	More ethical/ local produce/ fair trade etc	4	.4%	0	.0%	1	.8%	2	1.6%	0	.0%	0	.0%	1	.6%
	Nearest large store	4	.4%	1	.4%	0	.0%	0	.0%	2	1.0%	0	.0%	1	.6%
	No/ little other choice	4	.4%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%
	Convenient for person giving lift	4	.4%	3	1.1%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Convenient to use (internet)	3	.3%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%
	Good internal layout	3	.3%	1	.4%	0	.0%	0	.0%	1	.5%	1	.9%	0	.0%
	Offers delivery service	3	.3%	2	.7%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Presence of a cafe/ restaurant in-store	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%
	Faster (internet)	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Self service scanners	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Support local businesses	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

#### Q4. How do you normally travel to Q1?

	Reweighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents	963	100.0%	262	100.0%	117	100.0%	118	100.0%	188	100.0%	114	100.0%	164	100.0%
Car / van (as driver)	670	69.6%	182	69.5%	78	66.7%	79	66.9%	130	69.1%	88	77.2%	113	68.9%
Car / van (as passenger)	134	13.9%	34	13.0%	17	14.5%	16	13.6%	32	17.0%	12	10.5%	23	14.0%
Walk	88	9.1%	29	11.1%	18	15.4%	11	9.3%	10	5.3%	7	6.1%	13	7.9%
Bus, minibus or coach	55	5.7%	14	5.3%	4	3.4%	7	5.9%	12	6.4%	6	5.3%	12	7.3%
Taxi	7	.7%	1	.4%	0	.0%	3	2.5%	2	1.1%	0	.0%	1	.6%
Bicycle	5	.5%	2	.8%	0	.0%	1	.8%	1	.5%	0	.0%	1	.6%
Motorcycle, scooter or moped	3	.3%	0	.0%	0	.0%	1	.8%	1	.5%	0	.0%	1	.6%
Other Mobility scooter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%

#### Q5. How often do you normally do your main food shopping?

	Reweighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents	1000	100.0%	277	100.0%	122	100.0%	122	100.0%	192	100.0%	117	100.0%	170	100.0%
More than once a week	202	20.2%	60	21.7%	46	37.7%	22	18.0%	31	16.1%	16	13.7%	27	15.9%
Once a week	644	64.4%	174	62.8%	64	52.5%	72	59.0%	133	69.3%	79	67.5%	122	71.8%
Once a fortnight	100	10.0%	30	10.8%	6	4.9%	14	11.5%	21	10.9%	16	13.7%	13	7.6%
Once a month	37	3.7%	8	2.9%	5	4.1%	8	6.6%	4	2.1%	5	4.3%	7	4.1%
Less often	2	.2%	0	.0%	0	.0%	1	.8%	1	.5%	0	.0%	0	.0%
Varies	15	1.5%	5	1.8%	1	.8%	5	4.1%	2	1.0%	1	.9%	1	.6%

**Q6. When you go shopping for main food goods, do you normally link this trip with another activity?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents		996	100.0%	276	100.0%	121	100.0%	122	100.0%	191	100.0%	116	100.0%	170	100.0%
Yes – non-food shopping		129	13.0%	27	9.8%	23	19.0%	15	12.3%	18	9.4%	12	10.3%	34	20.0%
Yes – leisure activity		69	6.9%	21	7.6%	8	6.6%	10	8.2%	11	5.8%	6	5.2%	13	7.6%
Yes – travelling to / from work		38	3.8%	7	2.5%	7	5.8%	4	3.3%	11	5.8%	5	4.3%	4	2.4%
Yes – travelling to / from school / college		6	.6%	2	.7%	2	1.7%	1	.8%	0	.0%	0	.0%	1	.6%
Yes – other food shopping		48	4.8%	16	5.8%	4	3.3%	4	3.3%	9	4.7%	7	6.0%	8	4.7%
Yes – visiting services such as banks and other financial institutions		56	5.6%	12	4.3%	14	11.6%	4	3.3%	7	3.7%	3	2.6%	16	9.4%
No		675	67.8%	196	71.0%	68	56.2%	87	71.3%	132	69.1%	85	73.3%	107	62.9%
Other	Petrol	14	1.4%	4	1.4%	2	1.7%	0	.0%	6	3.1%	0	.0%	2	1.2%
	Hairdressers	5	.5%	0	.0%	1	.8%	0	.0%	2	1.0%	1	.9%	1	.6%
	Browsing	4	.4%	2	.7%	1	.8%	1	.8%	0	.0%	0	.0%	0	.0%
	Recycling/ refuse tip	3	.3%	3	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Give a lift/ escort	2	.2%	1	.4%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Picking up/dropping off children	2	.2%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	1	.6%
	Appointments	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Bee Keeping	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Church activities	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Meetings	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	School run	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Stable yard	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Visit cemetery	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Walk	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q7. Where do you normally buy non-food goods when it's linked to your main food shopping?

	Zone													
	Reweighted Base: Those stating non-food shopping													
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: Those stating non-food shopping	127	100.0%	27	100.0%	23	100.0%	14	100.0%	17	100.0%	12	100.0%	34	100.0%
In-store	35	27.6%	10	37.0%	3	13.0%	5	35.7%	2	11.8%	3	25.0%	12	35.3%

(cont.)

**Q7. Where do you normally buy non-food goods when it's linked to your main food shopping?**

		Reweighted Base: Those stating non-food shopping		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Harpenden Town Centre	18	14.2%	0	.0%	16	69.6%	1	7.1%	0	.0%	0	.0%	1	2.9%
	St Albans City Centre	15	11.8%	11	40.7%	0	.0%	0	.0%	1	5.9%	1	8.3%	2	5.9%
	Welwyn Garden City	9	7.1%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	8	23.5%
	Hemel Hempstead Town Centre	8	6.3%	0	.0%	0	.0%	0	.0%	8	47.1%	0	.0%	0	.0%
	Hatfield	7	5.5%	1	3.7%	1	4.3%	0	.0%	0	.0%	0	.0%	5	14.7%
	London Colney	5	3.9%	0	.0%	0	.0%	0	.0%	1	5.9%	2	16.7%	2	5.9%
	Watford Town Centre	5	3.9%	0	.0%	0	.0%	1	7.1%	0	.0%	4	33.3%	0	.0%
	Boots, Colney Fields Shopping Park, London Colney	3	2.4%	1	3.7%	1	4.3%	0	.0%	0	.0%	0	.0%	1	2.9%
	Luton	3	2.4%	0	.0%	0	.0%	2	14.3%	1	5.9%	0	.0%	0	.0%
	B&Q, Luton Retail Park, Gipsy Lane, Luton	2	1.6%	0	.0%	0	.0%	2	14.3%	0	.0%	0	.0%	0	.0%
	Dunstable	2	1.6%	0	.0%	0	.0%	1	7.1%	1	5.9%	0	.0%	0	.0%
	Stevenage	2	1.6%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	1	2.9%
	Apsley Mill	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%
	Barnet	1	.8%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, High Street, Harpenden	1	.8%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Burston Garden Centre, North Orbital Road, St Albans	1	.8%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Oldings Corner Retail Park, Hatfield	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%
	Homebase, St Albans	1	.8%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Bridge Road, Welwyn Garden City	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%
	Marks & Spencer, Marlowes, Hemel Hempstead	1	.8%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%
	Next, Lower High Street, Watford	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%
	Tesco, Lower High Street, Watford	1	.8%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%

(cont.)

**Q7. Where do you normally buy non-food goods when it's linked to your main food shopping?**

		Zone													
		Reweighted Base: Those stating non-food shopping													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Luton Arndale Centre, Luton	1	.8%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%
	Tring	1	.8%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%	0	.0%
	WH Smith	1	.8%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%	0	.0%

**Q8. Where do you normally go for leisure activities when it's linked to your main food shopping?**

		Zone													
		Reweighted Base: Those stating leisure activity													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: Those stating leisure activity		69	100.0%	21	100.0%	8	100.0%	10	100.0%	11	100.0%	6	100.0%	13	100.0%
St Albans		41	59.4%	18	85.7%	1	12.5%	3	30.0%	8	72.7%	4	66.7%	7	53.8%
Harpenden		8	11.6%	1	4.8%	6	75.0%	0	.0%	1	9.1%	0	.0%	0	.0%
Hatfield		6	8.7%	1	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	5	38.5%
Luton		3	4.3%	0	.0%	0	.0%	3	30.0%	0	.0%	0	.0%	0	.0%
Welwyn Garden City		3	4.3%	0	.0%	1	12.5%	0	.0%	0	.0%	1	16.7%	1	7.7%
Hemel Hempstead		2	2.9%	0	.0%	0	.0%	0	.0%	2	18.2%	0	.0%	0	.0%
London Colney		1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	16.7%	0	.0%
Other	Bushey	1	1.4%	1	4.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Caddington	1	1.4%	0	.0%	0	.0%	1	10.0%	0	.0%	0	.0%	0	.0%
	Flitwick	1	1.4%	0	.0%	0	.0%	1	10.0%	0	.0%	0	.0%	0	.0%
	Hitchin	1	1.4%	0	.0%	0	.0%	1	10.0%	0	.0%	0	.0%	0	.0%
	Sandbridge	1	1.4%	0	.0%	0	.0%	1	10.0%	0	.0%	0	.0%	0	.0%

### Q9. Where do you work?

	Rewighted Base: Those stating travelling to / from work		Zone											
			1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Rewighted Base: Those stating travelling to / from work			38	100.0%	7	100.0%	7	100.0%	4	100.0%	11	100.0%	5	100.0%
St Albans			7	18.4%	4	57.1%	1	14.3%	0	.0%	1	9.1%	1	20.0%
Watford			7	18.4%	0	.0%	0	.0%	0	.0%	3	27.3%	4	80.0%
Hemel Hempstead			5	13.2%	1	14.3%	0	.0%	0	.0%	4	36.4%	0	.0%
Luton			5	13.2%	0	.0%	3	42.9%	1	25.0%	1	9.1%	0	.0%
Harpenden			3	7.9%	0	.0%	1	14.3%	1	25.0%	1	9.1%	0	.0%
Hatfield			2	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	50.0%
London Colney			1	2.6%	1	14.3%	0	.0%	0	.0%	0	.0%	0	.0%
Potters Bar			1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	25.0%
Welwyn Garden City			1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	25.0%
	Bushey		1	2.6%	0	.0%	0	.0%	0	.0%	1	9.1%	0	.0%
	Essendon		1	2.6%	1	14.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Houghton Regis		1	2.6%	0	.0%	0	.0%	1	25.0%	0	.0%	0	.0%
	Langley		1	2.6%	0	.0%	0	.0%	1	25.0%	0	.0%	0	.0%
	Leighton Buzzard		1	2.6%	0	.0%	1	14.3%	0	.0%	0	.0%	0	.0%
	Stevenage		1	2.6%	0	.0%	1	14.3%	0	.0%	0	.0%	0	.0%
Other														

### Q10. Do you make separate more frequent 'top-up' (i.e. basket-sized) shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between your main food shopping trip?

	Rewighted Base: All respondents		Zone											
			1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Rewighted Base: All respondents			1000	100.0%	277	100.0%	122	100.0%	122	100.0%	192	100.0%	117	100.0%
Yes			779	77.9%	218	78.7%	86	70.5%	91	74.6%	153	79.7%	93	79.5%
No			221	22.1%	59	21.3%	36	29.5%	31	25.4%	39	20.3%	24	20.5%



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

	Reweighted Base: Those top-up shopping		Zone													
			1		2		3		4		5		6			
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Reweighted Base: Those top-up shopping	769	100.0%	213	100.0%	86	100.0%	90	100.0%	150	100.0%	93	100.0%	137	100.0%		
Asda, 98 Town Centre, Hatfield, AL10 OJP, Eastern	26	3.4%	2	.9%	1	1.2%	1	1.1%	4	2.7%	2	2.2%	16	11.7%		
Tesco, Jarman Way, Hemel Hempstead , HP2 4JS , Western	22	2.9%	0	.0%	0	.0%	0	.0%	22	14.7%	0	.0%	0	.0%		
Budgens, The Quadrant, Marshalswick, AL4 9RB, St Albans	21	2.7%	21	9.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Marks & Spencer, St Peter's Street, St Albans, AL1 3DP, St Albans	21	2.7%	16	7.5%	1	1.2%	0	.0%	0	.0%	1	1.1%	3	2.2%		
Morrisons, Hatfield Road, Fleetville, AL1 4SU, St Albans	21	2.7%	18	8.5%	1	1.2%	0	.0%	0	.0%	0	.0%	2	1.5%		
Sainsbury's, Everard Close, St Albans, AL1 2QU, St Albans	21	2.7%	15	7.0%	0	.0%	0	.0%	1	.7%	4	4.3%	1	.7%		
Sainsbury's, 31 High Street, Harpenden, AL5 2RU, Harpenden	19	2.5%	2	.9%	17	19.8%	0	.0%	0	.0%	0	.0%	0	.0%		
Waitrose, Ermine Close, Verulam, St Albans, AL3 4JZ, St Albans	19	2.5%	17	8.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%		
Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Luton , LU2 9TA, Northern	16	2.1%	0	.0%	2	2.3%	14	15.6%	0	.0%	0	.0%	0	.0%		
Somerfield, Southdown Road, Southdown, Harpenden, AL5 1PU, Harpenden	16	2.1%	0	.0%	16	18.6%	0	.0%	0	.0%	0	.0%	0	.0%		
Co-op, 6-48 The Queens Square, Hemel Hempstead , HP2 4 EW, Western	13	1.7%	0	.0%	0	.0%	0	.0%	13	8.7%	0	.0%	0	.0%		
Sainsbury's, Woodhall Farm, Shenley Road, Hemel Hempstead, HP2 7QH, Western	12	1.6%	0	.0%	1	1.2%	1	1.1%	9	6.0%	0	.0%	1	.7%		
Tesco Metro, St Peter's Street, St Albans, AL1 3EB, St Albans	12	1.6%	12	5.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Waitrose, Leyton Road, Harpenden, AL5 2TJ , Harpenden	12	1.6%	0	.0%	11	12.8%	1	1.1%	0	.0%	0	.0%	0	.0%		

(cont.)

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

	Reweighted Base: Those top-up shopping		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Budgens, 361 Watling Street, Radlett , WD7 7LB, Southern	11	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	11	11.8%	0	.0%
Sainsbury's, Aspley Mill, London road, Hemel Hempstead, HP3 9Q2	11	1.4%	2	.9%	0	.0%	0	.0%	9	6.0%	0	.0%	0	.0%
Sainsbury's, Barnet Road, London Colney Retail Park, London Colney, AL2 1BG, St Albans	11	1.4%	8	3.8%	0	.0%	0	.0%	0	.0%	2	2.2%	1	.7%
Budgens, 57-59 High Street, Abbots Langley, WD5 0AE, Western	10	1.3%	2	.9%	0	.0%	0	.0%	8	5.3%	0	.0%	0	.0%
Co-op, Shoplands, Welwyn Garden City, AL8 7RH, Eastern	10	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	7.3%
Sainsbury's, Church Road, Welwyn Garden City, AL8 6PS, Eastern	10	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	7.3%
Tesco Express, 6 Henry Wells Square, Hemel Hempstead , HP2 6BJ, Western	10	1.3%	0	.0%	0	.0%	1	1.1%	9	6.0%	0	.0%	0	.0%
Tesco, 14 High Street, Welwyn , AL6 9EQ, Eastern	10	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	9	6.6%
Tesco Extra, Mount Pleasant /Oldings Corner, Hatfield, AL9 5JY	9	1.2%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	8	5.8%
Sainsbury's Dome Roundabout, Cow Lane, Watford, WD25 9JS, Southern	8	1.0%	1	.5%	0	.0%	0	.0%	0	.0%	7	7.5%	0	.0%
Tesco Express, Jersey Farm, St Bredlades Place, Marshalswick, St Albans, AL4 9RG	8	1.0%	8	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Oldhams Trading Estate, Watford, WD24 7RT	7	.9%	0	.0%	0	.0%	1	1.1%	1	.7%	5	5.4%	0	.0%
Co-op, 140-142 The Gossamers, Watford , WD25 9AD, Southern	7	.9%	0	.0%	0	.0%	0	.0%	0	.0%	7	7.5%	0	.0%
Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB, Eastern	7	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	5.1%
Co-op, Lower Luton Road, Batford, Harpenden, AL5 5HA, Harpenden	6	.8%	0	.0%	2	2.3%	2	2.2%	0	.0%	0	.0%	2	1.5%
Asda, Hillfield Road, Hemel Hempstead , HP2 4AA, Western	5	.7%	0	.0%	0	.0%	0	.0%	5	3.3%	0	.0%	0	.0%

(cont.)

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

	Reweighted Base: Those top-up shopping		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op, 199-201 Cell Barnes Road, St Albans (North), AL1 5PX, St Albans	5	.7%	5	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Haseldine Road, London Colney, AL2 1RR, St Albans	5	.7%	5	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Homestead Road, Hatfield, AL10 OQN, Eastern	5	.7%	0	.0%	0	.0%	1	1.1%	1	.7%	0	.0%	3	2.2%
Costcutter, Handside Lane, Welwyn Garden City, AL8 6TA, Eastern	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.6%
Sainsbury's Local, 185 Marshalswick Lane, Marshalswick, AL1 4UZ, St Albans	5	.7%	5	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, High Street, London Colney, AL2 1JQ, St Albans	5	.7%	3	1.4%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%
Tesco, Muttons Lane, Potters Bar, EN6 2PB	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.6%
Co-op, High Oakes Road, St Albans (South), AL3 6DL, St Albans	4	.5%	4	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Barnet Road, London Colney Retail Park, London Colney, AL2 1AB, St Albans	4	.5%	3	1.4%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Marks & Spencer, Church Green Parade, Harpenden, AL5 2TW, Harpenden	4	.5%	0	.0%	2	2.3%	1	1.1%	1	.7%	0	.0%	0	.0%
One Stop /Tesco Express, 19-21 High Street, Wheathampstead, AL4 8BB, Harpenden	4	.5%	0	.0%	3	3.5%	0	.0%	0	.0%	0	.0%	1	.7%
Tesco Express, Lower Luton Road, Batford, Harpenden, AL5 5AL, Harpenden	4	.5%	0	.0%	3	3.5%	0	.0%	0	.0%	0	.0%	1	.7%
Tesco Express, Unit 4, Andrew Close, Shenley , WD7 9LP, Southern	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%	0	.0%
Co-op, 66 High Street, Redbourne , AL3 7LN, Harpenden	3	.4%	0	.0%	3	3.5%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Victoria Street, St Albans, AL1 3TG, St Albans	3	.4%	3	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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

	Reweighted Base: Those top-up shopping		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Costcutter, 50 Haines Way, Watford , WD25 7QX, Southern	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%
Iceland, 74–78 Town Centre, Hatfield, AL10 OJW, Eastern	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, 295–297 Watling Street, Radlett , WD7 7LA, Southern	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Tesco Extra, Shenley Road, Borehamwood, WD6 1JG	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%
Nisa, 114 Longlands, Hemel Hempstead , HP2 4 ET , Western	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Sainsbury's, Albert Road South, Watford, WD17 1PE	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Tesco, Lower High Street, Watford, WD17 2BD	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

(cont.)

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

		Reweighted Base: Those top-up shopping		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Local stores, St Albans	21	2.7%	16	7.5%	4	4.7%	0	.0%	1	.7%	0	.0%	0	.0%
	Co-op, Manor Road, Caddington	20	2.6%	0	.0%	0	.0%	20	22.2%	0	.0%	0	.0%	0	.0%
	Tesco, Katherine Place, College Road, Abbots Langley	16	2.1%	0	.0%	0	.0%	0	.0%	7	4.7%	9	9.7%	0	.0%
	Marks & Spencer, Marlowes, Hemel Hempstead	11	1.4%	0	.0%	0	.0%	0	.0%	11	7.3%	0	.0%	0	.0%
	Local stores, Hemel Hempsted	9	1.2%	0	.0%	0	.0%	0	.0%	9	6.0%	0	.0%	0	.0%
	Co-op, How Wood, Park Street, St Albans	8	1.0%	8	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Harpenden	8	1.0%	0	.0%	7	8.1%	0	.0%	1	.7%	0	.0%	0	.0%
	Local stores, Hatfield	8	1.0%	1	.5%	0	.0%	0	.0%	1	.7%	0	.0%	6	4.4%
	Iceland, Wigmore Park Centre, Luton	7	.9%	0	.0%	0	.0%	7	7.8%	0	.0%	0	.0%	0	.0%
	Local stores, Abbots Langley	7	.9%	0	.0%	0	.0%	0	.0%	7	4.7%	0	.0%	0	.0%
	Local stores, Luton	7	.9%	0	.0%	0	.0%	7	7.8%	0	.0%	0	.0%	0	.0%
	Local stores, Welwyn Garden City	7	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	5.1%
	Local stores, Markyate	6	.8%	0	.0%	0	.0%	0	.0%	6	4.0%	0	.0%	0	.0%
	Local stores, Watford	6	.8%	0	.0%	0	.0%	0	.0%	1	.7%	5	5.4%	0	.0%
	Local stores, Radlett	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	5	5.4%	0	.0%
	Local stores, Redbourn	5	.7%	0	.0%	5	5.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Markets, St Albans	5	.7%	2	.9%	2	2.3%	0	.0%	0	.0%	0	.0%	1	.7%
	Sainsbury's, Dunstable Road, Luton	5	.7%	0	.0%	1	1.2%	4	4.4%	0	.0%	0	.0%	0	.0%
	Co-op, Bradmore Green, Brookmans Park, Hatfield	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.9%
	Co-op, Roe Green Centre, Bishops Rise, Hatfield	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.9%
	Spar, Leverstock Green Road, Hemel Hempstead	4	.5%	0	.0%	0	.0%	0	.0%	4	2.7%	0	.0%	0	.0%
	Tesco, Skimpot Road, Dunstable, Luton	4	.5%	0	.0%	0	.0%	4	4.4%	0	.0%	0	.0%	0	.0%

(cont.)

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

		Reweighted Base: Those top-up shopping		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Marks & Spencer, High Street, Watford	3	.4%	0	.0%	0	.0%	0	.0%	1	.7%	2	2.2%	0	.0%
	Local stores, Marshalswick	3	.4%	3	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Black Fan Road, Welwyn Garden City	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%
	Sainsbury's, Sainsbury Centre, Potters Bar	3	.4%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
	Simmons Bakery, The Parade, St Albans Road East, Hatfield	3	.4%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
	Tesco, High Street North, Dunstable	3	.4%	0	.0%	0	.0%	2	2.2%	1	.7%	0	.0%	0	.0%
	Tesco, Luton Arndale Centre, Luton	3	.4%	0	.0%	0	.0%	3	3.3%	0	.0%	0	.0%	0	.0%
	Tesco, Travellers Lane, Hatfield	3	.4%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Bradley Stores, Bradley Road, Luton	2	.3%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%
	Costco, Hartspring Lane, Watford	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Costcutter, Gammons Lane, Watford	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%
	Costcutter, Vesta Avenue, St Albans	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Happy Shopper, High Street, Markyate, St Albans	2	.3%	0	.0%	1	1.2%	0	.0%	1	.7%	0	.0%	0	.0%
	Local stores, Bricket Wood	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Brookmans Park	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
	Local stores, Chiswell Green	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Colney Heath	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Local stores, Garston	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%
	Local stores, Leverstock Green	2	.3%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
	Local stores, Potters Bar	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
	Londis, Sandridge Road, St Albans	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Broadwalk Shopping Centre, Edgware	2	.3%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.1%	0	.0%
	Marks & Spencer, Welwyn Garden City	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%

(cont.)

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

		Reweighted Base: Those top-up shopping		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, Luton Road, Dunstable	2	.3%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%
	Spar, Schoolmead, Abbots Langley	2	.3%	1	.5%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Tesco, Express, Calverton Road, Luton	2	.3%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%
	Tesco, The Forum, Stevenage	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
	A&Z Convenience Store, Watford Road, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Holly Lane, Atherstone, Warwickshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Asda, Court Drive, Dunstable	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Asian Shop, Hatfield Road, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Chiswell Green	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Scafell Road, Slough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Co-op, Bellgate, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Co-op, Market Square, Whipperly Ring, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Co-op, Meriden, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Co-op, Vicarage Lane, Birchwood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Co-op, Wigmore Lane, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Farmfoods, The Luton Arndale Centre, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Fruit & Veg Store, Hatfield Market	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Greggs, Stonehills, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Lidl, Moors Walk, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Markets, Watford	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Chenley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Local stores, Hitchin	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Local stores, Ashton Road, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%

(cont.)

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

		Reweighted Base: Those top-up shopping		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Local stores, Bedmond	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Local stores, Adeyfield	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Local stores, Caddington	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Local stores, Borehamwood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Local stores, Flamstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Local stores, Kingswood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Local stores, London Colney	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Round Green	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Local stores, Stopsley Green	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Local stores, Welham Green	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Local stores, Westfield, Harpenden	1	.1%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Brookmans Park, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Londis, Hatfield Road, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, St Albans Road, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Main Sail, Battlers Green Farm, Battlers Green, Radlett	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Marks & Spencer, Central London	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Brent Cross Shopping Centre, London	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Marks & Spencer, Fore Street, Hertford	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, George Street, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Rickmansworth	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Marks & Spencer, Sunbury Cross Centre, Sunbury-on-Thames	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Merco, Local Garage, St Albans Road, Potters Bar	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Nisa, Axe Close, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%

(cont.)



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

		Reweighted Base: Those top-up shopping		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	One Stop, Ashcroft Road, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	One Stop, Hilltop, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	One Stop, Marsh Road, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Premier, Local Stores, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Prudens Bakers, Harpenden Town Centre	1	.1%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Mortimer Street, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Sainsbury's, Cottonmill	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shell Petrol Station, Watford Road, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, Hitchin Road, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Spar, Helland Lane, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, Langdale Road, Dunstable	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Tesco Metro, Garston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Tesco, High Oaks	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, High Road, Wood Green	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Tesco, Hitchin Road, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Tesco, Horseshoe Lane, Garston, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Tesco, Barnes Wallis Drive, Byfleet, Weybridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Village Shop, St Albans	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Watford Market, Watford City centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Welham Green, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Wilkinson's, The Malting, St Albans City Centre	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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

	Zone													
	Reweighted Base: Those top-up shopping													
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: Those top-up shopping	779	100.0%	218	100.0%	86	100.0%	91	100.0%	153	100.0%	93	100.0%	138	100.0%
More than once a week	436	56.0%	130	59.6%	53	61.6%	58	63.7%	76	49.7%	46	49.5%	73	52.9%
Once a week	247	31.7%	63	28.9%	20	23.3%	29	31.9%	56	36.6%	36	38.7%	43	31.2%
Once a fortnight	50	6.4%	12	5.5%	5	5.8%	3	3.3%	10	6.5%	7	7.5%	13	9.4%
Once a month	14	1.8%	3	1.4%	1	1.2%	1	1.1%	3	2.0%	1	1.1%	5	3.6%
Less often	5	.6%	1	.5%	0	.0%	0	.0%	2	1.3%	1	1.1%	1	.7%
Varies	27	3.5%	9	4.1%	7	8.1%	0	.0%	6	3.9%	2	2.2%	3	2.2%

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

	Zone													
	Reweighted Base: All respondents													
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents	896	100.0%	239	100.0%	109	100.0%	113	100.0%	174	100.0%	107	100.0%	154	100.0%
0–10%	2	.2%	0	.0%	0	.0%	1	.9%	1	.6%	0	.0%	0	.0%
11–20%	13	1.5%	6	2.5%	1	.9%	0	.0%	3	1.7%	1	.9%	2	1.3%
21–30%	18	2.0%	4	1.7%	3	2.8%	3	2.7%	3	1.7%	2	1.9%	3	1.9%
31–40%	13	1.5%	4	1.7%	1	.9%	2	1.8%	5	2.9%	1	.9%	0	.0%
41–50%	52	5.8%	14	5.9%	7	6.4%	9	8.0%	9	5.2%	2	1.9%	11	7.1%
51–60%	68	7.6%	17	7.1%	13	11.9%	11	9.7%	10	5.7%	4	3.7%	13	8.4%
61–70%	85	9.5%	16	6.7%	14	12.8%	12	10.6%	14	8.0%	14	13.1%	15	9.7%
71–80%	239	26.7%	68	28.5%	32	29.4%	27	23.9%	48	27.6%	30	28.0%	34	22.1%
81–90%	205	22.9%	62	25.9%	19	17.4%	21	18.6%	35	20.1%	30	28.0%	38	24.7%
91–100%	201	22.4%	48	20.1%	19	17.4%	27	23.9%	46	26.4%	23	21.5%	38	24.7%

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

	Rewighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Rewighted Base: All respondents	949	100.0%	258	100.0%	115	100.0%	116	100.0%	182	100.0%	112	100.0%	166	100.0%
St Albans City Centre	217	22.9%	141	54.7%	20	17.4%	5	4.3%	16	8.8%	12	10.7%	23	13.9%
Watford Town centre	140	14.8%	30	11.6%	2	1.7%	2	1.7%	37	20.3%	65	58.0%	4	2.4%
Hemel Hempstead Town Centre	106	11.2%	9	3.5%	10	8.7%	2	1.7%	84	46.2%	1	.9%	0	.0%
Welwyn Garden City	97	10.2%	11	4.3%	17	14.8%	1	.9%	1	.5%	0	.0%	67	40.4%
Luton Town Centre	74	7.8%	0	.0%	9	7.8%	60	51.7%	5	2.7%	0	.0%	0	.0%
London Colney	35	3.7%	15	5.8%	2	1.7%	0	.0%	3	1.6%	5	4.5%	10	6.0%
Harpenden Town Centre	28	3.0%	1	.4%	25	21.7%	1	.9%	1	.5%	0	.0%	0	.0%
Hatfield Town Centre	11	1.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	9	5.4%
St Albans, Out-of-Centre	11	1.2%	6	2.3%	3	2.6%	0	.0%	1	.5%	0	.0%	1	.6%
Hemel Hempstead, Out-of-Centre	8	.8%	1	.4%	0	.0%	1	.9%	6	3.3%	0	.0%	0	.0%
Borehamwood	7	.7%	1	.4%	1	.9%	0	.0%	0	.0%	3	2.7%	2	1.2%
Hatfield, The Galleria	6	.6%	1	.4%	1	.9%	0	.0%	0	.0%	0	.0%	4	2.4%
Luton, Out-of-Centre	6	.6%	0	.0%	1	.9%	4	3.4%	0	.0%	1	.9%	0	.0%
Watford, Out-of-Centre	6	.6%	1	.4%	0	.0%	0	.0%	1	.5%	4	3.6%	0	.0%
Welwyn	5	.5%	3	1.2%	1	.9%	0	.0%	0	.0%	0	.0%	1	.6%
Harpenden, Out-of-Centre	3	.3%	0	.0%	1	.9%	1	.9%	0	.0%	0	.0%	1	.6%
Welwyn Garden City, Out-of-Centre	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%
Abbots Langley	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
Hatfield, Out-of-Centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%
Marshalswick	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Potters Bar	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%
Shenley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%

(cont.)

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

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	John Lewis, Bridge Road, Welwyn Garden City	20	2.1%	2	.8%	5	4.3%	0	.0%	1	.5%	1	.9%	11	6.6%
	Milton Keynes Town Centre	16	1.7%	0	.0%	3	2.6%	12	10.3%	1	.5%	0	.0%	0	.0%
	Stevenage Town Centre	16	1.7%	2	.8%	0	.0%	1	.9%	0	.0%	0	.0%	13	7.8%
	The Harlequin, High Street, Watford	16	1.7%	2	.8%	0	.0%	1	.9%	5	2.7%	8	7.1%	0	.0%
	London, West End	12	1.3%	4	1.6%	1	.9%	1	.9%	2	1.1%	2	1.8%	2	1.2%
	The Luton Arndale Centre, Luton	9	.9%	0	.0%	2	1.7%	6	5.2%	1	.5%	0	.0%	0	.0%
	Marlowes Shopping Centre, Hemel Hempstead	5	.5%	0	.0%	0	.0%	0	.0%	5	2.7%	0	.0%	0	.0%
	Sainsbury's, Barnet Road, London Colney	5	.5%	2	.8%	0	.0%	0	.0%	0	.0%	2	1.8%	1	.6%
	Asda, Oldhams Trading Estate, Watford	4	.4%	0	.0%	0	.0%	0	.0%	1	.5%	3	2.7%	0	.0%
	Brent Cross, Prince Charles Drive, London	4	.4%	1	.4%	2	1.7%	0	.0%	0	.0%	0	.0%	1	.6%
	Wilkinson's, The Maltings, St Albans	4	.4%	4	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Town Centre, Hatfield	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%
	Dunstable	3	.3%	0	.0%	0	.0%	3	2.6%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Colney Fields Shopping Centre, London Colney, St Albans	3	.3%	2	.8%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Sainsbury's, Everard Close, St Albans	3	.3%	2	.8%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinson's, The Ardale Centre, Luton	3	.3%	1	.4%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%
	Aspley Mills, London Road, Hemel Hempstead	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
	BHS, St Peters, St Albans	2	.2%	1	.4%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Luton Retail Park, Gipsy Lane, Luton	2	.2%	0	.0%	1	.9%	1	.9%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, St Peters Street, St Albans	2	.2%	0	.0%	1	.9%	0	.0%	0	.0%	1	.9%	0	.0%
	Sainsbury's, High Street, Harpenden	2	.2%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Mount Pleasant, Hatfield	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%

(cont.)

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

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Waitrose, Bridge Road, Welwyn Garden City	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%
	Apsley Mill Retail Park	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Asda, Court Drive, Dunstable	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Asda, Court Drive, Markyate, St Albans	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Asda, Hemel Hempsted	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Aylesbury	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Barnet	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bedford Town Centre	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	BHS, George Street, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Boots, Colney Fields Retail Park, London Colney	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, St Peters Street, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Town Centre, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Brighton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Bury Park, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Co-op, Caddington, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Costco, Hartspring Lane, Watford	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Harlow market	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Hitchin	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	John Lewis, Brent Cross	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, The Harlequin, High Street, Watford	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Beech Road, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Matalan, Castle Street, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Matalan, St Albans Retail Park, Griffiths Way	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office, High Street, Redbourn	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Premier, Local Stores, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Primark, Town Centre, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%

(cont.)

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

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, London Road, Apsley Mill, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Sainsbury's, Marshalwick Lane, Marshalwick, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Southdown	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Arndale Centre, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Tesco, Great North Road, Hatfield	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Jarman Way, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Tesco, Luton Road, Dunstable	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	The Centre: Mk, Silbury Arcade, Milton Keynes	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	The Quadrant, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, Ermine Close, Verulam, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wigmore Shopping Centre, Wigmore Lane, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Wilkinson's, Charter Place, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%

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

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents		919	100.0%	252	100.0%	113	100.0%	115	100.0%	172	100.0%	109	100.0%	158	100.0%
St Albans City Centre		119	12.9%	75	29.8%	18	15.9%	5	4.3%	4	2.3%	5	4.6%	12	7.6%
Watford Town Centre		92	10.0%	17	6.7%	3	2.7%	2	1.7%	29	16.9%	38	34.9%	3	1.9%
Hemel Hempstead Town Centre		62	6.7%	8	3.2%	7	6.2%	2	1.7%	44	25.6%	1	.9%	0	.0%

(cont.)

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

	Rewighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Marks & Spencer, Colney Fields Shopping Park, St Albans	49	5.3%	25	9.9%	4	3.5%	0	.0%	5	2.9%	7	6.4%	8	5.1%
Welwyn Garden City	45	4.9%	4	1.6%	9	8.0%	1	.9%	1	.6%	0	.0%	30	19.0%
Luton Town Centre	44	4.8%	0	.0%	8	7.1%	31	27.0%	2	1.2%	0	.0%	3	1.9%
London Colney	28	3.0%	16	6.3%	1	.9%	1	.9%	4	2.3%	2	1.8%	4	2.5%
Hatfield, The Galleria	18	2.0%	5	2.0%	2	1.8%	1	.9%	1	.6%	0	.0%	9	5.7%
Matalan, St Albans Retail Park, Griffiths Way, St Albans	8	.9%	4	1.6%	0	.0%	0	.0%	1	.6%	1	.9%	2	1.3%
Harpenden Town Centre	7	.8%	1	.4%	5	4.4%	0	.0%	0	.0%	1	.9%	0	.0%
Next, Colney Fields Shopping Park, St Albans	6	.7%	3	1.2%	1	.9%	0	.0%	1	.6%	0	.0%	1	.6%
Hatfield Town Centre	5	.5%	1	.4%	0	.0%	1	.9%	0	.0%	0	.0%	3	1.9%
St Albans Out-of-Centre	4	.4%	1	.4%	1	.9%	0	.0%	1	.6%	0	.0%	1	.6%
Welwyn	3	.3%	2	.8%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Hatfield, Out-of-Centre	2	.2%	0	.0%	1	.9%	0	.0%	1	.6%	0	.0%	0	.0%
Luton, Out-of-Centre	2	.2%	0	.0%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%
TK Maxx, St Albans Road, Watford	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Borehamwood	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hemel Hempstead, Out-of-Centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
Mamas & Papas, Waterfields Shopping Park, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Next, Waterfields Shopping Park, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Potters Bar	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Watford, Out-of-Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%

(cont.)

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

		Zone													
		Rewighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	John Lewis, Bridge Road, Welwyn Garden City	43	4.7%	6	2.4%	11	9.7%	1	.9%	3	1.7%	1	.9%	21	13.3%
	Marks & Spencer, St Peters Street, St Albans	37	4.0%	24	9.5%	10	8.8%	0	.0%	0	.0%	0	.0%	3	1.9%
	Marks & Spencer, Marlowes, Hemel Hempstead	23	2.5%	0	.0%	1	.9%	0	.0%	22	12.8%	0	.0%	0	.0%
	Marks & Spencer, High Street, Watford	21	2.3%	1	.4%	1	.9%	0	.0%	3	1.7%	16	14.7%	0	.0%
	Marks & Spencer, The Howard Centre, Welwyn Garden City	21	2.3%	0	.0%	3	2.7%	0	.0%	0	.0%	0	.0%	18	11.4%
	John Lewis, The Harlequin Centre, High Street, Watford	16	1.7%	7	2.8%	0	.0%	0	.0%	3	1.7%	6	5.5%	0	.0%
	Brent Cross, Prince Charles Drive, London	13	1.4%	2	.8%	2	1.8%	0	.0%	4	2.3%	1	.9%	4	2.5%
	The Harlequin Centre, High Street, Watford Town Centre	13	1.4%	1	.4%	1	.9%	1	.9%	3	1.7%	7	6.4%	0	.0%
	BHS, St Peters Street, St Albans	11	1.2%	8	3.2%	1	.9%	0	.0%	1	.6%	1	.9%	0	.0%
	Milton Keynes	11	1.2%	1	.4%	1	.9%	8	7.0%	1	.6%	0	.0%	0	.0%
	Debenhams, Arndale Centre, Church Street, Luton	10	1.1%	0	.0%	0	.0%	10	8.7%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Arndale Centre, Luton	9	1.0%	0	.0%	3	2.7%	5	4.3%	1	.6%	0	.0%	0	.0%
	Stevenage	9	1.0%	1	.4%	0	.0%	1	.9%	0	.0%	0	.0%	7	4.4%
	Asda, Oldhams Trading Estate, Watford	8	.9%	0	.0%	0	.0%	0	.0%	3	1.7%	5	4.6%	0	.0%
	Asda, Town Centre, Hatfield	8	.9%	0	.0%	2	1.8%	0	.0%	0	.0%	0	.0%	6	3.8%
	London City Centre	8	.9%	3	1.2%	1	.9%	1	.9%	1	.6%	2	1.8%	0	.0%
	Matalan, Castle Street, Luton	7	.8%	0	.0%	1	.9%	5	4.3%	1	.6%	0	.0%	0	.0%
	New Look, The Luton Arndale Centre, Church Street, Luton	6	.7%	0	.0%	1	.9%	3	2.6%	2	1.2%	0	.0%	0	.0%
	Clarks, St Peters Street, St Albans	5	.5%	4	1.6%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Sainsbury's, Barnet Road, London Colney	5	.5%	2	.8%	0	.0%	0	.0%	1	.6%	1	.9%	1	.6%
	BHS, High Street, Watford	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.7%	0	.0%

(cont.)



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

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Debenhams, Riverside, Hemel Hempstead	4	.4%	1	.4%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%
	Tesco, Mount Pleasant, Hatfield	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.5%
	Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Luton	3	.3%	0	.0%	0	.0%	3	2.6%	0	.0%	0	.0%	0	.0%
	John Lewis, Brent Cross Shopping Centre, Brent Cross	3	.3%	2	.8%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Field Walk, Milton Keynes	3	.3%	0	.0%	0	.0%	2	1.7%	1	.6%	0	.0%	0	.0%
	Marks & Spencer, Sunset Walk, Milton Keynes	3	.3%	0	.0%	0	.0%	3	2.6%	0	.0%	0	.0%	0	.0%
	Primark, Marlowes, Hemel Hempstead	3	.3%	1	.4%	1	.9%	0	.0%	1	.6%	0	.0%	0	.0%
	Primark, Town Square, Stevenage	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.9%
	The Luton Arndale Shopping Centre, Luton	3	.3%	0	.0%	1	.9%	2	1.7%	0	.0%	0	.0%	0	.0%
	TK Maxx, The Maltings, St Albans	3	.3%	2	.8%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Zara, The Harlequin, Watford	3	.3%	1	.4%	0	.0%	0	.0%	1	.6%	1	.9%	0	.0%
	Bon Marche, George Street, Luton	2	.2%	0	.0%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%
	Bon Marche, St Peters Street, St Albans	2	.2%	1	.4%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Clarks, The Marlowes, Hemel Hempstead	2	.2%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
	Debenhams, Midsummer Place, Milton Keynes	2	.2%	0	.0%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%
	Dunstable	2	.2%	0	.0%	0	.0%	1	.9%	1	.6%	0	.0%	0	.0%
	Hitchin	2	.2%	0	.0%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%
	Karen Millen, The Harlequin, Town Centre, Watford	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	M & Co, High Street, Harpenden	2	.2%	0	.0%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Potters Bar	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
	Marks & Spencer, The Galleria, Comet Way, Hatfield	2	.2%	0	.0%	1	.9%	0	.0%	1	.6%	0	.0%	0	.0%

(cont.)

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

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Marlowes Shopping Centre, Hemel Hempstead	2	.2%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
	New Look, Town Centre, Hatfield	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
	Next, Boulevard, Theobald Street, Borehamwood	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	1	.6%
	Next, Luton Retail Park, Gipsy Lane, Luton	2	.2%	0	.0%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%
	Primark, George Street, Luton	2	.2%	0	.0%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%
	T Galloways, Bowers Parade, High Street, Harpenden	2	.2%	0	.0%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Beehive Centre, Coldhams Lane, Cambridge	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Asda, Court Drive, Dunstable	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Asda, Hillfield Road, Hemel Hempstead	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Austin Reed, Galleria, Comet Way, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Aylesbury	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Beales, The Brooks, Winchester	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Bellgate, Hemel Hemsted	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Berkhamstead	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	BHS, George Street, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Bon Marche, High Street, Watford	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Bon Marche, Howartdsgate, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Bon Marche, Marlowes, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Bon Marche, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Boots, St Peters Street, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Branded Suit Company, Chequer Street, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Brighton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%

(cont.)

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

		Zone													
		Rewighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Clarks, The Luton Arndale Centre, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Country Casuals, Bircherley Green, Hertford	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Debenhams, Harrow	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Debenhams, Oxford Street, London	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Elenis Ladies Fashions, Dunstable Road, Luton	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Enfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Evans, The Luton Arndale Centre, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Fat Face, Chequer Street, St Albans	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	French Connection, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gladrags, Heritage Close, High Street, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	H&M, The Maltings, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Harlow market	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Help The Aged, Bridge Street, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Jacques Vert, Upper Guild Hall, Bluewater, Greenhithe	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Jane Norman, The Maltings, St Albans	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	John Welwyn, St Peters, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Knightsbridge, London	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	La Senza, George Street, St Albans	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Leeds	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Matalan, Danestrete, Stevenage	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Matalan, Lymington Avenue, Hornsey	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Methodist Store, Harpenden Town Centre	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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

		Zone													
		Rewighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Monsoon, Colney Fields Shopping Park, London Colney	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Moss, St Peters Street, St Albans Town Centre	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	New Look, Borehamwood Shopping Centre, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Next, Bessemer Road, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Oxford	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Plymouth City Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Primark, High Street, Watford	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	River Island, Marlowes, Hemel Hempstead	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	River Island, The Arndale Centre, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	River Island, The Harlequin Centre, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Shoezone, Queensway, Dunstable	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Shoon, Christopher Place, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Luton Arndale Centre, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Tesco, Muttons Lane, Potters Bar	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	The Centre: Mk, Silbury Arcade, Milton Keynes	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	The Edinburgh Woolen Mill, St Peters Street, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Howard Centre, Welwyn City Garden	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Real Sports Shop, Willow Farm Village, Lowbell Lane, London Colney, St Albans	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	TJ Hughes, The Parade, High Street, Watford	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	TK Maxx, Marlowes, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%

(cont.)

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

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	TK Maxx, The Maltings, St Albans	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Topshop, Charter Place, Watford	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Wanstead, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Wilkinson's, The Ardale Centre, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%

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

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents		737	100.0%	200	100.0%	88	100.0%	90	100.0%	141	100.0%	89	100.0%	129	100.0%
Watford Town Centre		63	8.5%	19	9.5%	0	.0%	1	1.1%	19	13.5%	24	27.0%	0	.0%
Welwyn Garden City		37	5.0%	7	3.5%	11	12.5%	1	1.1%	1	.7%	1	1.1%	16	12.4%
St Albans City Centre		30	4.1%	22	11.0%	6	6.8%	1	1.1%	1	.7%	0	.0%	0	.0%
Watford, Out-of-Centre		29	3.9%	10	5.0%	0	.0%	0	.0%	12	8.5%	7	7.9%	0	.0%
Carpetright, St Albans Retail Park Griffiths Way, St Albans		22	3.0%	20	10.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.8%
Luton, Out-of-Centre		19	2.6%	1	.5%	2	2.3%	15	16.7%	1	.7%	0	.0%	0	.0%
Luton Town Centre		18	2.4%	0	.0%	4	4.5%	13	14.4%	0	.0%	0	.0%	1	.8%
St Albans, Out-of-Centre		18	2.4%	13	6.5%	3	3.4%	1	1.1%	0	.0%	1	1.1%	0	.0%
Hemel Hempstead Town centre		15	2.0%	1	.5%	3	3.4%	0	.0%	9	6.4%	1	1.1%	1	.8%
B & Q, Luton retail Park		8	1.1%	0	.0%	1	1.1%	6	6.7%	1	.7%	0	.0%	0	.0%
DFS, Colne Valley /Century Park, Lower High Street, Watford		8	1.1%	2	1.0%	0	.0%	0	.0%	3	2.1%	3	3.4%	0	.0%
Hemel Hempstead, Out-of-Centre		7	.9%	0	.0%	0	.0%	0	.0%	7	5.0%	0	.0%	0	.0%
B & Q, Hemel Hempstead		6	.8%	1	.5%	0	.0%	0	.0%	5	3.5%	0	.0%	0	.0%
DFS, Roaring Meg Retail Park		6	.8%	2	1.0%	2	2.3%	0	.0%	0	.0%	0	.0%	2	1.6%

(cont.)

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

	Reweighted Base: All respondents		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
London Colney	6	.8%	3	1.5%	1	1.1%	0	.0%	1	.7%	0	.0%	1	.8%
Carpetright, Colne Valley /Century Park, Lower High Street, Watford	5	.7%	1	.5%	1	1.1%	0	.0%	0	.0%	3	3.4%	0	.0%
Homebase, St Albans Retail Park Griffiths Way, St Albans	5	.7%	5	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B & Q, Watford Arches Retail Park, Watford	4	.5%	1	.5%	0	.0%	0	.0%	0	.0%	3	3.4%	0	.0%
Borehamwood	4	.5%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.1%	2	1.6%
Harpenden Town Centre	4	.5%	0	.0%	4	4.5%	0	.0%	0	.0%	0	.0%	0	.0%
Marshalswick	4	.5%	1	.5%	0	.0%	0	.0%	0	.0%	2	2.2%	1	.8%
Potters Bar	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.1%
Harpenden, Out-of-Centre	3	.4%	0	.0%	2	2.3%	0	.0%	1	.7%	0	.0%	0	.0%
Harveys, Colne Valley /Century Park, Lower High Street, Watford	3	.4%	2	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Homebase, Alban Park, Hatfield Road, St Albans	3	.4%	1	.5%	1	1.1%	0	.0%	0	.0%	1	1.1%	0	.0%
Welwyn Garden City, Out-of-Centre	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%
Wheathampstead	2	.3%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Abbots Langley	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Allied Carpets, Colne Valley /Century Park, Lower High Street, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
B &Q, Swallowfields, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Carpetright, Roaring Meg Retail Park	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Habitat, Oldings Corner Retail Park, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Hatfield Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Hatfield, The Galleria	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Homebase, St Albans Road, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Paul Simon, Roaring Meg Retail Park	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
ScS, Colne Valley /Century Park, Lower High Street, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

(cont.)

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

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Welwyn		1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Bridge Road, Welwyn Garden City	85	11.5%	18	9.0%	20	22.7%	2	2.2%	3	2.1%	0	.0%	42	32.6%
	John Lewis, The Harlequin, High Street, Watford	44	6.0%	16	8.0%	3	3.4%	0	.0%	8	5.7%	16	18.0%	1	.8%
	Stevenage	14	1.9%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	13	10.1%
	Ikea, Drury Way, Brent Cross, London	11	1.5%	2	1.0%	0	.0%	1	1.1%	4	2.8%	2	2.2%	2	1.6%
	Stevenage Retail Parks	11	1.5%	1	.5%	1	1.1%	0	.0%	0	.0%	0	.0%	9	7.0%
	Ikea, Goslington, Off Bletcham Way, Milton Keynes	9	1.2%	2	1.0%	2	2.3%	2	2.2%	3	2.1%	0	.0%	0	.0%
	Lucas World of Furniture, Rabans Lane, Aylesbury	9	1.2%	1	.5%	0	.0%	0	.0%	7	5.0%	0	.0%	1	.8%
	Carpentryright, Apsley Mills Retail Park, London Road, Hemel Hempstead	8	1.1%	0	.0%	1	1.1%	0	.0%	7	5.0%	0	.0%	0	.0%
	Carpentryright, Luton Retail Park, Gipsy Lane, Luton	8	1.1%	0	.0%	1	1.1%	6	6.7%	1	.7%	0	.0%	0	.0%
Other	John Lewis, Peverel Drive, Milton Keynes	8	1.1%	1	.5%	0	.0%	6	6.7%	1	.7%	0	.0%	0	.0%
	Luton Retail Park, Gipsy Lane, Luton	8	1.1%	0	.0%	3	3.4%	4	4.4%	1	.7%	0	.0%	0	.0%
	Marshalswick Furnishings Company, The Quadrant, St Albans	8	1.1%	4	2.0%	1	1.1%	0	.0%	0	.0%	0	.0%	3	2.3%
	Apsley Mills Retail Park, London Road, Hemel Hempstead	7	.9%	0	.0%	0	.0%	0	.0%	7	5.0%	0	.0%	0	.0%
	Milton Keynes	7	.9%	1	.5%	1	1.1%	5	5.6%	0	.0%	0	.0%	0	.0%
	John Lewis, Brent Cross Shopping Centre, London	6	.8%	4	2.0%	1	1.1%	0	.0%	1	.7%	0	.0%	0	.0%
	Roaring Meg Retail Park, Great North Road, Stevenage	6	.8%	1	.5%	2	2.3%	0	.0%	0	.0%	0	.0%	3	2.3%
	Dunstable	5	.7%	0	.0%	0	.0%	4	4.4%	1	.7%	0	.0%	0	.0%
	Fishpools, High Street, Waltham Cross	5	.7%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.1%
	Capel Carpets, St Albans Road, Watford	4	.5%	0	.0%	0	.0%	0	.0%	1	.7%	3	3.4%	0	.0%

(cont.)

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

		Reweighted Base: All respondents		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Marks & Spencer, Colney Fields Shopping Park, London Colney	4	.5%	3	1.5%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Brent Cross	3	.4%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.8%
	Cargo Homeshop, The Maltings, St Albans	3	.4%	2	1.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Colne Valley/Century Park, Lower High Street, Watford	3	.4%	1	.5%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%
	Dunelm Mill, London Road, Hemel Hempstead	3	.4%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%
	Furniture Village, Century Park, Dalton Way, Watford	3	.4%	0	.0%	0	.0%	1	1.1%	1	.7%	1	1.1%	0	.0%
	Harveys, Hatters Way Retail Park, Chaul End Lane, Luton	3	.4%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%
	Ikea, Glover Drive, Edmonton, London	3	.4%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Ikea, North Circular Road, London	3	.4%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.1%	1	.8%
	Rolands Carpets, Church Green, Harpenden	3	.4%	0	.0%	3	3.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Allied Carpets, Luton Retail Park, Gypsy Lane, Luton	2	.3%	0	.0%	0	.0%	1	1.1%	1	.7%	0	.0%	0	.0%
	Amersham Auction Rooms, Station Road, Amersham	2	.3%	1	.5%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Argos, Charter Place, Watford	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%
	Argos, High Street, Harpenden	2	.3%	0	.0%	1	1.1%	1	1.1%	0	.0%	0	.0%	0	.0%
	Argos, Marlowes Centre, Hemel Hempstead	2	.3%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%
	Blacks of Sopwell, Cottonmill Lane, St Albans	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Carpetright, Luton Road, Dunstable	2	.3%	0	.0%	0	.0%	1	1.1%	1	.7%	0	.0%	0	.0%
	Dunelm Mill, Roebuck Retail Park, London Road, Stevenage	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Harveys, Eaton Lane, Luton	2	.3%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%
	Hitchin	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.6%

(cont.)



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

		Reweighted Base: All respondents		Zone											
				1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Ideal Homes Exhibition, Earls Court Exhibition Centre, London	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	John Lewis, Cavendish Road, Stevenage	2	.3%	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	2	.3%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	1	.8%
	Kingfisher Carpets, Grove Hill, Hemel Hempstead	2	.3%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%
	Kings Langley	2	.3%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%
	London	2	.3%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Marlowes, Hemel Hempstead	2	.3%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%
	Marshalls, Fore Street, St Albans	2	.3%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Newspapers	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Quality Suites, Lower High Street, Watford	2	.3%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.1%	0	.0%
	ScS, Roaring Meg Retail Park, Stevenage	2	.3%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	1	.8%
	Welwyn Carpet Mills, Bridge Road, Welwyn Garden City	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Allied Carpets, Friern Bridge Retail Park, Pegasus, Way, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Allied Carpets, St Peters Street, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Apsley Mills Retail Park, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Argos, Borehamwood Shopping Park, Borehamwood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Argos, Fretherne Road, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Argos, Spencer Street, St Albans	1	.1%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, The Luton Arndale Centre, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Asda, Town Centre, Hatfield	1	.1%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Asda, White Lion Retail Park, Luton Road, Dunstable	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Aylesbury	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Bedford	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bennett Flooring, London Road, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Market Place, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bury Park, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Carpet Rack, Church Lane, Kings Langley	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Carpetright, Broadhall Way, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Chesham	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Choice Discount Stores Ltd, The Galleria, Comet Way, Hatfield	1	.1%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Oldings Corner, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Cosy Carpets, Lytton Road, Barnet	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Apsley Mill Retail Park, London Road, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Daventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Debenhams, Church Street, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Debenhams, Midsummer Place, Milton Keynes	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	DFS, Cardiff House, Tilling Road, London	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Dreams, Chaul End Road, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Dunelm, Luton Road, Dunstable	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Friern Barnet Retail Park, Pegasus Way, Bowes Park, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Homebase, Apsley Mills Retail Park, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Homebase, Enterprise Way, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Homebase, Winterhill, Milton Keynes	1	.1%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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

		Reweighted Base: All respondents		Zone											
				1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	John Lewis, Kendal Avenue, Park Royal	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Laura Ashley, Berkhamstead	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Watford	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Multiyork, London Road, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Multiyork, The Parade, Watford	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Next, Colney Fields, London Colney	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Philpotts of Hitchin, Sun Street, Hitchin	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Quadrant Shopping Centre, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	ScS, White Lion Retail Park, Luton Road, Dunstable	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	SK Carpets, Hatfield Road, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	St Michaels Village, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Skimpot road, Dunstable	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	The Carpet Shop, Redbourn	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	The Harlequin, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	The Quadrant, Bridge Road East, Welwyn Garden City	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Topps Tiles, Otterspool Way, Watford	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Tottenham Court Road, London	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Tring Market Auctions, Brook Street, Tring	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Welwyn Carpet Stores, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	White Lion Retail Park, Luton Road, Dunstable	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Wickes, High Street, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Wilsons, Myton Road, Ingleby Barwick, Stockton-on-Tees	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%

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

	Rewighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Rewighted Base: All respondents	905	100.0%	249	100.0%	114	100.0%	110	100.0%	173	100.0%	105	100.0%	154	100.0%
B & Q, Luton retail Park	114	12.6%	0	.0%	33	28.9%	71	64.5%	10	5.8%	0	.0%	0	.0%
Homebase, Alban Park, Hatfield Road, St Albans	95	10.5%	69	27.7%	9	7.9%	0	.0%	1	.6%	3	2.9%	13	8.4%
Homebase, St Albans Retail Park Griffiths Way, St Albans	74	8.2%	62	24.9%	8	7.0%	0	.0%	0	.0%	3	2.9%	1	.6%
B & Q, Watford Arches Retail Park, Watford	67	7.4%	10	4.0%	0	.0%	1	.9%	9	5.2%	46	43.8%	1	.6%
B &Q, Swallowfields, Welwyn Garden City	57	6.3%	4	1.6%	3	2.6%	0	.0%	0	.0%	0	.0%	50	32.5%
B & Q, Hemel Hempstead	47	5.2%	2	.8%	5	4.4%	0	.0%	40	23.1%	0	.0%	0	.0%
Homebase, Oldings Corner Retail Park, Hatfield	45	5.0%	1	.4%	4	3.5%	0	.0%	0	.0%	0	.0%	40	26.0%
St Albans, Out-of-Centre	28	3.1%	20	8.0%	3	2.6%	0	.0%	2	1.2%	2	1.9%	1	.6%
Homebase, St Albans Road, Watford	25	2.8%	2	.8%	0	.0%	0	.0%	7	4.0%	16	15.2%	0	.0%
St Albans City Centre	25	2.8%	21	8.4%	2	1.8%	0	.0%	1	.6%	0	.0%	1	.6%
Luton, Out-of-Centre	17	1.9%	0	.0%	9	7.9%	8	7.3%	0	.0%	0	.0%	0	.0%
Wickes, Alban Park, Hatfield Road, St Albans	17	1.9%	11	4.4%	1	.9%	1	.9%	0	.0%	1	1.0%	3	1.9%
Hemel Hempstead, Out-of-Centre	13	1.4%	0	.0%	0	.0%	0	.0%	13	7.5%	0	.0%	0	.0%
Luton Town Centre	11	1.2%	0	.0%	3	2.6%	7	6.4%	1	.6%	0	.0%	0	.0%
Watford Town centre	11	1.2%	3	1.2%	0	.0%	0	.0%	1	.6%	7	6.7%	0	.0%
Hemel Hempstead Town Centre	10	1.1%	0	.0%	1	.9%	0	.0%	9	5.2%	0	.0%	0	.0%
Watford, Out-of-Centre	9	1.0%	1	.4%	0	.0%	0	.0%	2	1.2%	6	5.7%	0	.0%
Welwyn Garden City	7	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	4.5%
Homebase, Roaring Meg Retail Park	5	.6%	0	.0%	0	.0%	1	.9%	2	1.2%	0	.0%	2	1.3%
Borehamwood	4	.4%	1	.4%	0	.0%	0	.0%	0	.0%	2	1.9%	1	.6%
Hatfield Town centre	4	.4%	1	.4%	1	.9%	0	.0%	0	.0%	0	.0%	2	1.3%
Hatfield, Out-of-Centre	4	.4%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	3	1.9%
Welwyn Garden City, Out-of-Centre	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.9%

(cont.)

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

	Reweighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Abbots Langley	2	.2%	0	.0%	1	.9%	0	.0%	1	.6%	0	.0%	0	.0%
Harpenden Town Centre	2	.2%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	.6%
London Colney	2	.2%	1	.4%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Marshalswick	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Alban Park, Hatfield Road, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welwyn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%

(cont.)

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

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Homebase, Aspley Mill Retail Park, Hemel Hempstead	49	5.4%	2	.8%	2	1.8%	0	.0%	43	24.9%	2	1.9%	0	.0%
	B&Q, Luton Retail Park, Gipsy Lane, Luton	15	1.7%	0	.0%	8	7.0%	5	4.5%	0	.0%	0	.0%	2	1.3%
	Wilkinson's, The Maltings, St Albans	15	1.7%	13	5.2%	0	.0%	0	.0%	1	.6%	1	1.0%	0	.0%
	Ayletts Nurseries, North Orbital Road, London Colney, St Albans	9	1.0%	2	.8%	4	3.5%	0	.0%	1	.6%	2	1.9%	0	.0%
	Wickes, London Road, Hemel Hempstead	8	.9%	0	.0%	0	.0%	0	.0%	8	4.6%	0	.0%	0	.0%
	B&Q, Laporte Retail Park, Dallow Road, Luton	7	.8%	0	.0%	0	.0%	7	6.4%	0	.0%	0	.0%	0	.0%
	B&Q, Lower High Street, Watford	5	.6%	1	.4%	0	.0%	0	.0%	1	.6%	3	2.9%	0	.0%
	B&Q, London Road, Stevenage	4	.4%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
	Notcutts Garden Centre, Hatfield Road, Smalford, St Albans	4	.4%	3	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Rober Dyas, St Peter's Street, St Albans	4	.4%	4	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Apsley Mills Retail Park, London Road, Hemel Hempstead	3	.3%	0	.0%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%
	Burston, North Orbital Road, St Albans	3	.3%	2	.8%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Stevenage	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.9%
	Wilkinson's, The Luton Arndale Centre, Luton	3	.3%	0	.0%	0	.0%	2	1.8%	1	.6%	0	.0%	0	.0%
	Wilkinsons, The Marlows Centre, Hemel Hempstead, Hertfordshire	3	.3%	0	.0%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%
	Argos, St Albans Retail Park, St Albans	2	.2%	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Cricklewood, London	2	.2%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	B&Q, High Road, Whetstone	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	.6%
	B&Q, Two Waters Road, Hemel Hempstead	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	1	1.0%	0	.0%

(cont.)

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

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Currys, Apsley Mill, Retail Park, London Road, Hemel Hempstead	2	.2%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%	0	.0%
	Various garden centres in Enfield	2	.2%	1	.4%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Hillier Garden Centre, Leighton Buzzard Road, Piccotts End, Hemel Hempstead	2	.2%	0	.0%	1	.9%	0	.0%	1	.6%	0	.0%	0	.0%
	Luton Retail Park, Luton	2	.2%	0	.0%	1	.9%	1	.9%	0	.0%	0	.0%	0	.0%
	Retail Park, Gypsy Lane, Luton	2	.2%	0	.0%	1	.9%	1	.9%	0	.0%	0	.0%	0	.0%
	Southdown Hardware, Southdown Road, Harpenden	2	.2%	0	.0%	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Mount Pleasant, Hatfield	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
	Wickes, Lower High Street, Watford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.9%	0	.0%
	Archers, North Approach, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Argos, Marlowes Centre, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Asda, Hatfield Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Asda, Odhams Industrial Estate, St Albans Road, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Asda, Town Centre, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	B&Q, Apsley Mill Retail Park, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	B&Q, Bushey Retail Park	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Chas Lowe & Sons, London Road, Knebworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Codicote Garden Centre, High Street, Codicote, Hitchin	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Coldharbour Lane Allotment Club, Coldharbour Lane, Harpenden	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Direct Carpet, Micklefield Road, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Dunstable	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Friern Barnet Retail Park, Pegasus Way, Bowes Park, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%

(cont.)

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

		Rewighted Base: All respondents		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Godlys Rose Nursery, Redding Lane, St Albans	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Gommes, Hatfield Road, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hillier Garden Centre, Leighton Buzzard Road, Piccotts End, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Homebase, Beckenham Hill, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Homebase, Snowdon Drive, Winterhill, Milton Keynes	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Home Serve, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	John Lewis, Bridge Road, Welwym Garden City	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Just Tiles, Catherine Street, St Albans	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Leighton Buzzard Garden Centre, Hoccliffe Road, Leighton Buzzard	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Local Independent Store, High Street, Aberlanly	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Barnsley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Local stores, Caddington, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Low Cost Nursery, Hempstead Road, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Morrisons, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Orbital Road, St Albans	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Poplars Nursery Garden Centre, Harlington Road, Toddington	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Regatta at Springtime, Cattlegate Road, Crews Hill, Enfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Sandridge Nursery and Orchard, Sandridge	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Screwfix, Quadrent Centre, Mundells, Welwyn Garden City	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)



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

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Stockwood Nurseries, Farley Hill, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Tesco, Stoneycroft, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	The Arches, Lower High Street, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	The Duck Hill Garden Centre, Duck Hill Road, Ruislip	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	The Queens Square, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Vanstone Park Garden Centre, Hitchin Road, Codicote, Hitchin	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Wickes, Eastern Avenue Industrial Estate, Eastern Avenue, Dunstable	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Wickes, Hatfield	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wickes, Monkswood Way, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Wilkinson's, Ashton Square, Dunstable	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Wilkinson's, Watford Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Wyevale, The Rose Gardens, Cambridge Rd, Hitchin	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%

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

	Rewighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Rewighted Base: All respondents	728	100.0%	194	100.0%	86	100.0%	84	100.0%	139	100.0%	93	100.0%	132	100.0%
Currys, St Albans Retail Park, Griffiths Way, St Albans	47	6.5%	39	20.1%	4	4.7%	1	1.2%	1	.7%	2	2.2%	0	.0%
Watford Town Centre	37	5.1%	6	3.1%	0	.0%	0	.0%	14	10.1%	17	18.3%	0	.0%
St Albans City Centre	31	4.3%	23	11.9%	3	3.5%	1	1.2%	2	1.4%	1	1.1%	1	.8%
Comet, Oldings Corner Retail Park, Hatfield	25	3.4%	6	3.1%	1	1.2%	0	.0%	0	.0%	0	.0%	18	13.6%
Welwyn Garden City	25	3.4%	5	2.6%	6	7.0%	0	.0%	0	.0%	1	1.1%	13	9.8%
Comet, Luton Retail Park, Luton	21	2.9%	0	.0%	4	4.7%	15	17.9%	2	1.4%	0	.0%	0	.0%
Luton Town Centre	21	2.9%	0	.0%	7	8.1%	12	14.3%	1	.7%	0	.0%	1	.8%
Hi Speck Electronics, Alban Park, Hatfield Road, St Albans	17	2.3%	11	5.7%	1	1.2%	0	.0%	1	.7%	1	1.1%	3	2.3%
St Albans, Out-of-Centre	15	2.1%	14	7.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Luton, Out-of-Centre	12	1.6%	0	.0%	3	3.5%	8	9.5%	1	.7%	0	.0%	0	.0%
Hemel Hempstead Town Centre	11	1.5%	0	.0%	2	2.3%	0	.0%	7	5.0%	1	1.1%	1	.8%
Watford, Out-of-Centre	11	1.5%	4	2.1%	0	.0%	0	.0%	1	.7%	6	6.5%	0	.0%
Currys, Colne Valley /Century Park, Lower High Street, Watford	9	1.2%	2	1.0%	0	.0%	2	2.4%	0	.0%	5	5.4%	0	.0%
PC World, Colne Valley /Century Park, Lower High Street, Watford	9	1.2%	2	1.0%	0	.0%	0	.0%	0	.0%	7	7.5%	0	.0%
Hemel Hempstead, Out-of-Centre	8	1.1%	1	.5%	0	.0%	0	.0%	7	5.0%	0	.0%	0	.0%
PC World, Roebuck Retail Park, Stevenage	6	.8%	3	1.5%	1	1.2%	0	.0%	1	.7%	0	.0%	1	.8%
Curry's, Watford Arches Retail Park, Watford	5	.7%	0	.0%	0	.0%	0	.0%	1	.7%	4	4.3%	0	.0%
Comet, Colne Valley /Century Park, Lower High Street, Watford	4	.5%	0	.0%	0	.0%	1	1.2%	1	.7%	2	2.2%	0	.0%
Harpenden Town Centre	4	.5%	1	.5%	3	3.5%	0	.0%	0	.0%	0	.0%	0	.0%
Hatfield Town Centre	4	.5%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
Hatfield, Out-of-Centre	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	2	1.5%
Abbots Langley	2	.3%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%

(cont.)

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

	Reweighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Argos, Watford Arches Retail Park, Watford	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Borehamwood	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%
Argos, Roaring Meg Retail Park, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Fleetville	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hatfield, The Galleria	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Office World, St Albans Road, Watford	1	.1%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Potters Bar	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Welwyn	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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

		Rewighted Base: All respondents		Zone											
				1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	John Lewis, Bridge Road, Welwyn Garden City	111	15.2%	21	10.8%	28	32.6%	5	6.0%	3	2.2%	0	.0%	54	40.9%
	John Lewis, The Harlequin, High Street, Watford	55	7.6%	11	5.7%	1	1.2%	1	1.2%	17	12.2%	24	25.8%	1	.8%
	Currys, Apsley Mill Retail Park, London Rd, Hemel Hempstead	30	4.1%	0	.0%	0	.0%	0	.0%	29	20.9%	1	1.1%	0	.0%
	Currys, Chaul End Lane, Dunstable Road, Luton	16	2.2%	0	.0%	2	2.3%	12	14.3%	2	1.4%	0	.0%	0	.0%
	Comet, Apsley Mills Retail Park, Hemel Hempstead	15	2.1%	0	.0%	2	2.3%	0	.0%	12	8.6%	1	1.1%	0	.0%
	Costco, Hartspring Lane, Watford	11	1.5%	2	1.0%	1	1.2%	2	2.4%	2	1.4%	4	4.3%	0	.0%
	PC World, Madford Retail Park, Luton	9	1.2%	4	2.1%	2	2.3%	3	3.6%	0	.0%	0	.0%	0	.0%
	A L Young, High View, Hatfield	8	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	6.1%
	Argos, St Albans Retail Park, Griffiths Way, St Albans	7	1.0%	6	3.1%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Stevenage	7	1.0%	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%	5	3.8%
	Currys, Marlowes Centre, Hemel Hempstead	5	.7%	1	.5%	0	.0%	0	.0%	4	2.9%	0	.0%	0	.0%
	John Lewis, Field Walk, Milton Keynes	5	.7%	0	.0%	0	.0%	3	3.6%	2	1.4%	0	.0%	0	.0%
	Asda, Town Centre, Hatfield	4	.5%	0	.0%	1	1.2%	0	.0%	1	.7%	0	.0%	2	1.5%
	PC World, Westgate Retail Park, Watford	4	.5%	1	.5%	0	.0%	0	.0%	0	.0%	3	3.2%	0	.0%
	Asda, Wigmore Lane, Luton	3	.4%	0	.0%	0	.0%	3	3.6%	0	.0%	0	.0%	0	.0%
	Currys, Gypsy Lane, Luton	3	.4%	0	.0%	1	1.2%	1	1.2%	1	.7%	0	.0%	0	.0%
	Jessops, Marlowes, Edmonds Parade, Hemel Hempstead	3	.4%	0	.0%	0	.0%	0	.0%	3	2.2%	0	.0%	0	.0%
	Jessops, The Maltings, St Albans	3	.4%	3	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Richer Sounds, St Albans Road, Watford	3	.4%	1	.5%	1	1.2%	0	.0%	1	.7%	0	.0%	0	.0%
	Sainsbury's, Everard Close, St Albans	3	.4%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.8%

(cont.)

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

			Rewighted Base: All respondents		Zone											
					1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sony Centre, Market Place, St Albans		3	.4%	1	.5%	1	1.2%	0	.0%	1	.7%	0	.0%	0	.0%
	Apsley Mills Retail Park, London Road, Hemel Hempstead		2	.3%	1	.5%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Argos, High Street, Harpenden		2	.3%	0	.0%	1	1.2%	1	1.2%	0	.0%	0	.0%	0	.0%
	Argos, Marlowes Centre, Hemel Hempstead		2	.3%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%
	Comet, Claudian Place, St Albans		2	.3%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Winifred Road, Apsley, Hemel Hempstead		2	.3%	0	.0%	0	.0%	0	.0%	2	1.4%	0	.0%	0	.0%
	Currys, Stirling Retail Park, Stirling Way, Borehamwood		2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.8%
	Dixons, Market Place, St Albans		2	.3%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Cavendish Road, Stevenage		2	.3%	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
	London		2	.3%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	1	.8%
	Marks & Spencer, Colney Fields Shopping Park, London Colney		2	.3%	1	.5%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Milton Keynes		2	.3%	0	.0%	1	1.2%	1	1.2%	0	.0%	0	.0%	0	.0%
	PC World, Avebury Boulevard, Milton Keynes		2	.3%	0	.0%	1	1.2%	1	1.2%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Barnet Road, London Colney		2	.3%	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Mount Pleasant, Hatfield		2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
	Apple Store, Brent Cross Centre, Hendon, London		1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Apple Store, Waterside, Peartree Bridge, Milton Keynes		1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Arches Retail Park, Watford		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Argos, High Street North, Dunstable		1	.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Argos, Longcroft House, Fretherne Road, Welwyn Garden City		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Argos, Waterfields		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

(cont.)

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

		Reweighted Base: All respondents		Zone											
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Asda, Oldhams Trading Estate, Watford	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Swallowfields, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Calumet, Drummond Street, London	1	.1%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, London Road, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Comet, Station Close, Potters Bar	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Market Place, St Albans	1	.1%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Roaring Meg Retail Park, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Currys.digital, Marlowes Centre, Marlowes, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Debenhams, Church Road, Luton	1	.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Deeks Electrical, Station Road, Harpenden	1	.1%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Dell, Gosforth Lane, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Dixons, Hollywell Parkiths Way, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunstable	1	.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Garston TV & Radio, Horseshoe Lane, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Grove Hill	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	H F Sheffield, High Street, Abbots Langley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Harrods, Brompton Road, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Hi Spek, High Street, Brentwood	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	HMV, The Harlequin, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Homebase, Apsley Mills Retail Park, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	John Lewis, Brent Cross Shopping Centre, Prince Charles Drive, London	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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

		Rewighted Base: All respondents		Zone											
				1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	John Lewis, Brent Cross Shopping Centre, Prince Charles Drive, London	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	John Lewis, Cressex Centre, High Wycombe	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	John Lewis, Kendal Avenue, Park Royal	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	L A Young, High View, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	The Mall Arndale, Luton	1	.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
	Oldings Corner Retail Park, Hatfield	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	PC World, White Hart Roundabout, Northolt	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	PC World, Staples Corner Retail Park, Geron Way, London	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Photoprint, Bournewood	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Radio House, Dunstable Road, Luton	1	.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Retail Park, Gypsy Lane, Luton	1	.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Richards Audio Visual, St Peters Street, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Luton Road, Dunstable	1	.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Sainsbury's Luton Road, Dunstable	1	.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Sheffields, High Street, Abbots Langley	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Sony Centre, Charter Place, Watford	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Sony Centre, The Luton Arndale Centre, Luton	1	.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	Tesco, Jarman Way, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Tesco, London Road, Broadwater Retail Park, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%

(cont.)

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

		Reweighted Base: All respondents		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Lower High Street, Watford	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Tesco, Muttons Lane, Potters Bar	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Tesco, Oldings Corner, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Tesco, St Peters Street, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Travellers Lane, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Tesco, Brooklands, Barnes Wallis Drive, Byfleet, Weybridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	The Arndale Centre, Luton	1	.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%
	The Harlequin Centre, Westland Road, Watford	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q19. Where do you normally do most of your household's shopping for larger & smaller domestic electrical and gas appliances (such as fridges, washing machines, cookers, vacuum cleaners, coffee maker, knives, kitchen items etc)?

		Reweighted Base: All respondents		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents		814	100.0%	217	100.0%	98	100.0%	99	100.0%	152	100.0%	99	100.0%	149	100.0%
Currys, St Albans Retail Park, Grithiths Way, St Albans		62	7.6%	50	23.0%	7	7.1%	1	1.0%	0	.0%	1	1.0%	3	2.0%
Comet, Oldings Corner Retail Park, Hatfield		38	4.7%	13	6.0%	2	2.0%	0	.0%	1	.7%	0	.0%	22	14.8%
Watford Town Centre		37	4.5%	10	4.6%	1	1.0%	0	.0%	11	7.2%	15	15.2%	0	.0%
Comet, Luton retail Park, Luton		33	4.1%	0	.0%	5	5.1%	25	25.3%	3	2.0%	0	.0%	0	.0%
Welwyn Garden City		33	4.1%	5	2.3%	11	11.2%	0	.0%	0	.0%	1	1.0%	16	10.7%
St Albans City Centre		21	2.6%	16	7.4%	1	1.0%	0	.0%	1	.7%	1	1.0%	2	1.3%
St Albans, Out-of-Centre		21	2.6%	16	7.4%	2	2.0%	0	.0%	1	.7%	0	.0%	2	1.3%
Luton, Out-of-Centre		15	1.8%	0	.0%	2	2.0%	13	13.1%	0	.0%	0	.0%	0	.0%

(cont.)



Q19. Where do you normally do most of your household’s shopping for larger & smaller domestic electrical and gas appliances (such as fridges, washing machines, cookers, vacuum cleaners, coffee maker, knives, kitchen items etc)?

	Rewighted Base: All respondents		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Hi Speck Electronics, Alban Park, Hatfield Road, St Albans	14	1.7%	8	3.7%	1	1.0%	0	.0%	1	.7%	2	2.0%	2	1.3%
Comet, Colne Valley /Century Park, Lower High Street, Watford	13	1.6%	1	.5%	0	.0%	1	1.0%	2	1.3%	9	9.1%	0	.0%
Luton Town Centre	12	1.5%	0	.0%	3	3.1%	7	7.1%	1	.7%	0	.0%	1	.7%
Watford, Out-of-Centre	12	1.5%	3	1.4%	0	.0%	0	.0%	3	2.0%	6	6.1%	0	.0%
Currys, Colne Valley /Century Park, Lower High Street, Watford	11	1.4%	0	.0%	0	.0%	1	1.0%	4	2.6%	6	6.1%	0	.0%
Abbots Langley	9	1.1%	2	.9%	0	.0%	0	.0%	5	3.3%	1	1.0%	1	.7%
Hemel Hempstead Town Centre	9	1.1%	1	.5%	2	2.0%	0	.0%	6	3.9%	0	.0%	0	.0%
Hemel Hempstead, Out-of-Centre	9	1.1%	0	.0%	0	.0%	0	.0%	9	5.9%	0	.0%	0	.0%
Hatfield, Out-of-Centre	7	.9%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.4%
Hatfield Town Centre	6	.7%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.7%
Curry’s, Watford Arches Retail Park, Watford	5	.6%	0	.0%	0	.0%	0	.0%	1	.7%	4	4.0%	0	.0%
Borehamwood	2	.2%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Harpenden Town Centre	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	.7%
London Colney	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	.7%
Marshalswick	2	.2%	0	.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Argos, Roaring Meg Retail Park, Stevenage	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fleetville	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hatfield, The Galleria	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
Welwyn	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welwyn Garden City, Out-of-Centre	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q19. Where do you normally do most of your household’s shopping for larger & smaller domestic electrical and gas appliances (such as fridges, washing machines, cookers, vacuum cleaners, coffee maker, knives, kitchen items etc)?

		Rewighted Base: All respondents		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	John Lewis, Bridge Road, Welwyn Garden City	133	16.3%	34	15.7%	39	39.8%	4	4.0%	6	3.9%	1	1.0%	49	32.9%
	John Lewis, The Harlequin, High Street, Watford	59	7.2%	10	4.6%	1	1.0%	1	1.0%	17	11.2%	29	29.3%	1	.7%
	Currys, Apsley Mills Retail Park, London Road, Hemel Hempstead	39	4.8%	1	.5%	0	.0%	0	.0%	36	23.7%	2	2.0%	0	.0%
	Currys, Chaul End Lane, Dunstable Road, Luton	17	2.1%	0	.0%	4	4.1%	12	12.1%	1	.7%	0	.0%	0	.0%
	Comet, Apsley Mills Retail Park, Hemel Hemstead	15	1.8%	1	.5%	1	1.0%	0	.0%	13	8.6%	0	.0%	0	.0%
	A L Young, High View, Hatfield	11	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	11	7.4%
	Joe Graham, Cosgrove Way, Luton	11	1.4%	0	.0%	1	1.0%	9	9.1%	1	.7%	0	.0%	0	.0%
	Argos, St Albans Retail Park, Griffiths Way, St Albans	9	1.1%	9	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Costco, Hartspring Lane, Watford	9	1.1%	1	.5%	0	.0%	0	.0%	2	1.3%	5	5.1%	1	.7%
	Apsley Mills Retail Park, London Road, Hemel Hempstead	5	.6%	0	.0%	0	.0%	0	.0%	4	2.6%	1	1.0%	0	.0%
	Currys, Roaring Meg Retail Park, Great North Road, Stevenage	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.4%
	John Lewis, Brent Cross Shopping Centre, London	5	.6%	3	1.4%	0	.0%	1	1.0%	1	.7%	0	.0%	0	.0%
	Luton Retail Park, Gipsy Lane, Luton	5	.6%	0	.0%	2	2.0%	3	3.0%	0	.0%	0	.0%	0	.0%
	Argos, Luton Retail Park, Gipsy Lane, Luton	4	.5%	0	.0%	1	1.0%	3	3.0%	0	.0%	0	.0%	0	.0%
	Asda, Oldhams Trading Estate, Watford	4	.5%	1	.5%	0	.0%	0	.0%	2	1.3%	1	1.0%	0	.0%
	Dunstable	4	.5%	0	.0%	0	.0%	2	2.0%	2	1.3%	0	.0%	0	.0%
	Stevenage	4	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	3	2.0%
	Tesco, Mount Pleasant / Oldings Corner, Hatfield	4	.5%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.0%
	Argos, Apsley Mills Retail Park, London Road, Hemel Hempstead	3	.4%	0	.0%	0	.0%	0	.0%	3	2.0%	0	.0%	0	.0%

(cont.)

Q19. Where do you normally do most of your household’s shopping for larger & smaller domestic electrical and gas appliances (such as fridges, washing machines, cookers, vacuum cleaners, coffee maker, knives, kitchen items etc)?

		Rewighted Base: All respondents		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Argos, Fretherne Road, Welwyn Garden City	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.0%
	Currys, Stirling Retail Park, Stirling Way, Borehamwood	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	2	1.3%
	Hi Spek, Acrewood Way, St Albans	3	.4%	3	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Hatfield Road, St Albans	3	.4%	3	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, The Centre, Milton Keynes	3	.4%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%	0	.0%
	Sheffield, High Street, Abbots Langley	3	.4%	0	.0%	0	.0%	0	.0%	1	.7%	2	2.0%	0	.0%
	Arches Retail Park, Watford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%
	Argos, Charter Place, Watford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%
	Argos, High Street North, Dunstable	2	.2%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
	Argos, High Street, Harpenden	2	.2%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Gypsy Lane, Luton	2	.2%	0	.0%	0	.0%	1	1.0%	1	.7%	0	.0%	0	.0%
	Currys, Gipsy Lane, Luton	2	.2%	1	.5%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Marlowes Centre, Marlowes, Hemel Hempstead	2	.2%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
	Global, Soothouse Spring, St. Albans	2	.2%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, Park Street, Luton	2	.2%	0	.0%	0	.0%	1	1.0%	1	.7%	0	.0%	0	.0%
	John Lewis, Cavendish Road, Stevenage	2	.2%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Robert Dyas, St Peters Street, St Albans	2	.2%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Wilkinson's, The Maltings, St Albans	2	.2%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinson's, The Marlows Centre, Hemel Hempstead	2	.2%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
	Youngs, Hatfield	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%
	Appliances, Burry Park, Luton	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Argos, Riverside Walk, Thetford, Norfolk	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%

(cont.)

Q19. Where do you normally do most of your household’s shopping for larger & smaller domestic electrical and gas appliances (such as fridges, washing machines, cookers, vacuum cleaners, coffee maker, knives, kitchen items etc)?

		Reweighted Base: All respondents		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Argos, Waterfields	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Asda, Court Drive, Dunstable	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Asda, Town Centre, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Asda, Wigmore Lane, Luton	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	B&Q, Dallow Road, Luton	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	B&Q, Two Waters Road, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Bury Park, Luton	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Comet, Great Cambridge Road, Enfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Comet, London Road, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Comet, Monkswood Retail Park, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Comet, Roring Meg Retail Park, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Currys, Bridge Road, Wandsworth	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Dunstable Road, Luton	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Currys, Milton Keynes	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Dixons, Hollywell Parkiths Way, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dixons, Silbury Arcade, Milton Keynes	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dixons, Terminal 1 – Airside, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Harrow	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hi-Tech Communications, Clifton Road, St Ablans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hi Spek, Glebe Road, Letchworth Garden City	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hi Spek, High Street, Brentwood,	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q19. Where do you normally do most of your household’s shopping for larger & smaller domestic electrical and gas appliances (such as fridges, washing machines, cookers, vacuum cleaners, coffee maker, knives, kitchen items etc)?

		Reweighted Base: All respondents		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Homebase, Apsley Mills Retail Park, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Homebase, St Albans Retail Park, Griffiths Way, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, Marsh Road, Luton	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Cressex Centre, High Wycombe	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	John Lewis, Kendal Avenue, Park Royal	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Milton Keynes	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mobens Kitchens, Private Company, Manchester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Robert Dyas, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Sainsbury's, Everard Close, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Luton Road, Dunstable	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Sainsbury's, Woodhall Farm, Shenley Road, St Albans	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	St Albans Retail Park, Griffiths Way, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, Henry Wells Square, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
	Tesco, London Road, Broadwater Retail Park, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	Tesco, Shenley Road, Borehamwood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%
	The Arndale Centre, Luton	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	The Kitchen Zone, Hatfield Road, St Albans	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Watford Arches Retail Park, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Wickes, Acrewood Way, St Albans	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.7%

**Q20. Where do you normally do most of your household’s shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?**

	Rewighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Rewighted Base: All respondents	951	100.0%	270	100.0%	117	100.0%	111	100.0%	176	100.0%	111	100.0%	166	100.0%
St Albans City Centre	60	6.3%	53	19.6%	2	1.7%	0	.0%	2	1.1%	1	.9%	2	1.2%
Boots, Colney Fields Shopping Park, London Colney	38	4.0%	23	8.5%	2	1.7%	0	.0%	3	1.7%	5	4.5%	5	3.0%
Luton Town Centre	28	2.9%	0	.0%	2	1.7%	26	23.4%	0	.0%	0	.0%	0	.0%
Harpenden Town Centre	27	2.8%	1	.4%	25	21.4%	1	.9%	0	.0%	0	.0%	0	.0%
St Albans, Out-of-Centre	21	2.2%	19	7.0%	0	.0%	0	.0%	0	.0%	1	.9%	1	.6%
Hemel Hempstead Town Centre	19	2.0%	0	.0%	2	1.7%	0	.0%	17	9.7%	0	.0%	0	.0%
Welwyn Garden City	19	2.0%	1	.4%	0	.0%	1	.9%	0	.0%	0	.0%	17	10.2%
Abbots Langley	15	1.6%	0	.0%	0	.0%	0	.0%	10	5.7%	4	3.6%	1	.6%
Hatfield Town Centre	13	1.4%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	12	7.2%
Hemel Hempstead, Out-of-Centre	12	1.3%	0	.0%	0	.0%	0	.0%	12	6.8%	0	.0%	0	.0%
Watford Town Centre	11	1.2%	0	.0%	0	.0%	0	.0%	3	1.7%	8	7.2%	0	.0%
Hatfield, Out-of-Centre	9	.9%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	8	4.8%
London Colney	8	.8%	4	1.5%	0	.0%	0	.0%	3	1.7%	1	.9%	0	.0%
Luton, Out-of-Centre	8	.8%	1	.4%	0	.0%	5	4.5%	1	.6%	1	.9%	0	.0%
Watford, Out-of-Centre	8	.8%	1	.4%	0	.0%	0	.0%	1	.6%	6	5.4%	0	.0%
Wheathampstead	8	.8%	1	.4%	7	6.0%	0	.0%	0	.0%	0	.0%	0	.0%
Radlett	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	6	5.4%	0	.0%
Harpenden, Out-of-Centre	5	.5%	0	.0%	3	2.6%	0	.0%	1	.6%	0	.0%	1	.6%
Redbourne	5	.5%	0	.0%	5	4.3%	0	.0%	0	.0%	0	.0%	0	.0%
Marshalswick	4	.4%	4	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shenley	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.6%	0	.0%
Welwyn	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.4%
Potters Bar	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%
Hatfield, The Galleria	2	.2%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
Borehamwood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Welwyn Garden City, Out-of-Centre	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products  
(such as medicines, vitamins, glasses, contact lenses etc)?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Boots, St Peters Street, St Albans	54	5.7%	47	17.4%	4	3.4%	0	.0%	1	.6%	1	.9%	1	.6%
	Boots, High Street, Harpenden	37	3.9%	1	.4%	33	28.2%	3	2.7%	0	.0%	0	.0%	0	.0%
	Boots, Marlowes Shopping Centre, Hemel Hempstead	32	3.4%	0	.0%	0	.0%	1	.9%	30	17.0%	1	.9%	0	.0%
	Boots, Market Place, St Albans	26	2.7%	20	7.4%	3	2.6%	0	.0%	1	.6%	0	.0%	2	1.2%
	Boots, Town Centre, Hatfield	26	2.7%	1	.4%	1	.9%	0	.0%	0	.0%	0	.0%	24	14.5%
	Boots, Arndale Centre, Luton	20	2.1%	0	.0%	1	.9%	19	17.1%	0	.0%	0	.0%	0	.0%
	Boots, Harlequin Centre, High Street, Watford	20	2.1%	0	.0%	0	.0%	0	.0%	2	1.1%	18	16.2%	0	.0%
	Sainsbury's, Everard Close, St Albans	20	2.1%	17	6.3%	1	.9%	0	.0%	1	.6%	0	.0%	1	.6%
	Boots, The Howard Centre, Welwyn Garden City	17	1.8%	0	.0%	2	1.7%	0	.0%	0	.0%	0	.0%	15	9.0%
	Morrisons, Hatfield Road, Fleetville, St Albans	13	1.4%	12	4.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Sainsbury's, Barnet Road, London Colney	13	1.4%	7	2.6%	0	.0%	0	.0%	2	1.1%	1	.9%	3	1.8%
	Sainsbury's, Dome Roundabout, Cow Lane, Watford	13	1.4%	1	.4%	0	.0%	0	.0%	4	2.3%	7	6.3%	1	.6%
	Asda, Oldhams Trading Estate, Watford	12	1.3%	1	.4%	0	.0%	0	.0%	2	1.1%	9	8.1%	0	.0%
	Asda, Town Centre, Hatfield	12	1.3%	2	.7%	1	.9%	0	.0%	0	.0%	0	.0%	9	5.4%
	Boots, Watling Street, Radlett	12	1.3%	1	.4%	0	.0%	0	.0%	0	.0%	11	9.9%	0	.0%
	Caddington	12	1.3%	0	.0%	0	.0%	12	10.8%	0	.0%	0	.0%	0	.0%
	John Lewis, Bridge Road, Welwyn Garden City	10	1.1%	2	.7%	1	.9%	0	.0%	0	.0%	0	.0%	7	4.2%
	Tesco, Jarman Way, Hemel Hempstead	10	1.1%	0	.0%	0	.0%	0	.0%	9	5.1%	0	.0%	1	.6%
	Lloyds, The Queens Square, Hemel Hempstead	8	.8%	0	.0%	0	.0%	0	.0%	8	4.5%	0	.0%	0	.0%
	Boots, Broadwalk, Dunstable	7	.7%	0	.0%	0	.0%	4	3.6%	3	1.7%	0	.0%	0	.0%
	Boots, St Albans Road, Watford	6	.6%	2	.7%	0	.0%	0	.0%	3	1.7%	1	.9%	0	.0%

(cont.)

**Q20. Where do you normally do most of your household’s shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?**

		<div> <div>Rewighted</div> <div>Base: All respondents</div> <div>Zone</div> </div>													
		Num		1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, Apsley Mill Retail Park, London Road, Hemel Hempstead	6	.6%	0	.0%	0	.0%	0	.0%	6	3.4%	0	.0%	0	.0%
	Tesco, Great North Road, Hatfield	6	.6%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.4%
	Asda, Hillfield Road, Hemel Hempstead	5	.5%	1	.4%	0	.0%	0	.0%	4	2.3%	0	.0%	0	.0%
	Asda, Wigmore Hall Shopping Centre, Luton	5	.5%	0	.0%	0	.0%	5	4.5%	0	.0%	0	.0%	0	.0%
	Quadrant Pharmacy, The Quadrant, St Albans	5	.5%	5	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Skimpot Road, Dunstable	5	.5%	0	.0%	0	.0%	5	4.5%	0	.0%	0	.0%	0	.0%
	Boots, High Street, Abbots Langley	4	.4%	1	.4%	0	.0%	0	.0%	2	1.1%	1	.9%	0	.0%
	Brookmans Park, Hatfield	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.4%
	Lloyds, High Street, Welwyn Garden City	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	2.4%
	Sainsbury's, High Street, Harpenden	4	.4%	0	.0%	4	3.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Superdrug, Marlowes, Hemel Hempstead	4	.4%	0	.0%	0	.0%	0	.0%	4	2.3%	0	.0%	0	.0%
	Tesco, Shenley Road, Borehamwood	4	.4%	2	.7%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
	Boots, Brent Cross Shopping Centre, Prince Charles Drive, London	3	.3%	0	.0%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%
	Boots, Darkes Lane, Potters Bar	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%
	Boots, New Road, Watford	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%
	City Pharmacy, Church Road, Welwyn Garden City	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%
	Crown Pharmacy, High Street, Redbourn	3	.3%	0	.0%	2	1.7%	0	.0%	1	.6%	0	.0%	0	.0%
	Debenhams, Riverside, Hemel Hempstead	3	.3%	1	.4%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
	Garston	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%
	Lloyds, Shoplands, Welwyn Garden City	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%
	Local chemist, Redbourne, St Albans	3	.3%	0	.0%	3	2.6%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)



**Q20. Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Markyate	3	.3%	0	.0%	0	.0%	0	.0%	3	1.7%	0	.0%	0	.0%
	Nash, Ermine Close, St Albans	3	.3%	3	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Albert Road, Watford	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%
	Springfield Pharmacy, High Street, Harpenden	3	.3%	0	.0%	3	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Superdrug, The Parade, High Street, Watford	3	.3%	0	.0%	0	.0%	1	.9%	1	.6%	1	.9%	0	.0%
	Topkins, Station Road, Harpenden	3	.3%	0	.0%	3	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, Ermine Close, St Albans	3	.3%	2	.7%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinson's, The Maltings, St Albans	3	.3%	2	.7%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Arndale Centre, Luton	2	.2%	0	.0%	0	.0%	2	1.8%	0	.0%	0	.0%	0	.0%
	Boots, Crown Walk, Milton Keynes	2	.2%	0	.0%	1	.9%	0	.0%	1	.6%	0	.0%	0	.0%
	Bricket Wood Pharmacy. Oakwood Road, Bricket Wood Town Centre	2	.2%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chiswell Green	2	.2%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, Arndale Centre, Church Street, Luton	2	.2%	0	.0%	0	.0%	2	1.8%	0	.0%	0	.0%	0	.0%
	How Wood, Park Street, St Albans	2	.2%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Jupiter Chemist, Hemel Hempstead	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
	Leverstock Green, Hemel Hempstead	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
	Lloyds, Hitchin Road, Luton	2	.2%	0	.0%	0	.0%	2	1.8%	0	.0%	0	.0%	0	.0%
	Milton Keynes	2	.2%	1	.4%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Morrisons, Black Fan Road, Welwyn Garden City	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%
	Nash, Watford Road, St Albans	2	.2%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Normandy Chemist, Waverley Road, St Albans	2	.2%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Luton Road, Dunstable	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
	Savers, The Square, Hemel Hempstead	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%

(cont.)

**Q20. Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products  
(such as medicines, vitamins, glasses, contact lenses etc)?**

		Zone													
		Rewighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Shoplands, Welwyn Garden City	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%
	Stopsley	2	.2%	0	.0%	0	.0%	2	1.8%	0	.0%	0	.0%	0	.0%
	Superdrug, The Luton Arndale Centre, Luton	2	.2%	0	.0%	0	.0%	2	1.8%	0	.0%	0	.0%	0	.0%
	Tesco, Lower High Street, Watford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.8%	0	.0%
	Tesco, Mutton Lane, Potters Bar	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%
	Tesco, Stoneycroft, Hemel Hempstead	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
	Tesco, Travellers Lane, Hatfield	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%
	Waitrose, Bridge Road, Welwyn Garden City	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%
	Wilkinson's, Charter Place, Watford	2	.2%	0	.0%	0	.0%	0	.0%	1	.6%	1	.9%	0	.0%
	Wilkinson's, Marlowes, Hemel Hempstead	2	.2%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%
	Aldi, Parkhouse Court, Comet Square, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Asda, Court Drive, Dunstable	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Ashcroft Pharmacy, Ashcroft Road, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Boots, Broadwalk, Dunstable	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Boots, Watling Street, Radlett	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Boots, Apsley Mills Retail Park, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Boots, Aylesbury	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Boots, Borehamwood Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Boots, Fleet Street, London	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Hitchin	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Boots, Kensington High Street, London	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products  
(such as medicines, vitamins, glasses, contact lenses etc)?**

		Reweighted Base: All respondents		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Boots, The Quadrant Shopping Centre	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Bricket Wood, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chemilab Pharmacy, North approach, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Nash Chemists, Ermine Close, Verulam Estate, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Cell Barnes, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, London Colney	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dereks Chemist, St Peters Street, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hall Grove, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Hollad & Barrett, Marlowes, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Holland & Barrett, Arndale Centre, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Holland & Barrett, Howardsgate, Town Centre, Welwyn Garden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	John Lewis, Kendal Avenue, Park Royal	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, The Centre, Milton Keynes	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Kitchen Zone, Hatfield Road, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lloyds Pharmacy, Crawley Green Road, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Lloyds Pharmacy, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Lloyds Pharmacy, Queens Square, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Lloyds Pharmacy, Robin Hood Lane, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%

(cont.)

**Q20. Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products  
(such as medicines, vitamins, glasses, contact lenses etc)?**

		Reweighted Base: All respondents		Zone											
				1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Lloyds, Apsley Mills Retail Park, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Lloyds, Knebworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Lloyds, Robin Hood Lane, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Lloyds, Russell Avenue, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local Chemist, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Local chemist, Hitching	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Local chemist, Markyate	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Local chemist, Radlett	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Local chemist, Harpenden	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Local chemist, The Heights, Highfield, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Manor Pharmacy, Southdown, Harpenden	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Piccotts End	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Rowlands Pharmacy, Midland Road, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Sainsbury's, Woodhall Farm, Shenley Road, Hemel Hempstead	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Bramingham Park Centre, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Hollywell Hill, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Whinbush Road, Hitchin	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Sava Centre, Barnet Road, London Colney	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Selfridges, Oxford Street, London	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Somerfield, Southdown Road, Southdown, Harpenden	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Southdown, Harpenden	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Springfield Pharmacy, Town Centre, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%

(cont.)

**Q20. Where do you normally do most of your household’s shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?**

		Rewighted Base: All respondents		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Tesco Extra, Oldings Corner, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Tesco, Broadwater Retail Park, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Tesco, College Road, Abbots Langley	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Tesco, London Road, Broadwater Retail Park, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Tesco, Mount Pleasant, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Tesco, The Boulevard, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Tesco, The Luton Arndale Centre, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	The Body Shop, Harlequin Shopping Centre, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	The Body Shop, The Galleria, Comet Way, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	The Brow Pharmacy, The Brow, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	The Gossamers, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	The Mall Pharmacy, George Street, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	The Maltings Pharmacy, Victoria Street, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Quadrant, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Village Centre, Leverstock Green Road, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%
	Vision Express, Harlequin Shopping Centre, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Wigmore, Luton	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Wilkinson's, Ashton Square, Dunstable	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%

(cont.)

Q20. Where do you normally do most of your household’s shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?

		Zone													
		Reweighted Base: All respondents													
		Num		%		1		2		3		4		5	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Wilkinson's, Bancroft, Hitchin	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%
	Wilkinson's, The Maltings, St Albans	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Woods, Bellgate, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.6%	0	.0%	0	.0%

Q21. Where do you do most of your household’s shopping for games & toys, hobby items; sport and camping goods; and musical instruments?

	Reweighted Base: All respondents		Zone													
			Num		%		1		2		3		4		5	
Reweighted Base: All respondents	490	100.0%	124	100.0%	68	100.0%	60	100.0%	84	100.0%	61	100.0%	93	100.0%		
St Albans City Centre	57	11.6%	37	29.8%	12	17.6%	0	.0%	3	3.6%	3	4.9%	2	2.2%		
Watford Town Centre	38	7.8%	4	3.2%	1	1.5%	0	.0%	10	11.9%	23	37.7%	0	.0%		
Hemel Hempstead Town Centre	24	4.9%	1	.8%	1	1.5%	0	.0%	22	26.2%	0	.0%	0	.0%		
Welwyn Garden City	21	4.3%	1	.8%	3	4.4%	0	.0%	0	.0%	0	.0%	17	18.3%		
Luton Town Centre	17	3.5%	1	.8%	1	1.5%	14	23.3%	1	1.2%	0	.0%	0	.0%		
London Colney	10	2.0%	5	4.0%	2	2.9%	0	.0%	1	1.2%	1	1.6%	1	1.1%		
Watford, Out-of-Centre	10	2.0%	4	3.2%	0	.0%	0	.0%	1	1.2%	4	6.6%	1	1.1%		
Argos, St Albans Retail Park, Gritffths Way, St Albans	9	1.8%	7	5.6%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%		
Harpenden Town Centre	7	1.4%	0	.0%	5	7.4%	1	1.7%	1	1.2%	0	.0%	0	.0%		
Luton, Out-of-Centre	6	1.2%	0	.0%	2	2.9%	3	5.0%	1	1.2%	0	.0%	0	.0%		
St Albans, Out-of-Centre	6	1.2%	5	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%		
Hatfield, The Galleria	5	1.0%	2	1.6%	1	1.5%	0	.0%	0	.0%	0	.0%	2	2.2%		
Hatfield Town Centre	4	.8%	2	1.6%	1	1.5%	0	.0%	0	.0%	0	.0%	1	1.1%		
Abbots Langley	3	.6%	0	.0%	0	.0%	0	.0%	3	3.6%	0	.0%	0	.0%		
Hemel Hempstead, Out-of-Centre	3	.6%	0	.0%	0	.0%	0	.0%	3	3.6%	0	.0%	0	.0%		

(cont.)

Q21. Where do you do most of your household’s shopping for games & toys, hobby items; sport and camping goods; and musical instruments?

	Reweighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Potters Bar	3	.6%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%
Welwyn Garden City, Out-of-Centre	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%
Argos, Waterfields Shopping Park, Watford	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.3%	0	.0%
Borehamwood	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	1	1.1%
Hatfield, Out-of-Centre	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%
Children's World, Watford Arches Retail Park, Watford	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
Harpenden, Out-of-Centre	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Redbourne	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
Shenley	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
Welwyn	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q21. Where do you do most of your household’s shopping for games & toys, hobby items; sport and camping goods; and musical instruments?

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	John Lewis, Bridge Road, Welwyn Garden City	24	4.9%	4	3.2%	7	10.3%	0	.0%	1	1.2%	0	.0%	12	12.9%
	Toys R Us, Gipsy Lane, Luton	17	3.5%	2	1.6%	3	4.4%	9	15.0%	3	3.6%	0	.0%	0	.0%
	Stevenage	11	2.2%	1	.8%	0	.0%	1	1.7%	0	.0%	0	.0%	9	9.7%
	Toys R Us, Roaring Meg Retail Park, London Road, Stevenage	9	1.8%	3	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	6	6.5%
	Argos, Luton Retail Park, Gipsy Lane, Luton	8	1.6%	0	.0%	1	1.5%	7	11.7%	0	.0%	0	.0%	0	.0%
	Early learning Centre, The Maltings, St Albans	6	1.2%	5	4.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Tesco, Mount Pleasant, Hatfield	6	1.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	5	5.4%
	Luton Arndale Centre, Luton	5	1.0%	0	.0%	3	4.4%	2	3.3%	0	.0%	0	.0%	0	.0%
	Toys R Us, Century Park, Watford	5	1.0%	1	.8%	0	.0%	0	.0%	2	2.4%	2	3.3%	0	.0%
	Argos, High Street, Harpenden	4	.8%	0	.0%	4	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Spencer Street, St Albans	4	.8%	4	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Oldhams Trading Estate, Watford	4	.8%	0	.0%	0	.0%	0	.0%	1	1.2%	3	4.9%	0	.0%
	Early Learning Centre, The Harlequin, Watford	4	.8%	1	.8%	0	.0%	0	.0%	2	2.4%	1	1.6%	0	.0%
	London, Soho	4	.8%	1	.8%	0	.0%	1	1.7%	0	.0%	1	1.6%	1	1.1%
	Millets, French Row, St Albans	4	.8%	2	1.6%	1	1.5%	1	1.7%	0	.0%	0	.0%	0	.0%
	PJ Camping, Notcutts Garden Centre, Smallford, St Albans	4	.8%	2	1.6%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.1%
	Argos, Marlowes Shopping Centre, Hemel Hempstead	3	.6%	0	.0%	0	.0%	0	.0%	3	3.6%	0	.0%	0	.0%
	Asda, Town Centre, Hatfield	3	.6%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	2	2.2%
	Blacks, Wigmores North, Welwyn Garden City	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%
	Brent Cross	3	.6%	1	.8%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.1%
	Hobbycraft, Roaring Meg Retail Park, Great North Road, Stevenage	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.2%
	John Lewis, Harlequin Shopping Centre, Watford	3	.6%	1	.8%	0	.0%	0	.0%	0	.0%	1	1.6%	1	1.1%

(cont.)



Q21. Where do you do most of your household’s shopping for games & toys, hobby items; sport and camping goods; and musical instruments?

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sports World, St Annes Road, London Colney	3	.6%	3	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Harlequin, Watford	3	.6%	0	.0%	0	.0%	0	.0%	1	1.2%	2	3.3%	0	.0%
	Argos, Apsley Mills Retail Park, London Road, Apsley, Hemel Hempstead	2	.4%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%
	Argos, Fretherne Road, Welwyn Garden City	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%
	Cotswold, Victoria Street, St Albans	2	.4%	1	.8%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Game, The Luton Arndale Centre, Luton	2	.4%	0	.0%	0	.0%	2	3.3%	0	.0%	0	.0%	0	.0%
	Game, The Maltings, St Albans	2	.4%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	HMV, St Peters Street, St Albans	2	.4%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hobbycraft, Century Park, Dalton Way, Watford	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.3%	0	.0%
	JJB, Boscombe Road, Dunstable	2	.4%	0	.0%	0	.0%	2	3.3%	0	.0%	0	.0%	0	.0%
	JLS, Southwold Road, Watford	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.3%	0	.0%
	John Lewis, The Centre, Milton Keynes	2	.4%	0	.0%	0	.0%	2	3.3%	0	.0%	0	.0%	0	.0%
	Millets, The Luton Arndale Centre, Luton	2	.4%	0	.0%	0	.0%	1	1.7%	1	1.2%	0	.0%	0	.0%
	Morrisons, Black Fan Road, Welwyn Garden City	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%
	Nike, The Galleria, Hatfield	2	.4%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	1	1.1%
	Riders Toys, London Road, St Albans	2	.4%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sports Direct, Romford	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	1	1.1%
	The Maltings Shopping Centre, St Albans	2	.4%	1	.8%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Waterfields Retail Park, New Road, Watford	2	.4%	0	.0%	0	.0%	1	1.7%	1	1.2%	0	.0%	0	.0%
	WHSmith, Market Place, St Albans	2	.4%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinson's, The Marlowes Centre, Marlowes, Hemel Hempstead	2	.4%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%

(cont.)

Q21. Where do you do most of your household’s shopping for games & toys, hobby items; sport and camping goods; and musical instruments?

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Aldbury, Tring	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Charter Place, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Argos, High Street North, Dunstable	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Artscape, Southdown Road, Harpenden	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Hillfield Road, Hemel Hempstead	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bellgate, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Britannia Music Shop, Hatfield Road, St Albans	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Chandlers, Brighton	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Computer Exchange, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Dagmore	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dovehouse Farm, Dovehouse Lane, Kensworth, Dunstable	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Early Learning Centre, Welwyn Garden City	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Friern Barnet Retail Park, Pegasus Way, Bowes Park, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Game, Crown Walk, Milton Keynes	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Game, Marlowes Shopping Centre, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Game, Marlowes, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Glastonbury	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Good Sports, Leyton Road, Harpenden	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Halfords, Roebuck Retail Park, Stevenage	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Halfords, St Albans Retail Park	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Harpenden Shoes & Trainers, High Street, Harpenden	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	HMV, Oxford Street, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%

(cont.)

Q21. Where do you do most of your household’s shopping for games & toys, hobby items; sport and camping goods; and musical instruments?

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	HMV, Riverside Shopping Centre, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Hooters Music, Chequer Street, St Albans	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hooters Music, Queens Road, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	JD Sport, Arndale Centre, Luton	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Jersey Farm, St Albans	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	JJB Sports, High Street, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	JJB Sports, The Luton Arndale Centre, Luton	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	John Lewis, High Street, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Kathmandu, Berners Street, London	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Little Wonders, The Maltings, St Albans	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Caddington	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Milletts, Wigmores North, Welwyn Garden City	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Milton Keynes	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	My Sports, St Peters Street, St Albans	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Norwich	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Octave, High Street, Dunstable	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Oxfam, Market Street, Watford	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	PJ Camping, Hatfield Road, St Albans	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office, Redbourn	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Pound Shop, Church Road, London	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Rohan, Knebworth Gate, Giffard Park, Milton Keynes	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Sainsbury's, Everard Close, St Albans	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q21. Where do you do most of your household’s shopping for games & toys, hobby items; sport and camping goods; and musical instruments?

		Reweighted Base: All respondents		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, Marshallwick Road, St Albans	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Apsley Mill, London Road, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Sainsbury's, Dome Roundabout, Cow Lane, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Smith's, Harpenden Town Centre	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Smyths Toys, Stirling Retail Park, Stirling Way, Borehamwood	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Snow Centre, St Alban's Hill, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Sport and Ski, The Harlequin Centre, Watford	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Sports Direct, Colney Fields Shopping Park, St Albans	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Sports Direct, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Sports World, Stevenage	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	SportsDirect.com, Luton Arndale Centre, Luton	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	SportsDirect.com, Waterfield Retail Park, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Tesco, College Road, Abbots Langley	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Tesco, Jarman Way, Hemel Hempstead	1	.2%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Skimpot Road, Dunstable	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Tesco, Lower High Street, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Complete Outdoors, London Road, Bourne End, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	The Garden Centre, Potters Bar	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	The Howard Centre, Howardsgate, Welwyn Garden City	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	St Albans market	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%

(cont.)

Q21. Where do you do most of your household’s shopping for games & toys, hobby items; sport and camping goods; and musical instruments?

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Threads, Harpendon	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Toy's R Us, Tilling Road, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Toys R Us, Bushey	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Toys R Us, Enfield	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Toys R Us, Milton Keynes	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Waterstones, Comet Way, Hatfield	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	WHSmith, Marlowes Centre, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Wilkinson's, Charter Place, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%

Q22. Where do you do most of your household’s shopping for pets & pet related products?

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents		357	100.0%	98	100.0%	36	100.0%	42	100.0%	83	100.0%	39	100.0%	59	100.0%
St Albans, Out-of-Centre		19	5.3%	10	10.2%	0	.0%	0	.0%	1	1.2%	4	10.3%	4	6.8%
Partners Pets Supermarket, Orbital Road, St Albans		16	4.5%	12	12.2%	1	2.8%	0	.0%	1	1.2%	2	5.1%	0	.0%
St Albans City Centre		16	4.5%	9	9.2%	3	8.3%	1	2.4%	1	1.2%	0	.0%	2	3.4%
Pets at Home, Daventry Retail Park, Hemel Hempstead		12	3.4%	1	1.0%	0	.0%	0	.0%	9	10.8%	2	5.1%	0	.0%
Hemel Hempstead, Out-of-Centre		10	2.8%	0	.0%	0	.0%	0	.0%	10	12.0%	0	.0%	0	.0%
Hemel Hempstead Town Centre		9	2.5%	0	.0%	1	2.8%	0	.0%	7	8.4%	1	2.6%	0	.0%
Watford, Out-of-Centre		7	2.0%	0	.0%	0	.0%	0	.0%	1	1.2%	6	15.4%	0	.0%
London Colney		6	1.7%	4	4.1%	0	.0%	0	.0%	0	.0%	2	5.1%	0	.0%
Luton Town Centre		6	1.7%	0	.0%	2	5.6%	4	9.5%	0	.0%	0	.0%	0	.0%

(cont.)

**Q22. Where do you do most of your household's shopping for pets & pet related products?**

	Rewighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Quadrant Pet Supplies, The Quadrant, St Albans	6	1.7%	6	6.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welwyn Garden City	5	1.4%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	4	6.8%
Wheathampstead	5	1.4%	2	2.0%	3	8.3%	0	.0%	0	.0%	0	.0%	0	.0%
Abbots Langley	4	1.1%	0	.0%	0	.0%	0	.0%	3	3.6%	1	2.6%	0	.0%
Harpenden Town Centre	4	1.1%	0	.0%	4	11.1%	0	.0%	0	.0%	0	.0%	0	.0%
Marshalswick	4	1.1%	4	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harpenden, Out-of-Centre	3	.8%	0	.0%	2	5.6%	1	2.4%	0	.0%	0	.0%	0	.0%
Hatfield Town Centre	3	.8%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	2	3.4%
Luton, Out-of-Centre	3	.8%	0	.0%	1	2.8%	2	4.8%	0	.0%	0	.0%	0	.0%
Hatfield Out-of-Centre	2	.6%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%
Pets at Home, Borehamwood	2	.6%	0	.0%	0	.0%	0	.0%	1	1.2%	1	2.6%	0	.0%
Potters Bar	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.4%
Redbourne	2	.6%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	1	1.7%
Watford Town Centre	2	.6%	0	.0%	0	.0%	0	.0%	1	1.2%	1	2.6%	0	.0%
Welwyn Garden City, Out-of-Centre	2	.6%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%
Borehamwood	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Fleetville	1	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hatfield, The Galleria	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%
Shenley	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
Welwyn	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%

(cont.)

**Q22. Where do you do most of your household's shopping for pets & pet related products?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Oldings Corner, Hatfield	12	3.4%	0	.0%	3	8.3%	0	.0%	1	1.2%	0	.0%	8	13.6%
	Sainsbury's, Everard Close, St Albans	10	2.8%	8	8.2%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.7%
	Morrisons, Hatfield Road, Fleetville, St Albans	9	2.5%	8	8.2%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Pets at Home, White Lion Retail Park, Dunstable	9	2.5%	1	1.0%	0	.0%	8	19.0%	0	.0%	0	.0%	0	.0%
	Asda, Oldhams Trading Estate, Watford	8	2.2%	1	1.0%	0	.0%	0	.0%	1	1.2%	6	15.4%	0	.0%
	Titmuss, Lamer Lane, Wheathampstead	8	2.2%	0	.0%	4	11.1%	2	4.8%	1	1.2%	0	.0%	1	1.7%
	Asda, Wigmore Lane, Luton	7	2.0%	0	.0%	0	.0%	7	16.7%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Aspley Mill, London Road, Hemel Hempstead	7	2.0%	0	.0%	0	.0%	0	.0%	7	8.4%	0	.0%	0	.0%
	Asda, Town Centre, Hatfield	5	1.4%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	6.8%
	Sainsbury's, Barnet Road, London Colney	5	1.4%	3	3.1%	0	.0%	0	.0%	0	.0%	1	2.6%	1	1.7%
	Tesco, Jarman Way, Hemel Hempstead	5	1.4%	0	.0%	0	.0%	0	.0%	5	6.0%	0	.0%	0	.0%
	Asda, Hillfield Road, Hemel Hempstead	4	1.1%	1	1.0%	0	.0%	0	.0%	3	3.6%	0	.0%	0	.0%
	Costco, Hartspring Lane, Watford	4	1.1%	3	3.1%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Jollies, Theobalds Park Road, Enfield	4	1.1%	0	.0%	0	.0%	0	.0%	1	1.2%	1	2.6%	2	3.4%
	Nottcuts, Hatfield Road, Smallford, St Albans	4	1.1%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.4%
	Waitrose, Ermine Close, St Albans	4	1.1%	4	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinson's, The Maltings, St Albans	4	1.1%	3	3.1%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Woodside Animal Farm, Woodside Road, Slip End Village, Luton	4	1.1%	0	.0%	0	.0%	4	9.5%	0	.0%	0	.0%	0	.0%
	Asda, Court Drive, Dunstable	3	.8%	0	.0%	0	.0%	1	2.4%	2	2.4%	0	.0%	0	.0%
	Kings Langley	3	.8%	0	.0%	0	.0%	0	.0%	2	2.4%	1	2.6%	0	.0%
	Sainsbury's, Albert Road South, Watford	3	.8%	0	.0%	0	.0%	0	.0%	0	.0%	3	7.7%	0	.0%

(cont.)

**Q22. Where do you do most of your household's shopping for pets & pet related products?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, High Street, Harpenden	3	.8%	0	.0%	2	5.6%	1	2.4%	0	.0%	0	.0%	0	.0%
	Tesco, Great North Road, Hatfield	3	.8%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.4%
	Tesco, Henry Wells Square, Hemel Hempstead	3	.8%	0	.0%	0	.0%	0	.0%	3	3.6%	0	.0%	0	.0%
	Tesco, Skimpot Road, Dunstable	3	.8%	0	.0%	0	.0%	3	7.1%	0	.0%	0	.0%	0	.0%
	Waitrose, Bridge Street, Welwyn Garden City	3	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	5.1%
	Wilkinson's, The Marlow Centre, Hemel Hempstead	3	.8%	0	.0%	0	.0%	0	.0%	2	2.4%	1	2.6%	0	.0%
	Biggleswade	2	.6%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%
	Creature Comforts, Vaughan Road, Harpenden	2	.6%	0	.0%	2	5.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Hatfield market	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.4%
	Hertford Fisheries, St Albans	2	.6%	0	.0%	1	2.8%	0	.0%	0	.0%	1	2.6%	0	.0%
	Howard Centre, Welwyn Garden City	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.4%
	Ichniel Vets, Luton Road, Harpenden	2	.6%	0	.0%	1	2.8%	0	.0%	1	1.2%	0	.0%	0	.0%
	Maidenhead Aquatic Centre, Hedsor Road, Bourne End	2	.6%	1	1.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Sainsbury's, Luton Road, Dunstable	2	.6%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%
	TBF Pet Show, Luton Arndale Centre, Luton	2	.6%	0	.0%	0	.0%	1	2.4%	1	1.2%	0	.0%	0	.0%
	Tesco, Lower High Street, Watford	2	.6%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Shenley Road, Borehamwood	2	.6%	1	1.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Aldi, Holly Lane, Atherstone	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%
	Asda, St Albans Road, Watford	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Burns Direct, Ferry Road, Kid Welly	1	.3%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%
	Caddington	1	.3%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%
	Chipperfield, Watford	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.6%	0	.0%
	Colneyheath	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%
	Dutch Garden Centre, North Road, Brookmans Park, Hatfield	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%

(cont.)



**Q22. Where do you do most of your household's shopping for pets & pet related products?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Flamstead	1	.3%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Halian Vetinary Centre, Radlett Road, Frogmore, St Albans	1	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kennel Gate, Frogmore Road, Hemel Hempstead	1	.3%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Woodside	1	.3%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Stotfold, Hitchin	1	.3%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%
	Morrisons, Black Fan Road, Welwyn Garden City	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%
	Morrisons, Commerce Way, Letchworth Garden City	1	.3%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%
	Morrisons, Lake Street, Leighton Buzzard	1	.3%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Patchetts Equestrian Centre, Hillfield Lane, Aldenham, Watford	1	.3%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Chipperfield Home & Garden Centre, Tower Hill, Chipperfield, Kings Langley	1	.3%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Pet Spectrum, Potters Bar, Hatfield	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%
	Pet store, Marshall Wickes	1	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Pets at Home, Vale Park Drive, Dunstable	1	.3%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Pets R Us, St Albans	1	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, London Road, Hemel Hempstead	1	.3%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Sainsbury's, Shenley Rd, Woodhall Farm Estate, Hemel Hempstead	1	.3%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Sainsbury's, Woodhall Farm, Shenley Road, Hemel Hempstead	1	.3%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Sainsbury's, Church Road, Welwyn Garden City	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%
	Somerfield, Southdown, Harpenden	1	.3%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
	South Mimms, Potters Bar	1	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stevenage	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%

(cont.)

**Q22. Where do you do most of your household's shopping for pets & pet related products?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Arndale Centre, Luton	1	.3%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%
	Tesco, Arndale Centre, Luton	1	.3%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%
	Tesco, Charmers Park	1	.3%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Tesco, High Street, Welwyn	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%
	Tesco, Lower Luton Road, Harpenden	1	.3%	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Muttons Lane, Potters Bar	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%
	Tesco, St Peters Street, St Albans	1	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Farm Shop, The Centre, Codicote Road, Welwyn	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%
	The Pet and Garden Centre, Howardsgate, Welwyn Garden City	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%
	The Queens Square, Hemel Hempstead	1	.3%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Waterstones, St Peters Street, St Albans	1	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	WHSmith, Hemel Hempstead	1	.3%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%

**Q23. Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents		658	100.0%	168	100.0%	88	100.0%	80	100.0%	122	100.0%	79	100.0%	121	100.0%
St Albans City Centre		94	14.3%	63	37.5%	13	14.8%	2	2.5%	7	5.7%	2	2.5%	7	5.8%
Watford Town Centre		53	8.1%	10	6.0%	1	1.1%	1	1.3%	12	9.8%	28	35.4%	1	.8%
Hemel Hempstead Town Centre		49	7.4%	4	2.4%	5	5.7%	0	.0%	40	32.8%	0	.0%	0	.0%
Welwyn Garden City		46	7.0%	7	4.2%	9	10.2%	2	2.5%	0	.0%	0	.0%	28	23.1%

(cont.)

**Q23. Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?**

	Reweighted Base: All respondents		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Luton Town Centre	29	4.4%	0	.0%	2	2.3%	24	30.0%	3	2.5%	0	.0%	0	.0%
Harpenden Town Centre	16	2.4%	0	.0%	16	18.2%	0	.0%	0	.0%	0	.0%	0	.0%
Hatfield, The Galleria	11	1.7%	3	1.8%	1	1.1%	0	.0%	0	.0%	1	1.3%	6	5.0%
Hatfield Town Centre	5	.8%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	4	3.3%
Luton, Out-of-Centre	5	.8%	0	.0%	1	1.1%	3	3.8%	1	.8%	0	.0%	0	.0%
London Colney	4	.6%	2	1.2%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%
Welwyn	4	.6%	2	1.2%	0	.0%	1	1.3%	0	.0%	0	.0%	1	.8%
Borders, Waterfields Shopping Park, Watford	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.8%	0	.0%
Borehamwood	3	.5%	0	.0%	0	.0%	1	1.3%	0	.0%	2	2.5%	0	.0%
Potters Bar	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.5%	1	.8%
Argos, St Albans Retail Park, Grithiths Way, St Albans	2	.3%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hatfield, Out-of-Centre	2	.3%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%
Hemel Hempstead, Out-of-Centre	2	.3%	0	.0%	0	.0%	0	.0%	1	.8%	1	1.3%	0	.0%
Marshalswick	2	.3%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Albans, Out-of-Centre	2	.3%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Watford, Out-of-Centre	2	.3%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Abbots Langley	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
Argos, Roaring Meg Retail Park, Stevenage	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Argos, Waterfields Shopping Park, Watford	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harpenden, Out-of-Centre	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Redbourne	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q23. Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	John Lewis, Bridge Road, Welwyn Garden City	46	7.0%	14	8.3%	11	12.5%	1	1.3%	1	.8%	1	1.3%	18	14.9%
	Waterstones, St Peters Street, St Albans	22	3.3%	19	11.3%	0	.0%	0	.0%	1	.8%	1	1.3%	1	.8%
	John Lewis, The Harlequin Centre, High Street, Watford	20	3.0%	7	4.2%	0	.0%	1	1.3%	5	4.1%	6	7.6%	1	.8%
	Waterstones, The Galleria, Comet Way, Hatfield	13	2.0%	1	.6%	4	4.5%	0	.0%	0	.0%	0	.0%	8	6.6%
	Central London	11	1.7%	3	1.8%	2	2.3%	1	1.3%	0	.0%	2	2.5%	3	2.5%
	Milton Keynes	11	1.7%	0	.0%	4	4.5%	6	7.5%	1	.8%	0	.0%	0	.0%
	Waterstones, Harlequin Centre, Watford	11	1.7%	1	.6%	1	1.1%	1	1.3%	3	2.5%	5	6.3%	0	.0%
	Asda, Town Centre, Hatfield	8	1.2%	0	.0%	1	1.1%	0	.0%	1	.8%	0	.0%	6	5.0%
	Harlequin Centre, Watford	8	1.2%	3	1.8%	0	.0%	0	.0%	0	.0%	5	6.3%	0	.0%
	Brent Cross Shopping Centre, London	7	1.1%	2	1.2%	0	.0%	0	.0%	2	1.6%	2	2.5%	1	.8%
	WH Smith, High Street, Harpenden	6	.9%	0	.0%	6	6.8%	0	.0%	0	.0%	0	.0%	0	.0%
	WH Smith, The Luton Arndale Centre, Luton	6	.9%	0	.0%	0	.0%	6	7.5%	0	.0%	0	.0%	0	.0%
	John Lewis, Brent Cross Centre, London	5	.8%	2	1.2%	0	.0%	0	.0%	1	.8%	2	2.5%	0	.0%
	WH Smith, Howard Centre, Howardsgate, Welwyn Garden City	5	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	4.1%
	WH Smith, The Harlequin, Watford	5	.8%	0	.0%	0	.0%	1	1.3%	1	.8%	3	3.8%	0	.0%
	Asda, Oldhams Trading Estate, Watford	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	4	5.1%	0	.0%
	Howard Centre, Howardsgate, Welwyn Garden City	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.3%
	Tesco, Mount Pleasant / Oldings Corner, Hatfield	4	.6%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.5%
	Waterstones, George Street, Luton	4	.6%	0	.0%	0	.0%	4	5.0%	0	.0%	0	.0%	0	.0%
	Waterstones, Riverside Shopping Centre, Hemel Hempstead	4	.6%	1	.6%	0	.0%	0	.0%	3	2.5%	0	.0%	0	.0%

(cont.)

**Q23. Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Debenhams, Church Street, Luton	3	.5%	0	.0%	0	.0%	3	3.8%	0	.0%	0	.0%	0	.0%
	Debenhams, Arndale Centre, Luton	3	.5%	0	.0%	1	1.1%	2	2.5%	0	.0%	0	.0%	0	.0%
	H Samuel, Marlowes, Hemel Hempstead	3	.5%	0	.0%	0	.0%	0	.0%	3	2.5%	0	.0%	0	.0%
	John Lewis, Milton Keynes	3	.5%	0	.0%	0	.0%	3	3.8%	0	.0%	0	.0%	0	.0%
	Tesco, Jarman Way, Hemel Hempstead	3	.5%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%	1	.8%
	The Arndale Centre, Luton	3	.5%	0	.0%	0	.0%	3	3.8%	0	.0%	0	.0%	0	.0%
	Waterstones, The Marlowes Shopping Centre, Hemel Hempstead	3	.5%	0	.0%	0	.0%	0	.0%	3	2.5%	0	.0%	0	.0%
	WH Smith, Market Place, St Albans	3	.5%	2	1.2%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	WH Smith, The Marlowes, Hemel Hempstead	3	.5%	0	.0%	0	.0%	0	.0%	3	2.5%	0	.0%	0	.0%
	Wilkinson's, The Maltings, St Albans	3	.5%	1	.6%	2	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Luton Retail Park, Gipsy Lane, Luton	2	.3%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
	Argos, Spencer Street, St Albans	2	.3%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Arndale Centre, Luton	2	.3%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
	Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Luton	2	.3%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
	BHS, St Albans	2	.3%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, Riverside, Hemel Hempstead	2	.3%	0	.0%	0	.0%	0	.0%	2	1.6%	0	.0%	0	.0%
	Dunstable	2	.3%	0	.0%	0	.0%	1	1.3%	1	.8%	0	.0%	0	.0%
	H Samuel, The Harlequin, Watford	2	.3%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%
	St Albans market	2	.3%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%
	Marlowes Shopping Centre, Hemel Hempstead	2	.3%	0	.0%	0	.0%	0	.0%	1	.8%	1	1.3%	0	.0%
	Argos, Charter Place, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
	Argos, Marlowes Centre, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%

(cont.)

**Q23. Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Asian Shop, Luton	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Barnet	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Bon Marche, Marlowes, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	Boots, Marlowes, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	Borders, Colney Fields Shopping park, St Albans	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Borders, New Road, Watford	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Charity shops, Fleetville	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Desire & Design, High Street, Abbots Langley	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	E J Wright, The Quadrant, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Glyn Griffiths Jewellers, Bowden Parade, Harpenden	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Goldsmiths, The Harlequin, High Street, Watford	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	H Samuel Jewellers, Hemel Hempstead Town Centre	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	H Samuel, The Howard Centre, Welwyn Garden City	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	H Samuel, Queensway, Stevenage	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Harlow market	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	Harrods, Brompton Road, Kensington, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
	Hatton Garden, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	HMV, Harlequin Centre, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
	HMV, Marlowes Shopping Centre, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	HMV, St Peters Street, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	HMV, The Luton Arndale Centre, Luton	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Ikea, Drury Way, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%

(cont.)

**Q23. Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Judd Books, Marchmont Street, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Lawrence Warren, Marlowes, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	Letchworth	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Marks & Spencer, Barnet Road, London Colney, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, St Peters Street, St Albans	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Welwyn Garden City	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Marks & Spencer, The Arndale Centre, Luton	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Markyate	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	Morgan Huzzey, Chapel Street, Luton	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Morrisons, Hatfield Road, St Albans	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Newport Pagnell	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Oxfam, Hatfield Road, St Albans	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Oxfam, Market Street, Watford	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	Past Times, Market Place, St Albans	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	Poundstretcher, Church Road, Welwyn Garden City	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Primark, Town Square, Stevenage	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Sainsbury's, Apsley Mills, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	Sainsbury's, Barnet Road, London Colney	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Sainsbury's, Dunstable Road, Luton	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	Sainsbury's, Everard Close, St Albans	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Stevenage	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%

(cont.)

**Q23. Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?**

		Reweighted Base: All respondents		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Swag, The Harlequin, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
	Tesco, Broadwater Retail Park, Stevenage	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	Tesco, Lower Luton Road, Harpenden	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	The Book Castle, Church Street, Dunstable	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	The Centre:Mk, Silbury Arcade, Milton Keynes	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	The Galleria, Comet Way, Hatfield	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Things like that are bought for me as birthday/christmas presents	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
	Tiffanys, Sloane Street, London	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	TK Maxx, Claredon Road, Watford	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	Treasure Box, High Street, Abotts Langley	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	Waterstones, High Street, Barnet	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
	Wendover	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	Westfield Shopping Centre, Ariel Way, Hammersmith, London	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	WH Smith, Borehamwood	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
	WH Smith, Bournemouth	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
	WH Smith, High Street, Aylesbury	1	.2%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%
	WH Smith, Borehamwood Shopping Park, Borehamwood	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%



**Q24. When you do your household's non-food shopping, how do you usually travel?**

	Rewighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Rewighted Base: All respondents	993	100.0%	276	100.0%	122	100.0%	122	100.0%	190	100.0%	115	100.0%	168	100.0%
Car / van (as driver)	633	63.7%	159	57.6%	90	73.8%	73	59.8%	125	65.8%	80	69.6%	106	63.1%
Bus, minibus or coach	138	13.9%	42	15.2%	10	8.2%	17	13.9%	30	15.8%	20	17.4%	19	11.3%
Car / van (as passenger)	127	12.8%	36	13.0%	16	13.1%	22	18.0%	23	12.1%	11	9.6%	19	11.3%
Walk	73	7.4%	33	12.0%	4	3.3%	6	4.9%	10	5.3%	2	1.7%	18	10.7%
Train	8	.8%	1	.4%	2	1.6%	2	1.6%	0	.0%	0	.0%	3	1.8%
Bicycle	7	.7%	3	1.1%	0	.0%	0	.0%	1	.5%	2	1.7%	1	.6%
Taxi	5	.5%	2	.7%	0	.0%	1	.8%	1	.5%	0	.0%	1	.6%
Motorcycle, scooter or moped	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
Other	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
Mobility scooter														

**Q25. How often do you and your family visit the following leisure attractions?**

		Reweighted Base: All respondents													
		Zone													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents		1000	100.0%	277	100.0%	122	100.0%	122	100.0%	192	100.0%	117	100.0%	170	100.0%
Bingo	Once a week	19	1.9%	5	1.8%	2	1.6%	3	2.5%	2	1.0%	3	2.6%	4	2.4%
	Once a fortnight	2	.2%	1	.4%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Once a month	6	.6%	0	.0%	0	.0%	4	3.3%	1	.5%	1	.9%	0	.0%
	Once every two months	5	.5%	1	.4%	1	.8%	1	.8%	0	.0%	2	1.7%	0	.0%
	Once every six months	4	.4%	2	.7%	0	.0%	0	.0%	1	.5%	1	.9%	0	.0%
	Once a year	5	.5%	0	.0%	0	.0%	2	1.6%	2	1.0%	0	.0%	1	.6%
	Don't go	959	95.9%	268	96.8%	119	97.5%	111	91.0%	186	96.9%	110	94.0%	165	97.1%

(cont.)

**Q25. How often do you and your family visit the following leisure attractions?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Cinema	Once a week	12	1.2%	1	.4%	0	.0%	3	2.5%	3	1.6%	2	1.7%	3	1.8%
	Once a fortnight	44	4.4%	14	5.1%	8	6.6%	2	1.6%	7	3.6%	5	4.3%	8	4.7%
	Once a month	148	14.8%	41	14.8%	18	14.8%	14	11.5%	30	15.6%	20	17.1%	25	14.7%
	Once every two months	142	14.2%	43	15.5%	16	13.1%	14	11.5%	23	12.0%	19	16.2%	27	15.9%
	Once every six months	135	13.5%	40	14.4%	17	13.9%	16	13.1%	22	11.5%	18	15.4%	22	12.9%
	Once a year	88	8.8%	22	7.9%	10	8.2%	15	12.3%	9	4.7%	10	8.5%	22	12.9%
	Don't go	419	41.9%	114	41.2%	53	43.4%	57	46.7%	92	47.9%	42	35.9%	61	35.9%
	Don't know / varies	12	1.2%	2	.7%	0	.0%	1	.8%	6	3.1%	1	.9%	2	1.2%
Gym or Healthclub	Once a week	206	20.6%	65	23.5%	33	27.0%	19	15.6%	35	18.2%	24	20.5%	30	17.6%
	Once a fortnight	11	1.1%	5	1.8%	0	.0%	2	1.6%	0	.0%	2	1.7%	2	1.2%
	Once a month	14	1.4%	4	1.4%	1	.8%	1	.8%	2	1.0%	3	2.6%	3	1.8%
	Once every two months	6	.6%	1	.4%	0	.0%	1	.8%	1	.5%	0	.0%	3	1.8%
	Once every six months	5	.5%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	4	2.4%
	Don't go	747	74.7%	200	72.2%	86	70.5%	97	79.5%	149	77.6%	87	74.4%	128	75.3%
	Don't know / varies	11	1.1%	2	.7%	1	.8%	2	1.6%	5	2.6%	1	.9%	0	.0%
	Once a week	15	1.5%	5	1.8%	2	1.6%	1	.8%	0	.0%	1	.9%	6	3.5%
Museum or place of historical interest	Once a fortnight	25	2.5%	7	2.5%	3	2.5%	6	4.9%	5	2.6%	2	1.7%	2	1.2%
	Once a month	100	10.0%	38	13.7%	17	13.9%	6	4.9%	15	7.8%	6	5.1%	18	10.6%
	Once every two months	145	14.5%	44	15.9%	19	15.6%	16	13.1%	21	10.9%	14	12.0%	31	18.2%
	Once every six months	147	14.7%	45	16.2%	22	18.0%	11	9.0%	26	13.5%	23	19.7%	20	11.8%
	Once a year	124	12.4%	32	11.6%	13	10.7%	22	18.0%	25	13.0%	11	9.4%	21	12.4%
	Don't go	423	42.3%	101	36.5%	44	36.1%	59	48.4%	95	49.5%	56	47.9%	68	40.0%
	Don't know / varies	21	2.1%	5	1.8%	2	1.6%	1	.8%	5	2.6%	4	3.4%	4	2.4%

(cont.)

**Q25. How often do you and your family visit the following leisure attractions?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Nightclub or Musical venue	Once a week	33	3.3%	8	2.9%	4	3.3%	6	4.9%	8	4.2%	3	2.6%	4	2.4%
	Once a fortnight	14	1.4%	5	1.8%	3	2.5%	1	.8%	1	.5%	2	1.7%	2	1.2%
	Once a month	43	4.3%	9	3.2%	8	6.6%	5	4.1%	8	4.2%	5	4.3%	8	4.7%
	Once every two months	47	4.7%	13	4.7%	8	6.6%	4	3.3%	5	2.6%	8	6.8%	9	5.3%
	Once every six months	45	4.5%	18	6.5%	4	3.3%	3	2.5%	6	3.1%	5	4.3%	9	5.3%
	Once a year	31	3.1%	2	.7%	7	5.7%	6	4.9%	8	4.2%	2	1.7%	6	3.5%
	Don't go	782	78.2%	219	79.1%	88	72.1%	96	78.7%	155	80.7%	92	78.6%	132	77.6%
	Don't know / varies	5	.5%	3	1.1%	0	.0%	1	.8%	1	.5%	0	.0%	0	.0%
Pub or Bar	Once a week	194	19.4%	51	18.4%	28	23.0%	26	21.3%	30	15.6%	25	21.4%	34	20.0%
	Once a fortnight	98	9.8%	33	11.9%	14	11.5%	11	9.0%	21	10.9%	11	9.4%	8	4.7%
	Once a month	145	14.5%	46	16.6%	14	11.5%	12	9.8%	27	14.1%	19	16.2%	27	15.9%
	Once every two months	83	8.3%	28	10.1%	13	10.7%	5	4.1%	17	8.9%	9	7.7%	11	6.5%
	Once every six months	34	3.4%	6	2.2%	6	4.9%	6	4.9%	8	4.2%	3	2.6%	5	2.9%
	Once a year	5	.5%	1	.4%	0	.0%	3	2.5%	0	.0%	0	.0%	1	.6%
	Don't go	426	42.6%	106	38.3%	46	37.7%	59	48.4%	88	45.8%	47	40.2%	80	47.1%
	Don't know / varies	15	1.5%	6	2.2%	1	.8%	0	.0%	1	.5%	3	2.6%	4	2.4%
Restaurant	Once a week	156	15.6%	47	17.0%	15	12.3%	14	11.5%	28	14.6%	21	17.9%	31	18.2%
	Once a fortnight	160	16.0%	47	17.0%	33	27.0%	19	15.6%	26	13.5%	13	11.1%	22	12.9%
	Once a month	259	25.9%	67	24.2%	28	23.0%	33	27.0%	60	31.3%	34	29.1%	37	21.8%
	Once every two months	154	15.4%	38	13.7%	17	13.9%	16	13.1%	27	14.1%	25	21.4%	31	18.2%
	Once every six months	71	7.1%	22	7.9%	8	6.6%	10	8.2%	15	7.8%	3	2.6%	13	7.6%
	Once a year	24	2.4%	8	2.9%	2	1.6%	4	3.3%	6	3.1%	1	.9%	3	1.8%
	Don't go	159	15.9%	40	14.4%	17	13.9%	25	20.5%	28	14.6%	18	15.4%	31	18.2%
	Don't know / varies	17	1.7%	8	2.9%	2	1.6%	1	.8%	2	1.0%	2	1.7%	2	1.2%

(cont.)

**Q25. How often do you and your family visit the following leisure attractions?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Tenpin bowling	Once a week	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Once a fortnight	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Once a month	14	1.4%	3	1.1%	1	.8%	4	3.3%	3	1.6%	1	.9%	2	1.2%
	Once every two months	31	3.1%	5	1.8%	2	1.6%	5	4.1%	5	2.6%	10	8.5%	4	2.4%
	Once every six months	72	7.2%	16	5.8%	10	8.2%	11	9.0%	9	4.7%	16	13.7%	10	5.9%
	Once a year	72	7.2%	27	9.7%	9	7.4%	9	7.4%	9	4.7%	6	5.1%	12	7.1%
	Don't go	803	80.3%	224	80.9%	100	82.0%	92	75.4%	164	85.4%	81	69.2%	142	83.5%
	Don't know / varies	6	.6%	2	.7%	0	.0%	1	.8%	1	.5%	2	1.7%	0	.0%
Theatre	Once a week	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Once a fortnight	14	1.4%	5	1.8%	3	2.5%	1	.8%	0	.0%	1	.9%	4	2.4%
	Once a month	55	5.5%	20	7.2%	8	6.6%	4	3.3%	10	5.2%	7	6.0%	6	3.5%
	Once every two months	147	14.7%	56	20.2%	29	23.8%	8	6.6%	19	9.9%	14	12.0%	21	12.4%
	Once every six months	176	17.6%	49	17.7%	23	18.9%	26	21.3%	26	13.5%	24	20.5%	28	16.5%
	Once a year	136	13.6%	32	11.6%	17	13.9%	19	15.6%	24	12.5%	20	17.1%	24	14.1%
	Don't go	449	44.9%	108	39.0%	41	33.6%	62	50.8%	105	54.7%	49	41.9%	84	49.4%
	Don't know / varies	22	2.2%	7	2.5%	1	.8%	2	1.6%	7	3.6%	2	1.7%	3	1.8%
Other Activity	Once a week	165	16.5%	54	19.5%	25	20.5%	19	15.6%	27	14.1%	15	12.8%	25	14.7%
	Once a fortnight	23	2.3%	5	1.8%	2	1.6%	0	.0%	6	3.1%	5	4.3%	5	2.9%
	Once a month	27	2.7%	6	2.2%	6	4.9%	1	.8%	5	2.6%	3	2.6%	6	3.5%
	Once every two months	13	1.3%	2	.7%	4	3.3%	1	.8%	5	2.6%	0	.0%	1	.6%
	Once every six months	9	.9%	4	1.4%	1	.8%	2	1.6%	1	.5%	0	.0%	1	.6%
	Once a year	2	.2%	0	.0%	0	.0%	1	.8%	1	.5%	0	.0%	0	.0%
	Don't go	740	74.0%	198	71.5%	82	67.2%	97	79.5%	141	73.4%	92	78.6%	130	76.5%
	Don't know / varies	21	2.1%	8	2.9%	2	1.6%	1	.8%	6	3.1%	2	1.7%	2	1.2%

Q26. Where did you or members of your household last go to play bingo?

	Reweighted Base: Those stating bingo		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: Those stating bingo	41	100.0%	9	100.0%	3	100.0%	11	100.0%	6	100.0%	7	100.0%	5	100.0%
Mecca Bingo Club, Luton	9	22.0%	1	11.1%	1	33.3%	6	54.5%	1	16.7%	0	.0%	0	.0%
Gala Bingo, Borehamwood	7	17.1%	1	11.1%	1	33.3%	0	.0%	0	.0%	4	57.1%	1	20.0%
Chequers Bingo & Social Club, Hatfield	2	4.9%	1	11.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%
Gala Bingo, Luton	1	2.4%	0	.0%	0	.0%	0	.0%	1	16.7%	0	.0%	0	.0%
Mecca Bingo Club, Watford	1	2.4%	0	.0%	0	.0%	0	.0%	1	16.7%	0	.0%	0	.0%
Top Ten Bingo, Verulium Industrial Estate	1	2.4%	1	11.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q26. Where did you or members of your household last go to play bingo?**

		Reweighted Base: Those stating bingo		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Essendon Village Hall in St Albans	2	4.9%	1	11.1%	0	.0%	0	.0%	0	.0%	1	14.3%	0	.0%
	Mecca Bingo, Danestrete, Stevenage	2	4.9%	1	11.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%
	Mecca Bingo, Skimpot Lane, Luton	2	4.9%	0	.0%	0	.0%	2	18.2%	0	.0%	0	.0%	0	.0%
	Beacon Bingo, Cricklewood Broadway, London	1	2.4%	0	.0%	1	33.3%	0	.0%	0	.0%	0	.0%	0	.0%
	British Legion, Cotton Road, Potters Bar	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%
	British Legion, Verulam Road, St Albans	1	2.4%	1	11.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Community Centre, Hatfield	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	20.0%
	Community Centre, Meriden	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	14.3%	0	.0%
	Hemel Hempstead	1	2.4%	0	.0%	0	.0%	0	.0%	1	16.7%	0	.0%	0	.0%
	Ilfracombe	1	2.4%	0	.0%	0	.0%	0	.0%	1	16.7%	0	.0%	0	.0%
	Internet – Foxy Bingo	1	2.4%	0	.0%	0	.0%	0	.0%	1	16.7%	0	.0%	0	.0%
	Kettering Bingo, Luton	1	2.4%	0	.0%	0	.0%	1	9.1%	0	.0%	0	.0%	0	.0%
	Maryland Convent, Townsend Drive, St Albans	1	2.4%	1	11.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Village Hall, Slip end – Caddington	1	2.4%	0	.0%	0	.0%	1	9.1%	0	.0%	0	.0%	0	.0%
	St Alban and St Stephen Catholic Church, Beaconsfield Road, St Albans	1	2.4%	1	11.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	St Stephens Church, St Albans	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	14.3%	0	.0%
	Stopsley Working Mens Club, Stopsley	1	2.4%	0	.0%	0	.0%	1	9.1%	0	.0%	0	.0%	0	.0%

Q27. Where did you or members of your household last go to the cinema?

	Zone													
	Reweighted Base: Those stating cinema													
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: Those stating cinema	570	100.0%	159	100.0%	68	100.0%	65	100.0%	98	100.0%	73	100.0%	107	100.0%
UCI Cinema, The Galleria, Hatfield	183	32.1%	80	50.3%	36	52.9%	4	6.2%	2	2.0%	2	2.7%	59	55.1%
Vue Cinema, Watford	103	18.1%	34	21.4%	2	2.9%	1	1.5%	21	21.4%	44	60.3%	1	.9%
Empire Cinemas, Hemel Hempstead	71	12.5%	10	6.3%	7	10.3%	2	3.1%	49	50.0%	2	2.7%	1	.9%
Cineworld, Luton	40	7.0%	0	.0%	6	8.8%	33	50.8%	0	.0%	1	1.4%	0	.0%
Campus West, Welwyn Garden City	30	5.3%	0	.0%	3	4.4%	0	.0%	1	1.0%	0	.0%	26	24.3%
Alban Arena, Civic Centre, St Albans	14	2.5%	11	6.9%	2	2.9%	0	.0%	0	.0%	1	1.4%	0	.0%
Cineworld, Stevenage	14	2.5%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%	12	11.2%
Wyllotts Centre, Potter Bar	3	.5%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.9%
Library Theatre , Luton	2	.4%	0	.0%	0	.0%	2	3.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q27. Where did you or members of your household last go to the cinema?**

		Zone													
		Rewighted Base: Those stating cinema													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Warner Village Cinema, Woodside Leisure Park, Watford, Town Centre	26	4.6%	6	3.8%	0	.0%	1	1.5%	2	2.0%	17	23.3%	0	.0%
	The Galaxy Centre, Bridge Street, Luton	17	3.0%	0	.0%	3	4.4%	12	18.5%	2	2.0%	0	.0%	0	.0%
	The Rex, Three Close Lane, Berkhamsted	15	2.6%	4	2.5%	2	2.9%	1	1.5%	8	8.2%	0	.0%	0	.0%
	Odeon, Jarman Park, Hemel Hempstead	11	1.9%	1	.6%	1	1.5%	3	4.6%	6	6.1%	0	.0%	0	.0%
	Curzon Cinema, Shenley Road, Borehamwood	3	.5%	1	.6%	0	.0%	0	.0%	0	.0%	2	2.7%	0	.0%
	O2 Cinema, London	3	.5%	1	.6%	0	.0%	0	.0%	1	1.0%	1	1.4%	0	.0%
	Odeon, Midsummer Boulevard, Milton Keynes	3	.5%	1	.6%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%
	The Alban Arena, Civic Centre, St Albans	3	.5%	1	.6%	1	1.5%	0	.0%	1	1.0%	0	.0%	0	.0%
	Vue Cinema, Garston	3	.5%	2	1.3%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Xscape, Marlborough Gate, Milton Keynes	3	.5%	0	.0%	1	1.5%	2	3.1%	0	.0%	0	.0%	0	.0%
	Cineworld, Southbury Avenue, Enfield	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.9%
	Odeon, Leicester Square, London	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.9%
	Odeon, Kingsmead Leisure Development, James Street West, Lower Lansdown, Bath	1	.2%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
	Odeon, Kingswest, West Street, Brighton	1	.2%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
	Flora Cinema, Helston	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marlowes Shopping Centre	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Odeon, Eastbourne, East Sussex	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Odeon, Great North Road, Barnet	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Odeon, Leicester Square, London	1	.2%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
	Odeon, Westover Road, Bournemouth	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)



Q27. Where did you or members of your household last go to the cinema?

		Rewighted Base: Those stating cinema		Zone											
				1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Vue Cinemas, Gunwharf Quays, Portsmouth	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Queen Victoria, North Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Reel Cinema, The Point, Shenley Road, Borehamwood	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Stevenage Leisure Park, Kings Way, Stevenage	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%
	The French Institute, Kensington, London	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	The Odeon, Harpsfield Broadway, Hatfield	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Point Cinema, Milton Keynes	1	.2%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
	Vue Cinema, Cranbourn Street, London	1	.2%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Vue Cinema, Great North Leisure Park, Chaplin Square, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Vue Cinema, Islington, North London	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Vue Cinema, St Georges Centre, Harrow	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%

Q28. Where did you or members of your household last go to a gym / healthclub?

	Rewighted Base: Those stating gym/healthclub		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Rewighted Base: Those stating gym/healthclub	249		77	100.0%	35	100.0%	25	100.0%	42	100.0%	30	100.0%	40	100.0%
Harpenden Sports Centre, Harpenden	19		0	.0%	16	45.7%	3	12.0%	0	.0%	0	.0%	0	.0%
Westminster Lodge, St Albans	16		13	16.9%	1	2.9%	0	.0%	1	2.4%	0	.0%	1	2.5%
Cannons Club, Highfield Park Drive, St Albans	13		12	15.6%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%

(cont.)

Q28. Where did you or members of your household last go to a gym / healthclub?

	Rewighted Base: Those stating gym/healthclub													
			Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Fitness First, Christopher Place Shopping Centre, St Albans	11	4.4%	5	6.5%	3	8.6%	1	4.0%	0	.0%	0	.0%	2	5.0%
Health & Wellbeing, St Albans	7	2.8%	7	9.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Charters Health Club, Highfield Park Centre, St Albans	5	2.0%	4	5.2%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
David Lloyd, Hatfield	5	2.0%	2	2.6%	0	.0%	1	4.0%	0	.0%	1	3.3%	1	2.5%
Spirit Health & Fitness, Hemel Hempstead	5	2.0%	0	.0%	0	.0%	0	.0%	4	9.5%	1	3.3%	0	.0%
Body Limit Gymnasium, 1 Beaumont Works, Sutton Rd, St Albans	4	1.6%	3	3.9%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%
Bricket Wood Sports Centre, St Albans	4	1.6%	3	3.9%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
David Lloyd, Bushy, Watford	4	1.6%	1	1.3%	0	.0%	0	.0%	0	.0%	3	10.0%	0	.0%
Breathing Space, Harpenden	2	.8%	0	.0%	2	5.7%	0	.0%	0	.0%	0	.0%	0	.0%
Harpers Gym, Batchwood Drive, Batchwood	2	.8%	1	1.3%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
Energie Fitness, St Catherine Street, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Motivation, London Road, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q28. Where did you or members of your household last go to a gym / healthclub?**

		Rewighted Base: Those stating gym/healthclub													
				Zone											
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Watford Central Leisure Centre, Hempstead Road, Watford	11	4.4%	1	1.3%	0	.0%	0	.0%	1	2.4%	9	30.0%	0	.0%
	Gosling Sports Park, Stanborough Road, Welwyn Garden City	10	4.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	9	22.5%
	Woodside Leisure Centre, Horseshoe Lane, Watford	9	3.6%	1	1.3%	0	.0%	0	.0%	4	9.5%	4	13.3%	0	.0%
	Hatfield Leisure Centre, Travellers Lane, Hatfield	8	3.2%	2	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	6	15.0%
	David Lloyd, Capability Green, Luton	7	2.8%	0	.0%	4	11.4%	3	12.0%	0	.0%	0	.0%	0	.0%
	Esporta, Maylands Avenue, Hemel Hempstead	7	2.8%	0	.0%	0	.0%	0	.0%	7	16.7%	0	.0%	0	.0%
	Sopwell House Country Club, Cottonmill Lane, St Albans	7	2.8%	4	5.2%	1	2.9%	0	.0%	1	2.4%	1	3.3%	0	.0%
	Sportspace, Park Road, Hemel Hempstead	7	2.8%	0	.0%	0	.0%	0	.0%	7	16.7%	0	.0%	0	.0%
	YMCA, College Road, Abbots Langley	5	2.0%	0	.0%	0	.0%	0	.0%	3	7.1%	2	6.7%	0	.0%
	Batchwood Hall, St Albans	4	1.6%	2	2.6%	0	.0%	0	.0%	0	.0%	1	3.3%	1	2.5%
	Holiday Inn Gym, London Road, Markyate	4	1.6%	1	1.3%	1	2.9%	0	.0%	1	2.4%	0	.0%	1	2.5%
	Lewsey Park Swimming Pool, Luton	4	1.6%	0	.0%	0	.0%	4	16.0%	0	.0%	0	.0%	0	.0%
	On-site gym at workplace	4	1.6%	2	2.6%	0	.0%	1	4.0%	1	2.4%	0	.0%	0	.0%
	Bannatynes Health Club, Regent Street, Luton	3	1.2%	0	.0%	0	.0%	3	12.0%	0	.0%	0	.0%	0	.0%
	Birchwood Leisure Centre, Longmead, Hatfield	3	1.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.0%
	Curves, Marlowes, Hemel Hempstead	3	1.2%	0	.0%	0	.0%	0	.0%	3	7.1%	0	.0%	0	.0%
	Harpenden Leisure Centre, Leyton Road, Harpenden	3	1.2%	0	.0%	3	8.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Odyssey, Old Knebworth Lane, Stevenage	3	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	7.5%
	Potters Bar Health Club, Mount Grace Road, Potters Bar	3	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	7.5%
	Hemel Hemstead Sports Centre, Hemel Hempstead	2	.8%	0	.0%	0	.0%	0	.0%	2	4.8%	0	.0%	0	.0%

(cont.)

**Q28. Where did you or members of your household last go to a gym / healthclub?**

		Rewighted Base: Those stating gym/healthclub													
				Zone											
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Otium Health Club, Watford Road, St Albans	2	.8%	2	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Parkwood, Darkes Lane, Potters Bar	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	5.0%
	Rosary Priory Convent, Elstree Rd, Bushey	2	.8%	2	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	University of Hertfordshire, College Lane, Hatfield	2	.8%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%
	Berkhamsted	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
	Borehamwood	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
	Bushey Grove Leisure Centre, Aldenhams Road, Bushey	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
	Club Motivation, Harpenden Hotel, Harpenden	1	.4%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%
	Cockenhoe Village Hall, Mangrove Road, Luton	1	.4%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%
	Curves, Edmonds Chamber, Marlowes, Hemel Hempstead	1	.4%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%
	Curves, Langley Sidings, London Road, Stevenage	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%
	Curves, Town Centre, Hatfield	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%
	David Lloyd, Stevenage Leisure Park, Kingsway, Stevenage	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%
	Dimension Fitness, Poynters Road, Luton	1	.4%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%
	Dunstable Leisure Centre, Court Drive, Dunstable	1	.4%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%
	Finesse, Travellers Close, Welham Green, Hatfield	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%
	Harpers Gym, Jarman Park, St Albans Road, Hemel Hempstead	1	.4%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Hatfield University Swimming Pool	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%
	Holiday Inn Gym, Breakspear Way, Hemel Hempstead	1	.4%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%
	Holmes Place, Boreham Wood	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
	James Altham Swimming Pool, Little Oxhey Lane, South Oxhey, Watford	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%

(cont.)

**Q28. Where did you or members of your household last go to a gym / healthclub?**

		Rewighted Base: Those stating gym/healthclub													
				Zone											
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	JJB Fitness, Boscombe Road, Dunstable	1	.4%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%
	Kensington Gym, Kensington High Steet, London	1	.4%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Leverstock Green Community Centre, Leverstock Green	1	.4%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%
	London Colney Adventure World, Perham Way, London Colney	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mill Green Golf Club, Gypsy Lane, Welwyn Garden City	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%
	Neils Training, Hemel Hempstead	1	.4%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%
	Profile Beauty Studio, Wheathamsptead Road, Harpenden	1	.4%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%
	Profile, Luton Arndale Centre, Luton	1	.4%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%
	Redbourn Recreation Centre, Dunstable Road, Redbourn, St Albans	1	.4%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Roe Hill Hall, Longmead, Hatfield	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%
	Stevenage Leisure Ltd, Lytton Way, Stevenage	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.5%
	The Grove, Hartspring Lane, Watford	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
	The Thistle, Watford Road, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Towns End Tennis Club, Waverley Road, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Two Tone Fitness, High Street, Sandbridge, St Albans	1	.4%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%
	U R C. Church Hall, Home Road, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Vauxhall Sport & Social, Vauxhall	1	.4%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%
	Wardown Swimming & Leisure Centre, Bath Road, Luton	1	.4%	0	.0%	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%

**Q29. Where did you or members of your household last go to a museum or place of historical interest?**

	Reweighted Base: Those stating museum or place of historic interest		Zone											
			1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: Those stating museum or place of historic interest	523	100.0%	166	100.0%	69	100.0%	53	100.0%	83	100.0%	57	100.0%	95	100.0%
Museum of St Albans, St Albans	41	7.8%	28	16.9%	4	5.8%	1	1.9%	4	4.8%	2	3.5%	2	2.1%
Verulamium Museum, St Albans	25	4.8%	14	8.4%	6	8.7%	2	3.8%	0	.0%	1	1.8%	2	2.1%
Roman Theatre, St Albans	12	2.3%	10	6.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%
St Albans Cathedral	6	1.1%	3	1.8%	0	.0%	0	.0%	0	.0%	2	3.5%	1	1.1%
Future Gardens, Miriam Lane, off Noke Lane, Chiswell Green	2	.4%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kingsbury Watermill, close to Verulamium Park	2	.4%	0	.0%	1	1.4%	0	.0%	1	1.2%	0	.0%	0	.0%
Margate Harvey Gallery, Hatfield Road, St Albans	2	.4%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Redbourn Museum (the Silk House Mill), Redbourne	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
The de Havilland Aircraft Heritage Museum, London Colney	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Willow Farm Village, London Colney	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q29. Where did you or members of your household last go to a museum or place of historical interest?**

		Zone													
		Reweighted Base: Those stating museum or place of historic interest													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	London	64	12.2%	11	6.6%	8	11.6%	10	18.9%	11	13.3%	9	15.8%	15	15.8%
	Natural History Museum, Cromwell Road, London	53	10.1%	13	7.8%	4	5.8%	7	13.2%	13	15.7%	7	12.3%	9	9.5%
	British Museum, Great Russell Street, London	44	8.4%	16	9.6%	5	7.2%	4	7.5%	8	9.6%	4	7.0%	7	7.4%
	Victoria & Albert Museum, Cromwell Road, London	11	2.1%	2	1.2%	1	1.4%	0	.0%	2	2.4%	3	5.3%	3	3.2%
	Hatfield House, Hatfield	10	1.9%	3	1.8%	1	1.4%	1	1.9%	0	.0%	1	1.8%	4	4.2%
	Imperial War Museum, Lambeth Road, London	9	1.7%	3	1.8%	1	1.4%	1	1.9%	1	1.2%	3	5.3%	0	.0%
	Natural History Museum, Akemen Street, Tring	9	1.7%	2	1.2%	2	2.9%	1	1.9%	3	3.6%	1	1.8%	0	.0%
	Tate Modern, Bankside, London	9	1.7%	3	1.8%	2	2.9%	1	1.9%	1	1.2%	1	1.8%	1	1.1%
	Mill Green Museum and Mill, Bush Hall Lane, Hatfield	8	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	8.4%
	Waddesdon Manor, Waddesdon, Aylesbury, Buckinghamshire	7	1.3%	1	.6%	1	1.4%	0	.0%	4	4.8%	1	1.8%	0	.0%
	Museum of London, London Wall, London	6	1.1%	1	.6%	2	2.9%	1	1.9%	0	.0%	1	1.8%	1	1.1%
	National Trust Properties	6	1.1%	1	.6%	2	2.9%	0	.0%	1	1.2%	0	.0%	2	2.1%
	National Portrait Gallery, St Martins Place, London	5	1.0%	2	1.2%	1	1.4%	0	.0%	1	1.2%	0	.0%	1	1.1%
	Tower of London, Tower Hill, London	5	1.0%	0	.0%	1	1.4%	0	.0%	2	2.4%	2	3.5%	0	.0%
	Cornwall	4	.8%	0	.0%	2	2.9%	0	.0%	0	.0%	1	1.8%	1	1.1%
	National Art Galleries, Charing Cross Road, London	4	.8%	1	.6%	1	1.4%	0	.0%	1	1.2%	1	1.8%	0	.0%
	Tring	4	.8%	0	.0%	1	1.4%	0	.0%	2	2.4%	1	1.8%	0	.0%
	Wardown Park Museum, Old Bedford Road, Luton	4	.8%	0	.0%	0	.0%	4	7.5%	0	.0%	0	.0%	0	.0%
	Warwick Castle, Castle Hill, Warwick	4	.8%	2	1.2%	0	.0%	2	3.8%	0	.0%	0	.0%	0	.0%
	York Museum, York	4	.8%	2	1.2%	1	1.4%	0	.0%	0	.0%	0	.0%	1	1.1%

(cont.)

**Q29. Where did you or members of your household last go to a museum or place of historical interest?**

		Reweighted Base: Those stating museum or place of historic interest		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Hampton Court Palace, West Molesey, Surrey	3	.6%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	1	1.1%
	RAF Museum, Grahame Park Way, London	3	.6%	1	.6%	0	.0%	0	.0%	1	1.2%	0	.0%	1	1.1%
	Shaws Corner, Ayot St Lawrence, Welwyn	3	.6%	3	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Watford Museum, High Street, Watford	3	.6%	1	.6%	0	.0%	0	.0%	0	.0%	2	3.5%	0	.0%
	Audley End House, Saffron Walden	2	.4%	2	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Berkhampsted	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	1	1.1%
	Bletchley Park Museum, Bletchley	2	.4%	0	.0%	0	.0%	1	1.9%	1	1.2%	0	.0%	0	.0%
	Buckingham Palace, London	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.1%
	Chatsworth House, Cheshire	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.1%
	Chenies Manor House, Chenies, Rickmansworth	2	.4%	0	.0%	0	.0%	0	.0%	1	1.2%	1	1.8%	0	.0%
	Courtauld Institute, The Strand, London	2	.4%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	1	1.1%
	Dunster Castle, Minehead, Somerset	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Duxford Air Museum, Duxford, Cambridge	2	.4%	0	.0%	0	.0%	1	1.9%	1	1.2%	0	.0%	0	.0%
	Hadrians wall, Dumfries	2	.4%	0	.0%	1	1.4%	0	.0%	1	1.2%	0	.0%	0	.0%
	Hever Castle, Hever, Edenbridge	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Highgrove Florilegium, Garden Museum, Lambeth Palace Road, London	2	.4%	1	.6%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Isle of Wight	2	.4%	0	.0%	0	.0%	1	1.9%	1	1.2%	0	.0%	0	.0%
	London Dungeon	2	.4%	0	.0%	1	1.4%	1	1.9%	0	.0%	0	.0%	0	.0%
	Luton Central Library, St Georges Square, Luton	2	.4%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	0	.0%
	National Gallery, Trafalgar Square, London	2	.4%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	1	1.1%

(cont.)



**Q29. Where did you or members of your household last go to a museum or place of historical interest?**

		Zone													
		Reweighted Base: Those stating museum or place of historic interest													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	National Trust, Gateway to White Cliffs, Langdon Cliffs, Dover, Kent	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Roman Baths, Bath	2	.4%	1	.6%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	St Michaels Mount, Marazion, Cornwall	2	.4%	1	.6%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	The British Library, Euston Road, London	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	The Royal Academy of Arts, Burlington House, Piccadilly	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Welwyn Roman Bath, By-pass Road, Welwyn Garden City	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.1%
	Westminster Abbey, London	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Windsor Castle	2	.4%	1	.6%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Woburn Abbey, Bedfordshire	2	.4%	1	.6%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Althorp, Northampton	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Art gallery, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	Art Museum, London	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Ashridge Park	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Ashridge Park, Little Gaddesen, Berkhamstead	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Bakers Hill	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Barnet Museum, Wood Street, Barnet	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Bayeux Tapestry, France	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Beamish Museum, Beamish, Durham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Bedford Museum, Castle Lane, Bedford	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Bexley Park	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Blenheim Palace, Oxfordshire	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Buscot Park, Faringdon, Oxfordshire	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Cambridgeshire	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%

(cont.)

**Q29. Where did you or members of your household last go to a museum or place of historical interest?**

		Zone													
		Reweighted Base: Those stating museum or place of historic interest													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Castle Fraser, Scotland	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Clevedon Hall, Victoria Road, Clevedon, Avon	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	Clifton House	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Coalmine in Wales	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	Corfe Castle, Dorset	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Cultra Folk and Transport Museum, Hollywood, County Down	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	De La Warr Pavilion, Marina Bexhill, Bexhill On Sea, East Sussex	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dornoch Castle, Scotland	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dover Castle	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunham Massey, Altrincham, Cheshire	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Durham Heritage Centre & Museum, St Mary-le-Bow, Durham	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	East England Tank Museum, Thetford, Norfolk	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Elston Hall, Bedfordshire	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Etchingham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Forncett Industrial Steam Museum, Kingsmuir, Forncett St Mary, Norwich	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Frogmore House, Windsor Great Park	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Grennwich Mean Time Museum, Greenwich	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Hastings	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	HMS Belfast, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Holker Hall & Gardens, Cark in Cartmel, Grange-over-Sands, Cumbria	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q29. Where did you or members of your household last go to a museum or place of historical interest?**

		Zone													
		Reweighted Base: Those stating museum or place of historic interest													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	House of Commons, London	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Hughenden Manor, High Wycombe, Buckinghamshire	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	Jersey Museum, The Weighbridge, St Helier	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Jorvik Viking Centre, Coppergate Walk, York	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kedleston hall, Kedleston, Derbyshire	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Kettles Yard, Castle Street, Cambridge	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Kinver Edge, Derbyshire	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Knebworth House, Knebworth Park, Old Knebworth, Hertfordshire	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	London Science Museum, Exhibition Road, London	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Longley Centre, Norwood Grange Drive, Sheffield	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Madame Tussauds, Marylbone Road, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Mill at Sonning Theatre, Sonning Eye, Reading	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Millenium Bridge, London	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	National Army Museum, London	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	National Army Museum, Royal Hospital Road, London	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	National Gallery, Trafalger Square, London	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	National Maritime Museum, Romney Road, Greenwich	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	National Museum of Photography, William Street, Leeds	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%

(cont.)

**Q29. Where did you or members of your household last go to a museum or place of historical interest?**

		Zone													
		Reweighted Base: Those stating museum or place of historic interest													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	National Railway Museum, Leeman Road, York	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	National Trust House, Staffordshire	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Norwich Castle Museum & Gallery, Shirehall, Market Avenue, Norwich	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	One in bournemouth (coult not remember name)	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Organ Museum, Camp Road, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Oxford	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Port Sunlight Museum & Garden Village, King Georges Drive, Wirral	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Portland Museum, Wakeham, Portland, Dorset	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Pump House, Cheap Street, Bath	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Real Aeroplane, Sands Lane, Brighton, Selby	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Road Dahl Museum, High Street, Great Missenden	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	Roman Boathouse, Welwyn Village	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Roman Fort, Lake District, Cumbria	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rome	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Royal Observatory, Romney Road, Greenwich	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Saint Petersburg, Russia	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Salvador Dali Exhibition, Thames Embankment, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Sammy Miller Motorcycle Museum, Bashley Cross Road, New Milton, Hampshire	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sazebazh Hall, Cumbria	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Scotland	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q29. Where did you or members of your household last go to a museum or place of historical interest?**

		Zone													
		Reweighted Base: Those stating museum or place of historic interest													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Shaftesbury Theatre, Shaftesbury Avenue, London	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Shetland Islands	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	Shuttleworth Trust Museum, Letchworth	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	St Padarns Church, Llanbadarn Fawr, Wales	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Stockwood Park, Luton	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stonehenge	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Sulgrave Manor, Manoer Road, Sulgrave, Banbury	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	Swaffham, Norfolk	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Swinton Art Museum, London	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Cabinet Room, Westminster, London	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Henry Moore Foundation, Much Hadham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	The London Dungeon, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	The Walter Rothschild Zoological Museum, Museum Court, Akeman St, Tring	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Three Rivers Museum, Basing House, High Street, Rickmansworth	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	Titanic Museum, Southampton	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Truro Cathedral, Cornwall	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Vancouver, British Columbia, Canada	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Waltham Abbey, Old Gunpowder Works	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Warriston, Scotland	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wayside Folk Museum, Zennor, Cornwall	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q29. Where did you or members of your household last go to a museum or place of historical interest?**

		Reweighted Base: Those stating museum or place of historic interest		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Wellcome Medical Museum, Gibbs Building, Euston Road, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Wesley Museum of Methodism, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	West Wycombe Park, High Wycombe	1	.2%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Wiltshire	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Woburn House, Tavistock Square, London	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wrest House Park and Gardens, Silsoe, Bedford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%

**Q30. Where did you or members of your household last go to a nightclub or musical venue?**

	Reweighted Base: Those stating nightclub/musical venue									
	Zone									
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Reweighted Base: Those stating nightclub/musical venue	209	100.0%	56	100.0%	32	100.0%	24	100.0%	34	100.0%
Batchwood Hall Nightclub, St Albans	10	4.8%	7	12.5%	2	6.3%	0	.0%	0	.0%
The Adelaide & Ice Club, St Albans	2	1.0%	1	1.8%	0	.0%	0	.0%	1	2.9%
Evolve, 24–7 Club, St Albans	1	.5%	1	1.8%	0	.0%	0	.0%	0	.0%

(cont.)

**Q30. Where did you or members of your household last go to a nightclub or musical venue?**

		Reweighted Base: Those stating nightclub/musical venue									
		Zone									
		Num	%	1		2		3		4	
				Num	%	Num	%	Num	%	Num	%
Other	London	22	10.5%	6	10.7%	5	15.6%	0	.0%	3	8.8%
	St Albans Arena, Civic Centre, St Peters Street, St Albans	17	8.1%	12	21.4%	2	6.3%	0	.0%	0	.0%
	Royal Albert Hall, London	12	5.7%	2	3.6%	2	6.3%	1	4.2%	3	8.8%
	02 Arena, Peninsula Square, Greenwich	8	3.8%	1	1.8%	1	3.1%	1	4.2%	2	5.9%
	Luton Town Hall, George Street, Luton	5	2.4%	0	.0%	1	3.1%	3	12.5%	1	2.9%
	St Albans	5	2.4%	3	5.4%	0	.0%	0	.0%	2	5.9%
	Wembley Arena, London	5	2.4%	1	1.8%	1	3.1%	1	4.2%	1	2.9%
	Hemel Hempstead	4	1.9%	0	.0%	0	.0%	0	.0%	3	8.8%
	Lloyds Bar, St Albans	4	1.9%	3	5.4%	1	3.1%	0	.0%	0	.0%
	Oceana, The Parade, Watford	4	1.9%	0	.0%	1	3.1%	0	.0%	1	2.9%
	Radlett Theatre, Holywell Hill, St Albans	4	1.9%	2	3.6%	0	.0%	0	.0%	0	.0%
	Stevenage	4	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Area, The Parade, High Street, Watford	3	1.4%	1	1.8%	0	.0%	0	.0%	2	5.9%
	High Street, Watford	3	1.4%	0	.0%	0	.0%	0	.0%	1	2.9%
	Watford Colliseum, Rickmansworth Road, Watford	3	1.4%	0	.0%	0	.0%	0	.0%	1	2.9%
	Abroad	2	1.0%	0	.0%	0	.0%	0	.0%	2	5.9%
	Chicago Rock Cafe, Gordon Street, Luton	2	1.0%	0	.0%	0	.0%	2	8.3%	0	.0%
	Hammersmith Apollo, Queen Caroline Street, London	2	1.0%	0	.0%	1	3.1%	0	.0%	0	.0%
	Liquid and Envy, Kings Way, Stevenage	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Liquid, Gorden Street, Luton	2	1.0%	0	.0%	1	3.1%	1	4.2%	0	.0%
	Reading Festival	2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Royal Opera House, Convent Garden	2	1.0%	1	1.8%	1	3.1%	0	.0%	0	.0%
	St Johns Church, Welwyn	2	1.0%	0	.0%	0	.0%	1	4.2%	0	.0%
	The Grove, Court Drive, Dunstable	2	1.0%	0	.0%	1	3.1%	1	4.2%	0	.0%

(cont.)

**Q30. Where did you or members of your household last go to a nightclub or musical venue?**

		Reweighted Base: Those stating nightclub/musical venue									
		Zone									
		Num		%		1		2		3	
				Num	%	Num	%	Num	%	Num	%
Other	The Horn, Victoria Street, St Albans	2	1.0%	1	1.8%	0	.0%	0	.0%	1	2.9%
	V Festival, Chelmsford	2	1.0%	0	.0%	0	.0%	2	8.3%	0	.0%
	Watford	2	1.0%	0	.0%	0	.0%	0	.0%	2	5.9%
	After Dark Nightclub, Dunstable	1	.5%	0	.0%	0	.0%	1	4.2%	0	.0%
	All Bar One, Leicester Sqaure, London	1	.5%	1	1.8%	0	.0%	0	.0%	0	.0%
	Bar Risa, The Parade, High Street, Watford\	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Battle Proms, Hatfield Park, Hatfield	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Bishop Dortford	1	.5%	1	1.8%	0	.0%	0	.0%	0	.0%
	Blues Bar & Grill, The Parade, Plymouth	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Brighton	1	.5%	1	1.8%	0	.0%	0	.0%	0	.0%
	Brixton Academy, London	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Bulls Head, Barnes	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Butney Bay Jazz Club, Enfield	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Camden Barlfy, London	1	.5%	1	1.8%	0	.0%	0	.0%	0	.0%
	Catholic Church, Milton Keynes	1	.5%	0	.0%	0	.0%	1	4.2%	0	.0%
	Chicago Rock Cafe, The Parade, High Street, Watford	1	.5%	0	.0%	0	.0%	0	.0%	1	2.9%
	Choir, Hemel Hempstead	1	.5%	0	.0%	0	.0%	0	.0%	1	2.9%
	Comedy Store, London	1	.5%	1	1.8%	0	.0%	0	.0%	0	.0%
	Concorde2, Madeira Drive, Brighton	1	.5%	0	.0%	0	.0%	0	.0%	1	2.9%
	Cornwall	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Deja Vu, Hightown Road, Luton	1	.5%	0	.0%	1	3.1%	0	.0%	0	.0%
	Doctors Tonic, Church Road, Welwyn Garden City	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunstable Theatre Club,The Little Theatre, High Street South, Dunstable	1	.5%	0	.0%	0	.0%	1	4.2%	0	.0%
	Dunstable Town Centre	1	.5%	0	.0%	0	.0%	1	4.2%	0	.0%
	Festival Hall, London	1	.5%	1	1.8%	0	.0%	0	.0%	0	.0%

(cont.)



**Q30. Where did you or members of your household last go to a nightclub or musical venue?**

		Reweighted Base: Those stating nightclub/musical venue									
		Num		Zone							
				1		2		3		4	
			%	Num	%	Num	%	Num	%	Num	%
Other	Flame, Wellington Street, Luton	1	.5%	0	.0%	0	.0%	1	4.2%	0	.0%
	Friends Meeting House, Welwyn Garden City	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Frog and Rhubarb, Church Road, Luton	1	.5%	0	.0%	0	.0%	1	4.2%	0	.0%
	Galaxy Centre, Bridge Street, Luton	1	.5%	0	.0%	0	.0%	0	.0%	1	2.9%
	Hatfield House	1	.5%	0	.0%	0	.0%	1	4.2%	0	.0%
	Holland Park, London	1	.5%	0	.0%	1	3.1%	0	.0%	0	.0%
	Horn of Plenty, Victoria Street, St. Albans	1	.5%	1	1.8%	0	.0%	0	.0%	0	.0%
	Hyde Park, London	1	.5%	0	.0%	1	3.1%	0	.0%	0	.0%
	Isle of Wight Festival	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Kings Head, Crouch End Hill, London	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Knebworth, Hertfordshire	1	.5%	0	.0%	1	3.1%	0	.0%	0	.0%
	Lava, Hemel Hempstead	1	.5%	0	.0%	0	.0%	0	.0%	1	2.9%
	London Palladium, Argyll Street, London	1	.5%	0	.0%	1	3.1%	0	.0%	0	.0%
	Methodist Church High Street, Harpenden	1	.5%	0	.0%	1	3.1%	0	.0%	0	.0%
	Musical Venue – Bayford	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	National Opera, London	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Nokia Theatre, Times Square, New York	1	.5%	0	.0%	1	3.1%	0	.0%	0	.0%
	Norwich	1	.5%	1	1.8%	0	.0%	0	.0%	0	.0%
	Nottingham	1	.5%	0	.0%	0	.0%	0	.0%	1	2.9%
	Punk, Soho Street, London	1	.5%	0	.0%	0	.0%	1	4.2%	0	.0%
	Radlett	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Rehab Bar, The Parade, Watford	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Rose & Crown, Sandridge, St Albans	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Rotham Stead Manner	1	.5%	0	.0%	1	3.1%	0	.0%	0	.0%

(cont.)

**Q30. Where did you or members of your household last go to a nightclub or musical venue?**

		Reweighted Base: Those stating nightclub/musical venue									
		Zone									
		Num		%		1		2		3	
				Num	%	Num	%	Num	%	Num	%
Other	Roundhouse, Spaniards Road, Camden, London	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Saddlers Wells Theatre, Rosebery Avenue, London,	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Savoy Theatre, Savoy Court, Strand, London	1	.5%	0	.0%	1	3.1%	0	.0%	0	.0%
	Sheffield	1	.5%	0	.0%	1	3.1%	0	.0%	0	.0%
	St Albans High School (private function)	1	.5%	0	.0%	1	3.1%	0	.0%	0	.0%
	St Francis Church, Parkway, Welwyn Garden City	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	St George, Dunstable	1	.5%	0	.0%	0	.0%	1	4.2%	0	.0%
	Stables Theatre, Milton Keynes	1	.5%	0	.0%	1	3.1%	0	.0%	0	.0%
	The Barbican, London	1	.5%	1	1.8%	0	.0%	0	.0%	0	.0%
	The Boot, French Road, St Albans	1	.5%	1	1.8%	0	.0%	0	.0%	0	.0%
	The Flag, Station Road, Watford	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	The Globe, Winfield Street, Dunstable	1	.5%	0	.0%	0	.0%	1	4.2%	0	.0%
	The Horns, Hempstead Road, Watford	1	.5%	1	1.8%	0	.0%	0	.0%	0	.0%
	The London Theatre, London	1	.5%	1	1.8%	0	.0%	0	.0%	0	.0%
	The Long and Short Arm, Lemsford	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	The Maltings, St albans	1	.5%	1	1.8%	0	.0%	0	.0%	0	.0%
	The Prince Edward Theatre, London	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	The Stables Theatre, Stockwell Lane, Wavendon	1	.5%	0	.0%	0	.0%	1	4.2%	0	.0%
	The Waterside Bar, Waterhouse St, Hemel Hempsted	1	.5%	0	.0%	0	.0%	0	.0%	1	2.9%
	Tring Theatre, Tring	1	.5%	0	.0%	0	.0%	0	.0%	1	2.9%
	Waterend Barn, St Albans	1	.5%	1	1.8%	0	.0%	0	.0%	0	.0%
	Welwyn Garden City	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Wembley Stadium, Empire Way, London	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q30. Where did you or members of your household last go to a nightclub or musical venue?**

	Zone			
	5		6	
	Num	%	Num	%
Rewighted Base: Those stating nightclub/musical venue	25	100.0%	38	100.0%
Batchwood Hall Nightclub, St Albans	1	4.0%	0	.0%
The Adelaide & Ice Club, St Albans	0	.0%	0	.0%
Evolve, 24-7 Club, St Albans	0	.0%	0	.0%

(cont.)

**Q30. Where did you or members of your household last go to a nightclub or musical venue?**

		Zone			
		5		6	
		Num	%	Num	%
Other	London	2	8.0%	6	15.8%
	St Albans Arena, Civic Centre, St Peters Street, St Albans	3	12.0%	0	.0%
	Royal Albert Hall, London	0	.0%	4	10.5%
	02 Arena, Peninsula Square, Greenwich	1	4.0%	2	5.3%
	Luton Town Hall, George Street, Luton	0	.0%	0	.0%
	St Albans	0	.0%	0	.0%
	Wembley Arena, London	0	.0%	1	2.6%
	Hemel Hempstead	1	4.0%	0	.0%
	Lloyds Bar, St Albans	0	.0%	0	.0%
	Oceana, The Parade, Watford	2	8.0%	0	.0%
	Radlett Theatre, Holywell Hill, St Albans	2	8.0%	0	.0%
	Stevenage	0	.0%	4	10.5%
	Area, The Parade, High Street, Watford	0	.0%	0	.0%
	High Street, Watford	1	4.0%	1	2.6%
	Watford Colliseum, Rickmansworth Road, Watford	2	8.0%	0	.0%
	Abroad	0	.0%	0	.0%
	Chicago Rock Cafe, Gordon Street, Luton	0	.0%	0	.0%
	Hammersmith Apollo, Queen Caroline Street, London	1	4.0%	0	.0%
	Liquid and Envy, Kings Way, Stevenage	0	.0%	2	5.3%
	Liquid, Gorden Street, Luton	0	.0%	0	.0%
	Reading Festival	1	4.0%	1	2.6%
	Royal Opera House, Convent Garden	0	.0%	0	.0%
	St Johns Church, Welwyn	0	.0%	1	2.6%
	The Grove, Court Drive, Dunstable	0	.0%	0	.0%

(cont.)

**Q30. Where did you or members of your household last go to a nightclub or musical venue?**

		Zone			
		5		6	
		Num	%	Num	%
Other	The Horn, Victoria Street, St Albans	0	.0%	0	.0%
	V Festival, Chelmsford	0	.0%	0	.0%
	Watford	0	.0%	0	.0%
	After Dark Nightclub, Dunstable	0	.0%	0	.0%
	All Bar One, Leicester Sqaure, London	0	.0%	0	.0%
	Bar Risa, The Parade, High Street, Watford\	1	4.0%	0	.0%
	Battle Proms, Hatfield Park, Hatfield	0	.0%	1	2.6%
	Bishop Dortford	0	.0%	0	.0%
	Blues Bar & Grill, The Parade, Plymouth	0	.0%	1	2.6%
	Brighton	0	.0%	0	.0%
	Brixton Academy, London	0	.0%	1	2.6%
	Bulls Head, Barnes	1	4.0%	0	.0%
	Butney Bay Jazz Club, Enfield	0	.0%	1	2.6%
	Camden Barlfy, London	0	.0%	0	.0%
	Catholic Church, Milton Keynes	0	.0%	0	.0%
	Chicago Rock Cafe, The Parade, High Street, Watford	0	.0%	0	.0%
	Choir, Hemel Hempstead	0	.0%	0	.0%
	Comedy Store, London	0	.0%	0	.0%
	Concorde2, Madeira Drive, Brighton	0	.0%	0	.0%
	Cornwall	0	.0%	1	2.6%
	Deja Vu, Hightown Road, Luton	0	.0%	0	.0%
	Doctors Tonic, Church Road, Welwyn Garden City	0	.0%	1	2.6%
	Dunstable Theatre Club, The Little Theatre, High Street South, Dunstable	0	.0%	0	.0%
	Dunstable Town Centre	0	.0%	0	.0%
	Festival Hall, London	0	.0%	0	.0%

(cont.)

**Q30. Where did you or members of your household last go to a nightclub or musical venue?**

		Zone			
		5		6	
		Num	%	Num	%
Other	Flame, Wellington Street, Luton	0	.0%	0	.0%
	Friends Meeting House, Welwyn Garden City	0	.0%	1	2.6%
	Frog and Rhubarb, Church Road, Luton	0	.0%	0	.0%
	Galaxy Centre, Bridge Street, Luton	0	.0%	0	.0%
	Hatfield House	0	.0%	0	.0%
	Holland Park, London	0	.0%	0	.0%
	Horn of Plenty, Victoria Street, St. Albans	0	.0%	0	.0%
	Hyde Park, London	0	.0%	0	.0%
	Isle of Wight Festival	0	.0%	1	2.6%
	Kings Head, Crouch End Hill, London	1	4.0%	0	.0%
	Knebworth, Hertfordshire	0	.0%	0	.0%
	Lava, Hemel Hempstead	0	.0%	0	.0%
	London Palladium, Argyll Street, London	0	.0%	0	.0%
	Methodist Church High Street, Harpenden	0	.0%	0	.0%
	Musical Venue – Bayford	0	.0%	1	2.6%
	National Opera, London	1	4.0%	0	.0%
	Nokia Theatre, Times Square, New York	0	.0%	0	.0%
	Norwich	0	.0%	0	.0%
	Nottingham	0	.0%	0	.0%
	Punk, Soho Street, London	0	.0%	0	.0%
	Radlett	1	4.0%	0	.0%
	Rehab Bar, The Parade, Watford	1	4.0%	0	.0%
	Rose & Crown, Sandridge, St Albans	0	.0%	1	2.6%
	Rotham Stead Manner	0	.0%	0	.0%

(cont.)

**Q30. Where did you or members of your household last go to a nightclub or musical venue?**

		Zone			
		5		6	
		Num	%	Num	%
Other	Roundhouse, Spaniards Road, Camden, London	1	4.0%	0	.0%
	Saddlers Wells Theatre, Rosebery Avenue, London,	0	.0%	1	2.6%
	Savoy Theatre, Savoy Court, Strand, London	0	.0%	0	.0%
	Sheffield	0	.0%	0	.0%
	St Albans High School (private function)	0	.0%	0	.0%
	St Francis Church, Parkway, Welwyn Garden City	0	.0%	1	2.6%
	St George, Dunstable	0	.0%	0	.0%
	Stables Theatre, Milton Keynes	0	.0%	0	.0%
	The Barbican, London	0	.0%	0	.0%
	The Boot, French Road, St Albans	0	.0%	0	.0%
	The Flag, Station Road, Watford	1	4.0%	0	.0%
	The Globe, Winfield Street, Dunstable	0	.0%	0	.0%
	The Horns, Hempstead Road, Watford	0	.0%	0	.0%
	The London Theatre, London	0	.0%	0	.0%
	The Long and Short Arm, Lemsford	0	.0%	1	2.6%
	The Maltings, St albans	0	.0%	0	.0%
	The Prince Edward Theatre, London	0	.0%	1	2.6%
	The Stables Theatre, Stockwell Lane, Wavendon	0	.0%	0	.0%
	The Waterside Bar, Waterhouse St, Hemel Hempsted	0	.0%	0	.0%
	Tring Theatre, Tring	0	.0%	0	.0%
	Waterend Barn, St Albans	0	.0%	0	.0%
	Welwyn Garden City	0	.0%	1	2.6%
	Wembley Stadium, Empire Way, London	0	.0%	1	2.6%

**Q31. Where did you or members of your household last go to a pub/bar?**

	Reweighted Base: Those stating pub/bar		Zone											
			1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: Those stating pub/bar	520	100.0%	157	100.0%	69	100.0%	53	100.0%	96	100.0%	62	100.0%	83	100.0%
The Three Hammers, St Albans	11	2.1%	11	7.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Blackberry Jack, St Albans	7	1.3%	5	3.2%	0	.0%	1	1.9%	1	1.0%	0	.0%	0	.0%
Ye Old Fighting Cocks, St Albans	6	1.2%	5	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
The Cross Key, St Albans	5	1.0%	3	1.9%	1	1.4%	0	.0%	0	.0%	0	.0%	1	1.2%
The Holly Bush, Potters Crouch, St Albans	5	1.0%	3	1.9%	1	1.4%	0	.0%	1	1.0%	0	.0%	0	.0%
The Slug & Lettuce, Harpenden	5	1.0%	2	1.3%	2	2.9%	1	1.9%	0	.0%	0	.0%	0	.0%
The Colney fox, London Colney	4	.8%	4	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Gate, Bricket Wood, St Albans	4	.8%	4	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Old Bell, Harpenden	4	.8%	0	.0%	4	5.8%	0	.0%	0	.0%	0	.0%	0	.0%
The Rose & crown, Sandridge, St Albans	4	.8%	3	1.9%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
The Six Bells, St Albans	4	.8%	3	1.9%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Gibraltar Castle, Harpenden	3	.6%	0	.0%	3	4.3%	0	.0%	0	.0%	0	.0%	0	.0%
Harpenden Arms, Harpenden	3	.6%	0	.0%	2	2.9%	0	.0%	0	.0%	1	1.6%	0	.0%
The Baton, the Ridgeway, St Albans	3	.6%	3	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Cross Keys Public House	3	.6%	1	.6%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
The Elephant & Castle, Wheathampstead	3	.6%	0	.0%	3	4.3%	0	.0%	0	.0%	0	.0%	0	.0%
The Fox, Harpenden	3	.6%	0	.0%	2	2.9%	0	.0%	1	1.0%	0	.0%	0	.0%
The King Harry, St Albans	3	.6%	2	1.3%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
The Red Cow, Harpenden	3	.6%	0	.0%	3	4.3%	0	.0%	0	.0%	0	.0%	0	.0%
The Spotted Bull, St Albans	3	.6%	1	.6%	1	1.4%	0	.0%	1	1.0%	0	.0%	0	.0%
Silver Cup, Harpenden	2	.4%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	1	1.2%
The Beehive, St Albans	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
The Carpenters Arms, Harpenden	2	.4%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
The Crown, Hatfield Road, St Albans	2	.4%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Engineer, Harpenden	2	.4%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)



**Q31. Where did you or members of your household last go to a pub/bar?**

	Zone													
	Reweighted Base: Those stating pub/bar													
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
The George, Harpenden	2	.4%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
The Old Cock Inn, Harpenden	2	.4%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	1	1.2%
The Queens Head, Sandridge, St Albans	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
Inn on the Green, Harpenden	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Blue Anchor, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The George Inn, Redbourne	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Marquis of Granby, Harpenden	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
The Oak Tree, Harpenden	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
The Plough & Harrow, Harpenden	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The Three Blackbirds, St Albans	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
The White Lion, London Colney	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
Verulam Arms, St Albans	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%

(cont.)

**Q31. Where did you or members of your household last go to a pub/bar?**

		Zone													
		Reweighted Base: Those stating pub/bar													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	London	10	1.9%	4	2.5%	1	1.4%	0	.0%	1	1.0%	2	3.2%	2	2.4%
	The Crab Tree, Leverstock Green Road, Hemel Hempstead	10	1.9%	0	.0%	1	1.4%	0	.0%	9	9.4%	0	.0%	0	.0%
	Chequers Inn, St Albans Road, Redbourn, St Albans	9	1.7%	4	2.5%	3	4.3%	0	.0%	2	2.1%	0	.0%	0	.0%
	The Frog and Rhubarb, Church Road, Slip End, Luton	6	1.2%	0	.0%	0	.0%	6	11.3%	0	.0%	0	.0%	0	.0%
	The Goat Inn, Sopwell Lane, St Albans	6	1.2%	5	3.2%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Swan, College Road, Abbots Langley	6	1.2%	0	.0%	2	2.9%	0	.0%	1	1.0%	3	4.8%	0	.0%
	Watford town centre	6	1.2%	0	.0%	0	.0%	0	.0%	2	2.1%	4	6.5%	0	.0%
	King William IV, Sandridge Road, St Albans,	5	1.0%	5	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Crooked Chimney, Cromer Hyde, Lemsford, Welwyn Garden City	5	1.0%	1	.6%	2	2.9%	0	.0%	0	.0%	0	.0%	2	2.4%
	The White Horse, London Road, Shenley, Radlett	5	1.0%	1	.6%	0	.0%	0	.0%	0	.0%	4	6.5%	0	.0%
	Lloyds, Chequer Street, St Albans	4	.8%	3	1.9%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Moor Mill Beefeater, Smug Oak Lane, Bricket Wood, St. Albans	4	.8%	2	1.3%	1	1.4%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Bull, High Street, Wheathampstead, St Albans	4	.8%	0	.0%	3	4.3%	0	.0%	0	.0%	0	.0%	1	1.2%
	The Compasses, Tibbs Hill Road, Abbots Langley	4	.8%	0	.0%	0	.0%	0	.0%	3	3.1%	1	1.6%	0	.0%
	The Green Dragon, Waterside, London Colney	4	.8%	4	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Horns, Hempstead Road, Watford	4	.8%	2	1.3%	0	.0%	0	.0%	0	.0%	2	3.2%	0	.0%
	The Jolly Sailor, Stonecross, St Albans	4	.8%	4	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Three Horseshoes, East Common, Harpenden	4	.8%	0	.0%	1	1.4%	0	.0%	0	.0%	1	1.6%	2	2.4%
	The White Horse, Mill Lane, Welwyn	4	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.8%

(cont.)

**Q31. Where did you or members of your household last go to a pub/bar?**

		Reweighted Base: Those stating pub/bar		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Harpenden Town Centre	3	.6%	0	.0%	3	4.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Hemel Hempstead	3	.6%	0	.0%	0	.0%	0	.0%	3	3.1%	0	.0%	0	.0%
	Luton town centre	3	.6%	0	.0%	0	.0%	3	5.7%	0	.0%	0	.0%	0	.0%
	Moon under Water, High Street, Watford	3	.6%	0	.0%	0	.0%	0	.0%	2	2.1%	1	1.6%	0	.0%
	O'Neills, Victoria Street, St Albans	3	.6%	2	1.3%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Airfield, Comet Way, Hatfield	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.6%
	The Boot, Market Place, St Albans	3	.6%	2	1.3%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	The Cat and Fiddle, Cobden Hill, Radlett	3	.6%	1	.6%	0	.0%	0	.0%	0	.0%	2	3.2%	0	.0%
	The Globe, Union Street, Luton	3	.6%	0	.0%	0	.0%	3	5.7%	0	.0%	0	.0%	0	.0%
	The Old Moat House, Moat Lane, Luton	3	.6%	0	.0%	0	.0%	3	5.7%	0	.0%	0	.0%	0	.0%
	The Overdraught, Park Street, St Albans	3	.6%	3	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Plough, Sleafshyde Lane, St Albans	3	.6%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The Red Lion, Digswell Hill, Welwyn Garden City	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.6%
	The Red Lion, Great North Road, Hatfield	3	.6%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	2	2.4%
	THE Speckled Hen, Hatfield Road, St Albans	3	.6%	3	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wetherspoons, Chequer Street, St Albans	3	.6%	2	1.3%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Yates, Park Street, Luton	3	.6%	0	.0%	1	1.4%	2	3.8%	0	.0%	0	.0%	0	.0%
	Abroad	2	.4%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	1	1.2%
	Bar 62, Catherine Street, St Albans	2	.4%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chipperfield	2	.4%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.6%	0	.0%
	Doctors Tonic, Church Road, Welwyn Garden City	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%
	Hatfield	2	.4%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	1	1.2%
	Magoos, High Street, Berkhamsted	2	.4%	0	.0%	0	.0%	0	.0%	2	2.1%	0	.0%	0	.0%

(cont.)

**Q31. Where did you or members of your household last go to a pub/bar?**

		Zone													
		Reweighted Base: Those stating pub/bar													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Mokoko, Verulam Road, St Albans	2	.4%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	O'Neills, The Parade, Watford	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%	0	.0%
	O'Shea's, Castle Street, Luton	2	.4%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	0	.0%
	Royal British Legion, Queensway, Hemel Hempstead	2	.4%	0	.0%	0	.0%	0	.0%	2	2.1%	0	.0%	0	.0%
	The Cock, St Peters Street, St Albans	2	.4%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Cricketers, Redbourn Street, St Albans	2	.4%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
	The Essex Arms, Watford	2	.4%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.6%	0	.0%
	The King William, St Albans	2	.4%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Lytton Arms, Park Lane, Old Knebworth, Knebworth	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%
	The Peahen, London Road, St Albans	2	.4%	1	.6%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	The Plough, Leverstock Green Road, Hemel Hempstead	2	.4%	0	.0%	0	.0%	0	.0%	2	2.1%	0	.0%	0	.0%
	The Portland Arms, Portland Street, St Albans	2	.4%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Red Lion, St Albans Road, Watford	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Red Lion, Watling Street, Radlett	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Royal Oak, Kitters Green, Abbots Langley	2	.4%	0	.0%	0	.0%	0	.0%	2	2.1%	0	.0%	0	.0%
	The Speckled Hen, Hatfield Road, St Albans	2	.4%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Steam Coach, St Johns Road, Hemel Hempstead	2	.4%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.6%	0	.0%
	The Sun, Lemsford Village, Welwyn Garden City	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%
	The Swan, Park Road, Bushey	2	.4%	0	.0%	0	.0%	0	.0%	2	2.1%	0	.0%	0	.0%
	The Toby, Hartspring Lane, Watford	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The White Horse, High Street, Kimpton, Hitchin	2	.4%	0	.0%	2	2.9%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q31. Where did you or members of your household last go to a pub/bar?**

		Zone													
		Reweighted Base: Those stating pub/bar													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	The White Horse, Tea Green, Luton	2	.4%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	0	.0%
	The Woodman, Wild Hill, Hatfield	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%
	Welwyn Garden City	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%
	Wrestlers, Great North Road, Hatfield	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%
	Yates, The Parade, High Street, Watford	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Abbots Langley & District Mens Club, Trowley Rise, Abbots Langley	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Adeyfield Community Centre, Queen Square	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Apsley	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Battle Axes, Butterfly Lane, Elstree, Borehamwood	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Beehive, Welwyn Garden City	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Boxmoor	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Bricket Wood	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Brookmans Park Hotel, Brookmans Park, Hatfield	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Bury St. Edmunds	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Caddington Sports & Social Club, Manor Road, Caddington	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Cafe Rouge, Holywell Hill, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cambridge	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Chicago Rock Cafe, Gordon Street, Luton	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	City Hotel, Friary Road, Armagh	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Cock Inn, Church Lane, Sarratt, Rickmansworth	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Cock o' the North, Great North Road, Hatfield	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Coreys Mill, Hitchin Road, Stevenage	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Corney & Barrow, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%

(cont.)

**Q31. Where did you or members of your household last go to a pub/bar?**

		Zone													
		Reweighted Base: Those stating pub/bar													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	County Cricket Ground, Wantage Road, Northampton	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cricket club, Markyate	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Cricketers, Caddington, Luton	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Cricketers, Manor Road, Caddington	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Crusaders Sport & Social Club, Potters Bar	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Denford, Northamptonshire	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Digswell, Welwyn Garden City	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Dunstable	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Estcourt Arms, St Johns Road, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Fairway Tavern, Old Herts Lane, Welwyn Garden City	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Farmers Boy, London Road, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Farringdon, Central London	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Festival Hall, London	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fishery Inn, Fishery Road, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Flamouth, Cornwall	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Fox Inn, Willian, Letchworth Garden City	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	George the Fourth, Holborn, London	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gibraltar Rock Hotel, Deane Road, Bolton, Lancashire	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Grasshoppers Rugby Club, Macfarlane Lane, Osterley, Twickenham	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Greenwood Park Community Centre, Tippendell Lane, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Halfway House, Hempstead Road, Bovingdon, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%

(cont.)

**Q31. Where did you or members of your household last go to a pub/bar?**

		Zone													
		Reweighted Base: Those stating pub/bar													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Harvester, Boxmoor, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Harvester, Harpenden Road, St Albans	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Harvester, London Road, Flamstead, St Albans	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Hastings	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Hatfield Social Club, Great North Road, Hatfield	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Homestead Court and Hotel , Welwyn Garden City	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Islington, London	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Jersey Farm, St Albans	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Kings Langley	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Letty Green	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Leverstock Green Cricket Club, Bedmond Road, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Leverstock Green, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Loch Fyne, Verulam Road St Albans	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	London Colney	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mangans, Market Street, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Martins Pond, The Green, Potten End	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Mill Green Golf Club, Gypsy Lane, Welwyn Garden City	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Mokoko, Verulam Road, St. Albans	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	North Mymms Mens Club, Station Road, North Mymms, Hatfield	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	North Star, Welwyn	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Nottingham	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Old English Inn, Cotslands	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%

(cont.)

**Q31. Where did you or members of your household last go to a pub/bar?**

		Zone													
		Reweighted Base: Those stating pub/bar													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Old Sugar Loaf, High Street North, Dunstable	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Old Town area, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Old Watermill, Birkenhead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Plough, Tyttenhanger	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Plume of Feathers, Upper Green Road, Tewin, Welwyn	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Potters Bar, Hertfordshire	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Prince of Wales, Church Hill Road, Barnet	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Reading	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Redbourn	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rye House, Hoddestone	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Saracens Head, High Street, Kings Langley	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Slip End Social Club, New Street, Slip End, Luton	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Southern Cross, Langley Road, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Stratford Arms, Cranborne Parade, Mutton Lane, Potters Bar	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Strathmore Arms, Whitwell Road, Hitchin	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Tewin, Welyn	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The Badger, Meriden	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Baker(S) Arms, Bayford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The Banana Leaf, Marlowes, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Barge, Castlefield Avenue East, Castlefield, Runcorn	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The Bat and Barrel, Park Street, Luton	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%

(cont.)



**Q31. Where did you or members of your household last go to a pub/bar?**

		Zone													
		Reweighted Base: Those stating pub/bar													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	The Bear and Staff, Bear Street, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Black Horse, Chorley Woods Common	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Black Horse, Luton	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Black Horse, Potters Bar	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The Black Lion, London Road, Shenley, Radlett	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Blacksmiths Arms, St Peters Street, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	THE Blacksmiths Arms, St Peters Street, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Boot, The Green, Rickmansworth	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	The Bright Star, Kimpton Road, Peters Green	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Bulls Head, Barnes	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Castle Tavern, Luton	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Chequers, Luton Road, Caddington	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Cock Inn, Church Lane, Sarratt, Rickmansworth	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Cock, High Street, Colney Heath, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Cork, Howardsgate, Welwyn Garden City	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The Cow Herds, Vintage Inn, The Common, Southampton	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Cricketers, Sarratt	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Duck In Vintage Inn, London Road, Aston Clinton, Aylesbury	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Elephant & Castle, Amwell Lane, Wheathampstead, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Feathers, Church Street, Rickmansworth	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%

(cont.)

**Q31. Where did you or members of your household last go to a pub/bar?**

		Zone													
		Reweighted Base: Those stating pub/bar													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	The first and last hungry horse, Church Street, Dunstable	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The First and Last Pub, Dunstable	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Four Horseshoes, Park Street, Luton	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Fox and Hounds Inn, Holmes Chapel Road, Sposton, Crewe	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Fox, Darley Hall, Luton	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Full House, Marlowes, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Gate, Barnet Road, Arkley, Barnet	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The George Hotel, Cley, North Norfolk	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The Golden Lion, High Street, London Colney	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Green Acres Tavern, Leys Road, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Green Man, High Street, Barnet	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Green Man, High Street, Offley, Hitchin	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Green Man, High Street, Sandridge, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Green, Luton Road, Kinsbourne Green, Luton	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Greyhound Inn, Chesham Road, Tring	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The Half Moon, Queen Street, Hitchin	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Hammer in Hand, Ganders Ash, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	THE Hammer in Hand, Ganders Ash, Watford,	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Hare & Hounds, Sopwell Lane, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q31. Where did you or members of your household last go to a pub/bar?**

		Zone													
		Reweighted Base: Those stating pub/bar													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	The Harvester, Harpenden Rd, St Albans	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Hedgehog, Shoplands, Welwyn Garden City	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The Hope and Anchor, Station Road, Welham Green	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The Horse and Chains, High Street, Bushey	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Horse and Groom, Park Street, Hatfield	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The Jolly Topers, Hitchin Road, Luton	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Kings Arms, Bloomsbury, London	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	The Kings Arms, High Street, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Kings Head, Station Road, Ivanhoe	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Leather Bottle, Leverstock Green Road, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Leicester Arms, Dunstable Road, Luton	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Marchmont Arms, Piccotts End, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Mermaid, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Midland, Midland Road, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Old Chequers, Chequers End, Gaddesden Row, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	THE Old Chequers, Chequers End, Gaddesen Row, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Old Fox, School Lane, Bricket Wood	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Old Palace, Langley Hill, Kings Langley	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%

(cont.)

**Q31. Where did you or members of your household last go to a pub/bar?**

		Zone													
		Reweighted Base: Those stating pub/bar													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	The Packhorse, Tring Road, Wendover, Aylesbury	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Plume of Feathers, London Road, Markyate	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Pray, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Preston, Preston Road, Wembley, Middlesex	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Railway Bar, Watling Street, Radlett	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Raven, Hexton, Hitchin	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Red Lion, High Street, Markyate	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Red Lion, Leighton Buzzard Road, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Red Lion, Nash Mills, Hemel hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Red Lion. Woolmer Green	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The Rendevous, St Thomas Street, Weymouth, Dorset	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Rising Sun, Ascot Road, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Rising Sun, Front Street, Slip End	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Robin Hood, High Street, Stevenage	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The Rose and Crown, High Street, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Royal Standard of England, Beaconsfield, Buckinghamshire	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Shepherd and Flock, Shepherds Bush	1	.2%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	The Snug, French Road, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Stag, Long Lane, Heronsgate, Rickmansworth	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Three Hammers, Chiswell Green	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q31. Where did you or members of your household last go to a pub/bar?**

		Zone													
		Reweighted Base: Those stating pub/bar													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	The Three Hammers, The Ridgeway, Watford	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Tudor Arms, Bushey Mill Lane, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Venture, Hemel Hempsted	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The Viaduct Tavern, Newgate Street, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Vulcan, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Waterend Barn, St Peters Street, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Wellington, High Street, Welwyn	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The White Hart Inn, Bedmond	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The White Hart, Prospect Place, Welwyn	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The White Horse, Castle Street, Hertford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The White Horse, Dolgellau, Gwynedd, Wales	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The White Horse, Whitehorse Lane, Burnham Green	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The White Lion, Marsworth Tring	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The White Lion, Sopwell Lane, St Albans	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Wigmore Arms, Wigmore Lane, Luton	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	The Wishing Well, St Albans Road, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	The Woodman Inn, Warrengate Road, North Mymms, Hatfield	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	The Young Pretender, Kings Langley, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Toby Carvery, Hartspring Lane, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Tobys, Welwyn Garden City	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%

(cont.)

Q31. Where did you or members of your household last go to a pub/bar?

		Reweighted Base: Those stating pub/bar		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Top of the World, Warners End Road, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Travelodge Hotels, Comet Way, Hatfield Business Park, Hatfield	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Two Brewers Inn, The Common, Chipperfield	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Wagners, Welwyn Garden City	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	West End, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%
	Wetherspoons, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Wetherspoons, Hertford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Wetherspoons, Hollywood Green, High Road, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Wigmore Arms, Luton	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Wigmore Arms, Wigmore Lane, Luton	1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%
	Zennor, St Ives	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q32. Where did you or members of your household last go to a restaurant?

	Reweighted Base: Those stating restaurant		Zone											
			1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: Those stating restaurant			780	100.0%	220	100.0%	99	100.0%	91	100.0%	150	100.0%	89	100.0%
St Albans			33	4.2%	21	9.5%	3	3.0%	0	.0%	3	2.0%	3	3.4%
Harvester, London Road, Flamstead, St Albans			21	2.7%	4	1.8%	2	2.0%	1	1.1%	14	9.3%	0	.0%
Harpenden			15	1.9%	1	.5%	13	13.1%	0	.0%	1	.7%	0	.0%
Hemel Hempstead			15	1.9%	1	.5%	2	2.0%	0	.0%	12	8.0%	0	.0%

(cont.)

**Q32. Where did you or members of your household last go to a restaurant?**

	Reweighted Base: Those stating restaurant		Zone													
			1		2		3		4		5		6			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Loch Fyne, Verulam Road, St Albans	13	1.7%	10	4.5%	1	1.0%	0	.0%	2	1.3%	0	.0%	0	.0%		
Harvester, Harpenden Road, St Albans	11	1.4%	7	3.2%	2	2.0%	0	.0%	1	.7%	0	.0%	1	.8%		
Pre Hotel, Redbourn Road, St Albans	11	1.4%	5	2.3%	3	3.0%	0	.0%	3	2.0%	0	.0%	0	.0%		
Airfield Table, Lemsford Road, Hatfield	9	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	6.9%		
Chequers Inn, St Albans Road, Redbourn, St Albans	9	1.2%	4	1.8%	0	.0%	1	1.1%	4	2.7%	0	.0%	0	.0%		
Colney Fox, Barnet Road, London Colney	9	1.2%	9	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Moor Mill Beefeater, Smug Oak Lane, Bricket Wood	9	1.2%	4	1.8%	1	1.0%	0	.0%	0	.0%	4	4.5%	0	.0%		
Alberto, High Street, Hemel Hempstead	8	1.0%	1	.5%	0	.0%	0	.0%	5	3.3%	1	1.1%	1	.8%		
Banana Leaf, Marlowes, Hemel Hempstead	8	1.0%	2	.9%	0	.0%	0	.0%	5	3.3%	1	1.1%	0	.0%		
Cafe Rouge, Hollywell Hill, St. Albans	8	1.0%	3	1.4%	0	.0%	1	1.1%	3	2.0%	1	1.1%	0	.0%		
Three Hammers, Watford Road, St Albans	8	1.0%	7	3.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%		
Wagamammas, Christopher Place, St Albans	8	1.0%	5	2.3%	0	.0%	0	.0%	2	1.3%	0	.0%	1	.8%		
Beefeater, Osbourne Road, Luton	7	.9%	0	.0%	0	.0%	7	7.7%	0	.0%	0	.0%	0	.0%		
London	7	.9%	0	.0%	1	1.0%	0	.0%	1	.7%	2	2.2%	3	2.3%		
Prezzo, Leyton Road, Harpenden	7	.9%	0	.0%	4	4.0%	0	.0%	3	2.0%	0	.0%	0	.0%		
Welwyn Garden City	7	.9%	1	.5%	0	.0%	1	1.1%	0	.0%	0	.0%	5	3.8%		
Zizzi, High Street, St Albans	7	.9%	5	2.3%	0	.0%	1	1.1%	1	.7%	0	.0%	0	.0%		
Bean Tree, Leyton Road, Harpenden	6	.8%	0	.0%	3	3.0%	0	.0%	1	.7%	1	1.1%	1	.8%		
Bull, High Street, Wheathampstead	6	.8%	2	.9%	3	3.0%	0	.0%	0	.0%	0	.0%	1	.8%		
Darcys, Hadfield Road, St Albans	6	.8%	4	1.8%	0	.0%	0	.0%	1	.7%	1	1.1%	0	.0%		
Fox, Luton Road, Harpenden	6	.8%	0	.0%	1	1.0%	3	3.3%	2	1.3%	0	.0%	0	.0%		
Harvester, St Albans Road, Garston	6	.8%	1	.5%	0	.0%	0	.0%	1	.7%	4	4.5%	0	.0%		

(cont.)

**Q32. Where did you or members of your household last go to a restaurant?**

	Reweighted Base: Those stating restaurant		Zone													
			1		2		3		4		5		6			
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Sazio, High Street, St Albans	6	.8%	4	1.8%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%		
Ancient Briton, Harpenden Road, St Albans	5	.6%	4	1.8%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Carluccios, Christopher Place, St Albans	5	.6%	4	1.8%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Dragon Garden, Marlowes, Hemel Hempstead	5	.6%	1	.5%	1	1.0%	0	.0%	3	2.0%	0	.0%	0	.0%		
Green, The Peppercorn, Luton Road, Harpenden	5	.6%	0	.0%	2	2.0%	3	3.3%	0	.0%	0	.0%	0	.0%		
Pasta Cibo, Harding Parade, Station Road, Harpenden	5	.6%	0	.0%	2	2.0%	2	2.2%	0	.0%	1	1.1%	0	.0%		
Wicked Lady, Nomansland, Wheathampstead	5	.6%	3	1.4%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Aroma, Stevenage Leisure Park, Sixhill Way, Stevenage	4	.5%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.3%		
Buon Amici, Verulam Road, St Albans	4	.5%	3	1.4%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Crabtree, Leverstock Green Road, Hemel Hempstead	4	.5%	0	.0%	0	.0%	0	.0%	4	2.7%	0	.0%	0	.0%		
Grove, Watford	4	.5%	0	.0%	0	.0%	1	1.1%	0	.0%	2	2.2%	1	.8%		
Hatfield Town Centre	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.1%		
King William IV, Sandridge Road, St Albans	4	.5%	4	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Lussmans, High Street, St Albans	4	.5%	3	1.4%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%		
Luton	4	.5%	0	.0%	0	.0%	4	4.4%	0	.0%	0	.0%	0	.0%		
Pizza Express, Howardsgate, Welwyn Garden City	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.1%		
Prezzo, Watling Street, Radlett	4	.5%	1	.5%	0	.0%	0	.0%	1	.7%	2	2.2%	0	.0%		
Thai Rack, George Street, St Albans	4	.5%	4	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		
Verdis Trattoria, Clarence Park, St Albans	4	.5%	3	1.4%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%		
Young Pretender, Hempstead Road, Kings Langley	4	.5%	0	.0%	0	.0%	0	.0%	4	2.7%	0	.0%	0	.0%		

(cont.)



**Q32. Where did you or members of your household last go to a restaurant?**

	Rewighted Base: Those stating restaurant		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Aroma, Katherine Place, Abbots Langley	3	.4%	0	.0%	0	.0%	0	.0%	1	.7%	2	2.2%	0	.0%
Asia, Beaconsfield Road, St Albans	3	.4%	3	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ask, Welwyn Garden City	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.3%
Auberge du Lac, Brocket Hall, Welwyn	3	.4%	0	.0%	0	.0%	1	1.1%	2	1.3%	0	.0%	0	.0%
Bella Italia, The Galleria, Comet Way, Hatfield	3	.4%	1	.5%	0	.0%	0	.0%	1	.7%	0	.0%	1	.8%
Cafe Trio, Wigmores South, Welwyn Garden City	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.3%
Chilli Raj, The Broadway, Darkes Lane, Potters Bar	3	.4%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
Cornwall	3	.4%	1	.5%	0	.0%	1	1.1%	0	.0%	1	1.1%	0	.0%
Dunstable	3	.4%	0	.0%	0	.0%	2	2.2%	1	.7%	0	.0%	0	.0%
East, Great North Road, Welwyn Garden City	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.3%
Freddies, Adelaide Street, St Albans	3	.4%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Hampstead	3	.4%	2	.9%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Harvester, St Albans Road, Garston, Watford	3	.4%	0	.0%	0	.0%	0	.0%	2	1.3%	1	1.1%	0	.0%
Harvester, Station Road, Cuffley, Potters Bar	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.3%
Horse & Jockey, Watling Street, Dunstable	3	.4%	0	.0%	0	.0%	1	1.1%	2	1.3%	0	.0%	0	.0%
Il Carnivale, St Albans Road, Watford	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.4%	0	.0%
Kamillos, Marlborough Road, St Albans	3	.4%	3	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kashu, Hatfield Road, St Albans	3	.4%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Little Marrakech, Market Place, St Albans	3	.4%	1	.5%	1	1.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Old Moat House, Moat Lane, Luton	3	.4%	0	.0%	0	.0%	3	3.3%	0	.0%	0	.0%	0	.0%

(cont.)

**Q32. Where did you or members of your household last go to a restaurant?**

	Reweighted Base: Those stating restaurant		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Pizza Express, High Street, Harpenden	3	.4%	1	.5%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Radlett	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.4%	0	.0%
St Michaels Manor Hotel, Fishpool Street, St Albans	3	.4%	3	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Terra Nova, Stanborough Road, Welwyn Garden City	3	.4%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
Three Horseshoes, Hatfield Road, Smallford, St Albans	3	.4%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Tims Table, Watling Street, Radlett	3	.4%	1	.5%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%
Two Brewers, The Common, Chipperfield	3	.4%	1	.5%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Viceroy, Old Watford Road, Bricket Wood	3	.4%	2	.9%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Waffle House, St Michaels Street, St Albans	3	.4%	2	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Abbots Tandoori, Langley Road, Abbots Langley	2	.3%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Aqua Ristorante, High Street, Welwyn	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
Aroma, Riverside, Hemel Hempstead	2	.3%	0	.0%	1	1.0%	0	.0%	1	.7%	0	.0%	0	.0%
Asda Restaurant, Town Centre, Hatfield	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Ask, Market Street, Watford	2	.3%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.1%	0	.0%
Baltistan, Hitchin Road, Luton	2	.3%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%
Beefeater, The Warden, Barton Road, Luton	2	.3%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.1%	0	.0%
Blue Check, High Street, Bushey	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%
Boxmoor Lodge, London Road, Hemel Hempstead	2	.3%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.1%	0	.0%
Cafe Jeera, Station Road, Harpenden	2	.3%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chef Peking, Church Green, Harpenden	2	.3%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q32. Where did you or members of your household last go to a restaurant?**

	Reweighted Base: Those stating restaurant		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Chiquito, North Orbital Road, Watford	2	.3%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	1	.8%
Cricketers, East Common, Redbourn, St Albans	2	.3%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Crooked Chimney, Cromer, Hyde Lane, Welwyn Garden City	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
Crown & Septre, Bridens Camp, Hemel Hempstead	2	.3%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Devdas, St Albans	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Franky & Bennys, Woodside Leisure Park, Watford	2	.3%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.1%	0	.0%
Fusion Spice, Wigmore Park Shopping Centre	2	.3%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%
Galleria, Comet Way, Hatfield	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
Graffiti Restaurant, Station Road, Harpenden	2	.3%	0	.0%	1	1.0%	0	.0%	1	.7%	0	.0%	0	.0%
Greek, Queensway, Hemel Hempstead	2	.3%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Green Man, High Street, Offley, Hitchin	2	.3%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%
Hertford	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Indian Royal, Watling Street, Radlett	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%
L'Artista, High Street, Watford	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
L'Italiana, French Row, St Albans	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Le Steak Parisien, Adelaide Street, Luton	2	.3%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%
Nandos, Chequer Street, St Albans	2	.3%	1	.5%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
New Gulshan Tandoori, Victoria Street, St Albans	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Norfolk	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
Old Bell, Luton Road, Harpenden	2	.3%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Old Manor, Wyllyotts Place, Potters Bar	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%

(cont.)

**Q32. Where did you or members of your household last go to a restaurant?**

	Rewighted Base: Those stating restaurant		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Pavilion Indian Restaurant, High Street, Markyate, St. Albans	2	.3%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Pinwey, High Street, Abbots Langley	2	.3%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.1%	0	.0%
Pizza express, HIGH STREET, Harpenden, Hertfordshire	2	.3%	0	.0%	1	1.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Pizza Express, Radlett	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Pizza Express, Riverside, Hemel Hempstead	2	.3%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Pizza Express, Watling Street, Radlett	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%
Pizza Hut, Howards Gate, Welwyn Garden City	2	.3%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	1	.8%
Raven, Hexton, Hitchin	2	.3%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%
Red Lion, Digswell Hill, Welwyn	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
Red Lion, Great North Road, Hatfield	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Red Lion, Hemel Hempstead	2	.3%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Royal Orchid, High Street, Harpenden	2	.3%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sazio, High Street, Harpenden	2	.3%	1	.5%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sitar, Johns Road, Hemel Hempstead	2	.3%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%
Spice Hut, The Quadrant, St Albans	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stevenage	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
TGI Fridays, St Albans Road, Garston, Watford	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Waggoners, Brickwall Close, Ayot St Lawrence	2	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	.8%
Watford	2	.3%	0	.0%	0	.0%	0	.0%	1	.7%	1	1.1%	0	.0%
Wellington, High Street, Welwyn	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
Wetherspoons, St Peters Street, St Albans	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

(cont.)

**Q32. Where did you or members of your household last go to a restaurant?**

	Reweighted Base: Those stating restaurant		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
White Horse, London Road, Shenley, Radlett	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	1	.8%
White Horse, Mill Lane, Welwyn Garden City	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%
White Horse, Tea Green, Luton	2	.3%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%	0	.0%
White Lion, St. Annes Road, London Colney	2	.3%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Ackerlog, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Acorn, Bedford	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Adams Brasserie, The Mansion House, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Alban Tandoori, Victoria Street, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldenham Golf and Country Club, Watford	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Alpine, High Road, Bushey	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ardmore House, Lemsford Road, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aroma, The Galaxy, Bridge Street, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Ask, High Street, Stevenage	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Ask, The Broadway, Old Amersham, Amersham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Bangkok Lounge, High Street, Harpenden	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bar Meze, Adelaide Street, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Barge, Castlefield Avenue East, Castlefield, Runcorn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Bedford	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beefeater, Bricket Wood, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Beefeater, Coreys Mill Lane, Stevenage	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q32. Where did you or members of your household last go to a restaurant?**

	Reweighted Base: Those stating restaurant		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Beefeater, Stanborough Road, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Bell, The Green, Chearsley, Aylesbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Bertorelli, Frith Street, London	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birch, Newport Road, Woburn, Milton Keynes	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Black Horses, Ireland, Sheffield, Bedfordshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Blue Elephant, Fulham Broadway, London,	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Blue Olive, Station Parade, Cockfosters Road, Barnet	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Boot Inn, Market Place, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bowl, St Albans Road, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Brache Sparta, Foxdell Sports Ground, Dallow Road, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Brewers Fayre, Watford	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bricklayers Arms, Hogpits Bottom, Flaunden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Britannia Inn, Headington, Oxford	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Brocket Arms, Ayot St Lawrence, Welwyn	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Brookmans, Bradmore Green, Brookmans Park, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Browns, Cambridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Browns, Liverpool Street, London	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bull, London Road, Hemel Hempstead	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Burston Garden Centre, North Orbital Road, St Albans	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Bury St Edmunds	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bushey	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%

(cont.)

Q32. Where did you or members of your household last go to a restaurant?

	Reweighted Base: Those stating restaurant		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Cafe Rouge, High Street, Hitchin	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Cafe Rouge, Whimble Street, Plymouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Carsington Water Visitor Centre, Ashbourne	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Carvery, St Albans	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Catch, High Road, Bushey Heath, Bushey	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chapter House, St Albans Abbey, Sumppter Yard, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chilli Raj, Stanhope Road, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chipperfield	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Chiswell Green, Herts.	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Cinnamon Lounge, High Street, Kings Langley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Cinnamon, Thompsons Close, Harpenden	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
City Hotel, Friary Road, Armagh	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Clarendon, Redhall Lane, Chandlers Cross, Rickmansworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Cotswolds	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Courtauld Institute, The Strand, London	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cove Restaurant, Maenporth Beach, Falmouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Cricketers, Manor Road, Caddington	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Cricketers, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Crown Hotel, High Street, Watton, Norfolk	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Debenhams, Church Road, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Dinner Theatre, Mill at Sonning, Sonning Eye, Reading	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q32. Where did you or members of your household last go to a restaurant?**

	Reweighted Base: Those stating restaurant		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Don Ameche, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Doughtys, Bancroft, Hitchin	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Dublin	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Duck In Vintage Inn, London Road, Aston Clinton, Aylesbury	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
East Ocean, Langley Road, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Eden, Station Road, Harpenden	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Elstree	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Engineer, St Johns Road, Harpenden	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Erols Cafe, Town Centre, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Farringdon, Central London	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
First and Last Pub, Dunstable	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fishery Inn, Fishery Lane, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Flying Horse, The Green, Clophill, Bedford	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Fox and Hounds, Middlewich	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Fox Inn, Willian, Letchworth Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Frankie & Bennys, The Galleria, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Frog and Rhubarb, Church Road, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Frog and Rhubarb, Slip end	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Galaxy Centre, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Garston, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Gate, Bricket Wood, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gate, Chorley Wood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
George Hotel, Cley, North Norfolk	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
George, Harpenden	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)



**Q32. Where did you or members of your household last go to a restaurant?**

	Reweighted Base: Those stating restaurant		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Gilbeys, Market Square, Amersham	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Glen Eagle Manor Hotel, Harpenden	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Goat, Sopwell Lane, St Albans	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Golden Plaice, Shenley Road, Borehamwood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Green Dragon, Waterside, London Colney	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Green Man, Leverstock Green, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Greenwood Park Community Centre, Tippendell Lane, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Greyhound Inn, Chesham Road, Tring	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Half Moon, Queen Street, Hitchin	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Hampshire	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hartwell House, Oxford Road, Aylesbury	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Harvester, London Road, Stevenage	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harvester, Potters Kiln, Leisure Way, Lowersoft	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Harvester, Stirling Corner, Barnet	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Harvester, Tongwell Street, Milton Keynes	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Harvester, Watford Road, Croxley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Hatch End	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Highwayman, London Road, Dunstable	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hillside Restaurant, High Street, Wheathampstead	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hillside, Main Street, Hillsborough	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hillside, Port Hill, Hertford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Hollbrook, Sussex	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

(cont.)

Q32. Where did you or members of your household last go to a restaurant?

	Reweighted Base: Those stating restaurant		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Homestead Court and Hotel , Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Horns, Bulls Green	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Hungry Horse, Biscot Mill, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Imperial Dynasty, High Street North, Dunstable	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Isle Of Wight	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Islington, North London	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Jade House, Marsh Road, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Jaipur, Milton Keynes	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Jay Raj, Hitchin Road, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Jenny, Bank Court, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Kings Langley	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
La Campana, Bell, Stutham	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
La Mancha, Lower Kings Road, Berkhampstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
La Tasca, The Parade, High Street, Watford	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Larger, Radlett	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Le Pont De La Tour, Shad Thames, London City Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Leavesden	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Leeds	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Leicester Arms, Dunstable Road, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Leverstock Green, Hemel Hempstead Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Little Bay, Wandsworth Bridge Road, Wandsworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Long and Short Arm, Lemsford, Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%

(cont.)

**Q32. Where did you or members of your household last go to a restaurant?**

	Rewighted Base: Those stating restaurant		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Lytton Arms, Park Lane, Old Knebworth, Knebworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Manoir, Nether Westcote, Chipping Norton, Oxfordshire	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Manor, Potters Bar	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Marchmont Arms, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Markyate Tandoori, High Street, Markyate, St Albans	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Maurizios, Church Street, Rickmansworth	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Mayfair, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
McDonalds, High Street, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
McDonalds, The Galleria, Comet Way, Hatfield	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mona Lisa, Guildford Street, Luton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Monmouth, South Wales	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Mr Man, Station Road, Edgware	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Mumbai Junction, Watford Road, Harrow	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mumtaj Tandoori, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nando's, Galaxy Centre, Bridge Street, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Nandos, Shenley Road, Borehamwood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
O'Neills, The Parade, High Street, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Old Chequers, Hemel Hemstead	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Old Cock Inn, Harpenden	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Old Green Man, Watling Street, Milton Keynes	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Old Hunters Lodge, Whipsnade, Dunstable	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q32. Where did you or members of your household last go to a restaurant?**

	Reweighted Base: Those stating restaurant		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Old Sugar Loaf, High Street North, Dunstable	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Oojams, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Oscars Pizza, High Street, Kings Langley	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Oslo Court, Restaurant, Prince Albert Road, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Out & Out, Crows Nest, Tring Hill, Tring	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Overdraught, Park Street, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Packhorse, Tring Road, Wendover, Aylesbury	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Paparazzi, Barnet Road, Potters Bar	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Pasta Brown, Bow Street, London	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Piccadily Circus, London	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Pinner, Middlesex	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Pizza Express, Drury Lane, London	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pizza Express, High Street, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Pizza Express, Verulam Road, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pizza Hut, Hattersway Retail Park, Chaul End Lane, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Pizza Hut, Oxford Street, London	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Pizza Hut, White Lion Retail Park, Boscombe Rd, Dunstable	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Plough, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Premier Inn, Warwick road, Borehamwood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Prezzo, Cross Street, Saffron Walden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Pulpit, Portland Bill, Portland	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q32. Where did you or members of your household last go to a restaurant?**

	Reweighted Base: Those stating restaurant		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Queens Head, Church End, Sandridge, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Raj Tandoori, Brookmans Park, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Rami Indian Restaurant, Chiswell Green	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Red Cow, Harpenden	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Red Lion, St Albans Road, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Regency, Mutton Lane, Potters Bar	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Restaurant 65, High Street, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Restaurant One O Two, High Street, Potters Bar	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Richmond	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Rincos, Borehamwood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Ring O' Bells, Cheriton Fitzpaine, Crediton, Devon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Royal Elephant, Potters Bar	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Royal Oak, Kitters Green, Abbots Langley	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Royal Opera House, Covent Garden, London	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Saffron, High Street, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Sagar Tandoori, High Street, Welwyn	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's Restaurant, Cow lane, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Salutation Point Western Hotel, Ambleside, Cumbria	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Savanna, St Albans	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Scotland	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Silver Cup, St Albans Road, Harpenden	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q32. Where did you or members of your household last go to a restaurant?**

	Reweighted Base: Those stating restaurant		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Silver Palate, Vaughan Road, Harpenden	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Singapore Garden, Chiswick High Road, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Sizzlers, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Southend-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Spice of Caddington , Caddington, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Spicy Chicken, Bury Park, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Star, Luton Road, Chalton, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Swan, College Road, Abbots Langley	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Tewin Welwyn	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Thai Balcony, Saw Close, Bath	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Thames Riviera Hotel, Bridge Road, Maidenhead	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Three Hammers, Chiswell Green, Saint Stephens	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Three Horse Shoes, East Common, Harpenden	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Three Horseshoes, The Green, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Titchwell Manor Hotel, Titchwell, King's Lynn, Norfolk	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Tobys Carvery, Enfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Tobys Carvery, Hartspring Lane, Watford	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Tobys Carvery, London Road, Stevenage	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Tobys Carvery, Welwyn,Garden City	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Top of the World, Warners End Road, Hemel Hempstead	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Travelodge, Osborne Road, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%

(cont.)

**Q32. Where did you or members of your household last go to a restaurant?**

	Reweighted Base: Those stating restaurant		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Two Brewers, Northaw Road West, Potters Bar	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
Van and Sierra, Radlett	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Vauxhall Recreation Club, Gipsy Lane, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Waddesdon Manor, Waddesdon	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wagamamas, Sunset Walk, Milton Keynes	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wagners, Welwyn garden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Waitrose, Welwyn Garden	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Warden Tavern, New Bedford Road, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Water End	1	.1%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%
West Lodge, Hadley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Wetherspoons, Oxford Road, High Wycombe	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Wheathamstead	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
White Horse, Whitehorse Lane, Burnham Green	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Whitechapel Gallery, London	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wigmore Arms, Wigmore Lane, Luton	1	.1%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Worlds End Garden Centre, Wendover	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wrestlers, Great North Road, Hatfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%
Yates, Park Street, Luton	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Zaza, High Street, Ruislip	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Zennor, Cornwall	1	.1%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Zens Restaurant, Cheshunt	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%

Q33. Where did you or members of your household last go tenpin bowling?

	Reweighted Base: Those stating tenpin bowling		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: Those stating tenpin bowling	189	100.0%	50	100.0%	21	100.0%	29	100.0%	28	100.0%	35	100.0%	26	100.0%
Hollywood Bowl, Woodside Leisure Park, Watford	75	39.7%	30	60.0%	5	23.8%	1	3.4%	9	32.1%	28	80.0%	2	7.7%
Hotshots Ten Pin Bowling, Leisureworld, Hemel Hempstead	29	15.3%	7	14.0%	6	28.6%	0	.0%	13	46.4%	1	2.9%	2	7.7%

(cont.)



**Q33. Where did you or members of your household last go tenpin bowling?**

		Reweighted Base: Those stating tenpin bowling		Zone											
				1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Hollywood Bowl, Kings Road, Stevenage	21	11.1%	4	8.0%	1	4.8%	0	.0%	0	.0%	0	.0%	16	61.5%
	Go Bowling, Court Drive, Dunstable	9	4.8%	0	.0%	3	14.3%	5	17.2%	1	3.6%	0	.0%	0	.0%
	Megabowl, Court Drive, Dunstable	7	3.7%	0	.0%	0	.0%	6	20.7%	0	.0%	0	.0%	1	3.8%
	Namco Station, The Galaxy Bridge Street, Luton	7	3.7%	0	.0%	0	.0%	7	24.1%	0	.0%	0	.0%	0	.0%
	Galaxy, Bridge Street, Luton	6	3.2%	0	.0%	1	4.8%	5	17.2%	0	.0%	0	.0%	0	.0%
	Jarmans Park, Old Crabtree Lane, Hemel Hempstead	5	2.6%	0	.0%	3	14.3%	0	.0%	1	3.6%	1	2.9%	0	.0%
	Garston, Leavesden, Watford	4	2.1%	3	6.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%
	Stevenage	3	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	11.5%
	Jump Up, Hemel Hempstead	2	1.1%	1	2.0%	0	.0%	0	.0%	1	3.6%	0	.0%	0	.0%
	Luton	2	1.1%	0	.0%	1	4.8%	1	3.4%	0	.0%	0	.0%	0	.0%
	AMF Bowling, Denmark Street, Eden, High Wycombe	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%
	Barnsley	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%
	Beech Hill Bowling Club, Dunstable Road, Luton	1	.5%	0	.0%	0	.0%	1	3.4%	0	.0%	0	.0%	0	.0%
	Bloomsbury, London	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.8%
	Centre Parks	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%
	Centre Parks, Elveden Forest, Brandon, Suffolk	1	.5%	0	.0%	0	.0%	0	.0%	1	3.6%	0	.0%	0	.0%
	Centre Parks, Sherwood Forest	1	.5%	0	.0%	1	4.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Cineworld, The Galaxy, Bridge Street, Luton	1	.5%	0	.0%	0	.0%	1	3.4%	0	.0%	0	.0%	0	.0%
	Cornwall	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%
	Croydon, London	1	.5%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunstable Leisure Park, Court Drive, Bedfordshire	1	.5%	0	.0%	0	.0%	1	3.4%	0	.0%	0	.0%	0	.0%
	Finchley Hollywood Bowl, Great North Leisure Park, Chaplin Square, London	1	.5%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q33. Where did you or members of your household last go tenpin bowling?**

		Zone													
		Reweighted Base: Those stating tenpin bowling													
		Num		1		2		3		4		5		6	
			%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Hollywood Bowl, Cardigan Fields Road, Leeds	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	0	.0%
	Manchester	1	.5%	0	.0%	0	.0%	1	3.4%	0	.0%	0	.0%	0	.0%
	Marlowes Shopping Centre	1	.5%	0	.0%	0	.0%	0	.0%	1	3.6%	0	.0%	0	.0%
	Megabowl, Milton Keynes leisure plaza, South row, Central Milton Keynes, Milton Keynes	1	.5%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Poole, Dorset	1	.5%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wales	1	.5%	0	.0%	0	.0%	0	.0%	1	3.6%	0	.0%	0	.0%
	Yorkshire	1	.5%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

**Q34. Where did you or members of your household last go to the theatre?**

		Zone													
		Reweighted Base: Those stating theatre													
		Num		1		2		3		4		5		6	
			%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: Those stating theatre		518	100.0%	157	100.0%	80	100.0%	59	100.0%	78	100.0%	68	100.0%	76	100.0%
The Alban Arena, St Albans		54	10.4%	32	20.4%	5	6.3%	1	1.7%	7	9.0%	6	8.8%	3	3.9%
The Abbey Theartre, St Albans		22	4.2%	14	8.9%	5	6.3%	0	.0%	1	1.3%	2	2.9%	0	.0%
Maltings Art Theatre, St Abans		8	1.5%	7	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
Trestle Theatre, St Albans		5	1.0%	2	1.3%	0	.0%	1	1.7%	0	.0%	2	2.9%	0	.0%

(cont.)

**Q34. Where did you or members of your household last go to the theatre?**

		Zone													
		Reweighted Base: Those stating theatre													
		Num	%	1		2		3		4		5		6	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	London West End	171	33.0%	47	29.9%	28	35.0%	13	22.0%	25	32.1%	28	41.2%	30	39.5%
	Grove Theatre, Court Drive, Dunstable	24	4.6%	1	.6%	4	5.0%	16	27.1%	3	3.8%	0	.0%	0	.0%
	Milton Keynes Theatre, Marlborough Gate, Milton Keynes	21	4.1%	1	.6%	8	10.0%	6	10.2%	4	5.1%	1	1.5%	1	1.3%
	Watford Palace, Clarendon Road, Watford	15	2.9%	8	5.1%	0	.0%	0	.0%	2	2.6%	5	7.4%	0	.0%
	London Palladium, Regent Street, London	9	1.7%	3	1.9%	1	1.3%	0	.0%	2	2.6%	3	4.4%	0	.0%
	Campus West Theatre, Welwyn Garden City	8	1.5%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	7	9.2%
	Palace Theatre, Clarendon Road, Watford	7	1.4%	1	.6%	0	.0%	0	.0%	4	5.1%	2	2.9%	0	.0%
	Radlett Centre, Aldenham Avenue, Radlett	7	1.4%	1	.6%	0	.0%	0	.0%	0	.0%	6	8.8%	0	.0%
	Prince Edward Theatre, Old Compton Street, London	6	1.2%	1	.6%	0	.0%	0	.0%	2	2.6%	1	1.5%	2	2.6%
	Theatre Royal Dury Lane, Catherine Street, London	6	1.2%	4	2.5%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%
	Apollo, Regent Street, London	5	1.0%	2	1.3%	0	.0%	0	.0%	1	1.3%	0	.0%	2	2.6%
	Barn Theatre, Barn Close, Welwyn Garden City	5	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	6.6%
	Radlett Theatre, Holywell Hill, St Albans	5	1.0%	4	2.5%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	Savoy Theatre, Savoy Court, Strand, London	5	1.0%	1	.6%	1	1.3%	0	.0%	0	.0%	1	1.5%	2	2.6%
	Shaftesbury Theatre, Shaftesbury Avenue, London	5	1.0%	3	1.9%	1	1.3%	1	1.7%	0	.0%	0	.0%	0	.0%
	St Albans	5	1.0%	1	.6%	0	.0%	0	.0%	4	5.1%	0	.0%	0	.0%
	Cambridge Theatre, Earlham Street, London	4	.8%	2	1.3%	0	.0%	0	.0%	0	.0%	1	1.5%	1	1.3%
	Globe Theatre, Bankside, London	4	.8%	2	1.3%	1	1.3%	1	1.7%	0	.0%	0	.0%	0	.0%
	Gordon Craig Theatre, Lytton Way, Stevenage	4	.8%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	3	3.9%

(cont.)

**Q34. Where did you or members of your household last go to the theatre?**

		Zone													
		Rewighted Base: Those stating theatre													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	National Theatre, South Bank, London	4	.8%	2	1.3%	1	1.3%	0	.0%	0	.0%	1	1.5%	0	.0%
	Royal Opera House, Covent Garden, London	4	.8%	1	.6%	2	2.5%	0	.0%	1	1.3%	0	.0%	0	.0%
	Adelphi Theatre, Maiden Lane, London	3	.6%	0	.0%	0	.0%	0	.0%	1	1.3%	1	1.5%	1	1.3%
	Harpenden Public Hall, Southdown Road, Harpenden	3	.6%	0	.0%	3	3.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Library Theatre, St Georges Square, Luton	3	.6%	0	.0%	0	.0%	2	3.4%	0	.0%	1	1.5%	0	.0%
	New Victoria theatre, The Ambassadors, Peacocks Centre, Woking	3	.6%	0	.0%	0	.0%	0	.0%	3	3.8%	0	.0%	0	.0%
	Royal Albert Hall, Kensington Gore, London	3	.6%	0	.0%	1	1.3%	1	1.7%	0	.0%	0	.0%	1	1.3%
	Stevenage	3	.6%	0	.0%	1	1.3%	1	1.7%	0	.0%	0	.0%	1	1.3%
	Theatre Royal Haymarket, Suffolk Street, London	3	.6%	1	.6%	1	1.3%	0	.0%	1	1.3%	0	.0%	0	.0%
	Theatre Royal, Saw Close, Bath	3	.6%	0	.0%	0	.0%	1	1.7%	1	1.3%	0	.0%	1	1.3%
	Aldwych Theatre, Aldwych, London	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Dunstable	2	.4%	0	.0%	0	.0%	2	3.4%	0	.0%	0	.0%	0	.0%
	Lyceum Theatre, Wellington Street, London	2	.4%	1	.6%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Mill At Sonning, Sonning Eye, Reading	2	.4%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Old Town Hall, High Street, Hemel Hempstead	2	.4%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Old Vic, Waterloo Road, London	2	.4%	1	.6%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Peacock Theatre, Portugal Street, London	2	.4%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	1	1.3%
	Piccadilly Theatre, Denman Street, The West End	2	.4%	1	.6%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Saddlers Wells, London	2	.4%	1	.6%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Strand Theatre, Catherine Street, Holborn, London	2	.4%	1	.6%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%

(cont.)

**Q34. Where did you or members of your household last go to the theatre?**

		Zone													
		Reweighted Base: Those stating theatre													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Theatre Royal, Thames Street, Windsor	2	.4%	0	.0%	0	.0%	0	.0%	1	1.3%	1	1.5%	0	.0%
	Theatreland, Shaftsbury Avenue, London	2	.4%	1	.6%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Victoria Palace, Allington Street, London	2	.4%	1	.6%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Wyllyots Theatre, Darkes lane, Potters Bar	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Wyndhams thetre, Charring Cross Road, London	2	.4%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	1	1.3%
	Apollo Victoria Theatre, Wilton Road, London	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Arcadia Theatre	1	.2%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Barbican Centre, London	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Bath	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	Broxbourne Civic Centre, High Street, Hoddesdon	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Bull Theatre, High Street, Barnet	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Camerbridge Art Theatre, St Edward' Passage, Cambridge	1	.2%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Cromer, Norfolk	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Donmar Warehouse Theatre, Earlham Street, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	Duke of York Theatre, St Martins Lane, London	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Elgiva, St Marys Way, Chesham	1	.2%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	English National Opera, London Coliseum, St Martins lane, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	Gala Theatre, Millenium Place, Durham	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Galleria Theatre, Luton	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Globe, Winfield Street, Dunstable	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Hampstead Theatre, Swiss Cottage Centre, Hampstead	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%

(cont.)

**Q34. Where did you or members of your household last go to the theatre?**

		Zone													
		Reweighted Base: Those stating theatre													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Islington, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	Jarman Park, Hemel Hempstead	1	.2%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Keynes Theatre, Luton	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Loughborough	1	.2%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Luton	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Luton Museum, Old Bedford Road, Luton	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Luton Town Hall, George Street, Luton	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Lyric Theatre, Shaftesbury Avenue, London	1	.2%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Millenium Centre, Bute Place, Cardiff	1	.2%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Minack Theatre, Cornwall	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	National THEATRE, South Bank, London,	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	New London Theatre, Drury Lane, London	1	.2%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Noel Coward Theatre, St Martins Lane, London	1	.2%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Open Air Theatre, The Ironworks, Inner Circle, Regents Park	1	.2%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Opera House, Convent Garden, London	1	.2%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Playhouse Theatre, Northumberland Avenue, London	1	.2%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Progress Theatre, Reading	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Queens Theatre, Shaftesbury Avenue, London	1	.2%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Radlett Village Hall	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	Regents Park Open Air Theatre	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Roundhouse, Chalk Farm Road, London	1	.2%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%

(cont.)

**Q34. Where did you or members of your household last go to the theatre?**

		Zone													
		Reweighted Base: Those stating theatre													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Royal Shakespeare Company, Waterside, Stratford-upon-Avon,	1	.2%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Sonning	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	St George, Dunstable	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Stable Theatre, Stockwell Lane, Milton Keynes	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%
	Theatre in the Park, Regents Park, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Theatre Royal, Westgate Street, Bury St Edmunds	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Trafalgar Studio, Whitehall, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	University of Hertfordshire Theatre, Hatfield	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Village Hall, Redbourn	1	.2%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Watersmeet Theatre, Rickmansworth	1	.2%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Watford Museum, Lower High Street, Watford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Windsor	1	.2%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Young Vic Theatre, Southbank, London	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Yvonne Arnaud Theatre, Millbrook, Guildford, Surrey	1	.2%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%

**Q35. Where did you or members of your household undertake the OTHER activity mentioned?**

	Reweighted Base: Those stating an other activity		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: Those stating an other activity	241	100.0%	75	100.0%	38	100.0%	22	100.0%	46	100.0%	23	100.0%	37	100.0%
St Albans	10	4.1%	8	10.7%	1	2.6%	0	.0%	0	.0%	0	.0%	1	2.7%
Hatfield Leisure Centre, Travellers Lane, Hatfield	6	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	16.2%
Bricket Wood, St Albans	4	1.7%	2	2.7%	1	2.6%	0	.0%	1	2.2%	0	.0%	0	.0%
Harpenden Sports Centre, Rothamstead Park, Leyton Road, Harpenden	4	1.7%	2	2.7%	1	2.6%	1	4.5%	0	.0%	0	.0%	0	.0%
Hemel Hempstead	4	1.7%	0	.0%	0	.0%	0	.0%	4	8.7%	0	.0%	0	.0%
Townsend Tennis and Bowls Club, Waverley Road, St Albans	4	1.7%	3	4.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Watford	4	1.7%	2	2.7%	1	2.6%	0	.0%	0	.0%	1	4.3%	0	.0%
Abbots Langley	3	1.2%	0	.0%	1	2.6%	0	.0%	2	4.3%	0	.0%	0	.0%
David Lloyd Club, Hatfield	3	1.2%	2	2.7%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Harpenden	3	1.2%	2	2.7%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Redbourn Golf Club, Harpendenbury, Redbourn, St Albans	3	1.2%	0	.0%	2	5.3%	0	.0%	1	2.2%	0	.0%	0	.0%
St Albans Tennis Club, Jersey Lane, St Albans	3	1.2%	3	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Welwyn Garden City	3	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	8.1%
Westminster Lodge, Hollywell Hill, St Albans	3	1.2%	2	2.7%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Aldenham Golf and Country Club, Church Lane, Aldenham, Watford	2	.8%	1	1.3%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Clay Shooting, Redbourne Trout Farm	2	.8%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	1	2.7%
Dunstable Downs	2	.8%	0	.0%	0	.0%	1	4.5%	1	2.2%	0	.0%	0	.0%
Emirates Stadium, London	2	.8%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	1	2.7%
Golf Club, St Albans	2	.8%	1	1.3%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Harpenden (cycling)	2	.8%	0	.0%	2	5.3%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)



**Q35. Where did you or members of your household undertake the OTHER activity mentioned?**

	Reweighted Base: Those stating an other activity		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Lake District National Park	2	.8%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Leisurely Walks, Hemel Hempstead	2	.8%	0	.0%	0	.0%	0	.0%	2	4.3%	0	.0%	0	.0%
Leisurely Walks, St Albans City Centre	2	.8%	2	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London	2	.8%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	1	2.7%
Luton	2	.8%	0	.0%	0	.0%	2	9.1%	0	.0%	0	.0%	0	.0%
National Trust properties around the country	2	.8%	0	.0%	2	5.3%	0	.0%	0	.0%	0	.0%	0	.0%
Painting Classes, Various in Bedfordshire	2	.8%	1	1.3%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Private Snooker Hall, St Albans	2	.8%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Rickmansworth Golf Club, Rickmansworth	2	.8%	1	1.3%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Royal Academy, Sackville Street, London	2	.8%	0	.0%	1	2.6%	0	.0%	1	2.2%	0	.0%	0	.0%
Verulam Golf Club, London Road, St Albans	2	.8%	1	1.3%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Watford Football Club, Watford Town Centre	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	2	8.7%	0	.0%
Welham Green, Stevenage	2	.8%	1	1.3%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
White Hart Lane, North London, London	2	.8%	0	.0%	0	.0%	0	.0%	1	2.2%	1	4.3%	0	.0%
Willow Farm, Lowbell Lane, London Colney	2	.8%	1	1.3%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Abbey View Golf Course, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aldwickbury Park Golf Club, Piggottshill Lane, Harpenden	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Ammateurs, Abbey Theatre, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Aqua Splash, Hemel Hempstead	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
AquaVale Swimming & Fitness Centre, Aylesbury	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Army Cadets, Watford	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%

(cont.)

**Q35. Where did you or members of your household undertake the OTHER activity mentioned?**

	Reweighted Base: Those stating an other activity		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Arts & Crafts Club, Milton Keynes	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Bee Keeping in Oaklands, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Berkhamsted Golf Club, The Common, Berkhamsted	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Birchwood Leisure Centre, Longmead, Hatfield	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birmingham	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Bookmans Park	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Boxmoor Golf Club, Box Lane, Hemel Hempstead	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Brighton	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Bristol	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Bushey Hall Golf Club, Bushey Hall Drive, Bushey	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Campus West, Welwyn Garden City	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Catholic School, South West, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chenies Manor House, Chenies, Rickmansworth	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Chiswell Green Riding School, Chiswell Green Lane, St Albans	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Choir singing, Heartfordshire Chorus	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Christ Chrurch, Harpenden	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Concert, The Cathedral & Abbey Church of St Albans, Holywell Hill, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
County Tennis Centre, Gipsy Lane, Luton	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Cycling – Various locations	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Dacorum Leisure Centre, Hemel Hempstead	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%

(cont.)

**Q35. Where did you or members of your household undertake the OTHER activity mentioned?**

	Reweighted Base: Those stating an other activity		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Dacorum Over 50's Choir, Hemel Hempstead	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Dog Training, Bovingdon	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Dorset	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Dyrham Park Country Club, Galley Lane, Barnet	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Emberton Cricket Club, Emberton	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Etheldreda Church, Fore Street, Hatfield	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Extend Exercise Training, Place Farm, Wheathampstead	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Football club, St Albans	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Future Gardens, Miriam Lane, Chiswell Green	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
G Casino, Park Street West, Luton	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Gold Club, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Golf Club, Redbourn	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Golf Club, Welwyn Garden City	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Golf, Batchwood Hall, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Golf, Bovington	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Golf, Mill Green	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Gosling Sports Park Stanborough Road, Welwyn Garden City	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Greenwood Community Centre, Tippendell Lane, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Handchime practice, Homewood Road United Reform Church, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harpenden & District Indoor Bowls Club, Aldwickbury Crescent Harpenden	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q35. Where did you or members of your household undertake the OTHER activity mentioned?**

	Reweighted Base: Those stating an other activity		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Harpenden Common Golf Club, Cravells Road, East Common, Harpenden	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Harpenden Golf Club, Redbourn Lane, Harpenden	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Harpenden Indoor Bowls, Aldwickbury Cresent, Harpenden	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harpenden Tennis Club	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Harperbury Bowls Club	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hatfield University Campus	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hertfordshire Scout Association, Wellend Activity Centre	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
History Courses, Kings Langley	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Homebase, Beckenham Hill, London	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Homestead Court and Hotel , Welwyn Garden City	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Horse riding, Harpenden	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Horse riding,Watford	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Horseriding, Bohemia Hill Farm, St Albans	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Keep Fit Classes, Harpenden	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
King George V Playing Fields, Beehive Lane, Welwyn Garden City	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Leagrave Library, Marsh Road, Luton	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Leavesdon Country Park, Hertfordshire	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Leighton Buzzard	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Leisure Centre, Hemel Hempstead	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Leisurely Walk, Abbots Langley Town Centre	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Leverstock Green Community Centre, Hemel Hempstead	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%

(cont.)

**Q35. Where did you or members of your household undertake the OTHER activity mentioned?**

	Reweighted Base: Those stating an other activity		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Line dancing, Working Mens Club, Stopsley	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Lock Lane	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London Colney	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
London Colney Adventure World, Perham Way, London Colney	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
London Country Club, Bedwell Park, Hatfield	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Looking after horse, Stables, Hemel Hempstead	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Luton Indoor Bowling Club, Wigmore Lane, Luton	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Manor house, Gallows Hill Lane, Abbots Langley	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Marlborough School Swimming Pool, Watling Street, St Albans	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Medau, The Campus, Welwyn	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Methodist Church, Hatfield Road, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Methodist Church, Marlborough Road, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Mid-Herts Golf Club, Gustard Wood	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Moatend Farm, Barnet, London	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Music group, Radlett Centre	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
National Gallery, Trafalgar Square, London	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nordic Walking, Dolgellau, Gwynedd, Wales	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Northwich	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Outdoor Bowling, Harpenden	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Penfold Park Golf Course, St Albans Road, Garston, Watford	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Pilates Club, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q35. Where did you or members of your household undertake the OTHER activity mentioned?**

	Reweighted Base: Those stating an other activity		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Playing Bridge at friends homes	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Porters Park Golf Course, Shenley Hill, Radlett	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Pottersbar	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Quaker Meeting House, Harpenden	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Quazar Elite, Hemel Hempstead	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Rambling in Hertfordshire	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Reading at home/ Walking in local area	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Redbourne, Kinsbourne Green Lane, Harpenden,	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Rodney Weeks, St Anne's Parish Church, Luton	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Rotary Club, High Steet, Berkhamstead	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Royston Club, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sailing, Norfolk	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Salsa, Britsh Legion Club, Harpenden	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Short Mat Bowls, Welwyn Garden City	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Snowdon	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Squash, Berkhamsted Lawn Tennis & Squash Rackets Club	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
St Lukes Church, The Crescent, Bricket Wood, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
St Marys Church, Redbourn	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
St Nicholas Church Hall, Church Green, Harpenden	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Stanmore Golf Club, Gordon Avenue, Stanmore	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Stevenage	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%

(cont.)

**Q35. Where did you or members of your household undertake the OTHER activity mentioned?**

	Reweighted Base: Those stating an other activity		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Stocks Golf Club, Stocks Road, Aldbury, Tring	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stockwood Park, Luton	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Stockwood Vale Golf Club, Stockwood Lane, Bristol	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Swimming in Harpenden	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Swimming, Putteridge Recreation Centre, Luton	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Swimming, Watford	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Target Golf, Watford	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Tennis, Thatchwood	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
The Park Players, Park Street, St Albans	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Triathlon Leisure Club, Hitchin, Hertfordshire	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
U3A, Hemel Hempstead	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
University of Hertfordshire, Hertfordshire Sports Village, Mosquito Way, Hatfield	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
University of Hertfordshire, Hutton Hall, College Lane, Hatfield	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waggoners Square Dancing Club, Welwyn Garden City	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Walking (Hemel Hempstead)	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Walking (Wendover)	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Walking, Greenwood Park, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Walking, Hemel Hempstead to Berkhamstead	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Walking, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Walking, Warden Hill, near Luton	1	.4%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%
Watch Chelsea FC	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%

(cont.)

**Q35. Where did you or members of your household undertake the OTHER activity mentioned?**

	Reweighted Base: Those stating an other activity		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Welling Garden City Allotment Society	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Welwyn	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Welwyn Sports and Social Club, Ottaway Walk, Welwyn Garden City	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Westminster	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whipsnade Zoo, Dunstable	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Winslow Stables, Bricket Wood	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Witches Well Green	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Woodside Farm & Leisure Park, Woodside Road, Markyate	1	.4%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Woodside House, Bridge Road, Welwyn Garden City	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.7%
Woodside Leisure, Woodside, Horseshoe Lane, Watford	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Working Men's Club, Hemel Hempstead	1	.4%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%
Zizi, High Street, St Albans	1	.4%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

**Q36. What, if anything, would make you visit St Albans City Centre more often?**

	Reweighted Base: All respondents		Zone											
			1		2		3		4		5		6	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents	1000	100.0%	277	100.0%	122	100.0%	122	100.0%	192	100.0%	117	100.0%	170	100.0%
Better disabled access	10	1.0%	0	.0%	2	1.6%	2	1.6%	2	1.0%	3	2.6%	1	.6%
Better public transport	18	1.8%	3	1.1%	6	4.9%	2	1.6%	2	1.0%	1	.9%	4	2.4%
Better signposting	5	.5%	1	.4%	1	.8%	2	1.6%	0	.0%	0	.0%	1	.6%

(cont.)



**Q36. What, if anything, would make you visit St Albans City Centre more often?**

	Reweighted Base: All respondents													
	Zone													
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Better policing / safer	3	.3%	2	.7%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
Better value for money / lower prices	4	.4%	2	.7%	1	.8%	1	.8%	0	.0%	0	.0%	0	.0%
Better shopping environment	18	1.8%	8	2.9%	1	.8%	1	.8%	3	1.6%	3	2.6%	2	1.2%
Cinema	65	6.5%	44	15.9%	15	12.3%	1	.8%	4	2.1%	1	.9%	0	.0%
Cleaner streets	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Department Store	72	7.2%	46	16.6%	11	9.0%	4	3.3%	8	4.2%	2	1.7%	1	.6%
Fewer traffic free pedestrian streets	9	.9%	4	1.4%	0	.0%	1	.8%	1	.5%	3	2.6%	0	.0%
Improved public transport	18	1.8%	1	.4%	3	2.5%	4	3.3%	6	3.1%	0	.0%	4	2.4%
Larger / better Street Market	14	1.4%	3	1.1%	1	.8%	2	1.6%	4	2.1%	0	.0%	4	2.4%
Larger shops	17	1.7%	7	2.5%	3	2.5%	1	.8%	3	1.6%	3	2.6%	0	.0%
Lower car park charges	51	5.1%	23	8.3%	8	6.6%	3	2.5%	8	4.2%	1	.9%	8	4.7%
New shopping centre	18	1.8%	7	2.5%	1	.8%	1	.8%	3	1.6%	2	1.7%	4	2.4%
Large food superstore	5	.5%	3	1.1%	1	.8%	1	.8%	0	.0%	0	.0%	0	.0%
More / better car parking	220	22.0%	50	18.1%	27	22.1%	26	21.3%	39	20.3%	32	27.4%	46	27.1%
More / better foodstores	12	1.2%	5	1.8%	4	3.3%	1	.8%	1	.5%	0	.0%	1	.6%
More fashion shops	34	3.4%	19	6.9%	6	4.9%	3	2.5%	3	1.6%	1	.9%	2	1.2%
More smaller independent & specialist shops	34	3.4%	18	6.5%	8	6.6%	4	3.3%	2	1.0%	1	.9%	1	.6%
More traffic free pedestrian streets	10	1.0%	2	.7%	1	.8%	1	.8%	1	.5%	2	1.7%	3	1.8%
More/better cafes	5	.5%	2	.7%	1	.8%	1	.8%	1	.5%	0	.0%	0	.0%
More/better cultural facilities	3	.3%	0	.0%	0	.0%	0	.0%	2	1.0%	1	.9%	0	.0%
More/better entertainment facilities	12	1.2%	6	2.2%	3	2.5%	0	.0%	2	1.0%	1	.9%	0	.0%
More/better events	2	.2%	1	.4%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
More/better public houses	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
More/better restaurants	6	.6%	2	.7%	1	.8%	0	.0%	1	.5%	0	.0%	2	1.2%
More/better seats	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shops and services open later in the evening	6	.6%	3	1.1%	0	.0%	1	.8%	0	.0%	0	.0%	2	1.2%
Nothing	343	34.3%	64	23.1%	35	28.7%	48	39.3%	79	41.1%	52	44.4%	65	38.2%

(cont.)

**Q36. What, if anything, would make you visit St Albans City Centre more often?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Do not visit St Albans		85	8.5%	4	1.4%	4	3.3%	24	19.7%	25	13.0%	12	10.3%	16	9.4%
	Improve Traffic Congestion	50	5.0%	10	3.6%	7	5.7%	4	3.3%	8	4.2%	8	6.8%	13	7.6%
	John Lewis Department Store	10	1.0%	7	2.5%	3	2.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Wider variety of shops	8	.8%	3	1.1%	0	.0%	2	1.6%	1	.5%	1	.9%	1	.6%
	Cinema	6	.6%	4	1.4%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Easier Parking	5	.5%	1	.4%	2	1.6%	0	.0%	2	1.0%	0	.0%	0	.0%
	Less Empty Shops	5	.5%	4	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Free Parking	4	.4%	0	.0%	3	2.5%	0	.0%	0	.0%	0	.0%	1	.6%
	Cheaper car parking	3	.3%	1	.4%	1	.8%	0	.0%	0	.0%	0	.0%	1	.6%
	Clothes shops with ranges more suited to older women	3	.3%	1	.4%	1	.8%	1	.8%	0	.0%	0	.0%	0	.0%
	Department store, Preferably John Lewis, Debenhams	3	.3%	2	.7%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Fill up empty shops with good quality stores	3	.3%	2	.7%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
Other	Less traffic wardens	3	.3%	1	.4%	1	.8%	1	.8%	0	.0%	0	.0%	0	.0%
	More disabled parking space, in better locations	3	.3%	1	.4%	0	.0%	0	.0%	1	.5%	1	.9%	0	.0%
	Better close, short-stay parking	2	.2%	0	.0%	1	.8%	1	.8%	0	.0%	0	.0%	0	.0%
	Better range of stores	2	.2%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Better swimming pool and leisure facilities	2	.2%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bowling Alley	2	.2%	1	.4%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Bring back the cinema	2	.2%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Build a cinema	2	.2%	1	.4%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Free parking for the first hour	2	.2%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Improve general shops	2	.2%	0	.0%	0	.0%	0	.0%	1	.5%	1	.9%	0	.0%
	Larger retailers	2	.2%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	1	.6%
	More reasonably priced clothes shops	2	.2%	1	.4%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	More shops	2	.2%	0	.0%	1	.8%	0	.0%	0	.0%	1	.9%	0	.0%

(cont.)

**Q36. What, if anything, would make you visit St Albans City Centre more often?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Smarten up the Arena	2	.2%	0	.0%	1	.8%	0	.0%	1	.5%	0	.0%	0	.0%
	A 50 metre swimming pool	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	A bigger W.H. Smiths	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	A John Lewis/ House of Frasier	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	A one way system for pedestrians	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	A Street Market	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	A Toy Shop/Jewellers/ Iceland on St Peteres Street/ A big Stationers	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	A Voucher Scheme	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	A wider range of pubs/bars aimed at older people	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	A wider variety of shops	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Army surplus store and a dance shoe shop	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Being Healthy	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Better Access	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Better family dining	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Better Hospital	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Better Parking system	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Better Quailty of Pavements	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Better shops, would like a department store and a better M&S	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Bring back curbs by the road	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bring back the Adult learning classes at the library	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Bring back the cinema, and dont spend so long over planning permission	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Buses need to run later	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Cheaper pricing	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cheaper shops, Bingo Hall	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q36. What, if anything, would make you visit St Albans City Centre more often?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Cheaper taxi service	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Coach Station	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dropping my son off	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Fat face clothes store	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Fewer roadworks and cheaper car parking	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fill empty shops	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Free parking	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Greater variety of restaurants	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Ice skating rink	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Improve road space	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Improve roadworks	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Improved cycle routes	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Improved facilities for people with reduced mobility and reduced traffic congestion	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Indoor Shopping Centre	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Larger Swimming Pool	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Leisure complex	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Less alcohol enduced Anti-social behaviour at night	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Less clothes shop	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Less Estate Agents	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Less expensive parking	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Less restaurants, more shops	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lower rents for market and shops	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Maintain roads to a higher standard	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Maintain the parks to a higher standard	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Market	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Modernisation and fill empty shops	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q36. What, if anything, would make you visit St Albans City Centre more often?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	More advertising aimed at shows in the Arena	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	More Antique/Bric-a-Brac stores	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	More food shops	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	More frequent bus routes from batford	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	More high class Small Shops	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	More historic intrest	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	More information	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	More information about parking availability	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	More information about things going on	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	More normal shops	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More play areas for children	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	More practical parking permit dispensers	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	More specialist clothes shops	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Musical venue for classical music	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	No Changing to the location	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	No market on a saturday	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	No traffic in the centre, make the main street just for buses and taxes only again	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Park and Ride	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Parking spaces closer to shops	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Pedestrianise	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Put in a one-way system	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Reduce Congestion	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Reduce Taxi Fairs	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Reduce the congestion, especially on the high street.	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%

(cont.)

**Q36. What, if anything, would make you visit St Albans City Centre more often?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Reduce the number of traffic lights	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Reduce the pot holes and add more cycle lanes	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Reduce Traffic	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Reduced traffic congestion and one hours free parking	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Relieve congestion	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Relocate the market, at moment it is blocking the bus stops	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Remove dangerous paving	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Repair Pavements	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Sort out the council	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stop Cyclists cycling on the pavements!	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stop shops closing down	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Swimming pool	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Swimming pool and bike lanes	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Swimming Pool and Skate park	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Tenpin Bowling venue	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Council Need to reduce rents to end empty shops/ John Lewis/ Debenhams	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Theatre & French Resteraunts	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Three Horseshoes, Letchmore, Watford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	Too compact and modernised, liked the old stores like woolworths	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Too many restruants, A lot of specialist shops have gone and been replaced, Need an art shop	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Town Always Too Busy	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Town Centre more accessible	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q36. What, if anything, would make you visit St Albans City Centre more often?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Town Centre Pedestrianized	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Turn down Tesco's	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

**Q37. What, if anything, would make you visit Harpenden Town Centre more often?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Reweighted Base: All respondents	1000	100.0%	277	100.0%	122	100.0%	122	100.0%	192	100.0%	117	100.0%	170	100.0%
	Better disabled access	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Better public transport	7	.7%	2	.7%	2	1.6%	0	.0%	2	1.0%	0	.0%	1	.6%
	Better signposting	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Better policing /safer	2	.2%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	1	.6%
	Better shopping environment	6	.6%	1	.4%	1	.8%	1	.8%	2	1.0%	0	.0%	1	.6%
	Better value for money / lower prices	3	.3%	3	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cinema	9	.9%	5	1.8%	4	3.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Cleaner streets	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Department Store	15	1.5%	3	1.1%	6	4.9%	3	2.5%	1	.5%	2	1.7%	0	.0%
	Fewer traffic free pedestrian	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Improved public transport	12	1.2%	4	1.4%	1	.8%	3	2.5%	3	1.6%	0	.0%	1	.6%
	Larger shops	10	1.0%	3	1.1%	1	.8%	2	1.6%	1	.5%	2	1.7%	1	.6%
	New shopping centre	8	.8%	1	.4%	3	2.5%	1	.8%	1	.5%	2	1.7%	0	.0%
	Large food superstore	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lower car parking charges	8	.8%	2	.7%	4	3.3%	0	.0%	1	.5%	0	.0%	1	.6%
	More / better car parking	72	7.2%	21	7.6%	16	13.1%	14	11.5%	12	6.3%	4	3.4%	5	2.9%
	More / better foodstores	4	.4%	2	.7%	1	.8%	1	.8%	0	.0%	0	.0%	0	.0%

(cont.)

**Q37. What, if anything, would make you visit Harpenden Town Centre more often?**

	Reweighted Base: All respondents													
	Zone													
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
More fashion shops	14	1.4%	4	1.4%	6	4.9%	3	2.5%	1	.5%	0	.0%	0	.0%
More smaller independent & specialist shops	16	1.6%	4	1.4%	7	5.7%	2	1.6%	3	1.6%	0	.0%	0	.0%
More traffic free pedestrianised streets	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
More/better cafes	2	.2%	1	.4%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
More/better cultural facilities	3	.3%	0	.0%	1	.8%	1	.8%	0	.0%	1	.9%	0	.0%
More/better entertainment facilities	6	.6%	2	.7%	3	2.5%	0	.0%	1	.5%	0	.0%	0	.0%
More/better events'	2	.2%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	1	.6%
More/better public houses	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
More/better restaurants	6	.6%	0	.0%	3	2.5%	1	.8%	2	1.0%	0	.0%	0	.0%
More/better seats	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shops and services open later in the evening	2	.2%	1	.4%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Nothing	526	52.6%	153	55.2%	64	52.5%	62	50.8%	90	46.9%	69	59.0%	88	51.8%
Do not visit Harpenden for leisure activities	275	27.5%	72	26.0%	4	3.3%	25	20.5%	72	37.5%	38	32.5%	64	37.6%

(cont.)



**Q37. What, if anything, would make you visit Harpenden Town Centre more often?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Too small, lack of shops	4	.4%	0	.0%	1	.8%	1	.8%	2	1.0%	0	.0%	0	.0%
	More Affordable shops	3	.3%	0	.0%	1	.8%	2	1.6%	0	.0%	0	.0%	0	.0%
	Pedestrianisation	3	.3%	1	.4%	0	.0%	0	.0%	2	1.0%	0	.0%	0	.0%
	Better access by car	2	.2%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Fill empty shops	2	.2%	1	.4%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Free parking	2	.2%	0	.0%	1	.8%	0	.0%	1	.5%	0	.0%	0	.0%
	Less Traffic Congestion	2	.2%	1	.4%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	More youth activities	2	.2%	0	.0%	1	.8%	1	.8%	0	.0%	0	.0%	0	.0%
	Promote the market	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%
	A 50 metre swimming pool	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	A by- pass	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	A Communal Square	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	A more friendly atmosphere	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Another menswear shop	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Art Supply Shop	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Cheaper parking	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Cheaper shops that sell basic clothing	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Clothes shops for children	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Develop new and varied shopping facilities	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Ease Traffic Congestion	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Expensive	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hardware / garden shop	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	If it had a store which wasn't anywhere else nearby	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Improve lifts from car park to Sainsburys	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Independent hardware store	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Introduce a local museum	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

**Q37. What, if anything, would make you visit Harpenden Town Centre more often?**

		Zone													
		Reweighted Base: All respondents													
		Num	%	1		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Larger retailers	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Less congestion	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	Less Restaurants and women clothes shops	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Lowe prices for everything	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	More Affordable Clothes Shops	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	More Childrens Entertainment	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More clothes shops for older people	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	More Coffee shops	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	More Dress Shops	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	More Hyper markets	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	More imaginative things to do	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	More Independant Businesses	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	More information	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	More information about things going on	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	More leisure provision for younger generation	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	More Mens Clothing Shops	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	More nightclubs	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More of a variety of shop	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%
	More Shops For Elderly Women	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	More variety of shops	1	.1%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Never been and never would	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%
	No reason to go there	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%
	Pedestrianise the Lower High Street	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Pull down and rebuild	1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%
	Reduced traffic congestion	1	.1%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%

### Q38. SEG of chief wage earner:

	Reweighted Base: All respondents													
	Zone													
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents	1000	100.0%	277	100.0%	122	100.0%	122	100.0%	192	100.0%	117	100.0%	170	100.0%
A/B	274	27.4%	78	28.2%	51	41.8%	25	20.5%	47	24.5%	36	30.8%	37	21.8%
C1	352	35.2%	103	37.2%	34	27.9%	44	36.1%	65	33.9%	42	35.9%	64	37.6%
C2	188	18.8%	55	19.9%	19	15.6%	24	19.7%	43	22.4%	17	14.5%	30	17.6%
D/E	102	10.2%	18	6.5%	10	8.2%	20	16.4%	24	12.5%	11	9.4%	19	11.2%
Refused	84	8.4%	23	8.3%	8	6.6%	9	7.4%	13	6.8%	11	9.4%	20	11.8%

### Q39. Which of the following age bands do you fall into?

	Reweighted Base: All respondents													
	Zone													
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents	1000	100.0%	277	100.0%	122	100.0%	122	100.0%	192	100.0%	117	100.0%	170	100.0%
18 – 24 years	24	2.4%	9	3.2%	4	3.3%	3	2.5%	4	2.1%	3	2.6%	1	.6%
25 – 34 years	30	3.0%	9	3.2%	4	3.3%	5	4.1%	7	3.6%	3	2.6%	2	1.2%
35 – 44 years	113	11.3%	23	8.3%	14	11.5%	13	10.7%	27	14.1%	16	13.7%	20	11.8%
45 – 54 years	176	17.6%	55	19.9%	23	18.9%	31	25.4%	26	13.5%	18	15.4%	23	13.5%
55 – 64 years	195	19.5%	50	18.1%	23	18.9%	28	23.0%	45	23.4%	23	19.7%	26	15.3%
65 years or above	407	40.7%	118	42.6%	50	41.0%	36	29.5%	76	39.6%	43	36.8%	84	49.4%
Refused	55	5.5%	13	4.7%	4	3.3%	6	4.9%	7	3.6%	11	9.4%	14	8.2%

Q40. How many cars does your household own or have the use of?

	Reweighted Base: All respondents			Zone											
	Num	%	1		2		3		4		5		6		
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Reweighted Base: All respondents	1000	100.0%	277	100.0%	122	100.0%	122	100.0%	192	100.0%	117	100.0%	170	100.0%	
None	123	12.3%	33	11.9%	11	9.0%	13	10.7%	29	15.1%	14	12.0%	23	13.5%	
1	392	39.2%	106	38.3%	47	38.5%	46	37.7%	79	41.1%	38	32.5%	76	44.7%	
2	312	31.2%	90	32.5%	44	36.1%	39	32.0%	55	28.6%	41	35.0%	43	25.3%	
3 or more	120	12.0%	33	11.9%	15	12.3%	18	14.8%	23	12.0%	16	13.7%	15	8.8%	
Refused	53	5.3%	15	5.4%	5	4.1%	6	4.9%	6	3.1%	8	6.8%	13	7.6%	

Q41. How many adults, including yourself, aged 16 years or over living in your household?

	Reweighted Base: All respondents		Zone											
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents	1000	100.0%	277	100.0%	122	100.0%	122	100.0%	192	100.0%	117	100.0%	170	100.0%
One	244	24.4%	54	19.5%	25	20.5%	21	17.2%	58	30.2%	34	29.1%	52	30.6%
Two	480	48.0%	140	50.5%	66	54.1%	57	46.7%	89	46.4%	48	41.0%	80	47.1%
Three	134	13.4%	39	14.1%	16	13.1%	24	19.7%	24	12.5%	15	12.8%	16	9.4%
Four or more	83	8.3%	27	9.7%	9	7.4%	13	10.7%	14	7.3%	12	10.3%	8	4.7%
Refused	59	5.9%	17	6.1%	6	4.9%	7	5.7%	7	3.6%	8	6.8%	14	8.2%

**Q42. How many children aged 15 years or under living in your household?**

	Zone													
	Reweighted Base: All respondents													
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents	1000	100.0%	277	100.0%	122	100.0%	122	100.0%	192	100.0%	117	100.0%	170	100.0%
None	768	76.8%	213	76.9%	90	73.8%	87	71.3%	154	80.2%	91	77.8%	133	78.2%
One	76	7.6%	20	7.2%	15	12.3%	12	9.8%	14	7.3%	5	4.3%	10	5.9%
Two	71	7.1%	21	7.6%	9	7.4%	7	5.7%	11	5.7%	11	9.4%	12	7.1%
Three	23	2.3%	6	2.2%	3	2.5%	6	4.9%	4	2.1%	1	.9%	3	1.8%
Four or more	8	.8%	2	.7%	1	.8%	2	1.6%	1	.5%	1	.9%	1	.6%
Refused	54	5.4%	15	5.4%	4	3.3%	8	6.6%	8	4.2%	8	6.8%	11	6.5%

**Q43. Would you be willing to be re-contacted for future quality control purposes?**

	Zone													
	Reweighted Base: All respondents													
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents	1000	100.0%	277	100.0%	122	100.0%	122	100.0%	192	100.0%	117	100.0%	170	100.0%
Yes	688	68.8%	186	67.1%	92	75.4%	85	69.7%	128	66.7%	83	70.9%	114	67.1%
No	312	31.2%	91	32.9%	30	24.6%	37	30.3%	64	33.3%	34	29.1%	56	32.9%

**Q44. Gender of respondent:**

	Zone													
	Reweighted Base: All respondents													
	Num	%	1		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Reweighted Base: All respondents	1000	100.0%	277	100.0%	122	100.0%	122	100.0%	192	100.0%	117	100.0%	170	100.0%
Male	334	33.4%	90	32.5%	42	34.4%	37	30.3%	66	34.4%	46	39.3%	53	31.2%
Female	666	66.6%	187	67.5%	80	65.6%	85	69.7%	126	65.6%	71	60.7%	117	68.8%

## THE QUESTIONNAIRE

**J9750 - St Albans Final Questionnaire v3**

**Telephone Introduction:**

**Good afternoon / evening, I am AgentName from Research and Marketing Plus, an independent market research company, and we are conducting a short survey in your area on behalf of St Albans District Council.**

**St Albans District Council is carrying out the survey to better understand shopping and leisure patterns across the District and to help identify whether there are any 'gaps' in provision and improvements needed to make St Albans District a better place to live, work, shop and visit for a wide range of uses and activities.**

**Do you have a few minutes to answer some questions?**

F1 Are you the person responsible for the main food and grocery shopping in your household?

If not ask for person who is. If not available please thank respondent and close interview.

- ☐ 1 Yes  
☐ 2 No

If = 2, Prompt interviewee with message 'Please thank respondent and close interview'

S\_Postcode

F2 Can I just ask you to confirm your postcode please?

INTERVIEWER NOTE - IF INCORRECT TYPE UNDER 'OTHER'

- ☐ 1 Postcode is correct  
☐ 2 Other (specify)

**Firstly, I would like to ask you some questions about your main food shopping**

Q1. Where do you normally go for your household's weekly / fortnightly main food and grocery shopping? (i.e. trolley shopping)

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

If other, please specify the FOOD STORE NAME, ROAD/STREET NAME and AREA. E.G. Asda, Hillfield Road, Hemel Hempstead.

If internet, specify retailer under other, e.g 'Internet - Tesco'

- ☐ 1 Asda, 98 Town Centre, Hatfield, AL10 OJP, Eastern
- ☐ 2 Asda, Hillfield Road, Hemel Hempstead , HP2 4AA, Western
- ☐ 3 Asda, Oldhams Trading Estate, Watford, WD24 7RT
- ☐ 4 Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Luton , LU2 9 TA , Northern
- ☐ 5 Budgens, 361 Watling Street, Radlett , WD7 7LB, Southern
- ☐ 6 Budgens, 57-59 High Street, Abbots Langley, WD5 0AE, Western
- ☐ 7 Budgens, The Quadrant, Marshalswick, AL4 9RB, St Albans
- ☐ 8 Co-op, 140-142 The Gossamers, Watford , WD25 9AD, Southern
- ☐ 9 Co-op, 199-201 Cell Barnes Road, St Albans (North), AL1 5PX, St Albans
- ☐ 10 Co-op, 6-48 The Queens Square, Hemel Hempstead , HP2 4 EW, Western
- ☐ 11 Co-op, 66 High Street, Redbourne , AL3 7LN, Harpenden
- ☐ 12 Co-op, Haseldine Road, London Colney, AL2 1RR, St Albans
- ☐ 13 Co-op, High Oakes Road, St Albans (South), AL3 6DL, St Albans
- ☐ 14 Co-op, Homestead Road, Hatfield, AL10 OQN, Eastern
- ☐ 15 Co-op, Lower Luton Road, Batford, Harpenden, AL5 5HA, Harpenden
- ☐ 16 Co-op, Shoplands, Welwyn Garden City, AL8 7RH, Eastern
- ☐ 17 Costcutter, 50 Haines Way, Watford , WD25 7QX, Southern
- ☐ 18 Costcutter, Handside Lane, Welwyn Garden City, AL8 6TA, Eastern
- ☐ 19 Iceland, 74-78 Town Centre, Hatfield, AL10 OJW, Eastern
- ☐ 20 Iceland, Hillfield Road, Hemel Hempstead , HP2 4AB , Western
- ☐ 21 Iceland, Unit A, Fretherne Road, Welwyn Garden City, AL8 6PZ, Eastern
- ☐ 22 Iceland, Victoria Street, St Albans, AL1 3TG, St Albans
- ☐ 23 Marks & Spencer, Barnet Road, London Colney Retail Park, London Colney, AL2 1AB, St Albans
- ☐ 24 Marks & Spencer, Church Green Parade, Harpenden, AL5 2TW, Harpenden
- ☐ 25 Marks & Spencer, St Peter's Street, St Albans, AL1 3DP, St Albans
- ☐ 26 Morrisons, Hatfield Road, Fleetville, AL1 4SU, St Albans
- ☐ 27 Nisa, 114 Longlands, Hemel Hempstead , HP2 4 ET , Western
- ☐ 28 One Stop /Tesco Express, 19-21 High Street, Wheathampstead, AL4 8BB, Harpenden
- ☐ 29 Sainsbury's (not to be confused with Sainsbury's, Albert Road South), Dome Roundabout, Cow Lane, Watford , WD25 9JS, Southern
- ☐ 30 Sainsbury's Local, 185 Marshalswick Lane, Marshalswick, AL1 4UZ, St Albans
- ☐ 31 Sainsbury's, 31 High Street, Harpenden, AL5 2RU, Harpenden
- ☐ 32 Sainsbury's, Albert Road South, Watford, WD17 1PE
- ☐ 33 Sainsbury's, Aspley Mill, London road, Hemel Hempstead, HP3 9QZ
- ☐ 34 Sainsbury's, Barnet Road, London Colney Retail Park, London Colney, AL2 1BG, St Albans
- ☐ 35 Sainsbury's, Church Road, Welwyn Garden City, AL8 6PS, Eastern
- ☐ 36 Sainsbury's, Everard Close, St Albans, AL1 2QU, St Albans
- ☐ 37 Sainsbury's, Woodhall Farm, Shenley Road, Hemel Hempstead , HP2 7QH, Western
- ☐ 38 Somerfield, Southdown Road, Southdown, Harpenden, AL5 1PU, Harpenden
- ☐ 39 Tesco Express, 295-297 Watling Street, Radlett , WD7 7LA, Southern
- ☐ 40 Tesco Express, 6 Henry Wells Square, Hemel Hempstead , HP2 6BJ , Western
- ☐ 41 Tesco Express, High Street, London Colney, AL2 1JQ, St Albans
- ☐ 42 Tesco Express, Jersey Farm, St Bredlades Place, Marshalswick, AL4 9RG, St Albans
- ☐ 43 Tesco Express, Lower Luton Road, Batford, Harpenden, AL5 5AL, Harpenden
- ☐ 44 Tesco Express, Unit 4, Andrew Close, Shenley , WD7 9LP, Southern
- ☐ 45 Tesco Extra, Mount Pleasant /Oldings Corner, Hatfield, AL9 5JY
- ☐ 46 Tesco Extra, Shenley Road, Borehamwood, WD6 1JG
- ☐ 47 Tesco Metro, St Peter's Street, St Albans, AL1 3EB, St Albans



- ☐ 48 Tesco, 14 High Street, Welwyn , AL6 9EQ, Eastern
- ☐ 49 Tesco, Jarman Way, Hemel Hempstead , HP2 4JS , Western
- ☐ 50 Tesco, Lower High Street, Watford, WD17 2BD
- ☐ 51 Tesco, Muttons Lane, Potters Bar, EN6 2PB
- ☐ 52 Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB, Eastern
- ☐ 53 Waitrose, Ermine Close, Verulam, St Albans, AL3 4JZ, St Albans
- ☐ 54 Waitrose, Leyton Road, Harpenden, AL5 2TJ , Harpenden
- ☐ 55 Internet (specify under other)
- ☐ 56 Other (specify)

If = 55, Prompt interviewee with message 'Deselect 'Internet' and specify retailer under 'Other' e.g. 'Internet - Tesco'

Q2. In addition to Q1, are there any other stores that you regularly use for your main-food shopping? (i.e. visit once a month or more often)

DO NOT READ OUT LIST. MARK AS MANY AS APPLY.

If other, please specify the FOOD STORE NAME, ROAD/STREET NAME and AREA. E.G. Asda, Hillfield Road, Hemel Hempstead.

If internet, specify retailer under other, e.g 'Internet - Tesco'

- ☐ 1 No other used
- ☐ 2 Asda, 98 Town Centre, Hatfield, AL10 OJP, Eastern
- ☐ 3 Asda, Hillfield Road, Hemel Hempstead , HP2 4AA, Western
- ☐ 4 Asda, Oldhams Trading Estate, Watford, WD24 7RT
- ☐ 5 Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Luton , LU2 9 TA , Northern
- ☐ 6 Budgens, 361 Watling Street, Radlett , WD7 7LB, Southern
- ☐ 7 Budgens, 57-59 High Street, Abbots Langley, WD5 0AE, Western
- ☐ 8 Budgens, The Quadrant, Marshalswick, AL4 9RB, St Albans
- ☐ 9 Co-op, 140-142 The Gossamers, Watford , WD25 9AD, Southern
- ☐ 10 Co-op, 199-201 Cell Barnes Road, St Albans (North), AL1 5PX, St Albans
- ☐ 11 Co-op, 6-48 The Queens Square, Hemel Hempstead , HP2 4 EW, Western
- ☐ 12 Co-op, 66 High Street, Redbourne , AL3 7LN, Harpenden
- ☐ 13 Co-op, Haseldine Road, London Colney, AL2 1RR, St Albans
- ☐ 14 Co-op, High Oakes Road, St Albans (South), AL3 6DL, St Albans
- ☐ 15 Co-op, Homestead Road, Hatfield, AL10 OQN, Eastern
- ☐ 16 Co-op, Lower Luton Road, Batford, Harpenden, AL5 5HA, Harpenden
- ☐ 17 Co-op, Shoplands, Welwyn Garden City, AL8 7RH, Eastern
- ☐ 18 Costcutter, 50 Haines Way, Watford , WD25 7QX, Southern
- ☐ 19 Costcutter, Handside Lane, Welwyn Garden City, AL8 6TA, Eastern
- ☐ 20 Iceland, 74-78 Town Centre, Hatfield, AL10 OJW, Eastern
- ☐ 21 Iceland, Hillfield Road, Hemel Hempstead , HP2 4AB , Western
- ☐ 22 Iceland, Unit A, Fretherne Road, Welwyn Garden City, AL8 6PZ, Eastern
- ☐ 23 Iceland, Victoria Street, St Albans, AL1 3TG, St Albans
- ☐ 24 Marks & Spencer, Barnet Road, London Colney Retail Park, London Colney, AL2 1AB, St Albans

- ☐ 25 Marks & Spencer, Church Green Parade, Harpenden, AL5 2TW, Harpenden
- ☐ 26 Marks & Spencer, St Peter's Street, St Albans, AL1 3DP, St Albans
- ☐ 27 Morrisons, Hatfield Road, Fleetville, AL1 4SU, St Albans
- ☐ 28 Nisa, 114 Longlands, Hemel Hempstead , HP2 4 ET , Western
- ☐ 29 One Stop /Tesco Express, 19-21 High Street, Wheathampstead, AL4 8BB, Harpenden
- ☐ 30 Sainsbury's (not to be confused with Sainsbury's, Albert Road South), Dome Roundabout, Cow Lane, Watford , WD25 9JS, Southern
- ☐ 31 Sainsbury's Local, 185 Marshalswick Lane, Marshalswick, AL1 4UZ, St Albans
- ☐ 32 Sainsbury's, 31 High Street, Harpenden, AL5 2RU, Harpenden
- ☐ 33 Sainsbury's, Albert Road South, Watford, WD17 1PE
- ☐ 34 Sainsbury's, Aspley Mill, London road, Hemel Hempstead, HP3 9QZ
- ☐ 35 Sainsbury's, Barnet Road, London Colney Retail Park, London Colney, AL2 1BG, St Albans
- ☐ 36 Sainsbury's, Church Road, Welwyn Garden City, AL8 6PS, Eastern
- ☐ 37 Sainsbury's, Everard Close, St Albans, AL1 2QU, St Albans
- ☐ 38 Sainsbury's, Woodhall Farm, Shenley Road, Hemel Hempstead , HP2 7QH, Western
- ☐ 39 Somerfield, Southdown Road, Southdown, Harpenden, AL5 1PU, Harpenden
- ☐ 40 Tesco Express, 295-297 Watling Street, Radlett , WD7 7LA, Southern
- ☐ 41 Tesco Express, 6 Henry Wells Square, Hemel Hempstead , HP2 6BJ , Western
- ☐ 42 Tesco Express, High Street, London Colney, AL2 1JQ, St Albans
- ☐ 43 Tesco Express, Jersey Farm, St Bredlades Place, Marshalswick, AL4 9RG, St Albans
- ☐ 44 Tesco Express, Lower Luton Road, Batford, Harpenden, AL5 5AL, Harpenden
- ☐ 45 Tesco Express, Unit 4, Andrew Close, Shenley , WD7 9LP, Southern
- ☐ 46 Tesco Extra, Mount Pleasant /Oldings Corner, Hatfield, AL9 5JY
- ☐ 47 Tesco Extra, Shenley Road, Borehamwood, WD6 1JG
- ☐ 48 Tesco Metro, St Peter's Street, St Albans, AL1 3EB, St Albans
- ☐ 49 Tesco, 14 High Street, Welwyn , AL6 9EQ, Eastern
- ☐ 50 Tesco, Jarman Way, Hemel Hempstead , HP2 4JS , Western
- ☐ 51 Tesco, Lower High Street, Watford, WD17 2BD
- ☐ 52 Tesco, Muttons Lane, Potters Bar, EN6 2PB
- ☐ 53 Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB, Eastern
- ☐ 54 Waitrose, Ermine Close, Verulam, St Albans, AL3 4JZ, St Albans
- ☐ 55 Waitrose, Leyton Road, Harpenden, AL5 2TJ , Harpenden
- ☐ 56 Internet (specify under other)
- ☐ 57 Other (specify)

If = 56, Prompt interviewee with message 'Deselect 'Internet' and specify retailer under 'Other' e.g. 'Internet - Tesco'

Q3. What is the main reason you choose Q1 to do your main food and grocery shopping?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ☐ 1 Convenient to home
- ☐ 2 Convenient to work
- ☐ 3 Choice of food goods available
- ☐ 4 Quality of fresh food
- ☐ 5 Choice / price of non- food goods (e.g. clothes, DVDs, etc)
- ☐ 6 Preference for retailer
- ☐ 7 Part of shopping trip for non-food goods
- ☐ 8 Provision of services nearby, such as banks and other financial services
- ☐ 9 Provision of leisure services nearby

- ☐ 10 Good shopping environment
- ☐ 11 Clean shopping environment
- ☐ 12 Good car parking provision
- ☐ 13 Free car parking
- ☐ 14 Accessibility by public transport
- ☐ 15 Low prices
- ☐ 16 Clubcard / Rewards system
- ☐ 17 Safe (during the day)
- ☐ 18 Safe (during the evening /night time)
- ☐ 19 Other (specify)

Q4. How do you normally travel to Q1?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ☐ 1 Car / van (as driver)
- ☐ 2 Car / van (as passenger)
- ☐ 3 Bus, minibus or coach
- ☐ 4 Motorcycle, scooter or moped
- ☐ 5 Walk
- ☐ 6 Taxi
- ☐ 7 Train
- ☐ 8 Bicycle
- ☐ 9 Goods delivered
- ☐ 10 Other (specify)

Q5. How often do you normally do your main food shopping?

DO NOT READ OUT. MARK ONE BOX ONLY.

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

Q6. When you go shopping for main food goods, do you normally link this trip with another activity?

DO NOT READ OUT. MARK ALL THAT APPLY.

IF 'Yes - other' SPECIFY UNDER OTHER, E.G. 'Yes - visit friends'

- ☐ 1 Yes – non-food shopping
- ☐ 2 Yes – leisure activity
- ☐ 3 Yes – travelling to / from work
- ☐ 4 Yes – travelling to / from school / college
- ☐ 5 Yes - other food shopping
- ☐ 6 Yes – visiting services such as banks and other financial institutions
- ☐ 7 Yes – other (PLEASE WRITE IN)
- ☐ 8 No
- ☐ 9 Other (specify)

If = 7, Prompt interviewee with message 'Deselect 'Yes - other' and specify under other, e.g. 'Yes - visit friends''

If <> 1, do not ask 'Q7'

If <> 2, do not ask 'Q8'

If <> 3, do not ask 'Q9'

If = (and no other)4, 5, 6, 7, 8, 9, do not ask 'Q7'

If = (and no other)4, 5, 6, 7, 8, 9, do not ask 'Q8'

If = (and no other)4, 5, 6, 7, 8, 9, do not ask 'Q9'

Q7. Where do you normally buy non-food goods when it's linked to your main food shopping?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ☐ 1 In-store
- ☐ 2 Other (specify)

Q8. Where do you normally go for leisure activities when it's linked to your main food shopping?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ☐ 1 Abbots Langley
- ☐ 2 Borehamwood
- ☐ 3 Fleetville
- ☐ 4 Harpenden
- ☐ 5 Hatfield
- ☐ 6 Hemel Hempstead
- ☐ 7 London Colney
- ☐ 8 Luton
- ☐ 9 Marshalswick
- ☐ 10 Potters Bar
- ☐ 11 Radlett
- ☐ 12 Redbourne
- ☐ 13 Shenley
- ☐ 14 St Albans
- ☐ 15 Watford
- ☐ 16 Welwyn
- ☐ 17 Welwyn Garden City
- ☐ 18 Wheathampstead
- ☐ 19 Other (specify)

Q9. Where do you work?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ☐ 1 Abbots Langley
- ☐ 2 Borehamwood
- ☐ 3 Fleetville
- ☐ 4 Harpenden
- ☐ 5 Hatfield
- ☐ 6 Hemel Hempstead
- ☐ 7 London Colney
- ☐ 8 London
- ☐ 9 Luton
- ☐ 10 Marshalswick
- ☐ 11 Potters Bar
- ☐ 12 Radlett
- ☐ 13 Redbourne
- ☐ 14 Shenley
- ☐ 15 St Albans
- ☐ 16 Watford
- ☐ 17 Welwyn
- ☐ 18 Welwyn Garden City
- ☐ 19 Wheathampstead
- ☐ 20 Other (specify)

Q10. Do you make separate more frequent 'top-up' (i.e. basket-sized) shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between your main food shopping trip?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ☐ 1 Yes
- ☐ 2 No

If = 2, do not ask 'Q11'

If = 2, do not ask 'Q12'

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

DO NOT READ OUT. MARK ONE BOX ONLY.

If other, please specify the FOOD STORE NAME, ROAD/STREET NAME and AREA. E.G. Asda, Hillfield Road, Hemel Hempstead.

If internet, specify retailer under other, e.g 'Internet - Tesco'

- ☐ 1 Asda, 98 Town Centre, Hatfield, AL10 OJP, Eastern
- ☐ 2 Asda, Hillfield Road, Hemel Hempstead , HP2 4AA, Western
- ☐ 3 Asda, Oldhams Trading Estate, Watford, WD24 7RT
- ☐ 4 Asda, Wigmore Hall Shopping Centre, Wigmore Lane, Luton , LU2 9 TA , Northern
- ☐ 5 Budgens, 361 Watling Street, Radlett , WD7 7LB, Southern
- ☐ 6 Budgens, 57-59 High Street, Abbots Langley, WD5 0AE, Western
- ☐ 7 Budgens, The Quadrant, Marshalswick, AL4 9RB, St Albans
- ☐ 8 Co-op, 140-142 The Gossamers, Watford , WD25 9AD, Southern
- ☐ 9 Co-op, 199-201 Cell Barnes Road, St Albans (North), AL1 5PX, St Albans
- ☐ 10 Co-op, 6-48 The Queens Square, Hemel Hempstead , HP2 4 EW, Western
- ☐ 11 Co-op, 66 High Street, Redbourne , AL3 7LN, Harpenden
- ☐ 12 Co-op, Haseldine Road, London Colney, AL2 1RR, St Albans
- ☐ 13 Co-op, High Oakes Road, St Albans (South), AL3 6DL, St Albans
- ☐ 14 Co-op, Homestead Road, Hatfield, AL10 OQN, Eastern
- ☐ 15 Co-op, Lower Luton Road, Batford, Harpenden, AL5 5HA, Harpenden
- ☐ 16 Co-op, Shoplands, Welwyn Garden City, AL8 7RH, Eastern
- ☐ 17 Costcutter, 50 Haines Way, Watford , WD25 7QX, Southern
- ☐ 18 Costcutter, Handside Lane, Welwyn Garden City, AL8 6TA, Eastern
- ☐ 19 Iceland, 74-78 Town Centre, Hatfield, AL10 OJW, Eastern
- ☐ 20 Iceland, Hillfield Road, Hemel Hempstead , HP2 4AB , Western
- ☐ 21 Iceland, Unit A, Fretherne Road, Welwyn Garden City, AL8 6PZ, Eastern
- ☐ 22 Iceland, Victoria Street, St Albans, AL1 3TG, St Albans
- ☐ 23 Marks & Spencer, Barnet Road, London Colney Retail Park, London Colney, AL2 1AB, St Albans
- ☐ 24 Marks & Spencer, Church Green Parade, Harpenden, AL5 2TW, Harpenden
- ☐ 25 Marks & Spencer, St Peter's Street, St Albans, AL1 3DP, St Albans
- ☐ 26 Morrisons, Hatfield Road, Fleetville, AL1 4SU, St Albans
- ☐ 27 Nisa, 114 Longlands, Hemel Hempstead , HP2 4 ET , Western
- ☐ 28 One Stop /Tesco Express, 19-21 High Street, Wheathampstead, AL4 8BB, Harpenden
- ☐ 29 Sainsbury's (not to be confused with Sainsbury's, Albert Road South), Dome Roundabout, Cow Lane, Watford , WD25 9JS, Southern
- ☐ 30 Sainsbury's Local, 185 Marshalswick Lane, Marshalswick, AL1 4UZ, St Albans
- ☐ 31 Sainsbury's, 31 High Street, Harpenden, AL5 2RU, Harpenden
- ☐ 32 Sainsbury's, Albert Road South, Watford, WD17 1PE
- ☐ 33 Sainsbury's, Aspley Mill, London road, Hemel Hempstead, HP3 9QZ
- ☐ 34 Sainsbury's, Barnet Road, London Colney Retail Park, London Colney, AL2 1BG, St Albans
- ☐ 35 Sainsbury's, Church Road, Welwyn Garden City, AL8 6PS, Eastern
- ☐ 36 Sainsbury's, Everard Close, St Albans, AL1 2QU, St Albans
- ☐ 37 Sainsbury's, Woodhall Farm, Shenley Road, Hemel Hempstead , HP2 7QH, Western
- ☐ 38 Somerfield, Southdown Road, Southdown, Harpenden, AL5 1PU, Harpenden
- ☐ 39 Tesco Express, 295-297 Watling Street, Radlett , WD7 7LA, Southern
- ☐ 40 Tesco Express, 6 Henry Wells Square, Hemel Hempstead , HP2 6BJ , Western
- ☐ 41 Tesco Express, High Street, London Colney, AL2 1JQ, St Albans
- ☐ 42 Tesco Express, Jersey Farm, St Bredlades Place, Marshalswick, AL4 9RG, St Albans
- ☐ 43 Tesco Express, Lower Luton Road, Batford, Harpenden, AL5 5AL, Harpenden
- ☐ 44 Tesco Express, Unit 4, Andrew Close, Shenley , WD7 9LP, Southern

- ☐ 45 Tesco Extra, Mount Pleasant /Oldings Corner, Hatfield, AL9 5JY
- ☐ 46 Tesco Extra, Shenley Road, Borehamwood, WD6 1JG
- ☐ 47 Tesco Metro, St Peter's Street, St Albans, AL1 3EB, St Albans
- ☐ 48 Tesco, 14 High Street, Welwyn , AL6 9EQ, Eastern
- ☐ 49 Tesco, Jarman Way, Hemel Hempstead , HP2 4JS , Western
- ☐ 50 Tesco, Lower High Street, Watford, WD17 2BD
- ☐ 51 Tesco, Muttons Lane, Potters Bar, EN6 2PB
- ☐ 52 Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB, Eastern
- ☐ 53 Waitrose, Ermine Close, Verulam, St Albans, AL3 4JZ, St Albans
- ☐ 54 Waitrose, Leyton Road, Harpenden, AL5 2TJ , Harpenden
- ☐ 55 Internet (specify under other)
- ☐ 56 Other (specify)

If = 55, Prompt interviewee with message 'Deselect 'Internet' and specify retailer under 'Other' e.g. 'Internet - Tesco'

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

DO NOT READ OUT. MARK ONE BOX ONLY.

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

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

READ OUT. MARK ONE BOX ONLY.

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

**I would now like to ask you some questions about non-food shopping:**

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

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- ☐ 1 Abbots Langley
- ☐ 2 Borehamwood
- ☐ 3 Fleetville
- ☐ 4 Harpenden Town Centre
- ☐ 5 Harpenden, Out-of-Centre
- ☐ 6 Hatfield Town Centre
- ☐ 7 Hatfield, Out-of-Centre
- ☐ 8 Hatfield, The Galleria
- ☐ 9 Hemel Hempstead Town Centre
- ☐ 10 Hemel Hempstead, Out-of-Centre
- ☐ 11 London Colney
- ☐ 12 Luton Town Centre
- ☐ 13 Luton, Out-of-Centre
- ☐ 14 Marshalswick
- ☐ 15 Potters Bar
- ☐ 16 Radlett
- ☐ 17 Redbourne
- ☐ 18 Shenley
- ☐ 19 St Albans City Centre
- ☐ 20 St Albans, Out-of-Centre
- ☐ 21 Watford Town centre
- ☐ 22 Watford, Out-of-Centre
- ☐ 23 Welwyn
- ☐ 24 Welwyn Garden City
- ☐ 25 Welwyn Garden City, Out-of-Centre
- ☐ 26 Wheathampstead
- ☐ 27 Catalogue / Mail order
- ☐ 28 Internet (specify under other)
- ☐ 29 Do not buy these goods
- ☐ 30 Other (specify)

If = 28, Prompt interviewee with message 'Deselect 'Internet' and specify retailer under 'Other' e.g. 'Internet - Amazon'



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

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- ☐ 1 Abbots Langley
- ☐ 2 Borehamwood
- ☐ 3 Fleetville
- ☐ 4 Harpenden Town Centre
- ☐ 5 Harpenden, Out-of-Centre
- ☐ 6 Hatfield Town Centre
- ☐ 7 Hatfield, Out-of-Centre
- ☐ 8 Hatfield, The Galleria
- ☐ 9 Hemel Hempstead Town Centre
- ☐ 10 Hemel Hempstead, Out-of-Centre
- ☐ 11 London Colney
- ☐ 12 Luton Town Centre
- ☐ 13 Luton, Out-of-Centre
- ☐ 14 Mamas & Papas, Waterfields Shopping Park, Watford
- ☐ 15 Marshalswick
- ☐ 16 Matalan, St Albans Retail Park, Grithiths Way, St Albans
- ☐ 17 Monsoon / Accessorise, Colney Fields Shopping Park, St Albans
- ☐ 18 Next, Colney Fields Shopping Park, St Albans
- ☐ 19 Next, Waterfields Shopping Park, Watford
- ☐ 20 Potters Bar
- ☐ 21 Radlett
- ☐ 22 Redbourne
- ☐ 23 Shenley
- ☐ 24 St Albans City Centre
- ☐ 25 St Albans Out-of-Centre
- ☐ 26 TK Maxx, St Albans Road, Watford
- ☐ 27 Watford Town Centre
- ☐ 28 Watford, Out-of-Centre
- ☐ 29 Welwyn

- ☐ 30 Welwyn Garden City
- ☐ 31 Welwyn Garden City, Out-of-Centre
- ☐ 32 Wheathampstead
- ☐ 33 Marks & Spencer, Colney Fields Shopping Park, St Albans
- ☐ 34 Catalogue / Mail order
- ☐ 35 Internet (specify under other)
- ☐ 36 Other (specify)

If = 35, Prompt interviewee with message 'Deselect 'Internet' and specify retailer under 'Other' e.g. 'Internet - Amazon'

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

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- ☐ 1 Abbots Langley
- ☐ 2 Allied Carpets, Colne Valley /Century Park, Lower High Street, Watford
- ☐ 3 B & Q, Hemel Hempstead
- ☐ 4 B & Q, Luton retail Park
- ☐ 5 B & Q, Watford Arches Retail Park, Watford
- ☐ 6 B & Q, Swallowfields, Welwyn Garden City
- ☐ 7 Borehamwood
- ☐ 8 Carpetright, Colne Valley /Century Park, Lower High Street, Watford
- ☐ 9 Carpetright, Roaring Meg Retail Park
- ☐ 10 Carpetright, St Albans Retail Park Grithiths Way, St Albans
- ☐ 11 DFS, Colne Valley /Century Park, Lower High Street, Watford
- ☐ 12 DFS, Roaring Meg Retail Park
- ☐ 13 Fleetville
- ☐ 14 Habitat, Oldings Corner Retail Park, Hatfield
- ☐ 15 Harpenden Town Centre
- ☐ 16 Harpenden, Out-of-Centre
- ☐ 17 Harveys, Colne Valley /Century Park, Lower High Street, Watford
- ☐ 18 Hatfield Town Centre
- ☐ 19 Hatfield, Out-of-Centre
- ☐ 20 Hatfield, The Galleria

- ☐ 21 Hemel Hempstead Town centre
- ☐ 22 Hemel Hempstead, Out-of-Centre
- ☐ 23 Homebase, Alban Park, Hatfield Road, St Albans
- ☐ 24 Homebase, Oldings Corner Retail Park, Hatfield
- ☐ 25 Homebase, Roaring Meg Retail Park
- ☐ 26 Homebase, St Albans Retail Park Grithiths Way, St Albans
- ☐ 27 Homebase, St Albans Road, Watford
- ☐ 28 Land of Leather, Colne Valley /Century Park, Lower High Street, Watford
- ☐ 29 London Colney
- ☐ 30 Luton Town Centre
- ☐ 31 Luton, Out-of-Centre
- ☐ 32 Marshalswick
- ☐ 33 Paul Simon, Roaring Meg Retail Park
- ☐ 34 Potters Bar
- ☐ 35 Radlett
- ☐ 36 Redbourne
- ☐ 37 ScS, Colne Valley /Century Park, Lower High Street, Watford
- ☐ 38 Shenley
- ☐ 39 St Albans City Centre
- ☐ 40 St Albans, Out-of-Centre
- ☐ 41 Watford Town Centre
- ☐ 42 Watford, Out-of-Centre
- ☐ 43 Welwyn
- ☐ 44 Welwyn Garden City
- ☐ 45 Welwyn Garden City, Out-of-Centre
- ☐ 46 Wheathampstead
- ☐ 47 Catalogue / Mail order
- ☐ 48 Internet (specify under other)
- ☐ 49 Do not buy these goods
- ☐ 50 Other (specify)

If = 48, Prompt interviewee with message 'Deselect 'Internet' and specify retailer under 'Other' e.g. 'Internet - Amazon'

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

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- ☐ 1 Abbots Langley
- ☐ 2 B & Q, Hemel Hempstead
- ☐ 3 B & Q, Luton retail Park
- ☐ 4 B & Q, Watford Arches Retail Park, Watford
- ☐ 5 B & Q, Swallowfields, Welwyn Garden City
- ☐ 6 Borehamwood
- ☐ 7 Fleetville
- ☐ 8 Focus, Alban Park, Hatfield Road, St Albans
- ☐ 9 Harpenden Town Centre
- ☐ 10 Harpenden, Out-of-Centre
- ☐ 11 Hatfield Town centre
- ☐ 12 Hatfield, Out-of-Centre
- ☐ 13 Hatfield, The Galleria
- ☐ 14 Hemel Hempstead Town Centre
- ☐ 15 Hemel Hempstead, Out-of-Centre
- ☐ 16 Homebase, Alban Park, Hatfield Road, St Albans
- ☐ 17 Homebase, Oldings Corner Retail Park, Hatfield
- ☐ 18 Homebase, Roaring Meg Retail Park
- ☐ 19 Homebase, St Albans Retail Park Grithiths Way, St Albans
- ☐ 20 Homebase, St Albans Road, Watford
- ☐ 21 London Colney
- ☐ 22 Luton Town Centre
- ☐ 23 Luton, Out-of-Centre
- ☐ 24 Marshalswick
- ☐ 25 Potters Bar
- ☐ 26 Radlett
- ☐ 27 Redbourne
- ☐ 28 Shenley
- ☐ 29 St Albans City Centre
- ☐ 30 St Albans, Out-of-Centre
- ☐ 31 Watford Town centre
- ☐ 32 Watford, Out-of-Centre
- ☐ 33 Welwyn
- ☐ 34 Welwyn Garden City
- ☐ 35 Welwyn Garden City, Out-of-Centre
- ☐ 36 Wheathampstead
- ☐ 37 Wickes, Alban Park, Hatfield Road, St Albans
- ☐ 38 Catalogue / Mail order
- ☐ 39 Internet (specify under other)
- ☐ 40 Do not buy these goods
- ☐ 41 Other (specify)

If = 39, Prompt interviewee with message 'Deselect 'Internet' and specify retailer under 'Other' e.g. 'Internet - Amazon'

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

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- ☐ 1 Abbots Langley
- ☐ 2 Argos, Roaring Meg Retail Park, Stevenage
- ☐ 3 Argos, Watford Arches Retail Park, Watford
- ☐ 4 Borehamwood
- ☐ 5 Comet, Colne Valley /Century Park, Lower High Street, Watford
- ☐ 6 Comet, Luton Retail Park, Luton
- ☐ 7 Comet, Oldings Corner Retail Park, Hatfield
- ☐ 8 Curry's, Watford Arches Retail Park, Watford
- ☐ 9 Currys, Colne Valley /Century Park, Lower High Street, Watford
- ☐ 10 Currys, St Albans Retail Park, Grithiths Way, St Albans
- ☐ 11 Fleetville
- ☐ 12 Harpenden Town Centre
- ☐ 13 Harpenden, Out-of-Centre
- ☐ 14 Hatfield Town Centre
- ☐ 15 Hatfield, Out-of-Centre
- ☐ 16 Hatfield, The Galleria
- ☐ 17 Hemel Hempstead Town Centre
- ☐ 18 Hemel Hempstead, Out-of-Centre
- ☐ 19 Hi Speck Electronics, Alban Park, Hatfield Road, St Albans
- ☐ 20 London Colney
- ☐ 21 Luton Town Centre
- ☐ 22 Luton, Out-of-Centre
- ☐ 23 Marshalswick
- ☐ 24 Office World, St Albans Road, Watford
- ☐ 25 PC World, Colne Valley /Century Park, Lower High Street, Watford
- ☐ 26 PC World, Roebuck Retail Park, Stevenage
- ☐ 27 Potters Bar
- ☐ 28 Radlett
- ☐ 29 Redbourne
- ☐ 30 Shenley
- ☐ 31 St Albans City Centre
- ☐ 32 St Albans, Out-of-Centre
- ☐ 33 Watford Town Centre
- ☐ 34 Watford, Out-of-Centre
- ☐ 35 Welwyn

- ☐ 36 Welwyn Garden City
- ☐ 37 Welwyn Garden City, Out-of-Centre
- ☐ 38 Wheathampstead
- ☐ 39 Catalogue / Mail order
- ☐ 40 Internet (specify under other)
- ☐ 41 Do not buy these goods
- ☐ 42 Other (specify)

If = 40, Prompt interviewee with message 'Deselect 'Internet' and specify retailer under 'Other' e.g. 'Internet - Amazon'

Q19. Where do you normally do most of your household's shopping for larger & smaller domestic electrical and gas appliances (such as fridges, washing machines, cookers, vacuum cleaners, coffee maker, knives, kitchen items etc)?

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- ☐ 1 Abbots Langley
- ☐ 2 Argos, Roaring Meg Retail Park, Stevenage
- ☐ 3 Argos, Watford Arches Retail Park, Watford
- ☐ 4 Borehamwood
- ☐ 5 Comet, Colne Valley /Century Park, Lower High Street, Watford
- ☐ 6 Comet, Luton retail Park, Luton
- ☐ 7 Comet, Oldings Corner Retail Park, Hatfield
- ☐ 8 Curry's, Watford Arches Retail Park, Watford
- ☐ 9 Currys, Colne Valley /Century Park, Lower High Street, Watford
- ☐ 10 Currys, St Albans Retail Park, Grithiths Way, St Albans
- ☐ 11 Fleetville
- ☐ 12 Harpenden Town Centre
- ☐ 13 Harpenden, Out-of-Centre
- ☐ 14 Hatfield Town Centre
- ☐ 15 Hatfield, Out-of-Centre
- ☐ 16 Hatfield, The Galleria
- ☐ 17 Hemel Hempstead Town Centre
- ☐ 18 Hemel Hempstead, Out-of-Centre
- ☐ 19 Hi Speck Electronics, Alban Park, Hatfield Road, St Albans

- ☐ 20 London Colney
- ☐ 21 Luton Town Centre
- ☐ 22 Luton, Out-of-Centre
- ☐ 23 Marshalswick
- ☐ 24 PC World, Colne Valley /Century Park, Lower High Street, Watford
- ☐ 25 PC World, Roebuck Retail Park, Stevenage
- ☐ 26 Potters Bar
- ☐ 27 Radlett
- ☐ 28 Redbourne
- ☐ 29 Shenley
- ☐ 30 St Albans City Centre
- ☐ 31 St Albans, Out-of-Centre
- ☐ 32 Watford Town Centre
- ☐ 33 Watford, Out-of-Centre
- ☐ 34 Welwyn
- ☐ 35 Welwyn Garden City
- ☐ 36 Welwyn Garden City, Out-of-Centre
- ☐ 37 Wheathampstead
- ☐ 38 Catalogue / Mail order
- ☐ 39 Internet (specify under other)
- ☐ 40 Do not buy these goods
- ☐ 41 Other (specify)

If = 39, Prompt interviewee with message 'Deselect 'Internet' and specify retailer under 'Other' e.g. 'Internet - Amazon'

Q20. Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, glasses, contact lenses etc)?

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- ☐ 1 Abbots Langley
- ☐ 2 Boots, Colney Fields Shopping Park, London Colney
- ☐ 3 Borehamwood
- ☐ 4 Fleetville
- ☐ 5 Harpenden Town Centre

- ☐ 6 Harpenden, Out-of-Centre
- ☐ 7 Hatfield Town Centre
- ☐ 8 Hatfield, Out-of-Centre
- ☐ 9 Hatfield, The Galleria
- ☐ 10 Hemel Hempstead Town Centre
- ☐ 11 Hemel Hempstead, Out-of-Centre
- ☐ 12 London Colney
- ☐ 13 Luton Town Centre
- ☐ 14 Luton, Out-of-Centre
- ☐ 15 Marshalswick
- ☐ 16 Potters Bar
- ☐ 17 Radlett
- ☐ 18 Redbourne
- ☐ 19 Shenley
- ☐ 20 St Albans City Centre
- ☐ 21 St Albans, Out-of-Centre
- ☐ 22 Watford Town Centre
- ☐ 23 Watford, Out-of-Centre
- ☐ 24 Welwyn
- ☐ 25 Welwyn Garden City
- ☐ 26 Welwyn Garden City, Out-of-Centre
- ☐ 27 Wheathampstead
- ☐ 28 Catalogue / Mail order
- ☐ 29 Internet (specify under other)
- ☐ 30 Do not buy these goods
- ☐ 31 Other (specify)

If = 29, Prompt interviewee with message 'Deselect 'Internet' and specify retailer under 'Other' e.g. 'Internet - Amazon'

Q21. Where do you do most of your household's shopping for games & toys, hobby items; sport and camping goods; and musical instruments?

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- ☐ 1 Abbots Langley



- ☐ 2 Argos, Roaring Meg Retail Park, Stevenage
- ☐ 3 Argos, St Albans Retail Park, Grithiths Way, St Albans
- ☐ 4 Argos, Waterfields Shopping Park, Watford
- ☐ 5 Borehamwood
- ☐ 6 Children's World, Watford Arches Retail Park, Watford
- ☐ 7 Fleetville
- ☐ 8 Harpenden Town Centre
- ☐ 9 Harpenden, Out-of-Centre
- ☐ 10 Hatfield Town Centre
- ☐ 11 Hatfield, Out-of-Centre
- ☐ 12 Hatfield, The Galleria
- ☐ 13 Hemel Hempstead Town Centre
- ☐ 14 Hemel Hempstead, Out-of-Centre
- ☐ 15 London Colney
- ☐ 16 Luton Town Centre
- ☐ 17 Luton, Out-of-Centre
- ☐ 18 Marshalswick
- ☐ 19 Potters Bar
- ☐ 20 Radlett
- ☐ 21 Redbourne
- ☐ 22 Shenley
- ☐ 23 St Albans City Centre
- ☐ 24 St Albans, Out-of-Centre
- ☐ 25 Watford Town Centre
- ☐ 26 Watford, Out-of-Centre
- ☐ 27 Welwyn
- ☐ 28 Welwyn Garden City
- ☐ 29 Welwyn Garden City, Out-of-Centre
- ☐ 30 Wheathampstead
- ☐ 31 Catalogue / Mail order
- ☐ 32 Internet (specify under other)
- ☐ 33 Do not buy these goods
- ☐ 34 Other (specify)

If = 32, Prompt interviewee with message 'Deselect 'Internet' and specify retailer under 'Other' e.g. 'Internet - Amazon'

Q22. Where do you do most of your household's shopping for pets & pet related products?

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- ☐ 1 Abbots Langley
- ☐ 2 Borehamwood
- ☐ 3 Creature Comforts, Harpenden
- ☐ 4 Fleetville
- ☐ 5 Harpenden Town Centre
- ☐ 6 Harpenden, Out-of-Centre
- ☐ 7 Hatfield Out-of-Centre
- ☐ 8 Hatfield Town Centre
- ☐ 9 Hatfield, The Galleria
- ☐ 10 Hemel Hempstead Town Centre
- ☐ 11 Hemel Hempstead, Out-of-Centre
- ☐ 12 London Colney
- ☐ 13 Luton, Out-of-Centre
- ☐ 14 Luton Town Centre
- ☐ 15 Marshalswick
- ☐ 16 Partners Pets Supermarket, Orbital Road, St Albans
- ☐ 17 Pets at Home, Borehamwood
- ☐ 18 Pets at Home, Daventry Retail Park, Hemel Hempstead
- ☐ 19 Pets at Home, The Firs, Stevenage
- ☐ 20 Potters Bar
- ☐ 21 Quadrant Pet Supplies, The Quadrant, St Albans
- ☐ 22 Radlett
- ☐ 23 Redbourne
- ☐ 24 Shenley
- ☐ 25 St Albans City Centre
- ☐ 26 St Albans, Out-of-Centre
- ☐ 27 Watford Town Centre
- ☐ 28 Watford, Out-of-Centre
- ☐ 29 Welwyn
- ☐ 30 Welwyn Garden City
- ☐ 31 Welwyn Garden City, Out-of-Centre
- ☐ 32 Wheathampstead
- ☐ 33 Catalogue / Mail order
- ☐ 34 Internet (specify under other)
- ☐ 35 Do not buy these goods
- ☐ 36 Other (specify)

If = 34, Prompt interviewee with message 'Deselect 'Internet' and specify retailer under 'Other' e.g. 'Internet - Amazon'

Q23. Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods?

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

INTERVIEWERS PLEASE PROBE FULLY FOR A STORE NAME, ROAD, LOCATION (TOWN OR OUT OF CENTRE) AND TYPE RESPONSE UNDER 'OTHER'

IF 'OTHER' NOTE WHETHER TOWN CENTRE, RETAIL PARK OR STORE (including road name, location)

If internet, specify retailer under other, e.g 'Internet - Amazon'

- ☐ 1 Abbots Langley
- ☐ 2 Argos, Roaring Meg Retail Park, Stevenage
- ☐ 3 Argos, St Albans Retail Park, Grithiths Way, St Albans
- ☐ 4 Argos, Waterfields Shopping Park, Watford
- ☐ 5 Borders, Waterfields Shopping Park, Watford
- ☐ 6 Borehamwood
- ☐ 7 Fleetville
- ☐ 8 Habitat, Oldings Corner Retail Park, Hatfield
- ☐ 9 Harpenden Town Centre
- ☐ 10 Harpenden, Out-of-Centre
- ☐ 11 Hatfield Town Centre
- ☐ 12 Hatfield, Out-of-Centre
- ☐ 13 Hatfield, The Galleria
- ☐ 14 Hemel Hempstead Town Centre
- ☐ 15 Hemel Hempstead, Out-of-Centre
- ☐ 16 London Colney
- ☐ 17 Luton Town Centre
- ☐ 18 Luton, Out-of-Centre
- ☐ 19 Marshalswick
- ☐ 20 Potters Bar
- ☐ 21 Radlett
- ☐ 22 Redbourne
- ☐ 23 Shenley
- ☐ 24 St Albans City Centre
- ☐ 25 St Albans, Out-of-Centre
- ☐ 26 Watford Town Centre
- ☐ 27 Watford, Out-of-Centre
- ☐ 28 Welwyn
- ☐ 29 Welwyn Garden City
- ☐ 30 Welwyn Garden City, Out-of-Centre
- ☐ 31 Wheathampstead
- ☐ 32 Catalogue / Mail order
- ☐ 33 Internet (specify under other)
- ☐ 34 Do not buy these goods
- ☐ 35 Other (specify)

If = 33, Prompt interviewee with message 'Deselect 'Internet' and specify retailer under 'Other' e.g. 'Internet - Amazon'

Q24. When you do your household's non-food shopping, how do you usually travel?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ☐ 1 Car / van (as driver)
- ☐ 2 Car / van (as passenger)
- ☐ 3 Bus, minibus or coach
- ☐ 4 Motorcycle, scooter or moped
- ☐ 5 Walk
- ☐ 6 Taxi
- ☐ 7 Train
- ☐ 8 Bicycle
- ☐ 9 Goods delivered
- ☐ 10 Other (specify)

**I would now like to ask you about some leisure activities:**

Q25. How often do you and your family visit the following leisure attractions?

(Interviewer: READ OUT EACH OF THE FOLLOWING ASPECTS IN THE MATRIX AND SELECT ONLY ONE RESPONSE PER ASPECT)

	1 Once a week	2 Once a fortnight	3 Once a month	4 Once every two months	5 Once every six months	6 Once a year	7 Don't go	8 Don't know / varies (DO NOT READ OUT)
Bingo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gym / Healthclub	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museum or place of historical interest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nightclub / Musical venue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pub/ Bar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tenpin bowling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Activity (STATE ACTIVITY IN Q35)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q26. Where did you or members of your household last go to play bingo?

If OTHER or RESPONDENTS STATES A PARTICULAR STORE, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ☐ 1 Chequers Bingo & Social Club, Hatfield
- ☐ 2 Gala Bingo, Borehamwood
- ☐ 3 Gala Bingo, Luton
- ☐ 4 Mecca Bingo Club, Luton
- ☐ 5 Mecca Bingo Club, Watford
- ☐ 6 Top Ten Bingo, Verulium Industrial Estate
- ☐ 7 Other (specify)

Q27. Where did you or members of your household last go to the cinema?

If OTHER or RESPONDENTS STATES A PARTICULAR STORE, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ☐ 1 Alban Arena, Civic Centre, St Albans
- ☐ 2 Campus West, Welwyn Garden City
- ☐ 3 Cineworld, Luton
- ☐ 4 Cineworld, Stevenage
- ☐ 5 Empire Cinemas, Hemel Hempstead
- ☐ 6 Library Theatre , Luton
- ☐ 7 The Hat Factory, Luton
- ☐ 8 UCI Cinema, The Galleria, Hatfield
- ☐ 9 Vue Cinema, Watford
- ☐ 10 Wyllotts Centre, Potter Bar
- ☐ 11 Other (specify)

Q28. Where did you or members of your household last go to a gym / healthclub?

If OTHER or RESPONDENTS STATES A PARTICULAR STORE, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ☐ 1 Body Limit Gymnasium, 1 Beaumont Works, Sutton Rd, St Albans
- ☐ 2 Breathing Space, Harpenden

- ☐ 3 Bricket Wood Sports Centre, St Albans
- ☐ 4 Cannons Club, Highfield Park Drive, St Albans
- ☐ 5 Charters Health Club, Highfield Park Centre, St Albans
- ☐ 6 David Lloyd, Bushy, Watford
- ☐ 7 David Lloyd, Bushy, Watford
- ☐ 8 David Lloyd, Hatfield
- ☐ 9 Energie Fitness, St Catherine Street, St Albans
- ☐ 10 Fitness First, Christopher Place Shopping Centre, St Albans
- ☐ 11 Harpenden Sports Centre, Harpenden
- ☐ 12 Harpers Gym, Batchwood Drive, Batchwood
- ☐ 13 Health & Wellbeing, St Albans
- ☐ 14 Little Gym, Harpenden
- ☐ 15 Motivation, London Road, St Albans
- ☐ 16 OA Health & Fitness, St Albans
- ☐ 17 Spirit Health & Fitness, Hemel Hempstead
- ☐ 18 Westminster Lodge, St Albans
- ☐ 19 Other (specify)

Q29. Where did you or members of your household last go to a museum or place of historical interest?

If OTHER or RESPONDENTS STATES A PARTICULAR STORE, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ☐ 1 Future Gardens, Miriam Lane, off Noke Lane, Chiswell Green
- ☐ 2 Gorhambury House
- ☐ 3 Kingsbury Watermill, close to Verulamium Park
- ☐ 4 Margate Harvey Gallery, Hatfield Road, St Albans
- ☐ 5 Museum of St Albans, St Albans
- ☐ 6 Redbourn Museum (the Silk House Mill), Redbourne
- ☐ 7 Redbournbury Watermill, St Albans (north)
- ☐ 8 Roman Theatre, St Albans
- ☐ 9 St Albans Cathedral
- ☐ 10 The de Havilland Aircraft Heritage Museum, London Colney
- ☐ 11 Verulamium Museum, St Albans
- ☐ 12 Willow Farm Village, London Colney
- ☐ 13 Other (specify)

Q30. Where did you or members of your household last go to a nightclub or musical venue?

If OTHER or RESPONDENTS STATES A PARTICULAR STORE, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ☐ 1 Batchwood Hall Nightclub, St Albans
- ☐ 2 Evolve, 24-7 Club, St Albans
- ☐ 3 The Adelaide & Ice Club, St Albans
- ☐ 4 Other (specify)

Q31. Where did you or members of your household last go to a pub/bar?

If OTHER or RESPONDENTS STATES A PARTICULAR STORE, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ☐ 1 Blackberry Jack, St Albans
- ☐ 2 Gibraltar Castle, Harpenden
- ☐ 3 Harpenden Arms, Harpenden
- ☐ 4 Inn on the Green, Harpenden
- ☐ 5 Robin Hood, St Albans
- ☐ 6 Silver Cup, Harpenden
- ☐ 7 The Baton, the Ridgeway, St Albans
- ☐ 8 The Beehive, St Albans
- ☐ 9 The Blue Anchor, St Albans
- ☐ 10 The Bricklayers Arms, St Albans
- ☐ 11 The Carpenters Arms, Harpenden
- ☐ 12 The Colney fox, London Colney
- ☐ 13 The Cross Key, St Albans
- ☐ 14 The Cross Keys Public House
- ☐ 15 The Crown, Hatfield Road, St Albans
- ☐ 16 The Elephant & Castle, Wheathampstead
- ☐ 17 The Engineer, Harpenden
- ☐ 18 The Fox, Harpenden
- ☐ 19 The Gate, Bricket Wood, St Albans
- ☐ 20 The George Inn, Redbourne
- ☐ 21 The George, Harpenden
- ☐ 22 The Holly Bush, Potters Crouch, St Albans
- ☐ 23 The John Bunyan, Wheathampstead
- ☐ 24 The King Harry, St Albans
- ☐ 25 The Marquis of Granby, Harpenden
- ☐ 26 The Merry Minstrel, St Albans
- ☐ 27 The Oak Tree, Harpenden
- ☐ 28 The Old Bell, Harpenden
- ☐ 29 The Old Cock Inn, Harpenden
- ☐ 30 The Plough & Harrow, Harpenden
- ☐ 31 The Queens Head, Sandridge, St Albans
- ☐ 32 The Rats Castle, St Albans

- ☐ 33 The Red Cow, Harpenden
- ☐ 34 The Rose & crown, Sandridge, St Albans
- ☐ 35 The Six Bells, St Albans
- ☐ 36 The Skew Bridge, Harpenden
- ☐ 37 The Slug & Lettuce, Harpenden
- ☐ 38 The Spotted Bull, St Albans
- ☐ 39 The Three Blackbirds, St Albans
- ☐ 40 The Three Hammers, St Albans
- ☐ 41 The White Hart Tap, St Albans
- ☐ 42 The White Lion, London Colney
- ☐ 43 Verulam Arms, St Albans
- ☐ 44 Ye Old Fighting Cocks, St Albans
- ☐ 45 Other (specify)

Q32. Where did you or members of your household last go to a restaurant?

Please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ☐ 1 SPECIFY RESPONSE UNDER 'OTHER' BELOW
- ☐ 2 Other (specify)

If = 1, Prompt interviewee with message 'Deselect and specify under 'OTHER''

Q33. Where did you or members of your household last go tenpin bowling?

If OTHER or RESPONDENTS STATES A PARTICULAR STORE, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ☐ 1 Hollywood Bowl, Woodside Leisure Park, Watford
- ☐ 2 Hotshots Ten Pin Bowling, Leisureworld, Hemel Hempstead
- ☐ 3 Other (specify)

Q34. Where did you or members of your household last go to the theatre?

If OTHER or RESPONDENTS STATES A PARTICULAR STORE, please specify the NAME, RETAIL PARK / ROAD NAME AND AREA



DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ☐ 1 Maltings Art Theatre, St Albans
- ☐ 2 The Abbey Theatre, St Albans
- ☐ 3 The Alban Arena, St Albans
- ☐ 4 Trestle Theatre, St Albans
- ☐ 5 Other (specify)

Q35. Where did you or members of your household undertake the activity mentioned? (INTERVIEWERS PLEASE REFER TO Q25 - OTHER ACTIVITY)

Please specify the NAME, RETAIL PARK / ROAD NAME AND AREA

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ☐ 1 SPECIFY RESPONSE UNDER 'OTHER' BELOW
- ☐ 2 Other (specify)

If = 1, Prompt interviewee with message 'Deselect and specify under 'OTHER''

Q36. What, if anything, would make you visit St Albans City Centre more often?

DO NOT READ OUT. MARK UP TO THREE BOXES ONLY.

- ☐ 1 Better disabled access
- ☐ 2 Better public transport
- ☐ 3 Better signposting
- ☐ 4 Better policing / safer
- ☐ 5 Better value for money / lower prices
- ☐ 6 Better shopping environment
- ☐ 7 Cinema
- ☐ 8 Cleaner streets
- ☐ 9 Department Store
- ☐ 10 Fewer traffic free pedestrian streets
- ☐ 11 Improved public transport
- ☐ 12 Larger / better Street Market
- ☐ 13 Larger shops
- ☐ 14 Lower car park charges
- ☐ 15 New shopping centre
- ☐ 16 Large food superstore
- ☐ 17 More / better car parking
- ☐ 18 More / better foodstores
- ☐ 19 More fashion shops
- ☐ 20 More smaller independent & specialist shops
- ☐ 21 More traffic free pedestrian streets

- ☐ 22 More/better cafes
- ☐ 23 More/better cultural facilities
- ☐ 24 More/better entertainment facilities
- ☐ 25 More/better events
- ☐ 26 More/better public houses
- ☐ 27 More/better restaurants
- ☐ 28 More/better seats
- ☐ 29 Shops and services open later in the evening
- ☐ 30 Nothing
- ☐ 31 Do not visit St Albans
- ☐ 32 Other (specify)

Q37. What, if anything, would make you visit Harpenden Town Centre more often?

DO NOT READOUT. MARK UP TO THREE BOXES ONLY.

- ☐ 1 Better disabled access
- ☐ 2 Better public transport
- ☐ 3 Better signposting
- ☐ 4 Better policing /safer
- ☐ 5 Better shopping environment
- ☐ 6 Better value for money / lower prices
- ☐ 7 Cinema
- ☐ 8 Cleaner streets
- ☐ 9 Department Store
- ☐ 10 Fewer traffic free pedestrian streets
- ☐ 11 Improved public transport
- ☐ 12 Larger shops
- ☐ 13 New shopping centre
- ☐ 14 Large food superstore
- ☐ 15 Lower car parking charges
- ☐ 16 More / better car parking
- ☐ 17 More / better foodstores
- ☐ 18 More fashion shops
- ☐ 19 More smaller independent & specialist shops
- ☐ 20 More traffic free pedestrianised streets
- ☐ 21 More/better cafes
- ☐ 22 More/better cultural facilities
- ☐ 23 More/better entertainment facilities
- ☐ 24 More/better events'
- ☐ 25 More/better public houses
- ☐ 26 More/better restaurants
- ☐ 27 More/better seats
- ☐ 28 Shops and services open later in the evening
- ☐ 29 Nothing
- ☐ 30 Do not visit Harpenden for leisure activities
- ☐ 31 Other (specify)

**Demographics: Please READ OUT Statement:**

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

Q38a. What is the occupation of the chief wage earner in your household?

IF RETIRED, ASK FOR PREVIOUS OCCUPATION

IF REFUSED, PLEASE TYPE IN 'REFUSED'

Q38b. SEG

- ☐ 1 A/B
- ☐ 2 C1
- ☐ 3 C2
- ☐ 4 D/E
- ☐ 5 Refused

Q39. Which of the following age bands do you fall into?

PLEASE READ OUT

- ☐ 1 18 - 24 years
- ☐ 2 25 - 34 years
- ☐ 3 35 - 44 years
- ☐ 4 45 - 54 years
- ☐ 5 55 - 64 years
- ☐ 6 65 years or above
- ☐ 7 Refused

Q40. How many cars does your household own or have the use of?

(include light vans, pickups and 4 wheel drive vehicles)

- ☐ 1 None
- ☐ 2 1
- ☐ 3 2

- ☐ 4 3 or more
- ☐ 5 Refused

Q41. How many adults, including yourself, aged 16 years or over living in your household?

DO NOT READ OUT. MARK ONE BOX ONLY

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

Q42. How many children aged 15 years or under living in your household?

DO NOT READ OUT. MARK ONE BOX ONLY

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

Q43. Would you be willing to be re-contacted for future quality control purposes?

INTERVIEWER NOTE: This will involve an interviewer contacting you and asking you a few brief questions to verify and monitor the quality of this call.

- ☐ 1 Yes
- ☐ 2 No

Q44. Gender of respondent

RECORD BY OBSERVATION

- ☐ 1 Male
- ☐ 2 Female

INTERVIEWERS PLEASE READ OUT TO ALL RESPONDENTS:

Thank you for participating in this survey. If you wish to check the credentials of Research and Marketing Limited, I can provide the telephone number for the Market Research Society, who will be able to verify our company.

Would you like to take the number? 0500 39 69 99

Please check your work because once you move on you will not be able to return to this record.

- ☐ 1 Checking (Return to start of survey)
- ☐ 2 Continue to end of survey

If = 1, goto 'Intro'

Enter your initials to complete the survey

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## APPENDIX 2: CONVENIENCE – ‘MARKET SHARE ANALYSIS’

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Convenience Goods Capacity Assessment

**Table 1: 2009 TOTAL CONVENIENCE GOODS MARKET SHARE (%): ALL SHOPPING DESTINATIONS (MAIN FOOD AND TOP-UP)**

STORE & ADDRESS	ZONE 1 St Albans	ZONE 2 Harpenden	ZONE 3 Northern Fringe	ZONE 4 Western Fringe	ZONE 5 Southern Fringe	ZONE 6 Eastern Fringe	TOTAL Zones 1-6	TOTAL Zones 1 - 2	TOTAL Zones 3 - 6
<b>2009 TOTAL AVAILABLE EXPENDITURE (£M):</b>	<b>£173.7</b>	<b>£78.1</b>	<b>£55.1</b>	<b>£108.0</b>	<b>£66.0</b>	<b>£98.3</b>	<b>£579.2</b>	<b>£251.8</b>	<b>£327.4</b>
<b>St Albans City Centre</b>									
Iceland, Victoria Street	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Marks & Spencer, St Peter's Street	3.6%	0.9%	0.0%	0.4%	0.3%	0.6%	1.4%	2.8%	0.4%
Tesco Metro, St Peter's Street	4.9%	0.0%	0.0%	0.0%	0.7%	0.5%	1.6%	3.4%	0.3%
<b>St Albans Neighbourhood Centre Stores</b>									
Budgens, The Quadrant, Marshalswick	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.7%	0.0%
Co-op, High Oakes Road	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
Morrisons, Hatfield Road, Fleetville	17.3%	1.6%	0.6%	0.4%	0.0%	0.8%	5.7%	12.4%	0.5%
Waitrose, Ermine Close, Verulam	10.0%	0.6%	0.0%	2.3%	0.7%	0.0%	3.6%	7.1%	0.9%
<b>St Albans Others</b>									
Co-op, Cell Barnes Road	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%
Sainsbury's Local, Marshalswick Lane, Marshalswick	0.9%	0.6%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%
Tesco Express, St Brelades Place, Marshalswick	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.9%	0.0%
Other Local Stores	4.3%	1.2%	0.0%	0.3%	0.0%	0.0%	1.5%	3.4%	0.1%
<b>Harpenden Town Centre (Zone 2)</b>									
Marks & Spencer, Church Green Parade	0.0%	1.9%	0.3%	0.2%	0.0%	0.0%	0.3%	0.6%	0.1%
Sainsbury's, High Street	0.5%	31.1%	0.6%	0.0%	0.0%	0.0%	4.4%	10.0%	0.1%
Waitrose, Leyton Road	0.9%	21.7%	1.6%	0.0%	0.0%	0.0%	3.3%	7.3%	0.3%
<b>Harpenden Others (Zone 2)</b>									
Somerfield, Southdown Road, Southdown	0.0%	12.4%	0.6%	0.4%	0.0%	0.0%	1.8%	3.8%	0.2%
Tesco Express, Lower Luton Road, Batford	0.0%	1.5%	0.0%	0.0%	0.0%	0.2%	0.2%	0.5%	0.1%
Other Local Stores	0.0%	3.9%	0.6%	0.2%	0.0%	0.4%	0.7%	1.2%	0.3%
<b>London Colney</b>									
Co-op, Haseldine Road	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%
Tesco Express, High Street	0.6%	0.0%	0.0%	0.0%	0.5%	0.0%	0.3%	0.4%	0.1%
Other Local Stores	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
<b>Redbourn (Zone 2)</b>									
Co-op, High Street	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%
Other Local Stores	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%
<b>Wheathampstead (Zone 2)</b>									
One Stop/Tesco Express, High Street	0.0%	0.9%	0.0%	0.0%	0.0%	0.2%	0.2%	0.3%	0.1%
<b>St Albans Out of Centre</b>									
Sainsbury's, Everard Close	27.0%	2.5%	0.0%	1.4%	3.1%	0.6%	9.1%	19.4%	1.3%
Marks & Spencer, Barnet Road, London Colney Retail Park	0.6%	0.6%	0.0%	0.4%	1.6%	0.5%	0.6%	0.6%	0.6%
Sainsbury's, Barnet Road, London Colney Retail Park	9.8%	0.0%	0.0%	0.8%	11.7%	6.5%	5.5%	6.8%	4.6%
<b>ALL STORES IN DISTRICT AREA</b>	<b>88.7%</b>	<b>84.6%</b>	<b>4.3%</b>	<b>6.7%</b>	<b>18.5%</b>	<b>10.2%</b>	<b>43.5%</b>	<b>87.4%</b>	<b>9.7%</b>
<b>OTHER CENTRES AND STORES ELSEWHERE:</b>									
Borehamwood-Tesco Extra, Shenley Road	0.9%	0.0%	0.0%	0.0%	5.8%	0.0%	0.9%	0.6%	1.2%
Dunstable-Sainsbury's, Luton Road	0.0%	0.0%	10.2%	2.8%	0.0%	0.0%	1.5%	0.0%	2.6%
Dunstable-Tesco, Skimpot Road	0.0%	0.6%	15.9%	0.4%	0.0%	0.0%	1.7%	0.2%	2.8%
Hatfield-Aldi, Comet Square	0.3%	0.0%	0.0%	0.0%	0.0%	1.4%	0.3%	0.2%	0.4%
Hatfield-Asda, Town Centre	2.0%	0.9%	0.9%	1.1%	1.2%	17.1%	4.0%	1.6%	5.9%
Hatfield-Tesco Extra, Mount Pleasant / Oldings Corner	0.9%	3.5%	0.6%	0.0%	0.0%	18.8%	4.0%	1.7%	5.7%
Hatfield-Tesco, Great North Road	0.3%	0.6%	0.0%	0.0%	0.0%	3.6%	0.8%	0.4%	1.1%
Hemel Hempstead-Sainsbury's, Apsley Mill, London Road	0.2%	0.6%	0.0%	12.6%	0.7%	0.5%	2.7%	0.4%	4.4%
Hemel Hempstead-Sainsbury's, Woodhall Farm, Shenley Roa	0.0%	2.8%	0.3%	9.0%	0.0%	0.2%	2.1%	0.9%	3.1%
Hemel Hempstead-Tesco, Jarman Way	0.3%	0.0%	0.6%	26.7%	0.0%	0.0%	5.1%	0.2%	8.9%
Hemel Hempstead-Asda, Hillfield Road	0.0%	0.6%	0.0%	8.8%	0.0%	0.0%	1.7%	0.2%	2.9%
Luton-Asda, Wigmore Lane	0.0%	1.9%	24.4%	0.0%	0.0%	0.0%	2.6%	0.6%	4.1%
Potters Bar-Tesco, Muttons Lane	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.7%	0.0%	1.2%
Watford-Asda, Oldhams Trading Estate	1.1%	0.0%	0.3%	4.9%	22.4%	0.0%	3.8%	0.8%	6.2%
Watford-Sainsbury's, Dome Roundabout, Cow Lane	0.1%	0.0%	0.0%	2.4%	17.0%	0.0%	2.4%	0.1%	4.2%
Watford-Tesco, Lower High Street	0.9%	0.0%	0.0%	0.4%	6.9%	0.0%	1.1%	0.6%	1.5%
Welwyn Garden City-Morrisons, Black Fan Road	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.9%	0.0%	1.7%
Welwyn Garden City-Sainsbury's, Church Road	0.0%	0.6%	0.0%	0.0%	0.0%	9.1%	1.6%	0.2%	2.7%
Welwyn Garden City-Waitrose, Bridge Road	0.3%	0.0%	0.0%	0.0%	0.7%	11.3%	2.1%	0.2%	3.5%
<b>Others Outside District Total</b>	<b>4.1%</b>	<b>3.1%</b>	<b>42.5%</b>	<b>24.2%</b>	<b>26.9%</b>	<b>18.2%</b>	<b>16.4%</b>	<b>3.8%</b>	<b>26.0%</b>
<b>ALL OTHER SHOPS &amp; STORES OUTSIDE DISTRICT</b>	<b>11.3%</b>	<b>15.4%</b>	<b>95.7%</b>	<b>93.3%</b>	<b>81.5%</b>	<b>89.8%</b>	<b>56.5%</b>	<b>12.6%</b>	<b>90.3%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Market shares derived from results of 2009 household telephone interview surveys for 'main and top-up food' shopping.

Notes: Filtered out market shares for Special Forms of Trading (including shopping over the 'internet').

Figures may not sum precisely due to rounding

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Convenience Goods Capacity Assessment

**Table 2: 2009 CONVENIENCE GOODS MARKET SHARES (%): MAIN FOOD SHOPPING DESTINATIONS**

STORE & ADDRESS	ZONE 1 St Albans	ZONE 2 Harpenden	ZONE 3 Northern Fringe	ZONE 4 Western Fringe	ZONE 5 Southern Fringe	ZONE 6 Eastern Fringe	TOTAL Zones 1-6	TOTAL Zones 1 - 2	TOTAL Zones 3 - 6
<b>St Albans City Centre</b>									
Iceland, Victoria Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, St.Peters Street	2.3%	0.8%	0.0%	0.5%	0.0%	0.0%	0.9%	1.8%	0.2%
Tesco Metro, St Peter's Street	4.6%	0.0%	0.0%	0.0%	0.9%	0.6%	1.6%	3.2%	0.4%
<b>St Albans Neighbourhood Centre Stores</b>									
Budgens, The Quadrant, Marshalswick	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.3%	0.0%
Co-op, High Oakes Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Hatfield Road, Fleetville	20.2%	1.7%	0.9%	0.5%	0.0%	0.6%	6.6%	14.5%	0.5%
Waitrose, Ermine Close, Verulam	10.7%	0.8%	0.0%	2.6%	0.9%	0.0%	3.9%	7.6%	1.0%
<b>St Albans Others</b>									
Co-op, Cell Barnes Road	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
Sainsbury's Local, Marshalswick Lane, Marshalswick	0.4%	0.8%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%
Tesco Express, St Brelades Place, Marshalswick	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
Other Local Stores	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
<b>Harpenden Town Centre</b>									
Marks & Spencer, Church Green Parade	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%
Sainsbury's, High Street	0.4%	34.7%	0.9%	0.0%	0.0%	0.0%	4.9%	11.0%	0.1%
Waitrose, Leyton Road	1.1%	24.6%	1.7%	0.0%	0.0%	0.0%	3.8%	8.4%	0.3%
<b>Harpenden Others</b>									
Somerfield, Southdown Road, Southdown	0.0%	10.2%	0.9%	0.5%	0.0%	0.0%	1.6%	3.2%	0.3%
Tesco Express, Lower Luton Road, Batford	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
Other Local Stores	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
<b>London Colney</b>									
Co-op, Haseldine Road	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%
Tesco Express, High Street	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
Other Local Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Redbourn</b>									
Co-op, High Street	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
Other Local Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Wheathampstead</b>									
One Stop/Tesco Express, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>St Albans Out of Centre</b>									
Sainsbury's, Everard Close	33.6%	3.4%	0.0%	1.6%	2.6%	0.6%	11.2%	24.2%	1.2%
Marks & Spencer, Barnet Road, London Colney Retail Park	0.4%	0.8%	0.0%	0.5%	1.8%	0.6%	0.6%	0.5%	0.7%
Sainsbury's, Barnet Road, London Colney Retail Park	11.8%	0.0%	0.0%	1.1%	14.9%	8.5%	6.9%	8.2%	5.9%
<b>ALL STORES IN DISTRICT AREA</b>	<b>89.7%</b>	<b>82.2%</b>	<b>4.3%</b>	<b>7.4%</b>	<b>21.1%</b>	<b>10.9%</b>	<b>44.0%</b>	<b>87.4%</b>	<b>10.7%</b>
<b>OTHER CENTRES AND STORES ELSEWHERE</b>									
Borehamwood-Tesco Extra, Shenley Road	1.1%	0.0%	0.0%	0.0%	7.0%	0.0%	1.1%	0.8%	1.4%
Dunstable-Sainsbury's, Luton Road	0.0%	0.0%	12.8%	3.7%	0.0%	0.0%	1.9%	0.0%	3.4%
Dunstable-Tesco, Skimpot Road	0.0%	0.8%	19.7%	0.5%	0.0%	0.0%	2.1%	0.3%	3.5%
Hatfield-Aldi, Comet Square	0.4%	0.0%	0.0%	0.0%	0.0%	1.8%	0.4%	0.3%	0.5%
Hatfield-Asda, Town Centre	2.3%	0.8%	0.9%	0.5%	0.9%	18.8%	4.3%	1.8%	6.1%
Hatfield-Tesco Extra, Mount Pleasant / Oldings Corner	1.1%	4.2%	0.9%	0.0%	0.0%	23.0%	4.9%	2.1%	7.1%
Hatfield-Tesco, Great North Road	0.4%	0.8%	0.0%	0.0%	0.0%	4.8%	1.1%	0.5%	1.5%
Hemel Hempstead-Sainsbury's, Apsley Mill, London Road	0.0%	0.8%	0.0%	14.8%	0.9%	0.6%	3.1%	0.3%	5.2%
Hemel Hempstead-Sainsbury's, Woodhall Farm, Shenley Roa	0.0%	3.4%	0.0%	10.1%	0.0%	0.0%	2.3%	1.1%	3.3%
Hemel Hempstead-Tesco, Jarman Way	0.4%	0.0%	0.9%	30.7%	0.0%	0.0%	5.9%	0.3%	10.3%
Hemel Hempstead-Asda, Hillfield Road	0.0%	0.8%	0.0%	10.6%	0.0%	0.0%	2.1%	0.3%	3.5%
Luton-Asda, Wigmore Lane	0.0%	1.7%	27.4%	0.0%	0.0%	0.0%	2.8%	0.5%	4.6%
Potters Bar-Tesco, Muttons Lane	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.7%	0.0%	1.3%
Watford-Asda, Oldhams Trading Estate	1.5%	0.0%	0.0%	6.3%	28.1%	0.0%	4.8%	1.1%	7.7%
Watford-Sainsbury's, Dome Roundabout, Cow Lane	0.0%	0.0%	0.0%	3.2%	20.2%	0.0%	2.9%	0.0%	5.1%
Watford-Tesco, Lower High Street	1.1%	0.0%	0.0%	0.5%	8.8%	0.0%	1.4%	0.8%	1.9%
Welwyn Garden City-Morrisons, Black Fan Road	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	1.1%	0.0%	2.0%
Welwyn Garden City-Sainsbury's, Church Road	0.0%	0.8%	0.0%	0.0%	0.0%	9.7%	1.8%	0.3%	2.9%
Welwyn Garden City-Waitrose, Bridge Road	0.4%	0.0%	0.0%	0.0%	0.9%	13.3%	2.5%	0.3%	4.2%
<b>Others Outside District Total</b>	1.5%	3.4%	33.3%	11.6%	12.3%	6.1%	8.7%	2.1%	13.7%
<b>ALL OTHER SHOPS &amp; STORES OUTSIDE DISTRICT</b>	<b>10.3%</b>	<b>17.8%</b>	<b>95.7%</b>	<b>92.6%</b>	<b>78.9%</b>	<b>89.1%</b>	<b>56.0%</b>	<b>12.6%</b>	<b>89.3%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Market shares derived from results of 2009 household telephone interview surveys.  
Notes: Filtered out market shares for Special Forms of Trading (including shopping over the 'internet').  
Figures may not sum precisely due to rounding



# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Convenience Goods Capacity Assessment

**Table 3: 2009 CONVENIENCE GOODS MARKET SHARES (%): TOP-UP FOOD SHOPPING DESTINATIONS**

STORE & ADDRESS	ZONE 1 St Albans	ZONE 2 Harpenden	ZONE 3 Northern Fringe	ZONE 4 Western Fringe	ZONE 5 Southern Fringe	ZONE 6 Eastern Fringe	TOTAL Zones 1-6	TOTAL Zones 1 - 2	TOTAL Zones 3 - 6
<b>St Albans City Centre</b>									
Iceland, Victoria Street	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.0%	0.0%
Marks & Spencer, St.Peters Street	7.6%	1.2%	0.0%	0.0%	1.1%	2.2%	2.9%	5.6%	0.9%
Tesco Metro, St Peter's Street	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	3.9%	0.0%
<b>St Albans Neighbourhood Centre Stores</b>									
Budgens, The Quadrant, Marshalswick	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	6.9%	0.0%
Co-op, High Oakes Road	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.3%	0.0%
Morrisons, Hatfield Road, Fleetville	8.6%	1.2%	0.0%	0.0%	0.0%	1.5%	3.0%	6.3%	0.4%
Waitrose, Ermine Close, Verulam	8.1%	0.0%	0.0%	1.3%	0.0%	0.0%	2.7%	5.6%	0.4%
<b>St Albans Others</b>									
Co-op, Cell Barnes Road	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.6%	0.0%
Sainsbury's Local, Marshalswick Lane, Marshalswick	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.6%	0.0%
Tesco Express, St Brelades Place, Marshalswick	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.6%	0.0%
Other Local Stores	16.2%	4.8%	0.0%	1.3%	0.0%	0.0%	5.7%	12.6%	0.4%
<b>Harpenden Town Centre</b>									
Marks & Spencer, Church Green Parade	0.0%	2.4%	1.1%	0.7%	0.0%	0.0%	0.6%	0.7%	0.4%
Sainsbury's, High Street	1.0%	20.2%	0.0%	0.0%	0.0%	0.0%	3.0%	6.9%	0.0%
Waitrose, Leyton Road	0.0%	13.1%	1.1%	0.0%	0.0%	0.0%	1.9%	4.1%	0.2%
<b>Harpenden Others</b>									
Somerfield, Southdown Road, Southdown	0.0%	19.0%	0.0%	0.0%	0.0%	0.0%	2.6%	5.9%	0.0%
Tesco Express, Lower Luton Road, Batford	0.0%	3.6%	0.0%	0.0%	0.0%	0.7%	0.6%	1.1%	0.2%
Other Local Stores	0.0%	13.1%	2.2%	0.7%	0.0%	1.5%	2.4%	4.1%	1.0%
<b>London Colney</b>									
Co-op, Haseldine Road	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.6%	0.0%
Tesco Express, High Street	1.4%	0.0%	0.0%	0.0%	2.2%	0.0%	0.7%	1.0%	0.4%
Other Local Stores	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
<b>Redbourn</b>									
Co-op, High Street	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.5%	1.1%	0.0%
Other, Local Stores	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.8%	0.0%
<b>Wheathampstead</b>									
One Stop/Tesco Express, High Street	0.0%	3.6%	0.0%	0.0%	0.0%	0.7%	0.6%	1.1%	0.2%
<b>St Albans Out of Centre</b>									
Sainsbury's, Everard Close	7.1%	0.0%	0.0%	0.7%	4.3%	0.7%	2.9%	4.9%	1.3%
Marks & Spencer, Barnet Road, London Colney Retail Park	1.4%	0.0%	0.0%	0.0%	1.1%	0.0%	0.6%	1.0%	0.2%
Sainsbury's, Barnet Road, London Colney Retail Park	3.8%	0.0%	0.0%	0.0%	2.2%	0.7%	1.5%	2.6%	0.7%
<b>ALL STORES IN DISTRICT AREA</b>	<b>85.7%</b>	<b>91.7%</b>	<b>4.4%</b>	<b>4.7%</b>	<b>10.9%</b>	<b>8.1%</b>	<b>42.0%</b>	<b>87.6%</b>	<b>6.9%</b>
<b>OTHER CENTRES AND STORES ELSEWHERE</b>									
Borehamwood-Tesco Extra, Shenley Road	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.2%	0.0%	0.4%
Dunstable-Sainsbury's, Luton Road	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%
Dunstable-Tesco, Skimpot Road	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.4%	0.0%	0.7%
Hatfield-Aldi, Comet Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatfield-Asda, Town Centre	1.0%	1.2%	1.1%	2.7%	2.2%	11.9%	3.3%	1.0%	5.1%
Hatfield-Tesco Extra, Mount Pleasant / Oldings Corner	0.0%	1.2%	0.0%	0.0%	0.0%	5.9%	1.2%	0.4%	1.8%
Hatfield-Tesco, Great North Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hemel Hempstead-Sainsbury's, Apsley Mill, London Road	1.0%	0.0%	0.0%	6.0%	0.0%	0.0%	1.4%	0.7%	2.0%
Hemel Hempstead-Sainsbury's, Woodhall Farm, Shenley Roa	0.0%	1.2%	1.1%	6.0%	0.0%	0.7%	1.5%	0.4%	2.4%
Hemel Hempstead-Tesco, Jarman Way	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	2.7%	0.0%	4.8%
Hemel Hempstead-Asda, Hillfield Road	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.6%	0.0%	1.1%
Luton-Asda, Wigmore Lane	0.0%	2.4%	15.6%	0.0%	0.0%	0.0%	1.8%	0.7%	2.6%
Potters Bar-Tesco, Muttons Lane	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.6%	0.0%	1.1%
Watford-Asda, Oldhams Trading Estate	0.0%	0.0%	1.1%	0.7%	5.4%	0.0%	0.8%	0.0%	1.5%
Watford-Sainsbury's, Dome Roundabout, Cow Lane	0.5%	0.0%	0.0%	0.0%	7.6%	0.0%	1.0%	0.3%	1.5%
Watford-Tesco, Lower High Street	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.1%	0.0%	0.2%
Welwyn Garden City-Morrisons, Black Fan Road	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.4%	0.0%	0.7%
Welwyn Garden City-Sainsbury's, Church Road	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	1.3%	0.0%	2.2%
Welwyn Garden City-Waitrose, Bridge Road	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.9%	0.0%	1.6%
<b>Others Outside District Total</b>	11.9%	2.4%	70.0%	62.0%	70.7%	54.8%	39.5%	9.0%	62.9%
<b>ALL OTHER SHOPS &amp; STORES OUTSIDE DISTRICT</b>	<b>14.3%</b>	<b>8.3%</b>	<b>95.6%</b>	<b>95.3%</b>	<b>89.1%</b>	<b>91.9%</b>	<b>58.0%</b>	<b>12.4%</b>	<b>93.1%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Market shares derived from results of 2009 household telephone interview surveys for 'top up' food shopping.  
Notes: Filtered out market shares for Special Forms of Trading (including shopping over the 'internet').  
Figures may not sum precisely due to rounding

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## APPENDIX 3: COMPARISON GOODS – 'MARKET SHARE ANALYSIS'

# ST ALBANS CITY & DISTRICT COUNCIL

## 2009 RETAIL STUDY UPDATE

### Comparison Goods Capacity Assessment - 2009 Market Share Analysis (%)

TABLE 1: COMPARISON GOODS MARKET SHARES (%): ALL COMPARISON GOODS

CENTRE / RETAIL PARK	Zone 1 St. Albans	Zone 2 Harpenden	Zone 3 Northern Fringe	Zone 4 Western Fringe	Zone 5 Southern Fringe	Zone 6 Eastern Fringe	TOTAL Zones 1-6	TOTAL Zones 1-2	TOTAL Zones 3-6
<b>ST ALBANS CITY &amp; DISTRICT AREA:</b>									
St.Albans City Centre	35.4%	14.1%	2.4%	3.5%	2.9%	4.1%	14.6%	28.8%	3.4%
Harpenden Town Centre	0.4%	16.8%	1.1%	0.2%	0.2%	0.1%	2.6%	5.5%	0.3%
Fleetville	1.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.7%	0.0%
Marshalswick	0.6%	0.0%	0.0%	0.0%	0.4%	0.1%	0.3%	0.5%	0.1%
Redbourn	0.0%	2.2%	0.0%	0.2%	0.0%	0.0%	0.3%	0.7%	0.1%
Wheathampstead	0.2%	1.2%	0.1%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%
London Colney	0.5%	0.4%	0.0%	0.1%	0.2%	0.2%	0.3%	0.5%	0.1%
<b>OUT-OF-CENTRE SHOPPING LOCATIONS:</b>									
Colney Fields Shopping Park	7.6%	2.0%	0.2%	2.5%	3.8%	3.5%	4.1%	5.8%	2.7%
Alban Park-Hatfield Road	4.3%	1.3%	0.1%	0.2%	0.8%	1.4%	1.8%	3.3%	0.6%
St. Albans Retail Park	9.2%	1.8%	0.2%	0.3%	1.0%	0.5%	3.3%	6.9%	0.5%
<b>OTHER SHOPS &amp; STORES IN:</b>									
St.Albans Zone:	8.4%	2.0%	0.2%	0.6%	1.1%	1.3%	3.3%	6.4%	0.8%
Harpenden Zone:	0.0%	2.2%	0.2%	0.2%	0.0%	0.1%	0.4%	0.7%	0.1%
<b>ALL FLOORSACE IN DISTRICT:</b>	<b>67.5%</b>	<b>44.1%</b>	<b>4.3%</b>	<b>7.7%</b>	<b>10.4%</b>	<b>11.6%</b>	<b>31.6%</b>	<b>60.2%</b>	<b>8.8%</b>
<b>OTHER CENTRES / RETAIL PARKS / STORES ELSEWHERE OUTSIDE DISTRICT:</b>									
Borehamwood	0.3%	0.0%	0.1%	0.0%	2.7%	0.8%	0.6%	0.2%	0.8%
Brent Cross	1.3%	0.8%	0.2%	1.8%	1.2%	1.1%	1.2%	1.1%	1.2%
Dunstable	0.4%	0.0%	5.2%	1.4%	0.0%	0.0%	0.9%	0.3%	1.4%
Dunstable White Lion Retail Park	0.0%	0.0%	0.7%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%
Hatfield	1.7%	2.5%	0.4%	0.6%	0.1%	19.1%	4.2%	1.9%	6.0%
Hatfield -The Galleria	0.9%	1.6%	0.4%	0.3%	0.1%	3.3%	1.2%	1.1%	1.2%
Hemel Hempstead	1.9%	4.1%	0.4%	30.4%	1.1%	0.4%	6.9%	2.6%	10.4%
Hemel Hempstead-Apsley Mills Retail Park	0.2%	0.7%	0.0%	10.8%	0.5%	0.0%	2.2%	0.3%	3.7%
Hemel Hempstead-Marlowes Centre	0.2%	0.6%	0.1%	10.6%	0.3%	0.0%	2.1%	0.3%	3.6%
London	1.4%	0.8%	0.9%	1.0%	2.0%	1.7%	1.3%	1.2%	1.4%
Luton-Arndale Shopping Centre	0.0%	1.7%	12.7%	0.6%	0.0%	0.0%	1.6%	0.5%	2.4%
Luton-Luton Retail Park	0.0%	6.0%	15.4%	1.3%	0.0%	0.1%	2.5%	1.9%	3.1%
Luton	0.7%	8.0%	40.3%	2.7%	0.1%	0.7%	5.8%	3.0%	8.0%
Milton Keynes	0.4%	2.2%	8.3%	1.2%	0.0%	0.0%	1.5%	1.0%	1.8%
Stevenage	0.5%	1.3%	0.6%	0.0%	0.0%	6.9%	1.5%	0.8%	2.2%
Stevenage-Roaring Meg Retail Park	0.6%	0.9%	0.3%	0.1%	0.2%	2.2%	0.7%	0.7%	0.8%
Stevenage-Roebuck Retail Park	0.3%	0.1%	0.0%	0.1%	0.0%	0.3%	0.2%	0.2%	0.1%
Watford	7.3%	1.6%	1.3%	15.4%	47.1%	0.9%	10.9%	5.5%	15.1%
Watford-Colne Valley / Century Park	0.8%	0.2%	0.6%	0.9%	5.0%	0.0%	1.0%	0.6%	1.4%
Watford-The Harlequin Centre	3.9%	1.0%	0.7%	5.1%	15.8%	0.5%	4.2%	3.0%	5.1%
Watford-Waterfields Shopping Park	0.1%	0.0%	0.2%	0.1%	1.3%	0.0%	0.2%	0.0%	0.3%
Watford-Watford Arches Retail Park	0.6%	0.0%	0.3%	0.7%	6.1%	0.1%	1.0%	0.4%	1.5%
Welwyn Garden City	7.5%	20.7%	2.3%	1.6%	0.7%	41.5%	12.6%	11.6%	13.4%
Welwyn Garden City-Swallowfields	0.2%	0.3%	0.0%	0.0%	0.0%	3.6%	0.7%	0.2%	1.1%
Other Centres / Retail Parks / Stores Outside Dist	1.4%	0.9%	4.4%	5.5%	5.3%	5.1%	3.4%	1.2%	5.1%
<b>ALL FLOORSACE OUTSIDE DISTRICT:</b>	<b>32.5%</b>	<b>55.9%</b>	<b>95.7%</b>	<b>92.3%</b>	<b>89.6%</b>	<b>88.4%</b>	<b>68.4%</b>	<b>39.8%</b>	<b>91.2%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 2: COMPARISON GOODS MARKET SHARES (%): CLOTHING & FOOTWEAR**

CENTRE / RETAIL PARK	Zone 1 St. Albans	Zone 2 Harpenden	Zone 3 Northern Fringe	Zone 4 Western Fringe	Zone 5 Southern Fringe	Zone 6 Eastern Fringe	TOTAL Zones 1-6	TOTAL Zones 1-2	TOTAL Zones 3-6
<b>ST ALBANS CITY &amp; DISTRICT AREA:</b>									
St.Albans City Centre	48.8%	26.5%	6.1%	4.7%	6.4%	9.5%	22.5%	42.0%	6.7%
Harpenden Town Centre	0.4%	8.8%	0.0%	0.0%	0.9%	0.0%	1.4%	3.0%	0.2%
Fleetville	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marshalswick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Redbourn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wheathampstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London Colney	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%	0.0%	0.2%
<b>OUT-OF-CENTRE SHOPPING LOCATIONS:</b>									
Colney Fields Shopping Park	18.3%	5.3%	0.9%	6.4%	10.1%	8.9%	10.2%	14.3%	6.9%
Alban Park-Hatfield Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St. Albans Retail Park	1.6%	0.0%	0.0%	0.6%	0.9%	1.3%	0.9%	1.1%	0.8%
<b>OTHER SHOPS &amp; STORES IN:</b>									
St.Albans Zone:	0.4%	0.9%	0.0%	0.6%	0.0%	0.6%	0.5%	0.5%	0.4%
Harpenden Zone:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL FLOORSFAC IN DISTRICT:</b>	<b>69.4%</b>	<b>41.6%</b>	<b>7.0%</b>	<b>12.3%</b>	<b>18.3%</b>	<b>20.9%</b>	<b>35.7%</b>	<b>61.0%</b>	<b>15.2%</b>
<b>OTHER CENTRES / RETAIL PARKS / STORES ELSEWHERE OUTSIDE DISTRICT:</b>									
Borehamwood	0.4%	0.0%	0.0%	0.0%	1.8%	0.6%	0.4%	0.3%	0.6%
Brent Cross	1.6%	2.7%	0.0%	2.3%	0.9%	2.5%	1.8%	1.9%	1.7%
Dunstable	0.0%	0.0%	1.7%	1.2%	0.0%	0.0%	0.4%	0.0%	0.7%
Dunstable White Lion Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatfield	0.4%	2.7%	0.9%	0.6%	0.0%	9.5%	2.2%	1.1%	3.2%
Hatfield -The Galleria	2.0%	2.7%	0.9%	1.2%	0.0%	6.3%	2.3%	2.2%	2.4%
Hemel Hempstead	4.0%	6.2%	1.7%	29.8%	0.9%	0.0%	7.7%	4.6%	10.2%
Hemel Hempstead-Apsley Mills Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hemel Hempstead-Marlowes Centre	0.4%	2.7%	0.0%	16.4%	0.0%	0.0%	3.4%	1.1%	5.3%
London	1.6%	0.9%	0.9%	1.2%	2.8%	0.6%	1.3%	1.4%	1.3%
Luton-Arndale Shopping Centre	0.0%	4.4%	21.7%	1.8%	0.0%	0.0%	3.0%	1.3%	4.3%
Luton-Luton Retail Park	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%
Luton	0.0%	8.0%	40.0%	2.3%	0.0%	1.9%	5.6%	2.4%	8.2%
Milton Keynes	0.4%	0.9%	13.9%	1.2%	0.0%	0.0%	1.8%	0.5%	2.8%
Stevenage	0.8%	0.0%	0.9%	0.0%	0.0%	6.3%	1.4%	0.6%	2.0%
Stevenage-Roaring Meg Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stevenage-Roeback Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford	8.7%	3.5%	1.7%	21.6%	57.8%	2.5%	14.2%	7.1%	19.9%
Watford-Colne Valley / Century Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford-The Harlequin Centre	4.4%	0.9%	0.9%	4.1%	13.8%	0.0%	3.8%	3.3%	4.3%
Watford-Waterfields Shopping Park	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.2%	0.0%	0.4%
Watford-Watford Arches Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Welwyn Garden City	5.2%	21.2%	1.7%	2.3%	0.9%	45.6%	12.7%	10.1%	14.9%
Welwyn Garden City-Swallowfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Centres / Retail Parks / Stores Outside Dist	0.8%	1.8%	4.3%	1.8%	0.9%	3.2%	1.8%	1.1%	2.5%
<b>ALL FLOORSFAC OUTSIDE DISTRICT:</b>	<b>30.6%</b>	<b>58.4%</b>	<b>93.0%</b>	<b>87.7%</b>	<b>81.7%</b>	<b>79.1%</b>	<b>64.3%</b>	<b>39.0%</b>	<b>84.8%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 3: COMPARISON GOODS MARKET SHARES (%): FURNITURE, CARPETS & OTHER FLOOR COVERINGS**

CENTRE / RETAIL PARK	Zone 1 St. Albans	Zone 2 Harpenden	Zone 3 Northern Fringe	Zone 4 Western Fringe	Zone 5 Southern Fringe	Zone 6 Eastern Fringe	TOTAL Zones 1-6	TOTAL Zones 1-2	TOTAL Zones 3-6
<b>ST ALBANS CITY &amp; DISTRICT AREA:</b>									
St.Albans City Centre	16.6%	9.1%	1.1%	2.1%	0.0%	2.3%	7.2%	14.2%	1.6%
Harpenden Town Centre	0.0%	5.7%	1.1%	0.0%	0.0%	0.0%	0.9%	1.8%	0.2%
Fleetville	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marshalswick	0.5%	0.0%	0.0%	0.0%	2.2%	0.8%	0.5%	0.3%	0.7%
Redbourn	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.0%	0.2%
Wheathampstead	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%	0.0%
London Colney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>OUT-OF-CENTRE SHOPPING LOCATIONS:</b>									
Colney Fields Shopping Park	3.0%	1.1%	0.0%	0.7%	1.1%	1.6%	1.6%	2.4%	0.9%
Alban Park-Hatfield Road	0.5%	1.1%	0.0%	0.0%	1.1%	0.0%	0.4%	0.7%	0.2%
St. Albans Retail Park	12.6%	0.0%	0.0%	0.0%	1.1%	0.8%	4.1%	8.5%	0.5%
<b>OTHER SHOPS &amp; STORES IN:</b>									
St.Albans Zone:	8.5%	3.4%	1.1%	0.0%	2.2%	0.0%	3.4%	6.9%	0.6%
Harpenden Zone:	0.0%	5.7%	0.0%	0.7%	0.0%	0.0%	0.9%	1.8%	0.2%
<b>ALL FLOORSFAC IN DISTRICT:</b>	<b>42.7%</b>	<b>26.1%</b>	<b>3.3%</b>	<b>4.3%</b>	<b>7.9%</b>	<b>5.5%</b>	<b>19.6%</b>	<b>37.4%</b>	<b>5.2%</b>
<b>OTHER CENTRES / RETAIL PARKS / STORES ELSEWHERE OUTSIDE DISTRICT:</b>									
Borehamwood	0.5%	0.0%	0.0%	0.0%	2.2%	1.6%	0.7%	0.3%	0.9%
Brent Cross	3.5%	1.1%	1.1%	3.5%	3.4%	2.3%	2.7%	2.7%	2.7%
Dunstable	0.5%	0.0%	6.7%	1.4%	0.0%	0.0%	1.0%	0.3%	1.6%
Dunstable White Lion Retail Park	0.0%	0.0%	2.2%	0.7%	0.0%	0.0%	0.3%	0.0%	0.6%
Hatfield	0.0%	1.1%	0.0%	0.7%	0.0%	1.6%	0.6%	0.4%	0.7%
Hatfield -The Galleria	0.0%	1.1%	0.0%	0.0%	0.0%	0.8%	0.3%	0.4%	0.2%
Hemel Hempstead	1.0%	3.4%	0.0%	18.4%	1.1%	0.8%	4.4%	1.8%	6.4%
Hemel Hempstead-Apsley Mills Retail Park	0.0%	1.1%	0.0%	12.1%	0.0%	0.0%	2.3%	0.4%	3.9%
Hemel Hempstead-Marlowes Centre	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.5%	0.0%	0.9%
London	3.0%	0.0%	0.0%	2.1%	3.4%	2.3%	2.1%	2.0%	2.1%
Luton-Arndale Shopping Centre	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%
Luton-Luton Retail Park	0.0%	5.7%	18.9%	2.8%	0.0%	0.0%	3.1%	1.8%	4.1%
Luton	0.5%	6.8%	37.8%	2.8%	0.0%	0.8%	5.3%	2.5%	7.5%
Milton Keynes	2.0%	4.5%	15.6%	2.8%	0.0%	0.0%	3.2%	2.8%	3.5%
Stevenage	1.0%	3.4%	1.1%	0.0%	0.0%	18.0%	3.9%	1.8%	5.6%
Stevenage-Roaring Meg Retail Park	1.5%	5.7%	1.1%	0.0%	1.1%	4.7%	2.3%	2.9%	1.8%
Stevenage-Roeback Retail Park	0.5%	0.0%	0.0%	0.0%	0.0%	0.8%	0.3%	0.3%	0.2%
Watford	14.6%	0.0%	2.2%	24.1%	43.8%	0.0%	13.9%	9.9%	17.2%
Watford-Colne Valley / Century Park	3.0%	1.1%	1.1%	2.8%	13.5%	0.0%	3.2%	2.4%	3.9%
Watford-The Harlequin Centre	8.0%	3.4%	0.0%	5.7%	19.1%	0.8%	6.2%	6.5%	6.0%
Watford-Waterfields Shopping Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford-Watford Arches Retail Park	0.5%	0.0%	0.0%	0.0%	3.4%	0.0%	0.5%	0.3%	0.7%
Welwyn Garden City	14.1%	35.2%	3.3%	2.8%	1.1%	49.2%	18.5%	20.9%	16.6%
Welwyn Garden City-Swallowfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%	0.2%
Other Centres / Retail Parks / Stores Outside Dist	3.0%	0.0%	4.4%	9.9%	0.0%	10.2%	4.8%	2.0%	7.0%
<b>ALL FLOORSFAC OUTSIDE DISTRICT:</b>	<b>57.3%</b>	<b>73.9%</b>	<b>96.7%</b>	<b>95.7%</b>	<b>92.1%</b>	<b>94.5%</b>	<b>80.4%</b>	<b>62.6%</b>	<b>94.8%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 4: COMPARISON GOODS MARKET SHARES (%): HARDWARE, DIY GOODS, DECORATING SUPPLIES &amp; GARDEN PRODUCTS

CENTRE / RETAIL PARK	Zone 1 St. Albans	Zone 2 Harpenden	Zone 3 Northern Fringe	Zone 4 Western Fringe	Zone 5 Southern Fringe	Zone 6 Eastern Fringe	TOTAL Zones 1-6	TOTAL Zones 1-2	TOTAL Zones 3-6
<b>ST ALBANS CITY &amp; DISTRICT AREA:</b>									
St.Albans City Centre	15.3%	1.8%	0.0%	1.2%	1.0%	0.6%	5.3%	10.9%	0.8%
Harpenden Town Centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.6%	0.2%	0.3%	0.2%
Fleetville	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
Marshalswick	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%
Redbourn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wheatthampstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London Colney	0.8%	3.5%	0.0%	0.6%	1.9%	0.0%	1.1%	1.7%	0.6%
<b>OUT-OF-CENTRE SHOPPING LOCATIONS:</b>									
Colney Fields Shopping Park	0.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%	0.0%
Alban Park-Hatfield Road	32.5%	8.8%	0.9%	0.6%	3.8%	10.4%	13.4%	24.8%	4.2%
St. Albans Retail Park	25.7%	7.0%	0.0%	0.0%	2.9%	0.6%	9.2%	19.7%	0.8%
<b>OTHER SHOPS &amp; STORES IN:</b>									
St.Albans Zone:	10.4%	7.0%	0.0%	1.2%	1.9%	1.3%	4.8%	9.3%	1.2%
Harpenden Zone:	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.4%	0.9%	0.0%
<b>ALL FLOORSACE IN DISTRICT:</b>	<b>86.3%</b>	<b>32.5%</b>	<b>0.9%</b>	<b>3.5%</b>	<b>11.4%</b>	<b>13.6%</b>	<b>35.0%</b>	<b>68.9%</b>	<b>7.7%</b>
<b>OTHER CENTRES / RETAIL PARKS / STORES ELSEWHERE OUTSIDE DISTRICT:</b>									
Borehamwood	0.4%	0.0%	0.0%	0.0%	1.9%	0.6%	0.4%	0.3%	0.6%
Brent Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunstable	0.0%	0.0%	1.8%	0.6%	0.0%	0.0%	0.3%	0.0%	0.5%
Dunstable White Lion Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatfield	1.2%	5.3%	0.0%	0.0%	0.0%	32.5%	6.5%	2.5%	9.7%
Hatfield - The Galleria	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hemel Hempstead	0.8%	6.1%	0.0%	43.9%	1.0%	0.0%	9.2%	2.5%	14.6%
Hemel Hempstead-Apsley Mills Retail Park	0.8%	1.8%	0.0%	28.3%	1.9%	0.0%	5.8%	1.1%	9.7%
Hemel Hempstead-Marlowes Centre	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.4%	0.0%	0.8%
London	0.4%	0.0%	0.0%	0.0%	1.0%	1.3%	0.4%	0.3%	0.6%
Luton-Arndale Shopping Centre	0.0%	0.0%	1.8%	0.6%	0.0%	0.0%	0.3%	0.0%	0.5%
Luton-Luton Retail Park	0.0%	37.7%	70.9%	5.8%	0.0%	1.3%	13.4%	12.2%	14.4%
Luton	0.0%	10.5%	21.8%	0.6%	0.0%	0.0%	3.7%	3.4%	3.9%
Milton Keynes	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
Stevenage	0.8%	0.0%	0.0%	0.0%	0.0%	3.9%	0.9%	0.5%	1.2%
Stevenage-Roaring Meg Retail Park	0.0%	0.0%	0.9%	1.2%	0.0%	1.3%	0.5%	0.0%	0.9%
Stevenage-Roebuck Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford	2.8%	0.0%	0.0%	6.9%	36.2%	0.0%	6.2%	1.9%	9.6%
Watford-Colne Valley / Century Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford-The Harlequin Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford-Waterfields Shopping Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford-Watford Arches Retail Park	4.0%	0.0%	0.9%	5.2%	43.8%	0.6%	7.3%	2.7%	11.0%
Welwyn Garden City	0.4%	0.9%	0.0%	0.0%	0.0%	7.1%	1.4%	0.6%	2.1%
Welwyn Garden City-Swallowfields	1.6%	2.6%	0.0%	0.0%	0.0%	32.5%	6.2%	1.9%	9.7%
Other Centres / Retail Parks / Stores Outside Dist	0.4%	1.8%	0.9%	1.2%	2.9%	5.2%	1.8%	0.8%	2.7%
<b>ALL FLOORSACE OUTSIDE DISTRICT:</b>	<b>13.7%</b>	<b>67.5%</b>	<b>99.1%</b>	<b>96.5%</b>	<b>88.6%</b>	<b>86.4%</b>	<b>65.0%</b>	<b>31.1%</b>	<b>92.3%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 5: COMPARISON GOODS MARKET SHARES (%): AUDIO-VISUAL ELECTRICAL EQUIPMENT

CENTRE / RETAIL PARK	Zone 1 St. Albans	Zone 2 Harpenden	Zone 3 Northern Fringe	Zone 4 Western Fringe	Zone 5 Southern Fringe	Zone 6 Eastern Fringe	TOTAL Zones 1-6	TOTAL Zones 1-2	TOTAL Zones 3-6
<b>ST ALBANS CITY &amp; DISTRICT AREA:</b>									
St.Albans City Centre	17.0%	5.8%	1.2%	2.2%	1.1%	0.8%	6.7%	13.5%	1.4%
Harpenden Town Centre	0.5%	5.8%	1.2%	0.0%	0.0%	0.0%	1.1%	2.2%	0.2%
Fleetville	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Marshalswick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Redbourn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wheatthampstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London Colney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>OUT-OF-CENTRE SHOPPING LOCATIONS:</b>									
Colney Fields Shopping Park	1.5%	0.0%	0.0%	0.7%	0.0%	0.0%	0.6%	1.1%	0.2%
Alban Park-Hatfield Road	5.7%	1.2%	0.0%	0.7%	1.1%	2.3%	2.5%	4.3%	1.1%
St. Albans Retail Park	23.2%	4.7%	1.2%	1.4%	2.2%	0.0%	8.3%	17.4%	1.1%
<b>OTHER SHOPS &amp; STORES IN:</b>									
St.Albans Zone:	8.2%	0.0%	0.0%	0.0%	1.1%	1.5%	2.9%	5.7%	0.7%
Harpenden Zone:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL FLOORSACE IN DISTRICT:</b>	<b>56.7%</b>	<b>17.4%</b>	<b>3.6%</b>	<b>5.0%</b>	<b>5.4%</b>	<b>4.5%</b>	<b>22.1%</b>	<b>44.5%</b>	<b>4.7%</b>
<b>OTHER CENTRES / RETAIL PARKS / STORES ELSEWHERE OUTSIDE DISTRICT:</b>									
Borehamwood	0.0%	0.0%	0.0%	0.0%	3.2%	0.8%	0.5%	0.0%	0.9%
Brent Cross	0.5%	0.0%	0.0%	0.7%	0.0%	0.0%	0.3%	0.4%	0.2%
Dunstable	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.0%
Dunstable White Lion Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatfield	4.6%	2.3%	0.0%	0.7%	1.1%	28.0%	6.7%	3.9%	8.8%
Hatfield - The Galleria	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%	0.2%
Hemel Hempstead	0.5%	2.3%	0.0%	12.9%	1.1%	0.8%	3.1%	1.1%	4.7%
Hemel Hempstead-Apsley Mills Retail Park	0.5%	2.3%	0.0%	30.9%	2.2%	0.0%	6.4%	1.1%	10.5%
Hemel Hempstead-Marlowes Centre	0.5%	0.0%	0.0%	7.2%	0.0%	0.0%	1.5%	0.4%	2.3%
London	1.0%	1.2%	1.2%	0.7%	0.0%	2.3%	1.1%	1.1%	1.1%
Luton-Arndale Shopping Centre	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.3%	0.0%	0.6%
Luton-Luton Retail Park	0.0%	4.7%	19.0%	1.4%	0.0%	0.0%	2.7%	1.4%	3.8%
Luton	2.1%	17.4%	47.6%	3.6%	0.0%	0.8%	8.4%	6.8%	9.6%
Milton Keynes	0.0%	2.3%	6.0%	2.2%	0.0%	0.0%	1.3%	0.7%	1.7%
Stevenage	0.0%	4.7%	0.0%	0.0%	0.0%	4.5%	1.4%	1.4%	1.4%
Stevenage-Roaring Meg Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.3%	0.0%	0.5%
Stevenage-Roebuck Retail Park	1.5%	1.2%	0.0%	0.7%	0.0%	0.8%	0.9%	1.4%	0.5%
Watford	7.7%	3.5%	2.4%	14.4%	35.5%	0.0%	9.7%	6.4%	12.2%
Watford-Colne Valley / Century Park	2.1%	0.0%	3.6%	0.7%	15.1%	0.0%	2.8%	1.4%	3.9%
Watford-The Harlequin Centre	6.2%	1.2%	1.2%	12.2%	26.9%	0.8%	7.6%	4.6%	9.8%
Watford-Waterfields Shopping Park	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.1%	0.0%	0.2%
Watford-Watford Arches Retail Park	0.5%	0.0%	0.0%	0.7%	6.5%	0.0%	1.0%	0.4%	1.5%
Welwyn Garden City	13.9%	39.5%	6.0%	2.2%	1.1%	51.5%	19.4%	21.9%	17.4%
Welwyn Garden City-Swallowfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%	0.2%
Other Centres / Retail Parks / Stores Outside Dist	1.5%	0.0%	0.0%	3.6%	1.1%	2.3%	1.6%	1.1%	2.1%
<b>ALL FLOORSACE OUTSIDE DISTRICT:</b>	<b>43.3%</b>	<b>82.6%</b>	<b>96.4%</b>	<b>95.0%</b>	<b>94.6%</b>	<b>95.5%</b>	<b>77.9%</b>	<b>55.5%</b>	<b>95.3%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 6: COMPARISON GOODS MARKET SHARES (%): SMALL & LARGE ELECTRICAL ITEMS**

CENTRE / RETAIL PARK	Zone 1 St. Albans	Zone 2 Harpenden	Zone 3 Northern Fringe	Zone 4 Western Fringe	Zone 5 Southern Fringe	Zone 6 Eastern Fringe	TOTAL Zones 1-6	TOTAL Zones 1-2	TOTAL Zones 3-6
<b>ST ALBANS CITY &amp; DISTRICT AREA:</b>									
St.Albans City Centre	8.8%	1.0%	0.0%	0.7%	2.0%	1.3%	3.3%	6.3%	1.0%
Harpenden Town Centre	0.0%	3.1%	0.0%	0.0%	0.0%	0.7%	0.5%	1.0%	0.2%
Fleetville	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
Marshalswick	0.0%	1.0%	0.0%	0.0%	1.0%	0.0%	0.3%	0.3%	0.2%
Redbourn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wheatthampstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London Colney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>OUT-OF-CENTRE SHOPPING LOCATIONS:</b>									
Colney Fields Shopping Park	0.0%	0.0%	0.0%	0.0%	1.0%	0.7%	0.2%	0.0%	0.4%
Alban Park-Hatfield Road	3.7%	1.0%	0.0%	0.7%	2.0%	1.3%	1.8%	2.8%	1.0%
St. Albans Retail Park	28.1%	7.1%	1.0%	0.0%	1.0%	2.0%	9.7%	21.5%	1.0%
<b>OTHER SHOPS &amp; STORES IN:</b>									
St.Albans Zone:	12.4%	4.1%	0.0%	0.7%	0.0%	2.0%	4.6%	9.8%	0.8%
Harpenden Zone:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL FLOORSACE IN DISTRICT:</b>	<b>53.5%</b>	<b>17.3%</b>	<b>1.0%</b>	<b>2.0%</b>	<b>7.1%</b>	<b>8.1%</b>	<b>20.5%</b>	<b>42.0%</b>	<b>4.6%</b>
<b>OTHER CENTRES / RETAIL PARKS / STORES ELSEWHERE OUTSIDE DISTRICT:</b>									
Borehamwood	0.5%	0.0%	0.0%	0.0%	2.0%	2.0%	0.7%	0.3%	1.0%
Brent Cross	1.4%	0.0%	1.0%	0.7%	0.0%	0.0%	0.6%	0.9%	0.4%
Dunstable	0.0%	0.0%	5.1%	2.0%	0.0%	0.0%	0.9%	0.0%	1.5%
Dunstable White Lion Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatfield	8.3%	2.0%	0.0%	0.7%	0.0%	32.2%	8.3%	6.3%	9.8%
Hatfield -The Galleria	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%	0.0%	0.2%
Hemel Hempstead	0.5%	2.0%	0.0%	12.5%	0.0%	0.0%	2.8%	1.0%	4.2%
Hemel Hempstead-Apsley Mills Retail Park	0.9%	1.0%	0.0%	37.5%	3.0%	0.0%	7.9%	1.0%	13.1%
Hemel Hempstead-Marlowes Centre	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.5%	0.0%	0.9%
London	0.9%	0.0%	0.0%	0.0%	1.0%	0.0%	0.4%	0.6%	0.2%
Luton-Armdale Shopping Centre	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%
Luton-Luton Retail Park	0.0%	8.2%	31.3%	2.0%	0.0%	0.0%	4.6%	2.6%	6.0%
Luton	0.5%	11.2%	49.5%	3.3%	0.0%	0.7%	7.3%	3.9%	9.8%
Milton Keynes	0.0%	2.0%	4.0%	0.0%	0.0%	0.0%	0.7%	0.6%	0.7%
Stevenage	0.0%	3.1%	0.0%	0.0%	0.0%	4.0%	1.1%	1.0%	1.2%
Stevenage-Roaring Meg Retail Park	0.5%	0.0%	0.0%	0.0%	0.0%	3.4%	0.7%	0.3%	1.0%
Stevenage-Roebuck Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford	6.9%	1.0%	0.0%	11.8%	29.3%	0.7%	7.9%	5.0%	10.0%
Watford-Colne Valley / Century Park	0.5%	0.0%	2.0%	3.9%	15.2%	0.0%	2.8%	0.3%	4.7%
Watford-The Harlequin Centre	4.6%	1.0%	1.0%	11.2%	29.3%	0.7%	7.2%	3.5%	9.9%
Watford-Waterfields Shopping Park	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.1%	0.0%	0.2%
Watford-Watford Arches Retail Park	0.0%	0.0%	0.0%	0.7%	7.1%	0.0%	0.9%	0.0%	1.6%
Welwyn Garden City	18.9%	51.0%	4.0%	3.9%	2.0%	45.6%	21.5%	29.1%	16.0%
Welwyn Garden City-Swallowfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Centres / Retail Parks / Stores Outside Dist	2.3%	0.0%	0.0%	5.3%	3.0%	2.0%	2.4%	1.6%	3.0%
<b>ALL FLOORSACE OUTSIDE DISTRICT:</b>	<b>46.5%</b>	<b>82.7%</b>	<b>99.0%</b>	<b>98.0%</b>	<b>92.9%</b>	<b>91.9%</b>	<b>79.5%</b>	<b>58.0%</b>	<b>95.4%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 7: COMPARISON GOODS MARKET SHARES (%): CHEMIST % MEDICAL GOODS, COSMETICS AND OTHER BEAUTY PRODUCTS**

CENTRE / RETAIL PARK	Zone 1 St. Albans	Zone 2 Harpenden	Zone 3 Northern Fringe	Zone 4 Western Fringe	Zone 5 Southern Fringe	Zone 6 Eastern Fringe	TOTAL Zones 1-6	TOTAL Zones 1-2	TOTAL Zones 3-6
<b>ST ALBANS CITY &amp; DISTRICT AREA:</b>									
St.Albans City Centre	47.0%	7.7%	0.0%	2.8%	1.8%	3.0%	16.9%	35.0%	2.2%
Harpenden Town Centre	0.7%	58.1%	3.6%	0.0%	0.0%	0.0%	8.6%	18.4%	0.6%
Fleetville	4.4%	0.0%	0.0%	0.0%	0.0%	0.6%	1.5%	3.1%	0.2%
Marshalswick	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%	0.0%
Redbourn	0.0%	11.1%	0.0%	0.6%	0.0%	0.0%	1.6%	3.4%	0.2%
Wheatthampstead	0.4%	6.0%	0.0%	0.0%	0.0%	0.0%	0.9%	2.1%	0.0%
London Colney	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%
<b>OUT-OF-CENTRE SHOPPING LOCATIONS:</b>									
Colney Fields Shopping Park	12.6%	1.7%	0.0%	4.5%	6.3%	4.8%	6.5%	9.3%	4.2%
Alban Park-Hatfield Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St. Albans Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>OTHER SHOPS &amp; STORES IN:</b>									
St.Albans Zone:	20.7%	1.7%	0.0%	0.6%	0.9%	1.2%	7.1%	14.9%	0.7%
Harpenden Zone:	0.0%	2.6%	0.9%	0.6%	0.0%	0.6%	0.6%	0.8%	0.5%
<b>ALL FLOORSACE IN DISTRICT:</b>	<b>88.1%</b>	<b>88.9%</b>	<b>4.5%</b>	<b>9.1%</b>	<b>9.0%</b>	<b>10.2%</b>	<b>44.5%</b>	<b>88.4%</b>	<b>8.6%</b>
<b>OTHER CENTRES / RETAIL PARKS / STORES ELSEWHERE OUTSIDE DISTRICT:</b>									
Borehamwood	0.7%	0.0%	0.0%	0.0%	3.6%	0.0%	0.6%	0.5%	0.7%
Brent Cross	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.3%	0.0%	0.6%
Dunstable	2.2%	0.0%	9.9%	3.4%	0.0%	0.0%	2.2%	1.5%	2.8%
Dunstable White Lion Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatfield	2.2%	1.7%	0.0%	0.6%	0.0%	41.6%	7.9%	2.1%	12.6%
Hatfield -The Galleria	0.4%	0.0%	0.0%	0.0%	0.0%	1.2%	0.3%	0.3%	0.4%
Hemel Hempstead	0.7%	2.6%	0.0%	38.1%	0.0%	0.6%	7.6%	1.3%	12.7%
Hemel Hempstead-Apsley Mills Retail Park	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.8%	0.0%	1.5%
Hemel Hempstead-Marlowes Centre	0.0%	0.0%	0.0%	21.0%	0.0%	0.9%	4.0%	0.0%	7.2%
London	0.7%	0.9%	0.0%	0.6%	0.0%	0.0%	0.5%	0.8%	0.2%
Luton-Armdale Shopping Centre	0.0%	0.9%	24.3%	0.0%	0.0%	0.0%	2.4%	0.3%	4.1%
Luton-Luton Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luton	0.4%	1.7%	42.3%	0.6%	0.9%	0.0%	4.5%	0.8%	7.5%
Milton Keynes	0.4%	0.9%	1.8%	0.6%	0.0%	0.0%	0.5%	0.5%	0.5%
Stevenage	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.3%	0.0%	0.5%
Stevenage-Roaring Meg Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stevenage-Roebuck Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford	1.9%	0.0%	0.9%	8.5%	42.3%	0.6%	7.0%	1.3%	11.7%
Watford-Colne Valley / Century Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford-The Harlequin Centre	0.0%	0.0%	0.0%	1.1%	18.0%	0.0%	2.2%	0.0%	4.0%
Watford-Waterfields Shopping Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford-Watford Arches Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Welwyn Garden City	1.5%	2.6%	0.9%	0.0%	0.0%	38.0%	7.2%	1.8%	11.5%
Welwyn Garden City-Swallowfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Centres / Retail Parks / Stores Outside Dist	0.7%	0.0%	14.4%	10.2%	25.2%	6.0%	7.2%	0.5%	12.7%
<b>ALL FLOORSACE OUTSIDE DISTRICT:</b>	<b>11.9%</b>	<b>11.1%</b>	<b>95.5%</b>	<b>90.9%</b>	<b>91.0%</b>	<b>89.8%</b>	<b>55.5%</b>	<b>11.6%</b>	<b>91.4%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 8: COMPARISON GOODS MARKET SHARES (%): GAMES & TOYS, HOBBY ITEMS, SPORT & RECREATIONAL GOODS**

CENTRE / RETAIL PARK	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	TOTAL Zones 1-6	TOTAL Zones 1-2	TOTAL Zones 3-6
	St. Albans	Harpenden	Northern Fringe	Western Fringe	Southern Fringe	Eastern Fringe			
<b>ST ALBANS CITY &amp; DISTRICT AREA:</b>									
St.Albans City Centre	47.6%	25.0%	3.3%	4.8%	5.0%	2.2%	19.5%	40.8%	3.8%
Harpenden Town Centre	0.8%	16.2%	1.7%	1.2%	0.0%	0.0%	2.7%	5.4%	0.7%
Fleetville	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marshalswick	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%	0.0%
Redbourn	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.6%	1.3%	0.0%
Wheatthampstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London Colney	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.7%	0.0%
<b>OUT-OF-CENTRE SHOPPING LOCATIONS:</b>									
Colney Fields Shopping Park	4.0%	2.9%	0.0%	1.2%	1.7%	2.2%	2.3%	3.7%	1.4%
Alban Park-Hatfield Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St. Albans Retail Park	6.5%	2.9%	0.0%	0.0%	0.0%	0.0%	2.3%	5.4%	0.0%
<b>OTHER SHOPS &amp; STORES IN:</b>									
St.Albans Zone:	8.1%	0.0%	0.0%	1.2%	0.0%	2.2%	3.0%	5.7%	1.0%
Harpenden Zone:	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.4%	0.9%	0.0%
<b>ALL FLOORSFACE IN DISTRICT:</b>	<b>70.2%</b>	<b>54.4%</b>	<b>5.0%</b>	<b>8.3%</b>	<b>6.7%</b>	<b>6.5%</b>	<b>31.7%</b>	<b>65.5%</b>	<b>6.9%</b>
<b>OTHER CENTRES / RETAIL PARKS / STORES ELSEWHERE OUTSIDE DISTRICT:</b>									
Borehamwood	0.0%	0.0%	0.0%	0.0%	1.7%	2.2%	0.6%	0.0%	1.0%
Brent Cross	0.8%	0.0%	0.0%	1.2%	0.0%	1.1%	0.6%	0.6%	0.7%
Dunstable	0.0%	0.0%	8.3%	1.2%	0.0%	0.0%	1.1%	0.0%	1.9%
Dunstable White Lion Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatfield	2.4%	2.9%	0.0%	0.0%	0.0%	11.8%	3.1%	2.6%	3.4%
Hatfield -The Galleria	1.6%	1.5%	1.7%	0.0%	0.0%	3.2%	1.4%	1.6%	1.2%
Hemel_Hempstead	2.4%	1.5%	0.0%	35.7%	1.7%	0.0%	8.0%	2.1%	12.3%
Hemel Hempstead-Apsley Mills Retail Park	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.7%	0.0%	1.2%
Hemel Hempstead-Marlowes Centre	0.0%	0.0%	0.0%	9.5%	0.0%	0.0%	1.8%	0.0%	3.2%
London	0.8%	0.0%	3.3%	1.2%	3.3%	3.2%	1.7%	0.6%	2.6%
Luton-Arndale Shopping Centre	0.0%	4.4%	13.3%	1.2%	0.0%	0.0%	2.1%	1.3%	2.8%
Luton-Luton Retail Park	0.0%	1.5%	11.7%	0.0%	0.0%	0.0%	1.4%	0.4%	2.1%
Luton	2.4%	8.8%	43.3%	6.0%	0.0%	0.0%	7.4%	4.3%	9.7%
Milton Keynes	0.0%	2.9%	5.0%	1.2%	0.0%	0.0%	1.1%	0.9%	1.3%
Stevenage	0.8%	1.5%	1.7%	0.0%	0.0%	0.0%	2.2%	1.0%	3.1%
Stevenage-Roaring Meg Retail Park	2.4%	0.0%	0.0%	0.0%	0.0%	9.7%	2.3%	1.7%	2.8%
Stevenage-Roebuck Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.2%	0.0%	0.3%
Watford	6.5%	1.5%	0.0%	15.5%	66.7%	1.1%	12.9%	5.0%	18.7%
Watford-Colne Valley / Century Park	0.8%	0.0%	0.0%	2.4%	6.7%	0.0%	1.5%	0.6%	2.1%
Watford-The Harlequin Centre	1.6%	0.0%	0.0%	4.8%	6.7%	1.1%	2.3%	1.1%	3.2%
Watford-Waterfields Shopping Park	0.0%	0.0%	1.7%	1.2%	3.3%	0.0%	0.8%	0.0%	1.4%
Watford-Watford Arches Retail Park	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%
Welwyn Garden City	4.8%	16.2%	0.0%	1.2%	0.0%	44.1%	11.1%	8.2%	13.2%
Welwyn Garden City-Swallowfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Centres / Retail Parks / Stores Outside Disl	2.4%	2.9%	3.3%	6.0%	3.3%	5.4%	3.9%	2.6%	4.8%
<b>ALL FLOORSFACE OUTSIDE DISTRICT:</b>	<b>29.8%</b>	<b>45.6%</b>	<b>95.0%</b>	<b>91.7%</b>	<b>93.3%</b>	<b>93.5%</b>	<b>68.3%</b>	<b>34.5%</b>	<b>93.1%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 9: COMPARISON GOODS MARKET SHARES (%): PETS & PET RELATED PRODUCTS**

CENTRE / RETAIL PARK	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	TOTAL Zones 1-6	TOTAL Zones 1-2	TOTAL Zones 3-6
	St. Albans	Harpenden	Northern Fringe	Western Fringe	Southern Fringe	Eastern Fringe			
ST ALBANS CITY & DISTRICT AREA:									
St.Albans City Centre	20.4%	8.3%	2.4%	2.4%	0.0%	3.5%	8.0%	16.6%	2.3%
Harpenden Town Centre	0.0%	25.0%	2.4%	1.2%	0.0%	0.0%	3.7%	7.9%	0.8%
Fleetville	9.2%	2.8%	0.0%	0.0%	0.0%	0.0%	2.9%	7.2%	0.0%
Marshalswick	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.8%	0.0%
Redbourn	0.0%	5.6%	0.0%	0.0%	0.0%	1.8%	1.0%	1.8%	0.5%
Wheatthampstead	2.0%	19.4%	4.8%	1.2%	0.0%	1.8%	4.1%	7.5%	1.7%
London Colney	2.0%	0.0%	0.0%	0.0%	0.0%	3.5%	1.2%	1.4%	1.0%
OUT-OF-CENTRE SHOPPING LOCATIONS:									
Colney Fields Shopping Park	7.1%	0.0%	0.0%	0.0%	7.7%	1.8%	3.2%	4.9%	2.0%
Alban Park-Hatfield Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St. Albans Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER SHOPS & STORES IN:									
St.Albans Zone:	37.8%	5.6%	0.0%	3.6%	17.9%	10.5%	15.8%	27.6%	7.9%
Harpenden Zone:	0.0%	8.3%	2.4%	0.0%	0.0%	0.0%	1.3%	2.6%	0.4%
ALL FLOORSPACE IN DISTRICT:	82.7%	75.0%	11.9%	8.4%	25.6%	22.8%	42.2%	80.2%	16.6%
OTHER CENTRES / RETAIL PARKS / STORES ELSEWHERE OUTSIDE DISTRICT:									
Borehamwood	1.0%	0.0%	0.0%	1.2%	7.7%	0.0%	1.4%	0.7%	1.9%
Brent Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunstable	0.0%	0.0%	9.5%	6.0%	0.0%	0.0%	2.2%	0.0%	3.7%
Dunstable White Lion Retail Park	1.0%	0.0%	19.0%	0.0%	0.0%	0.0%	2.2%	0.7%	3.2%
Hatfield	3.1%	8.3%	2.4%	1.2%	0.0%	33.3%	8.2%	4.7%	10.6%
Hatfield -The Galleria	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.3%	0.0%	0.5%
Hemel_Hempstead	2.0%	5.6%	0.0%	50.6%	7.7%	0.0%	12.5%	3.2%	18.8%
Hemel Hempstead-Apsley Mills Retail Park	0.0%	0.0%	0.0%	8.4%	0.0%	0.0%	1.7%	0.0%	2.9%
Hemel Hempstead-Marlowes Centre	0.0%	0.0%	0.0%	2.4%	2.6%	0.0%	0.8%	0.0%	1.3%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luton-Arndale Shopping Centre	0.0%	0.0%	7.1%	1.2%	0.0%	0.0%	1.0%	0.0%	1.6%
Luton-Luton Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luton	0.0%	8.3%	40.5%	0.0%	0.0%	0.0%	5.1%	2.6%	6.8%
Milton Keynes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stevenage	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.3%	0.0%	0.5%
Stevenage-Roaring Meg Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stevenage-Roebuck Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford	6.1%	2.8%	0.0%	4.8%	43.6%	0.0%	8.1%	5.1%	10.2%
Watford-Colne Valley / Century Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford-The Harlequin Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford-Waterfields Shopping Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford-Watford Arches Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Welwyn Garden City	1.0%	0.0%	0.0%	1.2%	0.0%	28.1%	5.5%	0.7%	8.7%
Welwyn Garden City-Swallowfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Centres / Retail Parks / Stores Outside Disl	3.1%	0.0%	9.5%	14.5%	12.8%	12.3%	8.4%	2.1%	12.7%
ALL FLOORSPACE OUTSIDE DISTRICT:	17.3%	25.0%	88.1%	91.6%	74.4%	77.2%	57.8%	19.8%	83.4%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**TABLE 10: ALL OTHER NON-FOOD GOODS INCLUDING BOOKS; JEWELLERY, WATCHES, CHINA & GLASSWARE AND LUXURY GOODS**

CENTRE / RETAIL PARK	Zone 1 St. Albans	Zone 2 Harpenden	Zone 3 Northern Fringe	Zone 4 Western Fringe	Zone 5 Southern Fringe	Zone 6 Eastern Fringe	TOTAL Zones 1-6	TOTAL Zones 1-2	TOTAL Zones 3-6
<b>ST ALBANS CITY &amp; DISTRICT AREA:</b>									
St.Albans City Centre	54.2%	19.3%	2.5%	7.5%	3.8%	6.7%	22.8%	43.2%	5.7%
Harpenden Town Centre	0.0%	26.1%	0.0%	0.0%	0.0%	0.0%	3.7%	8.2%	0.0%
Fleetville	0.6%	0.0%	0.0%	0.0%	0.0%	0.8%	0.3%	0.4%	0.3%
Marshalswick	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%
Redbourn	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Wheathampstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London Colney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>OUT-OF-CENTRE SHOPPING LOCATIONS:</b>									
Colney Fields Shopping Park	1.8%	0.0%	0.0%	0.8%	0.0%	2.5%	1.1%	1.2%	1.0%
Alban Park-Hatfield Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St. Albans Retail Park	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%
<b>OTHER SHOPS &amp; STORES IN:</b>									
St.Albans Zone:	1.2%	0.0%	0.0%	0.0%	0.0%	1.7%	0.6%	0.8%	0.5%
Harpenden Zone:	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%	0.0%
<b>ALL FLOORSPACE IN DISTRICT:</b>	<b>60.1%</b>	<b>48.9%</b>	<b>2.5%</b>	<b>8.3%</b>	<b>3.8%</b>	<b>11.7%</b>	<b>29.8%</b>	<b>56.6%</b>	<b>7.4%</b>
<b>OTHER CENTRES / RETAIL PARKS / STORES ELSEWHERE OUTSIDE DISTRICT:</b>									
Borehamwood	0.0%	0.0%	1.3%	0.0%	5.1%	0.0%	0.7%	0.0%	1.2%
Brent Cross	2.4%	0.0%	0.0%	2.5%	5.1%	0.8%	1.9%	1.6%	2.1%
Dunstable	0.0%	0.0%	2.5%	0.8%	0.0%	0.0%	0.4%	0.0%	0.7%
Dunstable White Lion Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatfield	0.6%	1.1%	1.3%	1.7%	0.0%	11.7%	2.7%	0.8%	4.3%
Hatfield -The Galleria	2.4%	6.8%	0.0%	0.0%	1.3%	11.7%	3.8%	3.8%	3.8%
Hemel_Hempstead	3.0%	5.7%	0.0%	40.8%	1.3%	0.8%	9.2%	3.8%	13.7%
Hemel Hempstead-Apsley Mills Retail Park	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%	0.0%	0.3%
Hemel Hempstead-Marlowes Centre	0.0%	0.0%	0.0%	12.5%	1.3%	0.0%	2.3%	0.0%	4.3%
London	1.8%	3.4%	1.3%	0.8%	3.8%	5.0%	2.6%	2.3%	2.8%
Luton-Arndale Shopping Centre	0.0%	1.1%	19.0%	0.0%	0.0%	0.0%	1.9%	0.4%	3.2%
Luton-Luton Retail Park	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%
Luton	0.6%	3.4%	46.8%	4.2%	0.0%	5.7%	5.7%	1.5%	9.2%
Milton Keynes	0.0%	4.5%	12.7%	0.8%	0.0%	0.0%	2.0%	1.4%	2.4%
Stevenage	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.6%	0.0%	1.0%
Stevenage-Roaring Meg Retail Park	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Stevenage-Roeback Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford	7.1%	1.1%	1.3%	11.7%	43.0%	0.8%	9.5%	5.3%	13.0%
Watford-Colne Valley / Century Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watford-The Harlequin Centre	6.5%	1.1%	3.8%	9.2%	26.6%	1.7%	7.4%	4.8%	9.5%
Watford-Waterfields Shopping Park	0.6%	0.0%	0.0%	0.0%	3.8%	0.0%	0.6%	0.4%	0.8%
Watford-Watford Arches Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Welwyn Garden City	13.7%	22.7%	5.1%	0.8%	1.3%	49.2%	16.4%	16.5%	16.4%
Welwyn Garden City-Swallowfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Centres / Retail Parks / Stores Outside Dist	0.6%	0.0%	0.0%	5.0%	3.8%	3.3%	2.0%	0.4%	3.4%
<b>ALL FLOORSPACE OUTSIDE DISTRICT:</b>	<b>39.9%</b>	<b>51.1%</b>	<b>97.5%</b>	<b>91.7%</b>	<b>96.2%</b>	<b>88.3%</b>	<b>70.2%</b>	<b>43.4%</b>	<b>92.6%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 11: 'BULKY' DURABLE GOODS ONLY** (comprising DIY; furniture & carpets; domestic household appliances; & audio-visual equipment)

CENTRE / RETAIL PARK	Zone 1 St. Albans	Zone 2 Harpenden	Zone 3 Northern Fringe	Zone 4 Western Fringe	Zone 5 Southern Fringe	Zone 6 Eastern Fringe	TOTAL Zones 1-6	TOTAL Zones 1-2	TOTAL Zones 3-6
<b>ST ALBANS CITY &amp; DISTRICT AREA:</b>									
St.Albans City Centre	15.8%	5.6%	0.8%	1.8%	0.7%	1.4%	6.3%	12.6%	1.3%
Harpenden Town Centre	0.2%	4.2%	0.8%	0.0%	0.0%	0.2%	0.8%	1.5%	0.2%
Fleetville	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Marshalswick	0.4%	0.1%	0.0%	0.0%	0.9%	0.3%	0.3%	0.3%	0.3%
Redbourn	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%
Wheathampstead	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
London Colney	0.2%	1.0%	0.0%	0.2%	0.5%	0.0%	0.3%	0.4%	0.2%
<b>OUT-OF-CENTRE SHOPPING LOCATIONS:</b>									
Colney Fields Shopping Park	1.7%	0.7%	0.0%	0.5%	0.5%	0.6%	0.8%	1.4%	0.4%
Alban Park-Hatfield Road	10.8%	3.2%	0.2%	0.4%	1.9%	3.5%	4.6%	8.4%	1.6%
St. Albans Retail Park	20.2%	3.7%	0.4%	0.4%	1.9%	0.6%	7.0%	15.0%	0.8%
<b>OTHER SHOPS &amp; STORES IN:</b>									
St.Albans Zone:	9.2%	3.5%	0.4%	0.4%	1.7%	0.9%	3.7%	7.4%	0.8%
Harpenden Zone:	0.0%	2.9%	0.0%	0.3%	0.0%	0.0%	0.5%	0.9%	0.1%
<b>ALL FLOORSPACE IN DISTRICT:</b>	<b>59.2%</b>	<b>24.8%</b>	<b>2.6%</b>	<b>4.1%</b>	<b>8.0%</b>	<b>7.5%</b>	<b>24.5%</b>	<b>48.2%</b>	<b>5.7%</b>
<b>OTHER CENTRES / RETAIL PARKS / STORES ELSEWHERE OUTSIDE DISTRICT:</b>									
Borehamwood	0.3%	0.0%	0.0%	0.0%	2.4%	1.1%	0.6%	0.2%	0.8%
Brent Cross	1.6%	0.4%	0.5%	1.6%	1.3%	0.9%	1.1%	1.2%	1.1%
Dunstable	0.2%	0.0%	5.1%	0.8%	0.0%	0.0%	0.7%	0.1%	1.1%
Dunstable White Lion Retail Park	0.0%	0.0%	0.8%	0.3%	0.0%	0.0%	0.1%	0.0%	0.2%
Hatfield	2.2%	2.7%	0.0%	0.5%	0.3%	19.7%	4.5%	2.4%	6.1%
Hatfield -The Galleria	0.0%	0.4%	0.0%	0.0%	0.0%	0.6%	0.2%	0.1%	0.2%
Hemel_Hempstead	0.8%	3.8%	0.0%	23.1%	1.0%	0.5%	5.2%	1.7%	7.9%
Hemel Hempstead-Apsley Mills Retail Park	0.4%	1.6%	0.0%	23.8%	1.3%	0.0%	4.8%	0.8%	8.1%
Hemel Hempstead-Marlowes Centre	0.2%	0.0%	0.0%	4.0%	0.0%	0.0%	0.8%	0.1%	1.3%
London	1.6%	0.3%	0.4%	1.0%	1.6%	1.9%	1.2%	1.2%	1.3%
Luton-Arndale Shopping Centre	0.0%	0.0%	2.0%	0.2%	0.0%	0.0%	0.2%	0.0%	0.4%
Luton-Luton Retail Park	0.0%	14.2%	33.6%	3.1%	0.0%	0.3%	5.8%	4.5%	6.9%
Luton	0.8%	11.1%	37.4%	2.5%	0.0%	0.6%	5.9%	4.1%	7.4%
Milton Keynes	0.7%	2.8%	7.7%	1.7%	0.0%	0.0%	1.7%	1.4%	1.9%
Stevenage	0.6%	2.8%	0.4%	0.0%	0.0%	9.3%	2.2%	1.3%	2.9%
Stevenage-Roaring Meg Retail Park	0.6%	2.1%	0.6%	0.3%	0.4%	2.8%	1.1%	1.1%	1.1%
Stevenage-Roeback Retail Park	0.6%	0.3%	0.0%	0.2%	0.0%	0.5%	0.4%	0.5%	0.2%
Watford	8.9%	1.1%	1.5%	15.8%	38.3%	0.0%	10.2%	6.4%	13.2%
Watford-Colne Valley / Century Park	1.8%	0.4%	1.6%	1.5%	10.5%	0.0%	2.2%	1.3%	2.9%
Watford-The Harlequin Centre	5.1%	1.7%	0.4%	6.5%	17.1%	0.6%	5.0%	4.0%	5.8%
Watford-Waterfields Shopping Park	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%
Watford-Watford Arches Retail Park	1.4%	0.0%	0.2%	1.6%	15.2%	0.2%	2.5%	1.0%	3.7%
Welwyn Garden City	10.7%	28.2%	3.3%	2.0%	0.9%	38.6%	14.4%	16.3%	13.0%
Welwyn Garden City-Swallowfields	0.4%	0.7%	0.0%	0.0%	0.0%	9.0%	1.7%	0.5%	2.7%
Other Centres / Retail Parks / Stores Outside Dist	1.8%	0.5%	1.9%	5.4%	1.3%	5.9%	2.9%	1.4%	4.1%
<b>ALL FLOORSPACE OUTSIDE DISTRICT:</b>	<b>40.8%</b>	<b>75.2%</b>	<b>97.4%</b>	<b>95.9%</b>	<b>92.0%</b>	<b>92.5%</b>	<b>75.5%</b>	<b>51.8%</b>	<b>94.3%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



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## APPENDIX 4: COMPARISON GOODS CAPACITY ASSESSMENT – SCENARIO 1

## ST ALBANS CITY & DISTRICT COUNCIL

### 2010 RETAIL STUDY UPDATE

#### Comparison Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 1: BASE YEAR POPULATION & FORECASTS (2009 - 2031)**

STUDY ZONE:	STUDY AREA:							GROWTH (%)
		2009	2011	2016	2021	2026	2031	2009 - 31
Zone 1:	St Albans Area	97,612	98,053	98,925	99,802	100,686	101,578	4.1%
Zone 2:	Harpenden Area	41,213	41,399	41,767	42,137	42,511	42,888	4.1%
Zone 3:	Northern Fringe	33,240	33,171	32,848	32,527	32,209	31,894	-4.0%
Zone 4:	Western Fringe	63,130	63,984	65,904	67,858	69,870	71,942	14.0%
Zone 5:	Southern Fringe	38,118	38,715	40,078	41,470	42,911	44,401	16.5%
Zone 6:	Eastern Fringe	59,082	59,911	61,846	63,817	65,850	67,949	15.0%
<b>TOTAL:</b>		<b>332,395</b>	<b>335,233</b>	<b>341,368</b>	<b>347,611</b>	<b>354,037</b>	<b>360,652</b>	<b>8.5%</b>
Zones 1 & 2	<b>'DISTRICT' CATCHMENT AREA:</b>	<b>138,825</b>	<b>139,452</b>	<b>140,692</b>	<b>141,939</b>	<b>143,197</b>	<b>144,466</b>	4.1%
Zones 3 - 6	<b>'OUTER' CATCHMENT AREA:</b>	<b>193,570</b>	<b>195,782</b>	<b>200,676</b>	<b>205,672</b>	<b>210,840</b>	<b>216,186</b>	11.7%

Sources: 2009 population derived from Experian Business Strategies 'Retail Planner Area Report' (March 2010).

Population projections (2009 - 2031 ) have been extrapolated from East of England Plan (Group 3) for St Albans City & District area and neighbouring local authority areas.

Projections from 2027 to 2031 have been extrapolated from the annualised population growth rates for each zone derived from Experian.

Notes: The study zones were revised for the purpose of the 2009 household survey. The population estimates for each zone may differ from previous assessments due to changes in the postcode sectors included within each zone.

**TABLE 2: COMPARISON GOODS EXPENDITURE PER CAPITA (2009 - 2031) - Excluding Expenditure on Special Forms of Trading (SFT)**

STUDY ZONE:	STUDY AREA:	2009	2009	2011	2016	2021	2026	2031
		incl. SFT	excl. SFT:	7.4%	8.4%	9.6%	9.4%	9.1%
Zone 1:	St Albans Area	£3,244	£3,004	£2,992	£3,341	£3,845	£4,428	£5,084
Zone 2:	Harpenden Area	£3,475	£3,218	£3,205	£3,579	£4,118	£4,743	£5,445
Zone 3:	Northern Fringe	£2,980	£2,760	£2,749	£3,070	£3,532	£4,068	£4,671
Zone 4:	Western Fringe	£2,998	£2,776	£2,765	£3,087	£3,552	£4,092	£4,697
Zone 5:	Southern Fringe	£3,075	£2,848	£2,837	£3,167	£3,644	£4,198	£4,819
Zone 6:	Eastern Fringe	£2,924	£2,707	£2,697	£3,011	£3,465	£3,991	£4,582

Sources & Notes:

<sup>(1)</sup> Average spend per capita estimates for 2009 are derived from the Experian *Retail Planner Area Reports* (March 2010). All monetary figures are expressed in 2008 price base.

<sup>(2)</sup> Expenditure growth forecasts informed by Experian *Retail Planner Briefing Note 7.1 - Update* (August 2009)

<sup>(3)</sup> Allowance for expenditure on SFT informed by the latest research by Experian Business Strategies (EBS) in *Retail Planning Briefing Note 7.1* (Appendix 3).

**TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, 2009 - 2031 (£ million)**

STUDY ZONE:	STUDY AREA:							GROWTH (%)
		2009	2011	2016	2021	2026	2031	2009 - 31
Zone 1:	St Albans Area	£293.2	£293.4	£330.5	£383.7	£445.9	£516.4	76.1%
Zone 2:	Harpenden Area	£132.6	£132.7	£149.5	£173.5	£201.6	£233.5	76.1%
Zone 3:	Northern Fringe	£91.7	£91.2	£100.8	£114.9	£131.0	£149.0	62.4%
Zone 4:	Western Fringe	£175.2	£176.9	£203.5	£241.0	£285.9	£337.9	92.9%
Zone 5:	Southern Fringe	£108.6	£109.8	£126.9	£151.1	£180.1	£214.0	97.1%
Zone 6:	Eastern Fringe	£160.0	£161.6	£186.2	£221.1	£262.8	£311.3	94.6%
<b>TOTAL:</b>		<b>£961.3</b>	<b>£965.6</b>	<b>£1,097.5</b>	<b>£1,285.4</b>	<b>£1,507.4</b>	<b>£1,762.2</b>	<b>83.3%</b>
Zones 1 & 2	<b>'DISTRICT' CATCHMENT AREA:</b>	<b>£425.9</b>	<b>£426.1</b>	<b>£480.0</b>	<b>£557.2</b>	<b>£647.5</b>	<b>£750.0</b>	<b>76.1%</b>
Zones 3 - 6	<b>'OUTER' CATCHMENT AREA:</b>	<b>£535.5</b>	<b>£539.5</b>	<b>£617.5</b>	<b>£728.2</b>	<b>£859.9</b>	<b>£1,012.2</b>	<b>89.0%</b>

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Comparison Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 4: COMPARISON GOODS FLOORSPACE & 'BENCHMARK' TURNOVER LEVELS**

		Estimated Sales Area (sq m net)	Estimated Sales Density <sup>(6)</sup> (£ per sq m)	2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	29,099	<sup>(1)</sup> £6,000	£174.59	£176.34	£189.97	£204.65	£220.47	£237.51
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>								
	St Albans Retail Park:	9,581	<sup>(2/4)</sup> £3,789	£36.31	£36.67	£39.50	£42.56	£45.85	£49.39
	Alban Park, Hatfield Rd:	7,904	<sup>(2/5)</sup> £1,881	£14.87	£15.02	£16.18	£17.43	£18.77	£20.22
	Colney Fields Shopping Park:	15,771	<sup>(3)</sup> £5,169	£81.53	£82.34	£88.71	£95.56	£102.95	£110.91
	Superstores - Non-Food Sales:	4,606	<sup>(1/7)</sup> £6,750	£31.09	£31.40	£33.83	£36.44	£39.26	£42.29
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>	5,273	<sup>(1)</sup> £5,000	£26.36	£26.63	£28.69	£30.90	£33.29	£35.86
Zone 1:	<b>FLEETVILLE</b>	1,694	<sup>(3)</sup> £3,800	£6.44	£6.50	£7.00	£7.55	£8.13	£8.76
Zone 1:	<b>MARSHALWICK</b>	1,053	<sup>(1)</sup> £3,800	£4.00	£4.04	£4.35	£4.69	£5.05	£5.44
Zone 2:	<b>SOUTHDOWN</b>	439	<sup>(4)</sup> £3,550	£1.56	£1.57	£1.70	£1.83	£1.97	£2.12
Zone 1:	<b>LONDON COLNEY:</b>	252	<sup>(1)</sup> £3,550	£0.89	£0.90	£0.97	£1.05	£1.13	£1.22
Zone 2:	<b>REDBOURNE:</b>	557	<sup>(1)</sup> £3,550	£1.98	£2.00	£2.15	£2.32	£2.50	£2.69
Zone 2:	<b>WHEATHAMPSTEAD:</b>	442	<sup>(5)</sup> £3,550	£1.57	£1.58	£1.71	£1.84	£1.98	£2.13
<b>TOTAL:</b>		<b>76,671</b>	<b>£4,972</b>	<b>£381.18</b>	<b>£385.01</b>	<b>£414.76</b>	<b>£446.82</b>	<b>£481.35</b>	<b>£518.55</b>

NOTES: Assume annual 'productivity' growth rate of: 0.50% for 2009 to 2011 for all floorspace (existing, committed & proposed)  
Assume annual 'productivity' growth rate of: 1.50% for 2012 to 2031 for all floorspace (existing, committed & proposed)

SOURCES: (1) Net sales area estimates informed by Council's 'Shopping Monitoring Report', Experian Goad Reports & other evidence.

(2) According to Council's Monitoring Report the Homebase store (3,450 sq.m gross) has been extended and divided to include an Argos store. The planning application dated May 2005 indicates that the Argos store now occupies 900 sq.m gross of ground floor space, with a 770 sq.m gross mezzanine for storage purposes only. The total floorspace of the unit increases from 5,139 sq.m gross at ground floor level to 5,839 sq.m gross with the mezzanine. Strategic Perspectives LLP has assumed Homebase store now occupies 4,239 sq.m gross at ground floor level following the development of the Argos unit.

(3) Strategic Perspectives understand that the 2006 floorspace estimates excluded the mezzanine sales areas of 3410 m<sup>2</sup> net (sourced from Council and Valuation Office). We have made an allowance for mezzanines in our revised floorspace estimates. This has been distributed across the 5 identified retailers and has been weighted by their ground floor sales areas. Please note that non-food sales area for retail park excludes the Sainsbury's store.

(4) SP assume that the 2006 floorspace estimates include the mezzanine sales area. The planning application (November 2005) for the installation of a 374 sq.m mezzanine floor indicates that the existing floorspace of Halfords was 711 sq.m gross and the resultant total floorspace with the mezzanine floor is 1,085 sq.m gross.

(5) A 1,394 sq.m gross extension to the existing store's floorspace opened in 2007. The Council also accepted that construction of a mezzanine floor in the M&S store of 2,787 sq.m had commenced before the General Development Procedure Order was amended to require planning permission for such development. The application was submitted in February 2007 (reference 5/07/0309). The mezzanine floor is open and the space has been taken up by a restaurant / cafe. Strategic Perspectives has therefore assumed no increase in the store's comparison goods sales area following the development of the mezzanine space.

(6) Base year average sales density estimates for St Albans, Harpenden and neighbourhood centres have been informed by existing retail studies, health checks and impact of recession on trading performance. Average sales densities of retail parks and 'solus' retail warehouses informed by latest Mintel 'UK Retail Rankings'. SP

(7) Estimated comparison goods sales area of existing out-of-centre superstores includes Sainsbury's at London Colney Shopping Park and at Everard Close.

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

	Estimated Sales Area (sq metres net)	Average Sales Density (£ per sq m)	2009	2011	2016	2021	2026	2031
<b>ALBAN PARK, HATFIELD ROAD - FOCUS DIY REDEVELOPMENT<sup>(1)</sup>:</b>								
Comparison Goods:	358	1,110	£0.4	£0.4	£0.4	£0.5	£0.5	£0.5
<b>TOTAL:</b>	<b>3,291</b>		<b>£0.4</b>	<b>£0.4</b>	<b>£0.4</b>	<b>£0.5</b>	<b>£0.5</b>	<b>£0.5</b>
<b>FLEETVILLE NEIGHBOURHOOD CENTRE - MAGNET, 188 HATFIELD ROAD</b>								
Comparison Goods:	547	£1,970	£1.1	£1.1	£1.2	£1.3	£1.4	£1.5
<b>TOTAL:</b>	<b>547</b>		<b>£1.1</b>	<b>£1.1</b>	<b>£1.2</b>	<b>£1.3</b>	<b>£1.4</b>	<b>£1.5</b>
<b>ST ALBANS CITY &amp; DISTRICT COUNCIL AREA:</b>			<b>£1.47</b>	<b>£1.49</b>	<b>£1.60</b>	<b>£1.73</b>	<b>£1.86</b>	<b>£2.01</b>

SOURCE:

(1) Planning permission (reference: 05/06/2466) in November 2006 for the replacement of the garden centre with an extension to the retail unit and the widening of the range of goods to allow for "bulky goods" to be sold from the unit. The application was to replace the garden centre with an additional retail unit of 512 sq.m. The Council has indicated that this planning permission has not yet been implemented.

## ST ALBANS CITY & DISTRICT COUNCIL

### 2010 RETAIL STUDY UPDATE

#### Comparison Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 6: 'DISTRICT' CATCHMENT AREA - COMPARISON GOODS (SURVEY-BASED) MARKET SHARES**

		2005	2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	42.8%	28.8%	28.8%	28.8%	28.8%	28.8%	28.8%
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>							
	St Albans Retail Park:	3.6%	6.9%	6.9%	6.9%	6.9%	6.9%	6.9%
	Alban Park, Hatfield Rd:	2.0%	3.3%	3.3%	3.3%	3.3%	3.3%	3.3%
	Colney Fields Shopping Park:	4.2%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>	6.2%	5.5%	5.5%	5.5%	5.5%	5.5%	5.5%
Zone 1:	<b>FLEETVILLE</b>	-	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
Zone 1:	<b>MARSHALWICK</b>	-	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Zone 2:	<b>SOUTHDOWN</b>	-	0.0%					
Zone 1:	<b>LONDON COLNEY:</b>	-	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Zone 2:	<b>REDBOURNE:</b>	-	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
Zone 2:	<b>WHEATHAMPSTEAD:</b>	-	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Zone 1:	<b>ST ALBANS - ALL OTHER COMPARISON GOODS <sup>(1)</sup>:</b>	-	6.4%	6.4%	6.4%	6.4%	6.4%	6.4%
Zone 2:	<b>HARPENDEN - ALL OTHER COMPARISON GOODS:</b>	-	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
<b>SUB-TOTAL:</b>		<b>58.8%</b>	<b>60.2%</b>	<b>60.2%</b>	<b>60.2%</b>	<b>60.2%</b>	<b>60.2%</b>	<b>60.2%</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>								
	BRENT CROSS:	0.7%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
	HATFIELD:	2.3%	1.9%	1.9%	1.9%	1.9%	1.9%	1.9%
	HATFIELD - THE GALLERIA:	0.0%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
	HEMEL HEMPSTEAD TOWN CENTRE:	1.9%	2.9%	2.9%	2.9%	2.9%	2.9%	2.9%
	HEMEL HEMPSTEAD - OUT-OF-CENTRE:	0.1%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
	LUTON TOWN CENTRE:	4.3%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%
	LUTON - OUT-OF-CENTRE:	0.8%	1.9%	1.9%	1.9%	1.9%	1.9%	1.9%
	STEVENAGE TOWN CENTRE:	0.6%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
	STEVENAGE - OUT-OF-CENTRE:	0.0%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
	WATFORD TOWN CENTRE:	11.2%	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%
	WATFORD - OUT-OF-CENTRE:	0.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
	WELWYN GARDEN CITY:	12.1%	11.8%	11.8%	11.8%	11.8%	11.8%	11.8%
	ALL OTHER CENTRES & STORES:	7.2%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%
<b>TOTAL MARKET SHARE:</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

NOTES: (1) All 'other' floorspace in St Albans includes non-food sales area of out-of-centre superstores; other unidentified out-of-centre shopping locations; 'solus' stores; etc.

**TABLE 7: 'OUTER' CATCHMENT AREA - COMPARISON GOODS (SURVEY-BASED) MARKET SHARES**

		2005	2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	5.5%	3.4%	3.4%	3.4%	3.4%	3.4%	3.4%
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>							
	St Albans Retail Park:	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
	Alban Park, Hatfield Rd:	0.1%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
	Colney Fields Shopping Park:	1.5%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>	0.9%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Zone 1:	<b>FLEETVILLE</b>		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1:	<b>MARSHALWICK</b>		0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Zone 2:	<b>SOUTHDOWN</b>		0.0%					
Zone 1:	<b>LONDON COLNEY:</b>		0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Zone 2:	<b>REDBOURNE:</b>		0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Zone 2:	<b>WHEATHAMPSTEAD:</b>		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1:	<b>ST ALBANS - ALL OTHER COMPARISON GOODS:</b>		0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
Zone 2:	<b>HARPENDEN - ALL OTHER COMPARISON GOODS:</b>		0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
<b>SUB-TOTAL</b>		<b>8.5%</b>	<b>8.8%</b>	<b>8.8%</b>	<b>8.8%</b>	<b>8.8%</b>	<b>8.8%</b>	<b>8.8%</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>								
	BRENT CROSS:	1.0%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
	HATFIELD:	3.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%
	HATFIELD - THE GALLERIA:	0.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
	HEMEL HEMPSTEAD TOWN CENTRE:	15.0%	13.9%	13.9%	13.9%	13.9%	13.9%	13.9%
	HEMEL HEMPSTEAD - OUT-OF-CENTRE:	2.5%	10.4%	10.4%	10.4%	10.4%	10.4%	10.4%
	LUTON TOWN CENTRE:	13.5%	10.4%	10.4%	10.4%	10.4%	10.4%	10.4%
	LUTON - OUT-OF-CENTRE:	1.4%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%
	STEVENAGE TOWN CENTRE:	2.6%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%
	STEVENAGE - OUT-OF-CENTRE:	0.1%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
	WATFORD TOWN CENTRE:	25.2%	20.2%	20.2%	20.2%	20.2%	20.2%	20.2%
	WATFORD - OUT-OF-CENTRE:	0.8%	3.3%	3.3%	3.3%	3.3%	3.3%	3.3%
	WELWYN GARDEN CITY:	12.7%	14.5%	14.5%	14.5%	14.5%	14.5%	14.5%
	ALL OTHER CENTRES & STORES:	13.5%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%
<b>TOTAL MARKET SHARE:</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

## ST ALBANS CITY & DISTRICT COUNCIL

### 2010 RETAIL STUDY UPDATE

#### Comparison Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 8: COMPARISON GOODS - TURNOVER DERIVED FROM 'DISTRICT' CATCHMENT AREA**

		2005	2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	£182.3	£122.6	£122.7	£138.2	£160.4	£186.4	£215.9
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>							
	St Albans Retail Park:		£29.3	£29.3	£33.0	£38.4	£44.6	£51.6
	Alban Park, Hatfield Rd:		£14.2	£14.2	£16.0	£18.6	£21.6	£25.0
	Colney Fields Shopping Park:		£24.9	£24.9	£28.1	£32.6	£37.9	£43.9
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>		£23.2	£23.2	£26.2	£30.4	£35.3	£40.9
Zone 1:	<b>FLEETVILLE</b>		£2.9	£2.9	£3.3	£3.8	£4.5	£5.2
Zone 1:	<b>MARSHALWICK</b>		£1.9	£1.9	£2.2	£2.5	£2.9	£3.4
Zone 2:	<b>SOUTHDOWN</b>		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Zone 1:	<b>LONDON COLNEY:</b>		£1.9	£1.9	£2.2	£2.5	£3.0	£3.4
Zone 2:	<b>REDBOURNE:</b>		£3.0	£3.0	£3.4	£3.9	£4.5	£5.3
Zone 2:	<b>WHEATHAMPSTEAD:</b>		£2.3	£2.3	£2.6	£3.0	£3.5	£4.0
Zone 1:	<b>ST ALBANS - ALL OTHER COMPARISON GOODS:</b>		£27.2	£27.2	£30.7	£35.6	£41.4	£47.9
Zone 2:	<b>HARPENDEN - ALL OTHER COMPARISON GOODS:</b>		£2.9	£2.9	£3.3	£3.8	£4.4	£5.1
<b>SUB-TOTAL</b>			<b>£256.5</b>	<b>£256.7</b>	<b>£289.1</b>	<b>£335.6</b>	<b>£390.0</b>	<b>£451.7</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>			£169.4	£169.4	£190.9	£221.6	£257.5	£298.2
<b>TOTAL TURNOVER:</b>			<b>£425.9</b>	<b>£426.1</b>	<b>£480.0</b>	<b>£557.2</b>	<b>£647.5</b>	<b>£750.0</b>

**TABLE 9: COMPARISON GOODS - TURNOVER DERIVED FROM 'OUTER' CATCHMENT AREA**

		2005	2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	£29.5	£18.0	£18.2	£20.8	£24.5	£29.0	£34.1
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>							
	St Albans Retail Park:		£2.6	£2.6	£3.0	£3.5	£4.2	£4.9
	Alban Park, Hatfield Rd:		£3.4	£3.5	£4.0	£4.7	£5.5	£6.5
	Colney Fields Shopping Park:		£14.3	£14.4	£16.5	£19.4	£23.0	£27.0
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>		£1.6	£1.6	£1.9	£2.2	£2.6	£3.1
Zone 1:	<b>FLEETVILLE</b>		£0.3	£0.3	£0.3	£0.4	£0.4	£0.5
Zone 1:	<b>MARSHALWICK</b>		£0.6	£0.6	£0.7	£0.8	£0.9	£1.1
Zone 2:	<b>SOUTHDOWN</b>		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Zone 1:	<b>LONDON COLNEY:</b>		£0.7	£0.7	£0.8	£0.9	£1.1	£1.3
Zone 2:	<b>REDBOURNE:</b>		£0.4	£0.4	£0.4	£0.5	£0.6	£0.7
Zone 2:	<b>WHEATHAMPSTEAD:</b>		£0.2	£0.2	£0.2	£0.3	£0.3	£0.4
Zone 1:	<b>ST ALBANS - ALL OTHER COMPARISON GOODS:</b>		£4.5	£4.5	£5.1	£6.1	£7.2	£8.4
Zone 2:	<b>HARPENDEN - ALL OTHER COMPARISON GOODS:</b>		£0.6	£0.6	£0.7	£0.8	£1.0	£1.2
<b>SUB-TOTAL</b>			<b>£47.1</b>	<b>£47.5</b>	<b>£54.4</b>	<b>£64.1</b>	<b>£75.7</b>	<b>£89.1</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>			£488.3	£492.0	£563.1	£664.1	£784.1	£923.1
<b>TOTAL TURNOVER:</b>			<b>£535.5</b>	<b>£539.5</b>	<b>£617.5</b>	<b>£728.2</b>	<b>£859.9</b>	<b>£1,012.2</b>

**TABLE 10: COMPARISON GOODS - TOTAL TURNOVER DERIVED FROM 'DISTRICT' & 'OUTER' CATCHMENT AREAS**

		2005	2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	£211.7	£140.6	£140.8	£159.0	£184.9	£215.4	£250.0
	% 'Retention' of Available Study Area Expenditure:	22.0%	14.6%					
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>							
	St Albans Retail Park:		£31.9	£32.0	£36.0	£41.9	£48.7	£56.5
	Alban Park, Hatfield Rd:		£17.7	£17.7	£20.0	£23.3	£27.1	£31.5
	Colney Fields Shopping Park:		£39.2	£39.3	£44.6	£52.0	£60.8	£70.9
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>		£24.9	£24.9	£28.1	£32.6	£37.9	£44.0
Zone 1:	<b>FLEETVILLE</b>		£3.2	£3.2	£3.6	£4.2	£4.9	£5.7
Zone 1:	<b>MARSHALWICK</b>		£2.5	£2.5	£2.8	£3.3	£3.9	£4.5
Zone 2:	<b>SOUTHDOWN</b>		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Zone 1:	<b>LONDON COLNEY:</b>		£2.6	£2.6	£3.0	£3.5	£4.0	£4.7
Zone 2:	<b>REDBOURNE:</b>		£3.4	£3.4	£3.8	£4.4	£5.1	£6.0
Zone 2:	<b>WHEATHAMPSTEAD:</b>		£2.5	£2.5	£2.8	£3.2	£3.8	£4.4
Zone 1:	<b>ST ALBANS - ALL OTHER COMPARISON GOODS:</b>		£31.7	£31.7	£35.8	£41.7	£48.6	£56.4
Zone 2:	<b>HARPENDEN - ALL OTHER COMPARISON GOODS:</b>		£3.5	£3.5	£4.0	£4.7	£5.4	£6.3
<b>SUB-TOTAL</b>			<b>£303.8</b>	<b>£304.2</b>	<b>£343.5</b>	<b>£399.7</b>	<b>£465.7</b>	<b>£540.9</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>			£657.7	£661.4	£754.0	£885.6	£1,041.6	£1,221.3
<b>TOTAL TURNOVER:</b>			<b>£961.50</b>	<b>£965.60</b>	<b>£1,097.49</b>	<b>£1,285.37</b>	<b>£1,507.37</b>	<b>£1,762.20</b>

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Comparison Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 11: COMPARISON GOODS - ESTIMATED TRADE DRAW FROM OUTSIDE 'DISTRICT' & 'OUTER' CATCHMENT AREAS**

	2005	2009	2011	2016	2021	2026	2031
Zone 1: <b>ST ALBANS CITY CENTRE</b>	15%	15%	15%	15%	15%	15%	15%
Zone 1: <b>ST ALBANS: OUT-OF-CENTRE</b>							
St Albans Retail Park:		15%	15%	15%	15%	15%	15%
Alban Park, Hatfield Rd:		10%	10%	10%	10%	10%	10%
Colney Fields Shopping Park:		50%	50%	50%	50%	50%	50%
Zone 2: <b>HARPENDEN TOWN CENTRE:</b>		5%	5%	5%	5%	5%	5%
Zone 1: <b>ST ALBANS - NEIGHBOURHOOD CENTRES:</b>		0%	0%	0%	0%	0%	0%
Zone 2: <b>HARPENDEN - NEIGHBOURHOOD CENTRES:</b>		0%	0%	0%	0%	0%	0%
Zone 1: <b>ST ALBANS - ALL OTHER COMPARISON GOODS:</b>		25%	25%	25%	25%	25%	25%
Zone 2: <b>HARPENDEN - ALL OTHER COMPARISON GOODS:</b>		0%	0%	0%	0%	0%	0%

NOTES: (1) All 'other' floorspace in St Albans includes non-food sales area of out-of-centre superstores; other unidentified out-of-centre shopping locations; 'solus' stores; etc.

**TABLE 12: COMPARISON GOODS - TOTAL 'POTENTIAL' TURNOVER**

	2005	2009	2011	2016	2021	2026	2031
Zone 1: <b>ST ALBANS CITY CENTRE</b>	£249.1	£165.5	£165.7	£187.1	£217.6	£253.4	£294.1
Zone 1: <b>ST ALBANS: OUT-OF-CENTRE</b>							
St Albans Retail Park:		£37.5	£37.6	£42.4	£49.3	£57.4	£66.5
Alban Park, Hatfield Rd:		£19.6	£19.7	£22.2	£25.9	£30.2	£35.0
Colney Fields Shopping Park:		£78.4	£78.7	£89.1	£104.1	£121.7	£141.8
Zone 2: <b>HARPENDEN TOWN CENTRE:</b>		£26.2	£26.2	£29.5	£34.3	£39.9	£46.3
Zone 1: <b>ST ALBANS - NEIGHBOURHOOD CENTRES:</b>		£8.3	£8.3	£9.4	£11.0	£12.8	£14.9
Zone 2: <b>HARPENDEN - NEIGHBOURHOOD CENTRES:</b>		£5.8	£5.8	£6.6	£7.6	£8.9	£10.3
Zone 1: <b>ST ALBANS - ALL OTHER COMPARISON GOODS:</b>		£42.3	£42.3	£47.8	£55.6	£64.7	£75.2
Zone 2: <b>HARPENDEN - ALL OTHER COMPARISON GOODS:</b>		£3.5	£3.5	£4.0	£4.7	£5.4	£6.3
<b>TOTAL TURNOVER:</b>		<b>£387.1</b>	<b>£387.8</b>	<b>£438.1</b>	<b>£510.0</b>	<b>£594.4</b>	<b>£690.5</b>

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Comparison Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 13: ST ALBANS CITY & DISTRICT - COMPARISON GOODS CAPACITY ASSESSMENT**

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL EXISTING FLOORSPACE IN DISTRICT (m<sup>2</sup> net):</b>	76,671	76,671	76,671	76,671	76,671	76,671
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(i) Total 'Potential' Turnover (£ million):	£387.15	£387.83	£438.12	£509.99	£594.36	£690.45
(ii) Average Sales Density (£ per sq.m):	£5,049	£5,058	£5,714	£6,652	£7,752	£9,005
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£381.18	£385.01	£414.76	£446.82	£481.35	£518.55
(ii) Average Sales Density (£ per sq.m):	£4,972	£5,022	£5,410	£5,828	£6,278	£6,763
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£5.96	£2.83	£23.36	£63.18	£113.01	£171.91
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£1.47	£1.49	£1.60	£1.73	£1.86	£2.01
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£4.49	£1.34	£21.75	£61.45	£111.15	£169.90
STEP 7: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,565	£7,073	£7,619	£8,208	£8,842
(ii) Net Floorspace Capacity (sq m):	690	204	3,075	8,065	13,542	19,214
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	986	291	4,393	11,522	19,346	27,449

## ST ALBANS CITY & DISTRICT COUNCIL

### 2010 RETAIL STUDY UPDATE

#### Comparison Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 14: ST ALBANS (ZONE 1) - COMPARISON GOODS CAPACITY ASSESSMENT**

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL EXISTING FLOORSPACE IN ZONE 1 ONLY (m<sup>2</sup> net):</b>	69,960	69,960	69,960	69,960	69,960	69,960
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(i) Total 'Potential' Turnover (£ million):	£351.61	£352.26	£397.99	£463.35	£540.09	£627.50
(ii) Average Sales Density (£ per sq.m):	£5,026	£5,035	£5,689	£6,623	£7,720	£8,969
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£349.72	£353.22	£380.52	£409.93	£441.61	£475.74
(ii) Average Sales Density (£ per sq.m):	£4,999	£5,049	£5,439	£5,859	£6,312	£6,800
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£1.90	-£0.96	£17.47	£53.42	£98.48	£151.76
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£1.47	£1.49	£1.60	£1.73	£1.86	£2.01
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£0.42	-£2.45	£15.86	£51.69	£96.61	£149.76
STEP 7: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,565	£7,073	£7,619	£8,208	£8,842
(ii) Net Floorspace Capacity (sq m):	65	-374	2,243	6,785	11,771	16,936
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	92	-534	3,204	9,693	16,815	24,195

**TABLE 15: HARPENDEN (ZONE 2) - COMPARISON GOODS CAPACITY ASSESSMENT**

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL EXISTING FLOORSPACE IN ZONE 2 ONLY (m<sup>2</sup> net):</b>	6,711	6,711	6,711	6,711	6,711	6,711
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(i) Total 'Potential' Turnover (£ million):	£35.53	£35.58	£40.13	£46.64	£54.28	£62.95
(ii) Average Sales Density (£ per sq.m):	£5,295	£5,301	£5,980	£6,950	£8,088	£9,381
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£31.47	£31.78	£34.24	£36.89	£39.74	£42.81
(ii) Average Sales Density (£ per sq.m):	£4,689	£4,736	£5,102	£5,497	£5,921	£6,379
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£4.07	£3.79	£5.89	£9.76	£14.54	£20.14
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£4.07	£3.79	£5.89	£9.76	£14.54	£20.14
STEP 7: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,565	£7,073	£7,619	£8,208	£8,842
(ii) Net Floorspace Capacity (sq m):	625	577	832	1,280	1,771	2,278
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	894	825	1,189	1,829	2,530	3,254



# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Comparison Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 16: ST ALBANS CITY - COMPARISON GOODS CAPACITY ASSESSMENT ('Constant Market Share Approach')**

	2009	2011	2016	2021	2026	2031
<b>STEP 1: TOTAL EXISTING CITY CENTRE FLOORSPACE (m<sup>2</sup> net):</b>	29,099	29,099	29,099	29,099	29,099	29,099
<b>STEP 2: BASELINE &amp; FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(a) <b>DISTRICT AREA:</b>						
Total 'Potential' Turnover (£ million):	£122.6	£122.7	£138.2	£160.4	£186.4	£215.9
'Retention' of Expenditure in District Area (%):	28.8%	28.8%	28.8%	28.8%	28.8%	28.8%
(b) <b>OUTER AREA:</b>						
Total 'Potential' Turnover (£ million):	£18.0	£18.2	£20.8	£24.5	£29.0	£34.1
'Market Share' of Expenditure from Outer Area (%):	3.4%	3.4%	3.4%	3.4%	3.4%	3.4%
(c) <b>TRADE DRAW FROM OUTSIDE STUDY AREA:</b>						
Total Expenditure (£ million):	£24.8	£24.9	£28.1	£32.6	£38.0	£44.1
Trade Draw (%):	15%	15%	15%	15%	15%	15%
(d) <b>TOTAL POTENTIAL TURNOVER:</b>						
Total 'Potential' Turnover (£ million):	£165.5	£165.7	£187.1	£217.6	£253.4	£294.1
Average Sales Density (£ per sq.m):	£5,686	£5,694	£6,428	£7,477	£8,708	£10,108
<b>STEP 3: BASELINE &amp; FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£174.59	£176.34	£189.97	£204.65	£220.47	£237.51
(ii) Average Sales Density (£ per sq.m):	£6,000	£6,060	£6,529	£7,033	£7,577	£8,162
<b>STEP 4: TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	-£9.13	-£10.64	-£2.92	£12.93	£32.92	£56.62
<b>STEP 5: FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>STEP 6: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-£9.13	-£10.64	-£2.92	£12.93	£32.92	£56.62
<b>STEP 7: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,565	£7,073	£7,619	£8,208	£8,842
(ii) Net Floorspace Capacity (sq m):	-1,405	-1,621	-413	1,697	4,011	6,403
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-2,007	-2,315	-590	2,424	5,729	9,148

## ST ALBANS CITY & DISTRICT COUNCIL

### 2010 RETAIL STUDY UPDATE

#### Comparison Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 17: ST ALBANS OUT-OF-CENTRE RETAIL FLOORSPEACE - COMPARISON GOODS CAPACITY ASSESSMENT**

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL EXISTING OUT-OF-CENTRE FLOORSPEACE (m<sup>2</sup> net):</b>	37,862	37,862	37,862	37,862	37,862	37,862
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(i) Total 'Potential' Turnover (£ million):	£165.15	£165.52	£187.18	£218.12	£254.49	£295.96
(ii) Average Sales Density (£ per sq.m):	£4,362	£4,372	£4,944	£5,761	£6,721	£7,817
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£163.79	£165.43	£178.22	£191.99	£206.83	£222.81
(ii) Average Sales Density (£ per sq.m):	£4,326	£4,369	£4,707	£5,071	£5,463	£5,885
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£1.36	£0.09	£8.96	£26.13	£47.66	£73.15
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPEACE (£ m):</b>	£0.40	£0.40	£0.43	£0.47	£0.50	£0.54
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£0.96	-£0.31	£8.53	£25.67	£47.16	£72.61
STEP 7: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPEACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,565	£7,073	£7,619	£8,208	£8,842
(ii) Net Floorspace Capacity (sq m):	148	-48	1,206	3,369	5,745	8,211
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	211	-68	1,723	4,812	8,207	11,731

## ST ALBANS CITY & DISTRICT COUNCIL

### 2010 RETAIL STUDY UPDATE

#### Comparison Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 18: ST ALBANS CITY - COMPARISON GOODS CAPACITY ASSESSMENT (2005 'RETENTION LEVEL')**  
Assume Uplift in 'Retention Levels' from 'District' & 'Outer' Catchments to 2005 Levels.

	2009	2011	2016	2021	2026	2031
<b>STEP 1: TOTAL EXISTING CITY CENTRE FLOORSPACE (m<sup>2</sup> net):</b>	29,099	29,099	29,099	29,099	29,099	29,099
<b>STEP 2: TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(a) <b>DISTRICT AREA:</b>						
Total 'Potential' Turnover (£ million):	£122.6	£122.7	£205.4	£238.5	£277.1	£321.0
'Retention' of Expenditure in District Area (%):	28.8%	28.8%	42.8%	42.8%	42.8%	42.8%
(b) <b>OUTER AREA:</b>						
Total 'Potential' Turnover (£ million):	£18.0	£18.2	£34.0	£40.0	£47.3	£55.7
'Market Share' of Expenditure from Outer Area (%):	3.4%	3.4%	5.5%	5.5%	5.5%	5.5%
(c) <b>TRADE DRAW FROM OUTSIDE STUDY AREA:</b>						
Total Expenditure (£ million):	£24.8	£24.9	£42.2	£49.2	£57.3	£66.5
Trade Draw (%):	15%	15%	15%	15%	15%	15%
(d) <b>TOTAL POTENTIAL TURNOVER:</b>						
Total 'Potential' Turnover (£ million):	£165.5	£165.7	£281.7	£327.7	£381.7	£443.1
Average Sales Density (£ per sq.m):	£5,686	£5,694	£9,679	£11,261	£13,117	£15,228
<b>STEP 3: TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£174.59	£176.34	£189.97	£204.65	£220.47	£237.51
(ii) Average Sales Density (£ per sq.m):	£6,000	£6,060	£6,529	£7,033	£7,577	£8,162
<b>STEP 4: TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	-£9.13	-£10.64	£91.69	£123.03	£161.21	£205.62
<b>STEP 5: FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>STEP 6: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-£9.13	-£10.64	£91.69	£123.03	£161.21	£205.62
<b>STEP 7: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,565	£7,073	£7,619	£8,208	£8,842
(ii) Net Floorspace Capacity (sq m):	-1,405	-1,621	12,964	16,148	19,640	23,254
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-2,007	-2,315	18,519	23,068	28,058	33,220

## APPENDIX 5: COMPARISON GOODS CAPACITY ASSESSMENT – SCENARIO 2

## ST ALBANS CITY & DISTRICT COUNCIL

### 2010 RETAIL STUDY UPDATE

#### Comparison Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

**TABLE 1: BASE YEAR POPULATION & FORECASTS (2009 - 2031)**

								GROWTH (%)
STUDY ZONE:	STUDY AREA:	2009	2011	2016	2021	2026	2031	2009 - 31
Zone 1:	St Albans Area	97,612	98,053	98,925	99,802	100,686	101,578	4.1%
Zone 2:	Harpenden Area	41,213	41,399	41,767	42,137	42,511	42,888	4.1%
Zone 3:	Northern Fringe	33,240	33,171	32,848	32,527	32,209	31,894	-4.0%
Zone 4:	Western Fringe	63,130	63,216	63,211	63,392	64,326	65,274	3.4%
Zone 5:	Southern Fringe	38,118	38,715	40,078	41,470	42,911	44,401	16.5%
Zone 6:	Eastern Fringe	59,082	59,167	59,238	59,481	60,422	61,379	3.9%
<b>TOTAL:</b>		<b>332,395</b>	<b>333,721</b>	<b>336,067</b>	<b>338,809</b>	<b>343,065</b>	<b>347,414</b>	<b>4.5%</b>
Zones 1 & 2	<b>'DISTRICT' CATCHMENT AREA:</b>	<b>138,825</b>	<b>139,452</b>	<b>140,692</b>	<b>141,939</b>	<b>143,197</b>	<b>144,466</b>	<b>4.1%</b>
Zones 3 - 6	<b>'OUTER' CATCHMENT AREA:</b>	<b>193,570</b>	<b>194,269</b>	<b>195,375</b>	<b>196,870</b>	<b>199,868</b>	<b>202,948</b>	<b>4.8%</b>

Sources: 2009 population estimates derived from Experian Business Strategies 'Retail Planner Area Report' (March 2010).

This scenario tests alternate population projections following the successful legal challenge by Dacorum & Welwyn Hatfield Councils on their housing allocations. SACDC has advised that the Group 3 projections to 2021 used in Scenario 1 are discounted on a pro-rata basis from 2011 to 2021 assuming a population reduction of 10,000 persons for Welwyn Hatfield and 13,000 persons for Dacorum.

**TABLE 2: COMPARISON GOODS EXPENDITURE PER CAPITA (2009 - 2031) - Excluding Expenditure on Special Forms of Trading (SFT)**

STUDY ZONE:	STUDY AREA:	2009	2009	2011	2016	2021	2026	2031
		incl. SFT	excl. SFT:	7.4%	8.4%	9.6%	9.4%	9.1%
Zone 1:	St Albans Area	£3,244	£3,004	£2,992	£3,341	£3,845	£4,428	£5,084
Zone 2:	Harpenden Area	£3,475	£3,218	£3,205	£3,579	£4,118	£4,743	£5,445
Zone 3:	Northern Fringe	£2,980	£2,760	£2,749	£3,070	£3,532	£4,068	£4,671
Zone 4:	Western Fringe	£2,998	£2,776	£2,765	£3,087	£3,552	£4,092	£4,697
Zone 5:	Southern Fringe	£3,075	£2,848	£2,837	£3,167	£3,644	£4,198	£4,819
Zone 6:	Eastern Fringe	£2,924	£2,707	£2,697	£3,011	£3,465	£3,991	£4,582

Sources & Notes:

<sup>(1)</sup> Average spend per capita estimates for 2009 are derived from the Experian *Retail Planner Area Reports* (March 2010). All monetary figures are expressed in 2008

<sup>(2)</sup> Expenditure growth forecasts informed by Experian *Retail Planner Briefing Note 7.1 - Update* (August 2009)

<sup>(3)</sup> Allowance for expenditure on SFT informed by the latest research by Experian Business Strategies (EBS) in *Retail Planning Briefing Note 7.1* (Appendix 3).

**TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, 2009 - 2031 (£ million)**

								GROWTH (%)
STUDY ZONE:	STUDY AREA:	2009	2011	2016	2021	2026	2031	2009 - 31
Zone 1:	St Albans Area	£293.2	£293.4	£330.5	£383.7	£445.9	£516.4	76.1%
Zone 2:	Harpenden Area	£132.6	£132.7	£149.5	£173.5	£201.6	£233.5	76.1%
Zone 3:	Northern Fringe	£91.7	£91.2	£100.8	£114.9	£131.0	£149.0	62.4%
Zone 4:	Western Fringe	£175.2	£174.8	£195.1	£225.2	£263.2	£306.6	75.0%
Zone 5:	Southern Fringe	£108.6	£109.8	£126.9	£151.1	£180.1	£214.0	97.1%
Zone 6:	Eastern Fringe	£160.0	£159.6	£178.4	£206.1	£241.1	£281.2	75.8%
<b>TOTAL:</b>		<b>£961.3</b>	<b>£961.5</b>	<b>£1,081.3</b>	<b>£1,254.5</b>	<b>£1,463.0</b>	<b>£1,700.8</b>	<b>76.9%</b>
Zones 1 & 2	<b>'DISTRICT' CATCHMENT AREA:</b>	<b>£425.9</b>	<b>£426.1</b>	<b>£480.0</b>	<b>£557.2</b>	<b>£647.5</b>	<b>£750.0</b>	<b>76.1%</b>
Zones 3 - 6	<b>'OUTER' CATCHMENT AREA:</b>	<b>£535.5</b>	<b>£535.4</b>	<b>£601.3</b>	<b>£697.3</b>	<b>£815.5</b>	<b>£950.8</b>	<b>77.6%</b>

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Comparison Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

**TABLE 4: COMPARISON GOODS FLOORSPACE & 'BENCHMARK' TURNOVER LEVELS**

		Estimated Sales Area (sq m net)	Estimated Average Sales Density <sup>(6)</sup> (£ per sq m)	2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	29,099 <sup>(1)</sup>	£6,000	£174.59	£176.34	£189.97	£204.65	£220.47	£237.51
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>								
	St Albans Retail Park:	9,581 <sup>(2/4)</sup>	£3,789	£36.31	£36.67	£39.50	£42.56	£45.85	£49.39
	Alban Park, Hatfield Rd:	7,904 <sup>(2/5)</sup>	£1,881	£14.87	£15.02	£16.18	£17.43	£18.77	£20.22
	Colney Fields Shopping Park:	15,771 <sup>(3)</sup>	£5,169	£81.53	£82.34	£88.71	£95.56	£102.95	£110.91
	Superstores - Non-Food Sales:	4,606 <sup>(1/7)</sup>	£6,750	£31.09	£31.40	£33.83	£36.44	£39.26	£42.29
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>	5,273 <sup>(1)</sup>	£5,000	£26.36	£26.63	£28.69	£30.90	£33.29	£35.86
Zone 1:	<b>FLEETVILLE</b>	1,694 <sup>(3)</sup>	£3,800	£6.44	£6.50	£7.00	£7.55	£8.13	£8.76
Zone 1:	<b>MARSHALWICK</b>	1,053 <sup>(1)</sup>	£3,800	£4.00	£4.04	£4.35	£4.69	£5.05	£5.44
Zone 2:	<b>SOUTHDOWN</b>	439 <sup>(4)</sup>	£3,550	£1.56	£1.57	£1.70	£1.83	£1.97	£2.12
Zone 1:	<b>LONDON COLNEY:</b>	252 <sup>(1)</sup>	£3,550	£0.89	£0.90	£0.97	£1.05	£1.13	£1.22
Zone 2:	<b>REDBOURNE:</b>	557 <sup>(1)</sup>	£3,550	£1.98	£2.00	£2.15	£2.32	£2.50	£2.69
Zone 2:	<b>WHEATHAMPSTEAD:</b>	442 <sup>(5)</sup>	£3,550	£1.57	£1.58	£1.71	£1.84	£1.98	£2.13
<b>TOTAL:</b>		<b>76,671</b>	<b>£4,972</b>	<b>£381.18</b>	<b>£385.01</b>	<b>£414.76</b>	<b>£446.82</b>	<b>£481.35</b>	<b>£518.55</b>

NOTES: Assume annual 'productivity' growth rate of: 0.50% for 2009 to 2011 for all floorspace (existing, committed & proposed)  
Assume annual 'productivity' growth rate of: 1.50% for 2012 to 2031 for all floorspace (existing, committed & proposed)

SOURCES: (1) Net sales area estimates informed by Council's 2007/2008 'Shopping Monitoring Report'.

(2) According to Council's Monitoring Report the Homebase store (3,450 sq.m gross) has been extended and divided to include an Argos store. The planning application dated May 2005 indicates that the Argos store now occupies 900 sq.m gross of ground floor space, with a 770 sq.m gross mezzanine for storage purposes only. The total floorspace of the unit increases from 5,139 sq.m gross at ground floor level to 5,839 sq.m gross with the mezzanine. Strategic Perspectives LLP has assumed Homebase store now occupies 4,239 sq.m gross at ground floor level following the development of the Argos unit.

(3) Strategic Perspectives understand that the 2006 floorspace estimates excluded the mezzanine sales areas of 3410 m<sup>2</sup> net (sourced from Council and Valuation Office). We have made an allowance for mezzanines in our revised floorspace estimates. This has been distributed across the 5 identified retailers and has been weighted by their ground floor sales areas. Please note that non-food sales area for retail park excludes the Sainsbury's store.

(4) SP assume that the 2006 floorspace estimates include the mezzanine sales area. The planning application (November 2005) for the installation of a 374 sq.m mezzanine floor indicates that the existing floorspace of Halfords was 711 sq.m gross and the resultant total floorspace with the mezzanine floor is 1,085 sq.m gross.

(5) A 1,394 sq.m gross extension to the existing store's floorspace opened in 2007. The Council also accepted that construction of a mezzanine floor in the M&S store of 2,787 sq.m had commenced before the General Development Procedure Order was amended to require planning permission for such development. The application was submitted in February 2007 (reference 5/07/0309). The mezzanine floor is open and the space has been taken up by a restaurant / cafe. Strategic Perspectives has therefore assumed no increase in the store's comparison goods sales area following the development of the mezzanine space.

(6) Base year average sales density estimates for St Albans, Harpenden and neighbourhood centres have been informed by existing retail studies, health checks and impact of recession on trading performance. Average sales densities of retail parks and 'solus' retail warehouses informed by latest Mintel 'UK Retail Rankings'. SP

(7) Estimated comparison goods sales area of existing out-of-centre superstores include Sainsbury's at London Colney Shopping Park and at Everard Close.

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

	Estimated Sales Area (sq metres net)	Average Sales Density <sup>(1)</sup> (£ per sq m)	2009	2011	2016	2021	2026	2031
<b>ALBAN PARK, HATFIELD ROAD - FOCUS DIY REDEVELOPMENT <sup>(1)</sup>:</b>								
Comparison Goods:	358	1,110	£0.4	£0.4	£0.4	£0.5	£0.5	£0.5
<b>TOTAL:</b>	<b>3,291</b>		<b>£0.4</b>	<b>£0.4</b>	<b>£0.4</b>	<b>£0.5</b>	<b>£0.5</b>	<b>£0.5</b>
<b>FLEETVILLE NEIGHBOURHOOD CENTRE - MAGNET, 188 HATFIELD ROAD</b>								
Comparison Goods:	547	£1,970	£1.1	£1.1	£1.2	£1.3	£1.4	£1.5
<b>TOTAL:</b>	<b>547</b>		<b>£1.1</b>	<b>£1.1</b>	<b>£1.2</b>	<b>£1.3</b>	<b>£1.4</b>	<b>£1.5</b>
<b>ST ALBANS CITY &amp; DISTRICT COUNCIL AREA:</b>			<b>£1.47</b>	<b>£1.49</b>	<b>£1.60</b>	<b>£1.73</b>	<b>£1.86</b>	<b>£2.01</b>

SOURCE:

(1) Planning permission (reference: 05/06/2466) in November 2006 for the replacement of the garden centre with an extension to the retail unit and the widening of the range of goods to allow for "bulky goods" to be sold from the unit. The application was to replace the garden centre with an additional retail unit of 512 sq.m. The Council has indicated that this planning permission has not yet been implemented.

## ST ALBANS CITY & DISTRICT COUNCIL

### 2010 RETAIL STUDY UPDATE

#### Comparison Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

TABLE 6: 'DISTRICT' CATCHMENT AREA - COMPARISON GOODS (SURVEY-BASED) MARKET SHARES

		2005	2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	42.8%	28.8%	28.8%	28.8%	28.8%	28.8%	28.8%
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>							
	St Albans Retail Park:	3.6%	6.9%	6.9%	6.9%	6.9%	6.9%	6.9%
	Alban Park, Hatfield Rd:	2.0%	3.3%	3.3%	3.3%	3.3%	3.3%	3.3%
	Colney Fields Shopping Park:	4.2%	5.8%	5.8%	5.8%	5.8%	5.8%	5.8%
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>	6.2%	5.5%	5.5%	5.5%	5.5%	5.5%	5.5%
Zone 1:	<b>FLEETVILLE</b>	-	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
Zone 1:	<b>MARSHALWICK</b>	-	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Zone 2:	<b>SOUTHDOWN</b>	-	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1:	<b>LONDON COLNEY:</b>	-	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Zone 2:	<b>REDBOURNE:</b>	-	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
Zone 2:	<b>WHEATHAMPSTEAD:</b>	-	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Zone 1:	<b>ST ALBANS - ALL OTHER COMPARISON GOODS <sup>(1)</sup>:</b>	-	6.4%	6.4%	6.4%	6.4%	6.4%	6.4%
Zone 2:	<b>HARPENDEN - ALL OTHER COMPARISON GOODS:</b>	-	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
<b>SUB-TOTAL:</b>		<b>58.8%</b>	<b>60.2%</b>	<b>60.2%</b>	<b>60.2%</b>	<b>60.2%</b>	<b>60.2%</b>	<b>60.2%</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>								
	BRENT CROSS:	0.7%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
	HATFIELD:	2.3%	1.9%	1.9%	1.9%	1.9%	1.9%	1.9%
	HATFIELD - THE GALLERIA:	0.0%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
	HEMEL HEMPSTEAD TOWN CENTRE:	1.9%	2.9%	2.9%	2.9%	2.9%	2.9%	2.9%
	HEMEL HEMPSTEAD - OUT-OF-CENTRE:	0.1%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
	LUTON TOWN CENTRE	4.3%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%
	LUTON - OUT-OF-CENTRE:	0.8%	1.9%	1.9%	1.9%	1.9%	1.9%	1.9%
	STEVENAGE TOWN CENTRE:	0.6%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
	STEVENAGE - OUT-OF-CENTRE:	0.0%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
	WATFORD TOWN CENTRE:	11.2%	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%
	WATFORD - OUT-OF-CENTRE:	0.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
	WELWYN GARDEN CITY:	12.1%	11.8%	11.8%	11.8%	11.8%	11.8%	11.8%
	ALL OTHER CENTRES & STORES:	7.2%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%
<b>TOTAL MARKET SHARE:</b>		<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

NOTES: (1) All 'other' floorspace in St Albans includes non-food sales area of out-of-centre superstores; other unidentified out-of-centre shopping locations; 'solus' stores; etc.

TABLE 7: 'OUTER' CATCHMENT AREA - COMPARISON GOODS (SURVEY-BASED) MARKET SHARES

		2005	2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	5.5%	3.4%	3.4%	3.4%	3.4%	3.4%	3.4%
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>							
	St Albans Retail Park:	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
	Alban Park, Hatfield Rd:	0.1%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
	Colney Fields Shopping Park:	1.5%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>	0.9%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Zone 1:	<b>FLEETVILLE</b>	-	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1:	<b>MARSHALWICK</b>	-	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Zone 2:	<b>SOUTHDOWN</b>	-	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1:	<b>LONDON COLNEY:</b>	-	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Zone 2:	<b>REDBOURNE:</b>	-	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Zone 2:	<b>WHEATHAMPSTEAD:</b>	-	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1:	<b>ST ALBANS - ALL OTHER COMPARISON GOODS:</b>	-	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
Zone 2:	<b>HARPENDEN - ALL OTHER COMPARISON GOODS:</b>	-	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
<b>SUB-TOTAL</b>		<b>8.5%</b>	<b>8.8%</b>	<b>8.8%</b>	<b>8.8%</b>	<b>8.8%</b>	<b>8.8%</b>	<b>8.8%</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>								
	BRENT CROSS:	1.0%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
	HATFIELD:	3.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%
	HATFIELD - THE GALLERIA:	0.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
	HEMEL HEMPSTEAD TOWN CENTRE:	15.0%	13.9%	13.9%	13.9%	13.9%	13.9%	13.9%
	HEMEL HEMPSTEAD - OUT-OF-CENTRE:	2.5%	10.4%	10.4%	10.4%	10.4%	10.4%	10.4%
	LUTON TOWN CENTRE	13.5%	10.4%	10.4%	10.4%	10.4%	10.4%	10.4%
	LUTON - OUT-OF-CENTRE:	1.4%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%
	STEVENAGE TOWN CENTRE:	2.6%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%
	STEVENAGE - OUT-OF-CENTRE:	0.1%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
	WATFORD TOWN CENTRE:	25.2%	20.2%	20.2%	20.2%	20.2%	20.2%	20.2%
	WATFORD - OUT-OF-CENTRE:	0.8%	3.3%	3.3%	3.3%	3.3%	3.3%	3.3%
	WELWYN GARDEN CITY:	12.7%	14.5%	14.5%	14.5%	14.5%	14.5%	14.5%
	ALL OTHER CENTRES & STORES:	13.5%	4.0%	10.3%	10.3%	10.3%	10.3%	10.3%
<b>TOTAL MARKET SHARE:</b>		<b>100.00%</b>	<b>100.00%</b>	<b>106.33%</b>	<b>106.33%</b>	<b>106.33%</b>	<b>106.33%</b>	<b>106.33%</b>

## ST ALBANS CITY & DISTRICT COUNCIL

### 2010 RETAIL STUDY UPDATE

#### Comparison Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

**TABLE 8: COMPARISON GOODS - TURNOVER DERIVED FROM 'DISTRICT' CATCHMENT AREA**

	2005	2009	2011	2016	2021	2026	2031
Zone 1: <b>ST ALBANS CITY CENTRE</b>	£182.3	£122.6	£122.7	£138.2	£160.4	£186.4	£215.9
Zone 1: <b>ST ALBANS: OUT-OF-CENTRE</b>							
St Albans Retail Park:		£29.3	£29.3	£33.0	£38.4	£44.6	£51.6
Alban Park, Hatfield Rd:		£14.2	£14.2	£16.0	£18.6	£21.6	£25.0
Colney Fields Shopping Park:		£24.9	£24.9	£28.1	£32.6	£37.9	£43.9
Zone 2: <b>HARPENDEN TOWN CENTRE:</b>		£23.2	£23.2	£26.2	£30.4	£35.3	£40.9
Zone 1: <b>FLEETVILLE</b>		£2.9	£2.9	£3.3	£3.8	£4.5	£5.2
Zone 1: <b>MARSHALWICK</b>		£1.9	£1.9	£2.2	£2.5	£2.9	£3.4
Zone 2: <b>SOUTHDOWN</b>		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Zone 1: <b>LONDON COLNEY:</b>		£1.9	£1.9	£2.2	£2.5	£3.0	£3.4
Zone 2: <b>REDBOURNE:</b>		£3.0	£3.0	£3.4	£3.9	£4.5	£5.3
Zone 2: <b>WHEATHAMPSTEAD:</b>		£2.3	£2.3	£2.6	£3.0	£3.5	£4.0
Zone 1: <b>ST ALBANS - ALL OTHER COMPARISON GOODS:</b>		£27.2	£27.2	£30.7	£35.6	£41.4	£47.9
Zone 2: <b>HARPENDEN - ALL OTHER COMPARISON GOODS:</b>		£2.9	£2.9	£3.3	£3.8	£4.4	£5.1
<b>SUB-TOTAL</b>		<b>£256.5</b>	<b>£256.7</b>	<b>£289.1</b>	<b>£335.6</b>	<b>£390.0</b>	<b>£451.7</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>		£169.4	£169.4	£190.9	£221.6	£257.5	£298.2
<b>TOTAL TURNOVER:</b>		<b>£425.9</b>	<b>£426.1</b>	<b>£480.0</b>	<b>£557.2</b>	<b>£647.5</b>	<b>£750.0</b>

**TABLE 9: COMPARISON GOODS - TURNOVER DERIVED FROM 'OUTER' CATCHMENT AREA**

	2005	2009	2011	2016	2021	2026	2031
Zone 1: <b>ST ALBANS CITY CENTRE</b>	£29.5	£18.0	£18.0	£20.3	£23.5	£27.5	£32.0
Zone 1: <b>ST ALBANS: OUT-OF-CENTRE</b>							
St Albans Retail Park:		£2.6	£2.6	£2.9	£3.4	£4.0	£4.6
Alban Park, Hatfield Rd:		£3.4	£3.4	£3.9	£4.5	£5.2	£6.1
Colney Fields Shopping Park:		£14.3	£14.3	£16.1	£18.6	£21.8	£25.4
Zone 2: <b>HARPENDEN TOWN CENTRE:</b>		£1.6	£1.6	£1.8	£2.1	£2.5	£2.9
Zone 1: <b>FLEETVILLE</b>		£0.3	£0.3	£0.3	£0.3	£0.4	£0.5
Zone 1: <b>MARSHALWICK</b>		£0.6	£0.6	£0.6	£0.8	£0.9	£1.0
Zone 2: <b>SOUTHDOWN</b>		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Zone 1: <b>LONDON COLNEY:</b>		£0.7	£0.7	£0.8	£0.9	£1.0	£1.2
Zone 2: <b>REDBOURNE:</b>		£0.4	£0.4	£0.4	£0.5	£0.6	£0.7
Zone 2: <b>WHEATHAMPSTEAD:</b>		£0.2	£0.2	£0.2	£0.2	£0.3	£0.3
Zone 1: <b>ST ALBANS - ALL OTHER COMPARISON GOODS:</b>		£4.5	£4.5	£5.0	£5.8	£6.8	£7.9
Zone 2: <b>HARPENDEN - ALL OTHER COMPARISON GOODS:</b>		£0.6	£0.6	£0.7	£0.8	£0.9	£1.1
<b>SUB-TOTAL</b>		<b>£47.1</b>	<b>£47.1</b>	<b>£52.9</b>	<b>£61.4</b>	<b>£71.8</b>	<b>£83.7</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>		£488.3	£522.1	£586.4	£680.0	£795.3	£927.3
<b>TOTAL TURNOVER:</b>		<b>£535.5</b>	<b>£569.3</b>	<b>£639.4</b>	<b>£741.4</b>	<b>£867.1</b>	<b>£1,011.0</b>

**TABLE 10: COMPARISON GOODS - TOTAL TURNOVER DERIVED FROM 'DISTRICT' & 'OUTER' CATCHMENT AREAS**

	2005	2009	2011	2016	2021	2026	2031
Zone 1: <b>ST ALBANS CITY CENTRE</b>	£211.7	£140.6	£140.7	£158.4	£183.9	£213.9	£247.9
% 'Retention' of Available Study Area Expenditure:	22.0%	14.6%					
Zone 1: <b>ST ALBANS: OUT-OF-CENTRE</b>							
St Albans Retail Park:		£31.9	£31.9	£36.0	£41.7	£48.5	£56.2
Alban Park, Hatfield Rd:		£17.7	£17.7	£19.9	£23.1	£26.9	£31.1
Colney Fields Shopping Park:		£39.2	£39.2	£44.1	£51.2	£59.6	£69.2
Zone 2: <b>HARPENDEN TOWN CENTRE:</b>		£24.9	£24.9	£28.0	£32.5	£37.8	£43.8
Zone 1: <b>FLEETVILLE</b>		£3.2	£3.2	£3.6	£4.2	£4.9	£5.6
Zone 1: <b>MARSHALWICK</b>		£2.5	£2.5	£2.8	£3.3	£3.8	£4.4
Zone 2: <b>SOUTHDOWN</b>		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Zone 1: <b>LONDON COLNEY:</b>		£2.6	£2.6	£2.9	£3.4	£4.0	£4.6
Zone 2: <b>REDBOURNE:</b>		£3.4	£3.4	£3.8	£4.4	£5.1	£5.9
Zone 2: <b>WHEATHAMPSTEAD:</b>		£2.5	£2.5	£2.8	£3.2	£3.7	£4.3
Zone 1: <b>ST ALBANS - ALL OTHER COMPARISON GOODS:</b>		£31.7	£31.7	£35.7	£41.4	£48.2	£55.9
Zone 2: <b>HARPENDEN - ALL OTHER COMPARISON GOODS:</b>		£3.5	£3.5	£4.0	£4.6	£5.4	£6.2
<b>SUB-TOTAL</b>		<b>£303.8</b>	<b>£303.8</b>	<b>£342.1</b>	<b>£397.0</b>	<b>£461.8</b>	<b>£535.4</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>		£657.7	£691.6	£777.3	£901.6	£1,052.8	£1,225.5
<b>TOTAL TURNOVER:</b>		<b>£961.50</b>	<b>£995.36</b>	<b>£1,119.38</b>	<b>£1,298.63</b>	<b>£1,514.65</b>	<b>£1,760.97</b>



# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Comparison Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

**TABLE 11: COMPARISON GOODS - ESTIMATED TRADE DRAW FROM OUTSIDE 'DISTRICT' & 'OUTER' CATCHMENT AREAS**

	2005	2009	2011	2016	2021	2026	2031
Zone 1: <b>ST ALBANS CITY CENTRE</b>	15%	15%	15%	15%	15%	15%	15%
Zone 1: <b>ST ALBANS: OUT-OF-CENTRE</b>							
St Albans Retail Park:		15%	15%	15%	15%	15%	15%
Alban Park, Hatfield Rd:		10%	10%	10%	10%	10%	10%
Colney Fields Shopping Park:		50%	50%	50%	50%	50%	50%
Zone 2: <b>HARPENDEN TOWN CENTRE:</b>		5%	5%	5%	5%	5%	5%
Zone 1: <b>ST ALBANS - NEIGHBOURHOOD CENTRES:</b>		0%	0%	0%	0%	0%	0%
Zone 2: <b>HARPENDEN - NEIGHBOURHOOD CENTRES:</b>		0%	0%	0%	0%	0%	0%
Zone 1: <b>ST ALBANS - ALL OTHER COMPARISON GOODS:</b>		25%	25%	25%	25%	25%	25%
Zone 2: <b>HARPENDEN - ALL OTHER COMPARISON GOODS:</b>		0%	0%	0%	0%	0%	0%

NOTES: (1) All 'other' floorspace in St Albans includes non-food sales area of out-of-centre superstores; other unidentified out-of-centre shopping locations; 'solus' stores; etc.

**TABLE 12: COMPARISON GOODS - TOTAL 'POTENTIAL' TURNOVER**

	2005	2009	2011	2016	2021	2026	2031
Zone 1: <b>ST ALBANS CITY CENTRE</b>	£249.1	£165.5	£165.5	£186.4	£216.4	£251.6	£291.7
Zone 1: <b>ST ALBANS: OUT-OF-CENTRE</b>							
St Albans Retail Park:		£37.5	£37.6	£42.3	£49.1	£57.1	£66.2
Alban Park, Hatfield Rd:		£19.6	£19.6	£22.1	£25.6	£29.8	£34.6
Colney Fields Shopping Park:		£78.4	£78.4	£88.3	£102.4	£119.3	£138.5
Zone 2: <b>HARPENDEN TOWN CENTRE:</b>		£26.2	£26.2	£29.5	£34.2	£39.8	£46.1
Zone 1: <b>ST ALBANS - NEIGHBOURHOOD CENTRES:</b>		£8.3	£8.3	£9.4	£10.9	£12.7	£14.7
Zone 2: <b>HARPENDEN - NEIGHBOURHOOD CENTRES:</b>		£5.8	£5.8	£6.6	£7.6	£8.9	£10.3
Zone 1: <b>ST ALBANS - ALL OTHER COMPARISON GOODS:</b>		£42.3	£42.3	£47.6	£55.2	£64.3	£74.5
Zone 2: <b>HARPENDEN - ALL OTHER COMPARISON GOODS:</b>		£3.5	£3.5	£4.0	£4.6	£5.4	£6.2
<b>TOTAL TURNOVER:</b>		<b>£387.1</b>	<b>£387.3</b>	<b>£436.1</b>	<b>£506.1</b>	<b>£588.8</b>	<b>£682.8</b>

## ST ALBANS CITY & DISTRICT COUNCIL

### 2010 RETAIL STUDY UPDATE

#### Comparison Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

**TABLE 13: ST ALBANS CITY & DISTRICT - COMPARISON GOODS CAPACITY ASSESSMENT**

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL EXISTING FLOORSPACE IN DISTRICT (m<sup>2</sup> net):</b>	76,671	76,671	76,671	76,671	76,671	76,671
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(i) Total 'Potential' Turnover (£ million):	£387.15	£387.31	£436.09	£506.13	£588.81	£682.76
(ii) Average Sales Density (£ per sq.m):	£5,049	£5,052	£5,688	£6,601	£7,680	£8,905
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£381.18	£385.01	£414.76	£446.82	£481.35	£518.55
(ii) Average Sales Density (£ per sq.m):	£4,972	£5,022	£5,410	£5,828	£6,278	£6,763
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£5.96	£2.31	£21.33	£59.31	£107.46	£164.22
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£1.47	£1.49	£1.60	£1.73	£1.86	£2.01
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£4.49	£0.82	£19.73	£57.58	£105.60	£162.21
STEP 7: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,565	£7,073	£7,619	£8,208	£8,842
(ii) Net Floorspace Capacity (sq m):	690	125	2,789	7,558	12,866	18,345
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	986	178	3,985	10,797	18,379	26,207

## ST ALBANS CITY & DISTRICT COUNCIL

### 2010 RETAIL STUDY UPDATE

#### Comparison Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

**TABLE 14: ST ALBANS (ZONE 1) - COMPARISON GOODS CAPACITY ASSESSMENT**

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL EXISTING FLOORSPACE IN ZONE 1 ONLY (m<sup>2</sup> net):</b>	69,960	69,960	69,960	69,960	69,960	69,960
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(i) Total 'Potential' Turnover (£ million):	£351.61	£351.76	£396.05	£459.65	£534.77	£620.14
(ii) Average Sales Density (£ per sq.m):	£5,026	£5,028	£5,661	£6,570	£7,644	£8,864
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£349.72	£353.22	£380.52	£409.93	£441.61	£475.74
(ii) Average Sales Density (£ per sq.m):	£4,999	£5,049	£5,439	£5,859	£6,312	£6,800
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£1.90	-£1.46	£15.53	£49.72	£93.16	£144.40
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£1.47	£1.49	£1.60	£1.73	£1.86	£2.01
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£0.42	-£2.95	£13.93	£47.99	£91.30	£142.40
STEP 7: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,565	£7,073	£7,619	£8,208	£8,842
(ii) Net Floorspace Capacity (sq m):	65	-449	1,969	6,299	11,123	16,104
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	92	-642	2,813	8,999	15,891	23,006

**TABLE 15: HARPENDEN (ZONE 2) - COMPARISON GOODS CAPACITY ASSESSMENT**

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL EXISTING FLOORSPACE IN ZONE 2 ONLY (m<sup>2</sup> net):</b>	6,711	6,711	6,711	6,711	6,711	6,711
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(i) Total 'Potential' Turnover (£ million):	£35.53	£35.55	£40.04	£46.48	£54.04	£62.62
(ii) Average Sales Density (£ per sq.m):	£5,295	£5,298	£5,967	£6,926	£8,052	£9,331
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£31.47	£31.78	£34.24	£36.89	£39.74	£42.81
(ii) Average Sales Density (£ per sq.m):	£4,689	£4,736	£5,102	£5,497	£5,921	£6,379
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£4.07	£3.77	£5.80	£9.59	£14.30	£19.81
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£4.07	£3.77	£5.80	£9.59	£14.30	£19.81
STEP 7: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,565	£7,073	£7,619	£8,208	£8,842
(ii) Net Floorspace Capacity (sq m):	625	574	820	1,259	1,742	2,241
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	894	820	1,172	1,798	2,489	3,201

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Comparison Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

**TABLE 16: ST ALBANS CITY - COMPARISON GOODS CAPACITY ASSESSMENT ('Constant Market Share Approach')**

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL EXISTING CITY CENTRE FLOORSPEACE (m<sup>2</sup> net):</b>	29,099	29,099	29,099	29,099	29,099	29,099
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(a) <b>DISTRICT AREA:</b>						
Total 'Potential' Turnover (£ million):	£122.6	£122.7	£138.2	£160.4	£186.4	£215.9
'Retention' of Expenditure in District Area (%):	28.8%	28.8%	28.8%	28.8%	28.8%	28.8%
(b) <b>OUTER AREA:</b>						
Total 'Potential' Turnover (£ million):	£18.0	£18.0	£20.3	£23.5	£27.5	£32.0
'Market Share' of Expenditure from Outer Area (%):	3.4%	3.4%	3.4%	3.4%	3.4%	3.4%
(c) <b>TRADE DRAW FROM OUTSIDE STUDY AREA:</b>						
Total Expenditure (£ million):	£24.8	£24.8	£28.0	£32.5	£37.7	£43.8
Trade Draw (%):	15%	15%	15%	15%	15%	15%
(d) <b>TOTAL POTENTIAL TURNOVER:</b>						
Total 'Potential' Turnover (£ million):	£165.5	£165.5	£186.4	£216.4	£251.6	£291.7
Average Sales Density (£ per sq.m):	£5,686	£5,689	£6,406	£7,435	£8,647	£10,024
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£174.59	£176.34	£189.97	£204.65	£220.47	£237.51
(ii) Average Sales Density (£ per sq.m):	£6,000	£6,060	£6,529	£7,033	£7,577	£8,162
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	-£9.13	-£10.80	-£3.56	£11.71	£31.16	£54.19
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPEACE (£ m):</b>	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-£9.13	-£10.80	-£3.56	£11.71	£31.16	£54.19
STEP 7: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPEACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,565	£7,073	£7,619	£8,208	£8,842
(ii) Net Floorspace Capacity (sq m):	-1,405	-1,646	-503	1,536	3,796	6,128
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-2,007	-2,351	-719	2,195	5,423	8,755

## ST ALBANS CITY & DISTRICT COUNCIL

### 2010 RETAIL STUDY UPDATE

#### Comparison Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

**TABLE 17: ST ALBANS OUT-OF-CENTRE RETAIL FLOORSPACE - COMPARISON GOODS CAPACITY ASSESSMENT**

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL EXISTING OUT-OF-CENTRE FLOORSPACE (m<sup>2</sup> net):</b>	37,862	37,862	37,862	37,862	37,862	37,862
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(i) Total 'Potential' Turnover (£ million):	£165.15	£165.21	£185.98	£215.84	£251.20	£291.42
(ii) Average Sales Density (£ per sq.m):	£4,362	£4,364	£4,912	£5,701	£6,635	£7,697
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£163.79	£165.43	£178.22	£191.99	£206.83	£222.81
(ii) Average Sales Density (£ per sq.m):	£4,326	£4,369	£4,707	£5,071	£5,463	£5,885
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£1.36	-£0.22	£7.77	£23.85	£44.37	£68.60
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£0.40	£0.40	£0.43	£0.47	£0.50	£0.54
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£0.96	-£0.62	£7.33	£23.38	£43.87	£68.06
STEP 8: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,565	£7,073	£7,619	£8,208	£8,842
(ii) Net Floorspace Capacity (sq m):	148	-95	1,037	3,069	5,345	7,697
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	211	-135	1,481	4,384	7,636	10,996

## ST ALBANS CITY & DISTRICT COUNCIL

### 2010 RETAIL STUDY UPDATE

#### Comparison Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

**TABLE 18: ST ALBANS CITY - COMPARISON GOODS CAPACITY ASSESSMENT (2005 'RETENTION LEVEL')**  
Assume Uplift in 'Retention Levels' from 'District' & 'Outer' Catchments to 2005 Levels.

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL EXISTING CITY CENTRE FLOORSPACE (m<sup>2</sup> net):</b>	29,099	29,099	29,099	29,099	29,099	29,099
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(a) <b>DISTRICT AREA:</b>						
Total 'Potential' Turnover (£ million):	£122.6	£122.7	£205.4	£238.5	£277.1	£321.0
'Retention' of Expenditure in District Area (%):	28.8%	28.8%	42.8%	42.8%	42.8%	42.8%
(b) <b>OUTER AREA:</b>						
Total 'Potential' Turnover (£ million):	£18.0	£18.0	£33.1	£38.4	£44.9	£52.3
'Market Share' of Expenditure from Outer Area (%):	3.4%	3.4%	5.5%	5.5%	5.5%	5.5%
(c) <b>TRADE DRAW FROM OUTSIDE STUDY AREA:</b>						
Total Expenditure (£ million):	£24.8	£24.8	£42.1	£48.9	£56.8	£65.9
Trade Draw (%):	15%	15%	15%	15%	15%	15%
(d) <b>TOTAL POTENTIAL TURNOVER:</b>						
Total 'Potential' Turnover (£ million):	£165.5	£165.5	£280.6	£325.7	£378.8	£439.2
Average Sales Density (£ per sq.m):	£5,686	£5,689	£9,643	£11,192	£13,018	£15,092
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£174.59	£176.34	£189.97	£204.65	£220.47	£237.51
(ii) Average Sales Density (£ per sq.m):	£6,000	£6,060	£6,529	£7,033	£7,577	£8,162
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	-£9.13	-£10.80	£90.64	£121.03	£158.34	£201.65
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-£9.13	-£10.80	£90.64	£121.03	£158.34	£201.65
STEP 7: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,565	£7,073	£7,619	£8,208	£8,842
(ii) Net Floorspace Capacity (sq m):	-1,405	-1,646	12,816	15,885	19,291	22,805
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-2,007	-2,351	18,308	22,693	27,558	32,578

## APPENDIX 6: CONVENIENCE GOODS CAPACITY ASSESSMENT – SCENARIO 1

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Convenience Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 1: BASE YEAR POPULATION & FORECASTS (2009 - 2031)**

								GROWTH (%)
STUDY ZONE:	STUDY AREA:	2009	2011	2016	2021	2026	2031	2009 - 31
Zone 1:	St Albans Area	97,612	98,053	98,925	99,802	100,686	101,578	4.1%
Zone 2:	Harpenden Area	41,213	41,399	41,767	42,137	42,511	42,888	4.1%
Zone 3:	Northern Fringe	33,240	33,171	32,848	32,527	32,209	31,894	-4.0%
Zone 4:	Western Fringe	63,130	63,984	65,904	67,858	69,870	71,942	14.0%
Zone 5:	Southern Fringe	38,118	38,715	40,078	41,470	42,911	44,401	16.5%
Zone 6:	Eastern Fringe	59,082	59,911	61,846	63,817	65,850	67,949	15.0%
<b>TOTAL:</b>		<b>332,395</b>	<b>335,233</b>	<b>341,368</b>	<b>347,611</b>	<b>354,037</b>	<b>360,652</b>	<b>8.5%</b>
Zones 1 & 2	<b>'DISTRICT' CATCHMENT AREA:</b>	<b>138,825</b>	<b>139,452</b>	<b>140,692</b>	<b>141,939</b>	<b>143,197</b>	<b>144,466</b>	4.1%
Zones 3 - 6	<b>'OUTER' CATCHMENT AREA:</b>	<b>193,570</b>	<b>195,782</b>	<b>200,676</b>	<b>205,672</b>	<b>210,840</b>	<b>216,186</b>	11.7%

SOURCES: 2009 population estimates derived from Experian Business Strategies 'Retail Planner Area Report' (March 2010).

Population projections (2007 - 2031 ) have been extrapolated from East of England Plan (Group 3) for St Albans City & District area and neighbouring local authority areas.

Projections from 2027 to 2031 have been extrapolated from the annualised population growth rates for each zone derived from Experian.

Notes: The study zones were revised for the purpose of the 2009 household survey. The population estimates for each zone may differ from previous assessments due to changes in the postcode sectors included within each zone.

**TABLE 2: CONVENIENCE GOODS EXPENDITURE PER CAPITA (2009 - 2031) - Excluding Expenditure on Special Forms of Trading (SFT)**

STUDY ZONE:	STUDY AREA:	2009	2009	2011	2016	2021	2026	2031
		incl. SFT	excl. SFT:	3.9%	4.4%	5.3%	5.6%	5.9%
Zone 1:	St Albans Area	£1,852	£1,780	£1,777	£1,832	£1,910	£1,991	£2,082
Zone 2:	Harpenden Area	£1,973	£1,896	£1,893	£1,952	£2,035	£2,121	£2,218
Zone 3:	Northern Fringe	£1,726	£1,659	£1,657	£1,708	£1,780	£1,856	£1,941
Zone 4:	Western Fringe	£1,780	£1,710	£1,708	£1,761	£1,836	£1,914	£2,002
Zone 5:	Southern Fringe	£1,801	£1,730	£1,728	£1,782	£1,857	£1,936	£2,025
Zone 6:	Eastern Fringe	£1,732	£1,664	£1,662	£1,713	£1,786	£1,862	£1,947

SOURCES & NOTES:

<sup>(1)</sup> Average spend per capita estimates for 2009 are derived from the Experian *Retail Planner Area Reports* (March 2010). All monetary figures are expressed in 2008

<sup>(2)</sup> Expenditure growth forecasts informed by Experian *Retail Planner Briefing Note 7.1 - Update* (August 2009)

<sup>(3)</sup> Allowance for expenditure on SFT informed by the latest research by Experian Business Strategies (EBS) in *Retail Planning Briefing Note 7.1* (Appendix 3).

**TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, 2009 - 2031 (£ million)**

								GROWTH (%)
STUDY ZONE:	STUDY AREA:	2009	2011	2016	2021	2026	2031	2009 - 31
Zone 1:	St Albans Area	£173.7	£174.3	£181.2	£190.6	£200.5	£211.5	21.8%
Zone 2:	Harpenden Area	£78.1	£78.4	£81.5	£85.7	£90.2	£95.1	21.8%
Zone 3:	Northern Fringe	£55.1	£55.0	£56.1	£57.9	£59.8	£61.9	12.3%
Zone 4:	Western Fringe	£108.0	£109.3	£116.1	£124.6	£133.7	£144.0	33.4%
Zone 5:	Southern Fringe	£66.0	£66.9	£71.4	£77.0	£83.1	£89.9	36.3%
Zone 6:	Eastern Fringe	£98.3	£99.6	£106.0	£114.0	£122.6	£132.3	34.6%
<b>TOTAL:</b>		<b>£579.2</b>	<b>£583.4</b>	<b>£612.3</b>	<b>£649.9</b>	<b>£689.9</b>	<b>£734.8</b>	<b>26.9%</b>
Zones 1 & 2	<b>'DISTRICT' CATCHMENT AREA:</b>	<b>£251.8</b>	<b>£252.7</b>	<b>£262.8</b>	<b>£276.4</b>	<b>£290.7</b>	<b>£306.7</b>	<b>21.8%</b>
Zones 3 - 6	<b>'OUTER' CATCHMENT AREA:</b>	<b>£327.4</b>	<b>£330.8</b>	<b>£349.5</b>	<b>£373.5</b>	<b>£399.2</b>	<b>£428.1</b>	<b>30.8%</b>



# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Convenience Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 4: CONVENIENCE GOODS FLOORSPACE & 'BENCHMARK' TURNOVER LEVELS**

		Estimated Convenience Sales Area <sup>(1)</sup> (sq m net)	Average Sales Density <sup>(7)</sup> (£ per sq m)	2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	3,141	<sup>(2/3)</sup> £7,702	£24.2	£24.4	£25.1	£25.7	£26.3	£27.0
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>								
	Sainsbury's, Everard Close	3,315	<sup>(2)</sup> £10,500	£34.8	£35.2	£36.0	£37.0	£37.9	£38.8
	Marks & Spencer, London Colney RI	1,103	£11,750	£13.0	£13.1	£13.4	£13.8	£14.1	£14.5
	Sainsbury's, London Colney RP	4,021	£10,500	£42.2	£42.6	£43.7	£44.8	£46.0	£47.1
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>	4,306	<sup>(5)</sup> £8,774	£37.8	£38.2	£39.1	£40.1	£41.1	£42.2
<b>ST ALBANS ZONE - NEIGHBOURHOOD CENTRES:</b>									
Zone 1:	<b>FLEETVILLE</b>	3,336	<sup>(4)</sup> £10,820	£36.1	£36.5	£37.4	£38.3	£39.3	£40.3
Zone 1:	<b>MARSHALWICK</b>	708	£5,950	£4.2	£4.3	£4.4	£4.5	£4.6	£4.7
Zone 1:	<b>LONDON COLNEY:</b>	478	£8,437	£4.0	£4.1	£4.2	£4.3	£4.4	£4.5
Zone 1:	<b>VERULAM:</b>	1,901	<sup>(6)</sup> £11,750	£22.3	£22.6	£23.1	£23.7	£24.3	£24.9
<b>HARPENDEN ZONE - NEIGHBOURHOOD CENTRES:</b>									
Zone 2:	<b>SOUTHDOWN</b>	1,221	£7,466	£9.1	£9.2	£9.4	£9.7	£9.9	£10.2
Zone 2:	<b>REDBOURNE:</b>	215	£5,000	£1.1	£1.1	£1.1	£1.1	£1.2	£1.2
Zone 2:	<b>WHEATHAMPSTEAD:</b>	214	<sup>(8)</sup> £8,956	£1.9	£1.9	£2.0	£2.0	£2.1	£2.1
<b>OTHER FOOD &amp; CONVENIENCE STORES:</b>									
Zone 1:	<b>ST ALBANS ZONE:</b>	568	£10,828	£6.1	£6.2	£6.4	£6.5	£6.7	£6.9
Zone 2:	<b>HARPENDEN ZONE:</b>	196	£13,500	£2.6	£2.7	£2.7	£2.8	£2.9	£2.9
<b>TOTAL:</b>		<b>24,723</b>	<b>£9,689</b>	<b>£239.5</b>	<b>£241.9</b>	<b>£248.0</b>	<b>£254.3</b>	<b>£260.7</b>	<b>£267.3</b>

NOTES: Assume annual 'productivity' growth rate of 0.50%

#### SOURCES:

- (1) Floorspace estimates informed by Council's 2007/2008 'Shopping Monitoring Reports'; Council's 2006 Retail Study & 2009 Update; Institute of Grocery Distribution (IGD, 2008); Experian Goad 'Category Reports'; and SP audits.
- (2) According to IGD figures the Sainsbury's has a net convenience goods sales area of 3,592 sq.m, which is some 803 sq.m higher than assumed in the Council's 2006 Retail Study.
- (3) Floorspace estimates derived from recent planning applications, including DPP's (February 2008) Retail Assessment on behalf of Tesco Stores Limited in respect of London Road, St Albans (Reference: 05/08/0370)
- (4) Assumption as to net convenience floorspace as a proportion of total sales area derived from Morrisons in their response to the Tesco application at London Road.
- (5) The extension to the Sainsbury's increased the net sales area from an estimated 984 sq.m (based on Council's 2006 Retail Study) to 1,589 sq.m (based on planning application). Strategic Perspectives LLP has assumed that the floorspace extension of 484 sq.m will trade at 50% of company averages, which has been accepted at
- (6) Extension to Waitrose store has increased the sales area from 1,897 sq.m (based on Council's 2006 Retail Study) to 2,185 sq.m (based on 2007 'Shopping Monitoring Report'). Strategic Perspectives LLP has assumed that the floorspace extension of 290 sq.m will trade at 50% of company averages, which has been accepted at Public Inquiry.
- (7) Company average sales densities for retailers informed by company averages published by latest Verdict Research & Mintel 'UK Retail Rankings'. Average turnover levels have been adjusted by SP to take account of average non-food space allocations. Average sales densities for 'other' convenience stores and floorspace based on SP estimates.
- (8) One Stop in Wheathampstead converted to a Tesco Express and opened in early 2009.

**TABLE 5: NEW RETAIL FLOORSPACE COMMITMENTS (ie. planned and/or under construction)**

	Estimated Additional Sales Area (sq metres net)	Average Sales Density (£ per sq m)	2009	2011	2016	2021	2026	2031
<b>Tesco Metro, St Peter's Street:</b>								
Convenience Goods:	350	£13,500	£4.7	£4.8	£4.9	£5.0	£5.1	£5.3
<b>ST ALBANS CITY &amp; DISTRICT COUNCIL AREA:</b>			<b>£4.73</b>	<b>£4.77</b>	<b>£4.89</b>	<b>£5.02</b>	<b>£5.14</b>	<b>£5.27</b>

NOTES: Assume 'productivity' growth rate: 0.50%

SOURCE: Tesco exchanged contracts to purchase the empty Woolworths store on St Peter's Street in St Albans City Centre at the end of 2009 and intends to open a new Tesco Metro store by summer 2010. The Council's figures indicate that the replacement store will have a net sales area of circa 946m<sup>2</sup> net. This is some 486m<sup>2</sup> net more than the sales area of the existing Tesco store. We have adjusted the net additional sales area further to allow for the trading characteristics of Metro stores.

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Convenience Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 6: 'DISTRICT' CATCHMENT AREA - CONVENIENCE GOODS (SURVEY-BASED) MARKET SHARES**

	2005	2009	2011	2016	2021	2026	2031
Zone 1: <b>ST ALBANS CITY CENTRE</b>	6.9%	6.4%	6.4%	6.4%	6.4%	6.4%	6.4%
Zone 1: <b>ST ALBANS: OUT-OF-CENTRE</b>							
Sainsbury's, Everard Close	17.8%	19.4%	19.4%	19.4%	19.4%	19.4%	19.4%
Marks & Spencer, London Colney RP	0.2%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
Sainsbury's, London Colney RP	9.4%	6.8%	6.8%	6.8%	6.8%	6.8%	6.8%
Zone 2: <b>HARPENDEN TOWN CENTRE:</b>	15.5%	17.9%	17.9%	17.9%	17.9%	17.9%	17.9%
Zone 1: <b>FLEETVILLE</b>	10.9%	12.4%	12.4%	12.4%	12.4%	12.4%	12.4%
Zone 1: <b>MARSHALWICK</b>	1.2%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%
Zone 1: <b>LONDON COLNEY:</b>	1.0%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%
Zone 1: <b>VERULAM:</b>	5.8%	7.1%	7.1%	7.1%	7.1%	7.1%	7.1%
Zone 2: <b>SOUTHDOWN</b>	5.1%	3.8%	3.8%	3.8%	3.8%	3.8%	3.8%
Zone 2: <b>REDBOURNE:</b>	0.2%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
Zone 2: <b>WHEATHAMPSTEAD:</b>	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Zone 1: <b>ST ALBANS - ALL OTHER CONVENIENCE STORES:</b>	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%
Zone 2: <b>HARPENDEN - ALL OTHER CONVENIENCE STORES:</b>	1.5%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%
<b>SUB-TOTAL:</b>	<b>81.0%</b>	<b>87.4%</b>	<b>87.4%</b>	<b>87.4%</b>	<b>87.4%</b>	<b>87.4%</b>	<b>87.4%</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>	19.0%	12.6%	12.6%	12.6%	12.6%	12.6%	12.6%
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 7: 'OUTER' CATCHMENT AREA - CONVENIENCE GOODS (SURVEY-BASED) MARKET SHARES**

	2005	2009	2011	2016	2021	2026	2031
Zone 1: <b>ST ALBANS CITY CENTRE</b>	0.7%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
Zone 1: <b>ST ALBANS: OUT-OF-CENTRE</b>							
Sainsbury's, Everard Close	0.9%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%
Marks & Spencer, London Colney RP	0.5%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
Sainsbury's, London Colney RP	3.3%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%
Zone 2: <b>HARPENDEN TOWN CENTRE:</b>	2.8%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Zone 1: <b>FLEETVILLE</b>	0.1%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Zone 1: <b>MARSHALWICK</b>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1: <b>LONDON COLNEY:</b>	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Zone 1: <b>VERULAM:</b>	0.5%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
Zone 2: <b>SOUTHDOWN</b>	0.5%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Zone 2: <b>REDBOURNE:</b>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2: <b>WHEATHAMPSTEAD:</b>	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Zone 1: <b>ST ALBANS - ALL OTHER CONVENIENCE STORES:</b>	0.9%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Zone 2: <b>HARPENDEN - ALL OTHER CONVENIENCE STORES:</b>	1.1%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
<b>SUB-TOTAL</b>	<b>11.5%</b>	<b>9.7%</b>	<b>9.7%</b>	<b>9.7%</b>	<b>9.7%</b>	<b>9.7%</b>	<b>9.7%</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>	88.5%	90.3%	90.3%	90.3%	90.3%	90.3%	90.3%
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Convenience Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 8: CONVENIENCE GOODS - TURNOVER DERIVED FROM 'DISTRICT' CATCHMENT AREA**

		2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	£16.1	£16.1	£16.8	£17.7	£18.6	£19.6
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>						
	Sainsbury's, Everard Close	£48.8	£49.0	£51.0	£53.6	£56.4	£59.5
	Marks & Spencer, London Colney RP	£1.6	£1.6	£1.7	£1.8	£1.9	£2.0
	Sainsbury's, London Colney RP	£17.1	£17.1	£17.8	£18.7	£19.7	£20.8
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>	£45.1	£45.3	£47.1	£49.5	£52.1	£55.0
Zone 1:	<b>FLEETVILLE</b>	£31.3	£31.4	£32.7	£34.4	£36.1	£38.1
Zone 1:	<b>MARSHALWICK</b>	£8.9	£8.9	£9.2	£9.7	£10.2	£10.8
Zone 1:	<b>LONDON COLNEY:</b>	£3.4	£3.4	£3.5	£3.7	£3.9	£4.1
Zone 1:	<b>VERULAM:</b>	£17.9	£18.0	£18.7	£19.7	£20.7	£21.8
Zone 2:	<b>SOUTHDOWN</b>	£9.7	£9.7	£10.1	£10.6	£11.2	£11.8
Zone 2:	<b>REDBOURNE:</b>	£2.4	£2.4	£2.5	£2.6	£2.7	£2.9
Zone 2:	<b>WHEATHAMPSTEAD:</b>	£0.7	£0.7	£0.7	£0.8	£0.8	£0.8
Zone 1:	<b>ST ALBANS - ALL OTHER FOOD &amp; CONVENIENCE STORES:</b>	£13.0	£13.0	£13.5	£14.2	£15.0	£15.8
Zone 2:	<b>HARPENDEN - ALL OTHER FOOD &amp; CONVENIENCE STORES:</b>	£4.2	£4.3	£4.4	£4.7	£4.9	£5.2
	<b>SUB-TOTAL:</b>	<b>£ million</b>	<b>£220.1</b>	<b>£220.9</b>	<b>£229.7</b>	<b>£241.6</b>	<b>£268.1</b>
	<b>SUB-TOTAL:</b>	<b>%</b>	<b>87.4%</b>	<b>87.4%</b>	<b>87.4%</b>	<b>87.4%</b>	<b>87.4%</b>
	<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>	£31.7	£31.8	£33.1	£34.8	£36.6	£38.6
	<b>TOTAL TURNOVER:</b>		<b>£251.8</b>	<b>£252.7</b>	<b>£262.8</b>	<b>£276.4</b>	<b>£306.7</b>

**TABLE 9: CONVENIENCE GOODS - TURNOVER DERIVED FROM 'OUTER' CATCHMENT AREA**

		2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	£2.03	£2.06	£2.17	£2.32	£2.48	£2.66
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>						
	Sainsbury's, Everard Close	£4.1	£4.2	£4.4	£4.7	£5.0	£5.4
	Marks & Spencer, London Colney RP	£1.9	£1.9	£2.1	£2.2	£2.3	£2.5
	Sainsbury's, London Colney RP	£15.0	£15.2	£16.0	£17.1	£18.3	£19.7
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>	£1.5	£1.6	£1.7	£1.8	£1.9	£2.0
Zone 1:	<b>FLEETVILLE</b>	£1.6	£1.6	£1.7	£1.8	£1.9	£2.1
Zone 1:	<b>MARSHALWICK</b>	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Zone 1:	<b>LONDON COLNEY:</b>	£0.4	£0.4	£0.4	£0.4	£0.4	£0.5
Zone 1:	<b>VERULAM:</b>	£2.9	£3.0	£3.1	£3.3	£3.6	£3.8
Zone 2:	<b>SOUTHDOWN</b>	£0.8	£0.8	£0.8	£0.9	£1.0	£1.0
Zone 2:	<b>REDBOURNE:</b>	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Zone 2:	<b>WHEATHAMPSTEAD:</b>	£0.2	£0.2	£0.2	£0.2	£0.2	£0.2
Zone 1:	<b>ST ALBANS - ALL OTHER COMPARISON GOODS:</b>	£0.4	£0.4	£0.4	£0.4	£0.4	£0.5
Zone 2:	<b>HARPENDEN - ALL OTHER COMPARISON GOODS:</b>	£1.0	£1.0	£1.1	£1.2	£1.3	£1.4
	<b>SUB-TOTAL:</b>	<b>£ million</b>	<b>£31.9</b>	<b>£32.2</b>	<b>£34.0</b>	<b>£36.4</b>	<b>£41.7</b>
	<b>SUB-TOTAL:</b>	<b>%</b>	<b>9.7%</b>	<b>9.7%</b>	<b>9.7%</b>	<b>9.7%</b>	<b>9.7%</b>
	<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>	£295.6	£298.6	£315.6	£337.2	£360.5	£386.6
	<b>TOTAL TURNOVER:</b>		<b>£327.5</b>	<b>£330.9</b>	<b>£349.6</b>	<b>£399.3</b>	<b>£428.3</b>

**TABLE 10: CONVENIENCE GOODS - TOTAL TURNOVER DERIVED FROM 'DISTRICT' & 'OUTER' CATCHMENT AREAS**

		2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	£18.1	£18.2	£19.0	£20.0	£21.1	£22.3
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>						
	Sainsbury's, Everard Close	£53.0	£53.2	£55.4	£58.3	£61.4	£64.9
	Marks & Spencer, London Colney RP	£3.5	£3.6	£3.7	£4.0	£4.2	£4.5
	Sainsbury's, London Colney RP	£32.1	£32.3	£33.9	£35.9	£38.0	£40.4
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>	£46.7	£46.8	£48.7	£51.3	£54.0	£57.0
Zone 1:	<b>FLEETVILLE</b>	£32.9	£33.0	£34.4	£36.2	£38.1	£40.2
Zone 1:	<b>MARSHALWICK</b>	£8.9	£8.9	£9.2	£9.7	£10.2	£10.8
Zone 1:	<b>LONDON COLNEY:</b>	£3.7	£3.7	£3.9	£4.1	£4.3	£4.6
Zone 1:	<b>VERULAM:</b>	£20.9	£21.0	£21.8	£23.0	£24.3	£25.7
Zone 2:	<b>SOUTHDOWN</b>	£10.5	£10.5	£10.9	£11.5	£12.1	£12.8
Zone 2:	<b>REDBOURNE:</b>	£2.4	£2.4	£2.5	£2.6	£2.7	£2.9
Zone 2:	<b>WHEATHAMPSTEAD:</b>	£0.9	£0.9	£0.9	£1.0	£1.0	£1.1
Zone 1:	<b>ST ALBANS - ALL OTHER FOOD &amp; CONVENIENCE STORES:</b>	£13.3	£13.4	£13.9	£14.6	£15.4	£16.3
Zone 2:	<b>HARPENDEN - ALL OTHER FOOD &amp; CONVENIENCE STORES:</b>	£5.3	£5.3	£5.5	£5.8	£6.2	£6.5
	<b>SUB-TOTAL:</b>	<b>£ million</b>	<b>£252.0</b>	<b>£253.1</b>	<b>£263.8</b>	<b>£278.0</b>	<b>£309.8</b>
	<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>	£327.3	£330.4	£348.7	£372.0	£397.0	£425.2
	<b>TOTAL TURNOVER:</b>		<b>£579.3</b>	<b>£583.5</b>	<b>£612.4</b>	<b>£650.0</b>	<b>£735.0</b>

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Convenience Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 11: CONVENIENCE GOODS - ESTIMATED TRADE DRAW FROM OUTSIDE 'DISTRICT' & 'OUTER' CATCHMENT AREAS**

		2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	5%	5%	5%	5%	5%	5%
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>						
	Sainsbury's, Everard Close	5%	5%	5%	5%	5%	5%
	Marks & Spencer, London Colney RP	25%	25%	25%	25%	25%	25%
	Sainsbury's, London Colney RP	35%	35%	35%	35%	35%	35%
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>	0%	0%	0%	0%	0%	0%
Zone 1:	<b>FLEETVILLE</b>	0%	0%	0%	0%	0%	0%
Zone 1:	<b>MARSHALWICK</b>	0%	0%	0%	0%	0%	0%
Zone 1:	<b>LONDON COLNEY:</b>	0%	0%	0%	0%	0%	0%
Zone 1:	<b>VERULAM:</b>	0%	0%	0%	0%	0%	0%
Zone 2:	<b>SOUTHDOWN</b>	0%	0%	0%	0%	0%	0%
Zone 2:	<b>REDBOURNE:</b>	0%	0%	0%	0%	0%	0%
Zone 2:	<b>WHEATHAMPSTEAD:</b>	0%	0%	0%	0%	0%	0%
Zone 1:	<b>ST ALBANS - ALL OTHER FOOD &amp; CONVENIENCE STORES:</b>	0%	0%	0%	0%	0%	0%
Zone 2:	<b>HARPENDEN - ALL OTHER FOOD &amp; CONVENIENCE STORES:</b>	0%	0%	0%	0%	0%	0%

**TABLE 12: CONVENIENCE GOODS - TOTAL 'POTENTIAL' TURNOVER**

		2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	£19.1	£19.2	£20.0	£21.0	£22.2	£23.4
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>						
	Sainsbury's, Everard Close	£55.7	£56.0	£58.3	£61.4	£64.6	£68.3
	Marks & Spencer, London Colney RP	£4.7	£4.7	£5.0	£5.3	£5.6	£6.0
	Sainsbury's, London Colney RP	£49.4	£49.7	£52.1	£55.2	£58.5	£62.2
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>	£46.7	£46.8	£48.7	£51.3	£54.0	£57.0
Zone 1:	<b>FLEETVILLE</b>	£32.9	£33.0	£34.4	£36.2	£38.1	£40.2
Zone 1:	<b>MARSHALWICK</b>	£8.9	£8.9	£9.2	£9.7	£10.2	£10.8
Zone 1:	<b>LONDON COLNEY:</b>	£3.7	£3.7	£3.9	£4.1	£4.3	£4.6
Zone 1:	<b>VERULAM:</b>	£20.9	£21.0	£21.8	£23.0	£24.3	£25.7
Zone 2:	<b>SOUTHDOWN</b>	£10.5	£10.5	£10.9	£11.5	£12.1	£12.8
Zone 2:	<b>REDBOURNE:</b>	£2.4	£2.4	£2.5	£2.6	£2.7	£2.9
Zone 2:	<b>WHEATHAMPSTEAD:</b>	£0.9	£0.9	£0.9	£1.0	£1.0	£1.1
Zone 1:	<b>ST ALBANS - ALL OTHER FOOD &amp; CONVENIENCE STORES:</b>	£13.3	£13.4	£13.9	£14.6	£15.4	£16.3
Zone 2:	<b>HARPENDEN - ALL OTHER FOOD &amp; CONVENIENCE STORES:</b>	£5.3	£5.3	£5.5	£5.8	£6.2	£6.5
<b>TOTAL TURNOVER:</b>		<b>£274.2</b>	<b>£275.4</b>	<b>£287.1</b>	<b>£302.7</b>	<b>£319.2</b>	<b>£337.7</b>

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Convenience Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 13: ST ALBANS CITY & DISTRICT - CONVENIENCE GOODS CAPACITY ASSESSMENT**

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL EXISTING FLOORSPACE IN DISTRICT (m<sup>2</sup> net):</b>	24,723	24,723	24,723	24,723	24,723	24,723
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(i) Total 'Potential' Turnover (£ million):	£274.25	£275.43	£287.15	£302.74	£319.20	£337.65
(ii) Average Sales Density (£ per sq.m):	£11,093	£11,141	£11,615	£12,245	£12,911	£13,658
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£239.54	£241.94	£248.05	£254.31	£260.73	£267.32
(ii) Average Sales Density (£ per sq.m):	£9,689	£9,786	£10,033	£10,287	£10,546	£10,813
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£34.71	£33.49	£39.10	£48.43	£58.47	£70.34
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£4.73	£4.77	£4.89	£5.02	£5.14	£5.27
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£29.99	£28.72	£34.21	£43.41	£53.33	£65.06
STEP 7: <b>FORECAST CAPACITY FOR NEW SUPERSTORE FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,500	£11,615	£11,909	£12,209	£12,518	£12,834
(ii) Net Floorspace Capacity (sq m):	2,608	2,473	2,872	3,556	4,260	5,070
(iii) Assumed Net / Gross Floorspace Ratio:	65%	65%	65%	65%	65%	65%
(iv) Gross Floorspace Capacity (sq m):	4,012	3,804	4,419	5,470	6,554	7,800
STEP 7: <b>FORECAST CAPACITY FOR CONVENIENCE &amp;/OR "DISCOUNTER" FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,555	£5,695	£5,839	£5,987	£6,138
(ii) Net Floorspace Capacity (sq m):	5,452	5,170	6,006	7,435	8,907	10,600
(iii) Assumed Net / Gross Floorspace Ratio:	65%	65%	65%	65%	65%	65%
(iv) Gross Floorspace Capacity (sq m):	8,388	7,954	9,240	11,438	13,704	16,308

NOTES: Assume 'productivity' growth rate: 0.50%

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Convenience Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' Population Projections

**TABLE 14: ST ALBANS (ZONE 1) - CONVENIENCE GOODS CAPACITY ASSESSMENT**

	2009	2011	2016	2021	2026	2031
<b>STEP 1: TOTAL EXISTING FLOORSPACE IN ZONE 1 ONLY (m<sup>2</sup> net):</b>	18,571	18,571	18,571	18,571	18,571	18,571
<b>STEP 2: TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(i) Total 'Potential' Turnover (£ million):	£208.59	£209.53	£218.55	£230.53	£243.19	£257.38
(ii) Average Sales Density (£ per sq.m):	£11,232	£11,283	£11,768	£12,414	£13,095	£13,859
<b>STEP 3: TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£187.01	£188.88	£193.65	£198.54	£203.55	£208.69
(ii) Average Sales Density (£ per sq.m):	£10,070	£10,171	£10,428	£10,691	£10,961	£11,238
<b>STEP 4: TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£21.58	£20.65	£24.90	£31.99	£39.63	£48.68
<b>STEP 5: FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£4.73	£4.77	£4.89	£5.02	£5.14	£5.27
<b>STEP 6: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£16.86	£15.88	£20.01	£26.97	£34.49	£43.41
<b>STEP 7: FORECAST CAPACITY FOR NEW SUPERSTORE FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,500	£11,615	£11,909	£12,209	£12,518	£12,834
(ii) Net Floorspace Capacity (sq m):	1,466	1,367	1,680	2,209	2,755	3,382
(iii) Assumed Net / Gross Floorspace Ratio:	65%	65%	65%	65%	65%	65%
(iv) Gross Floorspace Capacity (sq m):	2,255	2,103	2,585	3,399	4,239	5,204
<b>STEP 8: FORECAST CAPACITY FOR CONVENIENCE &amp;/OR "DISCOUNTER" FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,555	£5,695	£5,839	£5,987	£6,138
(ii) Net Floorspace Capacity (sq m):	3,065	2,858	3,513	4,620	5,761	7,072
(iii) Assumed Net / Gross Floorspace Ratio:	65%	65%	65%	65%	65%	65%
(iv) Gross Floorspace Capacity (sq m):	4,715	4,397	5,404	7,107	8,863	10,881

NOTES: Assume 'productivity' growth rate: 0.50%

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Convenience Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 15: HARPENDEN (ZONE 2) - CONVENIENCE GOODS CAPACITY ASSESSMENT**

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL EXISTING FLOORSPACE IN ZONE 2 ONLY (m<sup>2</sup> net):</b>	6,152	6,152	6,152	6,152	6,152	6,152
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(i) Total 'Potential' Turnover (£ million):	£65.66	£65.90	£68.60	£72.21	£76.01	£80.28
(ii) Average Sales Density (£ per sq.m):	£10,673	£10,712	£11,150	£11,738	£12,356	£13,049
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£52.53	£53.06	£54.40	£55.77	£57.18	£58.62
(ii) Average Sales Density (£ per sq.m):	£8,539	£8,624	£8,842	£9,065	£9,294	£9,529
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£13.13	£12.84	£14.20	£16.44	£18.84	£21.65
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£13.13	£12.84	£14.20	£16.44	£18.84	£21.65
STEP 7: <b>FORECAST CAPACITY FOR NEW SUPERSTORE FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,500	£11,615	£11,909	£12,209	£12,518	£12,834
(ii) Net Floorspace Capacity (sq m):	1,142	1,106	1,192	1,346	1,505	1,687
(iii) Assumed Net / Gross Floorspace Ratio:	65%	65%	65%	65%	65%	65%
(iv) Gross Floorspace Capacity (sq m):	1,756	1,701	1,834	2,071	2,315	2,596
STEP 8: <b>FORECAST CAPACITY FOR CONVENIENCE &amp;/OR "DISCOUNTER" FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,555	£5,695	£5,839	£5,987	£6,138
(ii) Net Floorspace Capacity (sq m):	2,387	2,312	2,493	2,815	3,146	3,528
(iii) Assumed Net / Gross Floorspace Ratio:	65%	65%	65%	65%	65%	65%
(iv) Gross Floorspace Capacity (sq m):	3,673	3,557	3,836	4,331	4,840	5,428

NOTES: Assume 'productivity' growth rate: 0.50%

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## APPENDIX 7: CONVENIENCE GOODS CAPACITY ASSESSMENT – SCENARIO 2



# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Convenience Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

**TABLE 1: BASE YEAR POPULATION & FORECASTS (2009 - 2031)**

								GROWTH (%)
STUDY ZONE:	STUDY AREA:	2009	2011	2016	2021	2026	2031	2009 - 31
Zone 1:	St Albans Area	97,612	98,053	98,925	99,802	100,686	101,578	4.1%
Zone 2:	Harpenden Area	41,213	41,399	41,767	42,137	42,511	42,888	4.1%
Zone 3:	Northern Fringe	33,240	33,171	32,848	32,527	32,209	31,894	-4.0%
Zone 4:	Western Fringe	63,130	63,216	63,211	63,392	64,326	65,274	3.4%
Zone 5:	Southern Fringe	38,118	38,715	40,078	41,470	42,911	44,401	16.5%
Zone 6:	Eastern Fringe	59,082	59,167	59,238	59,481	60,422	61,379	3.9%
<b>TOTAL:</b>		<b>332,395</b>	<b>333,721</b>	<b>336,067</b>	<b>338,809</b>	<b>343,065</b>	<b>347,414</b>	<b>4.5%</b>
Zones 1 & 2	<b>'DISTRICT' CATCHMENT AREA:</b>	<b>138,825</b>	<b>139,452</b>	<b>140,692</b>	<b>141,939</b>	<b>143,197</b>	<b>144,466</b>	<b>4.1%</b>
Zones 3 - 6	<b>'OUTER' CATCHMENT AREA:</b>	<b>193,570</b>	<b>194,269</b>	<b>195,375</b>	<b>196,870</b>	<b>199,868</b>	<b>202,948</b>	<b>4.8%</b>

SOURCES: 2009 population estimates derived from Experian Business Strategies 'Retail Planner Area Report' (March 2010).

This scenario tests alternate population projections following the successful legal challenge by Dacorum & Welwyn Hatfield Councils on their housing allocations.

SACDC has advised that the Group 3 projections to 2021 used in Scenario 1 are discounted on a pro-rata basis from 2011 to 2021 assuming a population reduction of 10,000 persons for Welwyn Hatfield and 13,000 persons for Dacorum.

Projections from 2027 to 2031 have been extrapolated from the annualised population growth rates for each zone derived from Experian.

**TABLE 2: CONVENIENCE GOODS EXPENDITURE PER CAPITA (2009 - 2031) - Excluding Expenditure on Special Forms of Trading (SFT)**

STUDY ZONE:	STUDY AREA:	2009	2009	2011	2016	2021	2026	2031
		incl. SFT	excl. SFT:	3.9%	4.4%	5.3%	5.6%	5.9%
Zone 1:	St Albans Area	£1,852	£1,780	£1,777	£1,832	£1,910	£1,991	£2,082
Zone 2:	Harpenden Area	£1,973	£1,896	£1,893	£1,952	£2,035	£2,121	£2,218
Zone 3:	Northern Fringe	£1,726	£1,659	£1,657	£1,708	£1,780	£1,856	£1,941
Zone 4:	Western Fringe	£1,780	£1,710	£1,708	£1,761	£1,836	£1,914	£2,002
Zone 5:	Southern Fringe	£1,801	£1,730	£1,728	£1,782	£1,857	£1,936	£2,025
Zone 6:	Eastern Fringe	£1,732	£1,664	£1,662	£1,713	£1,786	£1,862	£1,947

SOURCES & NOTES:

<sup>(1)</sup> Average spend per capita estimates for 2009 are derived from the Experian *Retail Planner Area Reports* (March 2010). All monetary figures are expressed in 2008

<sup>(2)</sup> Expenditure growth forecasts informed by Experian *Retail Planner Briefing Note 7.1 - Update* (August 2009)

<sup>(3)</sup> Allowance for expenditure on SFT informed by the latest research by Experian Business Strategies (EBS) in *Retail Planning Briefing Note 7.1* (Appendix 3).

**TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, 2009 - 2031 (£ million)**

								GROWTH (%)
STUDY ZONE:	STUDY AREA:	2009	2011	2016	2021	2026	2031	2009 - 31
Zone 1:	St Albans Area	£173.7	£174.3	£181.2	£190.6	£200.5	£211.5	21.8%
Zone 2:	Harpenden Area	£78.1	£78.4	£81.5	£85.7	£90.2	£95.1	21.8%
Zone 3:	Northern Fringe	£55.1	£55.0	£56.1	£57.9	£59.8	£61.9	12.3%
Zone 4:	Western Fringe	£108.0	£108.0	£111.3	£116.4	£123.1	£130.7	21.0%
Zone 5:	Southern Fringe	£66.0	£66.9	£71.4	£77.0	£83.1	£89.9	36.3%
Zone 6:	Eastern Fringe	£98.3	£98.3	£101.5	£106.2	£112.5	£119.5	21.6%
<b>TOTAL:</b>		<b>£579.2</b>	<b>£580.9</b>	<b>£603.1</b>	<b>£633.9</b>	<b>£669.2</b>	<b>£708.7</b>	<b>22.3%</b>
Zones 1 & 2	<b>'DISTRICT' CATCHMENT AREA:</b>	<b>£251.8</b>	<b>£252.7</b>	<b>£262.8</b>	<b>£276.4</b>	<b>£290.7</b>	<b>£306.7</b>	<b>21.8%</b>
Zones 3 - 6	<b>'OUTER' CATCHMENT AREA:</b>	<b>£327.4</b>	<b>£328.2</b>	<b>£340.3</b>	<b>£357.6</b>	<b>£378.5</b>	<b>£402.0</b>	<b>22.8%</b>

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Convenience Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

**TABLE 4: CONVENIENCE GOODS FLOORSACE & 'BENCHMARK' TURNOVER LEVELS**

		Estimated Sales Area ( <sup>1</sup> )	Estimated Average Sales Density ( <sup>7</sup> )	2009	2011	2016	2021	2026	2031	
		(sq m net)	(£ per sq m)							
Zone 1:	ST ALBANS CITY CENTRE	3,141	(2/3)	£7,702	£24.2	£24.4	£25.1	£25.7	£26.3	£27.0
Zone 1:	ST ALBANS: OUT-OF-CENTRE									
	Sainsbury's, Everard Close	3,315	(2)	£10,500	£34.8	£35.2	£36.0	£37.0	£37.9	£38.8
	Marks & Spencer, London Colney RP	1,103		£11,750	£13.0	£13.1	£13.4	£13.8	£14.1	£14.5
	Sainsbury's, London Colney RP	4,021		£10,500	£42.2	£42.6	£43.7	£44.8	£46.0	£47.1
Zone 2:	HARPENDEN TOWN CENTRE:	4,306	(5)	£8,774	£37.8	£38.2	£39.1	£40.1	£41.1	£42.2
ST ALBANS ZONE - NEIGHBOURHOOD CENTRES:										
Zone 1:	FLEETVILLE	3,336	(4)	£10,820	£36.1	£36.5	£37.4	£38.3	£39.3	£40.3
Zone 1:	MARSHALWICK	708		£5,950	£4.2	£4.3	£4.4	£4.5	£4.6	£4.7
Zone 1:	LONDON COLNEY:	478		£8,437	£4.0	£4.1	£4.2	£4.3	£4.4	£4.5
Zone 1:	VERULAM:	1,901	(6)	£11,750	£22.3	£22.6	£23.1	£23.7	£24.3	£24.9
HARPENDEN ZONE - NEIGHBOURHOOD CENTRES:										
Zone 2:	SOUTHDOWN	1,221		£7,466	£9.1	£9.2	£9.4	£9.7	£9.9	£10.2
Zone 2:	REDBOURNE:	215		£5,000	£1.1	£1.1	£1.1	£1.1	£1.2	£1.2
Zone 2:	WHEATHAMPSTEAD:	214	(8)	£8,956	£1.9	£1.9	£2.0	£2.0	£2.1	£2.1
OTHER FOOD & CONVENIENCE STORES:										
Zone 1:	ST ALBANS ZONE:	568		£10,828	£6.1	£6.2	£6.4	£6.5	£6.7	£6.9
Zone 2:	HARPENDEN ZONE:	196		£13,500	£2.6	£2.7	£2.7	£2.8	£2.9	£2.9
TOTAL:		24,723		£9,689	£239.5	£241.9	£248.0	£254.3	£260.7	£267.3

NOTES: Assume annual 'productivity' growth rate of: 0.50%

#### SOURCES:

- (1) Floorspace estimates informed by Council's 2007/2008 'Shopping Monitoring Reports'; Council's 2006 Retail Study & 2009 Update; Institute of Grocery Distribution (IGD, 2008); Experian Goad 'Category Reports'; and SP audits.
- (2) According to IGD figures the Sainsbury's has a net convenience goods sales area of 3,592 sq.m, which is some 803 sq.m higher than assumed in the Council's 2006 Retail Study.
- (3) Floorspace estimates derived from recent planning applications, including DPP's (February 2008) Retail Assessment on behalf of Tesco Stores Limited in respect of London Road, St Albans (Reference: 05/08/0370)
- (4) Assumption as to net convenience floorspace as a proportion of total sales area derived from Morrisons in their response to the Tesco application at London Road.
- (5) The extension to the Sainsbury's increased the net sales area from an estimated 984 sq.m (based on Council's 2006 Retail Study) to 1,589 sq.m (based on planning application). Strategic Perspectives LLP has assumed that the floorspace extension of 484 sq.m will trade at 50% of company averages, which has been accounted at Public Inquiry.
- (6) Extension to Waitrose store has increased the sales area from 1,897 sq.m (based on Council's 2006 Retail Study) to 2,185 sq.m (based on 2007 'Shopping Monitoring Report'). Strategic Perspectives LLP has assumed that the floorspace extension of 290 sq.m will trade at 50% of company averages, which has been accounted at Public Inquiry.
- (7) Company average sales densities for retailers informed by company averages published by latest Verdict Research & Mintel 'UK Retail Rankings'. Average turnover levels have been adjusted by SP to take account of average non-food space allocations. Average sales densities for 'other' convenience stores and floorspace based on SP estimates.
- (8) One Stop in Wheathampstead converted to a Tesco Express and opened in early 2009.

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

	Estimated Sales Area (sq metres net)	Average Sales Density (£ per sq m)	2009	2011	2016	2021	2026	2031
<b>Tesco Metro, St Peter's Street:</b>								
Convenience Goods:	350	13,500	£4.7	£4.8	£4.9	£5.0	£5.1	£5.3
<b>ST ALBANS CITY &amp; DISTRICT COUNCIL AREA:</b>			<b>£4.73</b>	<b>£4.77</b>	<b>£4.89</b>	<b>£5.02</b>	<b>£5.14</b>	<b>£5.27</b>

NOTES: Assume 'productivity' growth rate: 0.50%

SOURCE: Tesco exchanged contracts to purchase the empty Woolworths store on St Peter's Street in St Albans City Centre at the end of 2009 and intends to open a new Tesco Metro store by summer 2010. The Council's figures indicate that the replacement store will have a net sales area of circa 946m<sup>2</sup> net. This is some 486m<sup>2</sup> net more than the sales area of the existing Tesco store. We have adjusted the net additional sales area further to allow for the trading characteristics of Metro stores.

# ST ALBANS CITY & DISTRICT COUNCIL

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### Convenience Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

**TABLE 6: 'DISTRICT' CATCHMENT AREA - CONVENIENCE GOODS (SURVEY-BASED) MARKET SHARES**

	2005	2009	2011	2016	2021	2026	2031
Zone 1: <b>ST ALBANS CITY CENTRE</b>	6.9%	6.4%	6.4%	6.4%	6.4%	6.4%	6.4%
Zone 1: <b>ST ALBANS: OUT-OF-CENTRE</b>							
Sainsbury's, Everard Close	17.8%	19.4%	19.4%	19.4%	19.4%	19.4%	19.4%
Marks & Spencer, London Colney RP	0.2%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
Sainsbury's, London Colney RP	9.4%	6.8%	6.8%	6.8%	6.8%	6.8%	6.8%
Zone 2: <b>HARPENDEN TOWN CENTRE:</b>	15.5%	17.9%	17.9%	17.9%	17.9%	17.9%	17.9%
Zone 1: <b>FLEETVILLE</b>	10.9%	12.4%	12.4%	12.4%	12.4%	12.4%	12.4%
Zone 1: <b>MARSHALWICK</b>	1.2%	3.5%	3.5%	3.5%	3.5%	3.5%	3.5%
Zone 1: <b>LONDON COLNEY:</b>	1.0%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%
Zone 1: <b>VERULAM:</b>	5.8%	7.1%	7.1%	7.1%	7.1%	7.1%	7.1%
Zone 2: <b>SOUTHDOWN</b>	5.1%	3.8%	3.8%	3.8%	3.8%	3.8%	3.8%
Zone 2: <b>REDBOURNE:</b>	0.2%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
Zone 2: <b>WHEATHAMPSTEAD:</b>	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Zone 1: <b>ST ALBANS - ALL OTHER CONVENIENCE STORES:</b>	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%
Zone 2: <b>HARPENDEN - ALL OTHER CONVENIENCE STORES:</b>	1.5%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%
<b>SUB-TOTAL:</b>	<b>81.0%</b>	<b>87.4%</b>	<b>87.4%</b>	<b>87.4%</b>	<b>87.4%</b>	<b>87.4%</b>	<b>87.4%</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>	19.0%	12.6%	12.6%	12.6%	12.6%	12.6%	12.6%
<b>TOTAL MARKET SHARE:</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

**TABLE 7: 'OUTER' CATCHMENT AREA - CONVENIENCE GOODS (SURVEY-BASED) MARKET SHARES**

	2005	2009	2011	2016	2021	2026	2031
Zone 1: <b>ST ALBANS CITY CENTRE</b>	0.7%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
Zone 1: <b>ST ALBANS: OUT-OF-CENTRE</b>							
Sainsbury's, Everard Close	0.9%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%
Marks & Spencer, London Colney RP	0.5%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
Sainsbury's, London Colney RP	3.3%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%
Zone 2: <b>HARPENDEN TOWN CENTRE:</b>	2.8%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Zone 1: <b>FLEETVILLE</b>	0.1%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Zone 1: <b>MARSHALWICK</b>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1: <b>LONDON COLNEY:</b>	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Zone 1: <b>VERULAM:</b>	0.5%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
Zone 2: <b>SOUTHDOWN</b>	0.5%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Zone 2: <b>REDBOURNE:</b>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2: <b>WHEATHAMPSTEAD:</b>	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Zone 1: <b>ST ALBANS - ALL OTHER CONVENIENCE STORES:</b>	0.9%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Zone 2: <b>HARPENDEN - ALL OTHER CONVENIENCE STORES:</b>	1.1%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
<b>SUB-TOTAL</b>	<b>11.5%</b>	<b>9.7%</b>	<b>9.7%</b>	<b>9.7%</b>	<b>9.7%</b>	<b>9.7%</b>	<b>9.7%</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>	88.5%	90.3%	90.3%	90.3%	90.3%	90.3%	90.3%
<b>TOTAL MARKET SHARE:</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

# ST ALBANS CITY & DISTRICT COUNCIL

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### Convenience Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

**TABLE 8: CONVENIENCE GOODS - TURNOVER DERIVED FROM 'DISTRICT' CATCHMENT AREA**

		2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	£16.1	£16.1	£16.8	£17.7	£18.6	£19.6
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>						
	Sainsbury's, Everard Close	£48.8	£49.0	£51.0	£53.6	£56.4	£59.5
	Marks & Spencer, London Colney RP	£1.6	£1.6	£1.7	£1.8	£1.9	£2.0
	Sainsbury's, London Colney RP	£17.1	£17.1	£17.8	£18.7	£19.7	£20.8
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>	£45.1	£45.3	£47.1	£49.5	£52.1	£55.0
Zone 1:	<b>FLEETVILLE</b>	£31.3	£31.4	£32.7	£34.4	£36.1	£38.1
Zone 1:	<b>MARSHALWICK</b>	£8.9	£8.9	£9.2	£9.7	£10.2	£10.8
Zone 1:	<b>LONDON COLNEY:</b>	£3.4	£3.4	£3.5	£3.7	£3.9	£4.1
Zone 1:	<b>VERULAM:</b>	£17.9	£18.0	£18.7	£19.7	£20.7	£21.8
Zone 2:	<b>SOUTHDOWN</b>	£9.7	£9.7	£10.1	£10.6	£11.2	£11.8
Zone 2:	<b>REDBOURNE:</b>	£2.4	£2.4	£2.5	£2.6	£2.7	£2.9
Zone 2:	<b>WHEATHAMPSTEAD:</b>	£0.7	£0.7	£0.7	£0.8	£0.8	£0.8
Zone 1:	<b>ST ALBANS - ALL OTHER FOOD &amp; CONVENIENCE STORES:</b>	£13.0	£13.0	£13.5	£14.2	£15.0	£15.8
Zone 2:	<b>HARPENDEN - ALL OTHER FOOD &amp; CONVENIENCE STORES:</b>	£4.2	£4.3	£4.4	£4.7	£4.9	£5.2
<b>SUB-TOTAL:</b>		<b>£ million</b>	<b>£220.1</b>	<b>£220.9</b>	<b>£229.7</b>	<b>£241.6</b>	<b>£268.1</b>
<b>SUB-TOTAL:</b>		<b>%</b>	<b>87.4%</b>	<b>87.4%</b>	<b>87.4%</b>	<b>87.4%</b>	<b>87.4%</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>			£31.7	£31.8	£33.1	£34.8	£36.6
<b>TOTAL TURNOVER:</b>			<b>£251.8</b>	<b>£252.7</b>	<b>£262.8</b>	<b>£276.4</b>	<b>£306.7</b>

**TABLE 9: CONVENIENCE GOODS - TURNOVER DERIVED FROM 'OUTER' CATCHMENT AREA**

		2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	£2.03	£2.04	£2.12	£2.22	£2.35	£2.50
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>						
	Sainsbury's, Everard Close	£4.1	£4.1	£4.3	£4.5	£4.8	£5.1
	Marks & Spencer, London Colney RP	£1.9	£1.9	£2.0	£2.1	£2.2	£2.4
	Sainsbury's, London Colney RP	£15.0	£15.1	£15.6	£16.4	£17.4	£18.5
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>	£1.5	£1.6	£1.6	£1.7	£1.8	£1.9
Zone 1:	<b>FLEETVILLE</b>	£1.6	£1.6	£1.7	£1.7	£1.8	£2.0
Zone 1:	<b>MARSHALWICK</b>	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Zone 1:	<b>LONDON COLNEY:</b>	£0.4	£0.4	£0.4	£0.4	£0.4	£0.4
Zone 1:	<b>VERULAM:</b>	£2.9	£2.9	£3.1	£3.2	£3.4	£3.6
Zone 2:	<b>SOUTHDOWN</b>	£0.8	£0.8	£0.8	£0.9	£0.9	£1.0
Zone 2:	<b>REDBOURNE:</b>	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Zone 2:	<b>WHEATHAMPSTEAD:</b>	£0.2	£0.2	£0.2	£0.2	£0.2	£0.2
Zone 1:	<b>ST ALBANS - ALL OTHER COMPARISON GOODS:</b>	£0.4	£0.4	£0.4	£0.4	£0.4	£0.4
Zone 2:	<b>HARPENDEN - ALL OTHER COMPARISON GOODS:</b>	£1.0	£1.0	£1.1	£1.1	£1.2	£1.3
<b>SUB-TOTAL:</b>		<b>£ million</b>	<b>£31.9</b>	<b>£32.0</b>	<b>£33.2</b>	<b>£34.8</b>	<b>£39.2</b>
<b>SUB-TOTAL:</b>		<b>%</b>	<b>9.7%</b>	<b>9.7%</b>	<b>9.7%</b>	<b>9.7%</b>	<b>9.7%</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>			£295.5	£296.2	£307.2	£322.7	£341.6
<b>TOTAL TURNOVER:</b>			<b>£327.4</b>	<b>£328.2</b>	<b>£340.3</b>	<b>£357.6</b>	<b>£402.0</b>

**TABLE 10: CONVENIENCE GOODS - TOTAL TURNOVER DERIVED FROM 'DISTRICT' & 'OUTER' CATCHMENT AREAS**

		2009	2011	2016	2021	2026	2031
Zone 1:	<b>ST ALBANS CITY CENTRE</b>	£18.1	£18.2	£18.9	£19.9	£20.9	£22.1
Zone 1:	<b>ST ALBANS: OUT-OF-CENTRE</b>						
	Sainsbury's, Everard Close	£53.0	£53.1	£55.2	£58.1	£61.1	£64.5
	Marks & Spencer, London Colney RP	£3.5	£3.5	£3.7	£3.9	£4.1	£4.3
	Sainsbury's, London Colney RP	£32.1	£32.2	£33.4	£35.1	£37.1	£39.2
Zone 2:	<b>HARPENDEN TOWN CENTRE:</b>	£46.7	£46.8	£48.7	£51.2	£53.9	£56.9
Zone 1:	<b>FLEETVILLE</b>	£32.9	£33.0	£34.3	£36.1	£38.0	£40.1
Zone 1:	<b>MARSHALWICK</b>	£8.9	£8.9	£9.2	£9.7	£10.2	£10.8
Zone 1:	<b>LONDON COLNEY:</b>	£3.7	£3.7	£3.9	£4.1	£4.3	£4.5
Zone 1:	<b>VERULAM:</b>	£20.9	£20.9	£21.8	£22.9	£24.1	£25.4
Zone 2:	<b>SOUTHDOWN</b>	£10.5	£10.5	£10.9	£11.5	£12.1	£12.7
Zone 2:	<b>REDBOURNE:</b>	£2.4	£2.4	£2.5	£2.6	£2.7	£2.9
Zone 2:	<b>WHEATHAMPSTEAD:</b>	£0.9	£0.9	£0.9	£1.0	£1.0	£1.1
Zone 1:	<b>ST ALBANS - ALL OTHER FOOD &amp; CONVENIENCE STORES:</b>	£13.3	£13.4	£13.9	£14.6	£15.4	£16.2
Zone 2:	<b>HARPENDEN - ALL OTHER FOOD &amp; CONVENIENCE STORES:</b>	£5.3	£5.3	£5.5	£5.8	£6.1	£6.4
<b>SUB-TOTAL:</b>		<b>£ million</b>	<b>£252.0</b>	<b>£252.8</b>	<b>£262.9</b>	<b>£276.4</b>	<b>£307.3</b>
<b>OTHER SHOPS &amp; STORES OUTSIDE ST ALBANS DISTRICT:</b>			£327.2	£328.0	£340.2	£357.5	£378.2
<b>TOTAL TURNOVER:</b>			<b>£579.2</b>	<b>£580.9</b>	<b>£603.1</b>	<b>£633.9</b>	<b>£685.5</b>

## ST ALBANS CITY & DISTRICT COUNCIL

### 2010 RETAIL STUDY UPDATE

#### Convenience Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

**TABLE 11: CONVENIENCE GOODS - ESTIMATED TRADE DRAW FROM OUTSIDE 'DISTRICT' & 'OUTER' CATCHMENT AREAS**

	2009	2011	2016	2021	2026	2031
Zone 1: <b>ST ALBANS CITY CENTRE</b>	5%	5%	5%	5%	5%	5%
Zone 1: <b>ST ALBANS: OUT-OF-CENTRE</b>						
Sainsbury's, Everard Close	5%	5%	5%	5%	5%	5%
Marks & Spencer, London Colney RP	25%	25%	25%	25%	25%	25%
Sainsbury's, London Colney RP	35%	35%	35%	35%	35%	35%
Zone 2: <b>HARPENDEN TOWN CENTRE:</b>	0%	0%	0%	0%	0%	0%
Zone 1: <b>FLEETVILLE</b>	0%	0%	0%	0%	0%	0%
Zone 1: <b>MARSHALWICK</b>	0%	0%	0%	0%	0%	0%
Zone 1: <b>LONDON COLNEY:</b>	0%	0%	0%	0%	0%	0%
Zone 1: <b>VERULAM:</b>	0%	0%	0%	0%	0%	0%
Zone 2: <b>SOUTHDOWN</b>	0%	0%	0%	0%	0%	0%
Zone 2: <b>REDBOURNE:</b>	0%	0%	0%	0%	0%	0%
Zone 2: <b>WHEATHAMPSTEAD:</b>	0%	0%	0%	0%	0%	0%
Zone 1: <b>ST ALBANS - ALL OTHER FOOD &amp; CONVENIENCE STORES:</b>	0%	0%	0%	0%	0%	0%
Zone 2: <b>HARPENDEN - ALL OTHER FOOD &amp; CONVENIENCE STORES:</b>	0%	0%	0%	0%	0%	0%

**TABLE 12: CONVENIENCE GOODS - TOTAL 'POTENTIAL' TURNOVER**

	2009	2011	2016	2021	2026	2031
Zone 1: <b>ST ALBANS CITY CENTRE</b>	£19.1	£19.1	£19.9	£20.9	£22.0	£23.3
Zone 1: <b>ST ALBANS: OUT-OF-CENTRE</b>						
Sainsbury's, Everard Close	£55.7	£55.9	£58.1	£61.2	£64.3	£67.9
Marks & Spencer, London Colney RP	£4.7	£4.7	£4.9	£5.2	£5.4	£5.8
Sainsbury's, London Colney RP	£49.4	£49.5	£51.4	£54.1	£57.0	£60.4
Zone 2: <b>HARPENDEN TOWN CENTRE:</b>	£46.7	£46.8	£48.7	£51.2	£53.9	£56.9
Zone 1: <b>FLEETVILLE</b>	£32.9	£33.0	£34.3	£36.1	£38.0	£40.1
Zone 1: <b>MARSHALWICK</b>	£8.9	£8.9	£9.2	£9.7	£10.2	£10.8
Zone 1: <b>LONDON COLNEY:</b>	£3.7	£3.7	£3.9	£4.1	£4.3	£4.5
Zone 1: <b>VERULAM:</b>	£20.9	£20.9	£21.8	£22.9	£24.1	£25.4
Zone 2: <b>SOUTHDOWN</b>	£10.5	£10.5	£10.9	£11.5	£12.1	£12.7
Zone 2: <b>REDBOURNE:</b>	£2.4	£2.4	£2.5	£2.6	£2.7	£2.9
Zone 2: <b>WHEATHAMPSTEAD:</b>	£0.9	£0.9	£0.9	£1.0	£1.0	£1.1
Zone 1: <b>ST ALBANS - ALL OTHER FOOD &amp; CONVENIENCE STORES:</b>	£13.3	£13.4	£13.9	£14.6	£15.4	£16.2
Zone 2: <b>HARPENDEN - ALL OTHER FOOD &amp; CONVENIENCE STORES:</b>	£5.3	£5.3	£5.5	£5.8	£6.1	£6.4
<b>TOTAL TURNOVER:</b>	<b>£274.2</b>	<b>£275.1</b>	<b>£286.0</b>	<b>£300.7</b>	<b>£316.6</b>	<b>£334.4</b>

## ST ALBANS CITY & DISTRICT COUNCIL

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#### Convenience Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

TABLE 13: ST ALBANS CITY & DISTRICT - CONVENIENCE GOODS CAPACITY ASSESSMENT

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL EXISTING FLOORSPACE IN DISTRICT (m<sup>2</sup> net):</b>	24,723	24,723	24,723	24,723	24,723	24,723
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(i) Total 'Potential' Turnover (£ million):	£274.25	£275.11	£285.99	£300.75	£316.61	£334.38
(ii) Average Sales Density (£ per sq.m):	£11,093	£11,128	£11,568	£12,165	£12,806	£13,525
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£239.54	£241.94	£248.05	£254.31	£260.73	£267.32
(ii) Average Sales Density (£ per sq.m):	£9,689	£9,786	£10,033	£10,287	£10,546	£10,813
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£34.71	£33.17	£37.95	£46.44	£55.88	£67.07
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£4.73	£4.77	£4.89	£5.02	£5.14	£5.27
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£29.99	£28.40	£33.05	£41.42	£50.73	£61.79
STEP 7: <b>FORECAST CAPACITY FOR NEW SUPERSTORE FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,500	£11,615	£11,909	£12,209	£12,518	£12,834
(ii) Net Floorspace Capacity (sq m):	2,608	2,445	2,776	3,392	4,053	4,815
(iii) Assumed Net / Gross Floorspace Ratio:	65%	65%	65%	65%	65%	65%
(iv) Gross Floorspace Capacity (sq m):	4,012	3,762	4,270	5,219	6,235	7,408
STEP 7: <b>FORECAST CAPACITY FOR CONVENIENCE &amp;/OR "DISCOUNTER" FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,555	£5,695	£5,839	£5,987	£6,138
(ii) Net Floorspace Capacity (sq m):	5,452	5,113	5,804	7,093	8,475	10,068
(iii) Assumed Net / Gross Floorspace Ratio:	65%	65%	65%	65%	65%	65%
(iv) Gross Floorspace Capacity (sq m):	8,388	7,866	8,929	10,913	13,038	15,489

NOTES: Assume 'productivity' growth rate: 0.50%

## ST ALBANS CITY & DISTRICT COUNCIL

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#### Convenience Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

TABLE 14: ST ALBANS (ZONE 1) - CONVENIENCE GOODS CAPACITY ASSESSMENT

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL EXISTING FLOORSPACE IN ZONE 1 ONLY (m<sup>2</sup> net):</b>	18,571	18,571	18,571	18,571	18,571	18,571
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(i) Total 'Potential' Turnover (£ million):	£208.59	£209.24	£217.50	£228.71	£240.82	£254.39
(ii) Average Sales Density (£ per sq.m):	£11,232	£11,267	£11,712	£12,316	£12,968	£13,698
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£187.01	£188.88	£193.65	£198.54	£203.55	£208.69
(ii) Average Sales Density (£ per sq.m):	£10,070	£10,171	£10,428	£10,691	£10,961	£11,238
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£21.58	£20.36	£23.85	£30.17	£37.27	£45.70
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£4.73	£4.77	£4.89	£5.02	£5.14	£5.27
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£16.86	£15.59	£18.95	£25.15	£32.12	£40.42
STEP 7: <b>FORECAST CAPACITY FOR NEW SUPERSTORE FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,500	£11,615	£11,909	£12,209	£12,518	£12,834
(ii) Net Floorspace Capacity (sq m):	1,466	1,342	1,592	2,060	2,566	3,150
(iii) Assumed Net / Gross Floorspace Ratio:	65%	65%	65%	65%	65%	65%
(iv) Gross Floorspace Capacity (sq m):	2,255	2,065	2,449	3,169	3,948	4,846
STEP 8: <b>FORECAST CAPACITY FOR CONVENIENCE &amp;/OR "DISCOUNTER" FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,555	£5,695	£5,839	£5,987	£6,138
(ii) Net Floorspace Capacity (sq m):	3,065	2,806	3,328	4,308	5,366	6,586
(iii) Assumed Net / Gross Floorspace Ratio:	65%	65%	65%	65%	65%	65%
(iv) Gross Floorspace Capacity (sq m):	4,715	4,317	5,120	6,627	8,255	10,132

NOTES: Assume 'productivity' growth rate: 0.50%

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Convenience Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority Areas

**TABLE 15: HARPENDEN (ZONE 2) - CONVENIENCE GOODS CAPACITY ASSESSMENT**

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL EXISTING FLOORSPACE IN ZONE 2 ONLY (m<sup>2</sup> net):</b>	6,152	6,152	6,152	6,152	6,152	6,152
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):</b>						
(i) Total 'Potential' Turnover (£ million):	£65.66	£65.87	£68.50	£72.04	£75.79	£79.99
(ii) Average Sales Density (£ per sq.m):	£10,673	£10,707	£11,134	£11,710	£12,320	£13,003
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):</b>						
(i) Total 'Benchmark' Turnover (£ million):	£52.53	£53.06	£54.40	£55.77	£57.18	£58.62
(ii) Average Sales Density (£ per sq.m):	£8,539	£8,624	£8,842	£9,065	£9,294	£9,529
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£13.13	£12.81	£14.10	£16.27	£18.61	£21.37
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):</b>	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£13.13	£12.81	£14.10	£16.27	£18.61	£21.37
STEP 7: <b>FORECAST CAPACITY FOR NEW SUPERSTORE FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,500	£11,615	£11,909	£12,209	£12,518	£12,834
(ii) Net Floorspace Capacity (sq m):	1,142	1,103	1,184	1,332	1,487	1,665
(iii) Assumed Net / Gross Floorspace Ratio:	65%	65%	65%	65%	65%	65%
(iv) Gross Floorspace Capacity (sq m):	1,756	1,697	1,822	2,050	2,287	2,562
STEP 8: <b>FORECAST CAPACITY FOR CONVENIENCE &amp;/OR "DISCOUNTER" FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,555	£5,695	£5,839	£5,987	£6,138
(ii) Net Floorspace Capacity (sq m):	2,387	2,307	2,476	2,786	3,109	3,482
(iii) Assumed Net / Gross Floorspace Ratio:	65%	65%	65%	65%	65%	65%
(iv) Gross Floorspace Capacity (sq m):	3,673	3,549	3,809	4,286	4,783	5,357

NOTES: Assume 'productivity' growth rate: 0.50%



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## APPENDIX 8: 'BULKY' GOODS CAPACITY ASSESSMENT – SCENARIO 1

# ST ALBANS CITY & DISTRICT COUNCIL

## 2010 RETAIL STUDY UPDATE

### Comparison Goods Capacity Assessment

#### Scenario 1: Secretary of State Proposed 'Group 3' (Original Population Projections)

**TABLE 1: ST ALBANS CITY & DISTRICT - 'BULKY GOODS' CAPACITY ASSESSMENT**

	2009	2011	2016	2021	2026	2031
STEP 1: <b>OUT-OF-CENTRE FLOORSPACE: FORECAST RESIDUAL SPEND:</b>	£0.96	-£0.31	£8.53	£25.67	£47.16	£72.61
STEP 2: <b>BULKY GOODS' EXPENDITURE AS A % OF TOTAL SPEND:</b>	40%	40%	40%	40%	40%	40%
STEP 3: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£0.38	-£0.13	£3.41	£10.27	£18.86	£29.04
STEP 4: <b>FORECAST CAPACITY FOR 'LARGE FORMAT' DIY RETAIL FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£2,000	£2,020	£2,176	£2,344	£2,526	£2,721
(ii) Net Floorspace Capacity (sq m):	192	-62	1,568	4,379	7,469	10,675
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	275	-89	2,240	6,256	10,669	15,250
STEP 5: <b>FORECAST CAPACITY FOR 'LARGE FORMAT' ELECTRICAL GOODS FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,565	£7,073	£7,619	£8,208	£8,842
(ii) Net Floorspace Capacity (sq m):	65	-19	482	1,347	2,298	3,285
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	93	-27	689	1,925	3,283	4,692

**TABLE 2: ST ALBANS CITY & DISTRICT - REVISED 'BULKY GOODS' CAPACITY ASSESSMENT**

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL AVAILABLE EXPENDITURE IN DISTRICT (ZONES 1 &amp; 2):</b>	£425.86	£426.10	£480.01	£557.20	£647.51	£749.97
STEP 2: <b>BULKY GOODS' EXPENDITURE AS A % OF TOTAL EXPENDITURE:</b>	40%	40%	40%	40%	40%	40%
STEP 3: <b>TOTAL AVAILABLE 'BULKY GOODS' SPEND IN DISTRICT (£m):</b>	£170.34	£170.44	£192.01	£222.88	£259.00	£299.99
STEP 4: <b>CURRENT 'RETENTION' OF 'BULKY GOODS' SPEND (%):</b>	48.2%	48.2%	48.2%	48.2%	48.2%	48.2%
STEP 5: <b>CURRENT 'RETENTION' OF 'BULKY GOODS' SPEND (£m):</b>	£82.10	£82.15	£92.54	£107.42	£124.83	£144.59
STEP 6: <b>FORECAST UPLIFT IN 'RETENTION' LEVEL (%):</b>	48.2%	48.2%	55.0%	55.0%	55.0%	55.0%
STEP 7: <b>FORECAST 'RETENTION' OF 'BULKY GOODS' SPEND (£m)</b>	£82.10	£82.15	£105.60	£122.58	£142.45	£164.99
STEP 8: <b>INCREASE IN FORECAST RESIDUAL EXPENDITURE (£m)</b>	£0.00	£0.00	£13.06	£15.16	£17.62	£20.41
STEP 9: <b>EXISTING RESIDUAL EXPENDITURE (£m)</b>	£0.38	-£0.13	£3.41	£10.27	£18.86	£29.04
STEP 10: <b>TOTAL RESIDUAL EXPENDITURE (£m)</b>	<b>£0.38</b>	<b>-£0.13</b>	<b>£16.47</b>	<b>£25.43</b>	<b>£36.48</b>	<b>£49.45</b>
STEP 11: <b>FORECAST CAPACITY FOR 'LARGE FORMAT' DIY RETAIL FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£2,000	£2,020	£2,176	£2,344	£2,526	£2,721
(ii) Net Floorspace Capacity (sq m):	192	-62	7,570	10,846	14,445	18,175
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	275	-89	10,814	15,495	20,635	25,964
STEP 12: <b>FORECAST CAPACITY FOR 'LARGE FORMAT' ELECTRICAL GOODS FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,565	£7,073	£7,619	£8,208	£8,842
(ii) Net Floorspace Capacity (sq m):	59	-19	2,329	3,337	4,444	5,592
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	85	-27	3,327	4,768	6,349	7,989

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## APPENDIX 9: 'BULKY' GOODS CAPACITY ASSESSMENT – SCENARIO 2

## ST ALBANS CITY & DISTRICT COUNCIL

### 2010 RETAIL STUDY UPDATE

#### Comparison Goods Capacity Assessment

#### Scenario 2: Sensitivity testing of SOS (Group 3) Population Projections for Dacorum & Welwyn Hatfield Local Authority

**TABLE 1: ST ALBANS CITY & DISTRICT - 'BULKY GOODS' CAPACITY ASSESSMENT**

	2009	2011	2016	2021	2026	2031
STEP 1: <b>OUT-OF-CENTRE FLOORSPACE: FORECAST RESIDUAL SPEND:</b>	£0.96	-£0.62	£7.33	£23.38	£43.87	£68.06
STEP 5: <b>BULKY GOODS' EXPENDITURE AS A % OF TOTAL SPEND:</b>	40%	40%	40%	40%	40%	40%
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	£0.38	-£0.25	£2.93	£9.35	£17.55	£27.22
STEP 7: <b>FORECAST CAPACITY FOR 'LARGE FORMAT' DIY RETAIL FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£2,000	£2,020	£2,176	£2,344	£2,526	£2,721
(ii) Net Floorspace Capacity (sq m):	192	-123	1,348	3,989	6,949	10,007
(iii) Assumed Net / Gross Floorspace Ratio:	65%	65%	65%	65%	65%	65%
(iv) Gross Floorspace Capacity (sq m):	296	-189	2,074	6,137	10,690	15,395
STEP 8: <b>FORECAST CAPACITY FOR 'LARGE FORMAT' ELECTRICAL GOODS FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,565	£7,073	£7,619	£8,208	£8,842
(ii) Net Floorspace Capacity (sq m):	65	-38	415	1,227	2,138	3,079
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	93	-54	592	1,753	3,054	4,398

**TABLE 2: ST ALBANS CITY & DISTRICT - REVISED 'BULKY GOODS' CAPACITY ASSESSMENT**

	2009	2011	2016	2021	2026	2031
STEP 1: <b>TOTAL AVAILABLE EXPENDITURE IN DISTRICT (ZONES 1 &amp; 2):</b>	£425.86	£426.10	£480.01	£557.20	£647.51	£749.97
STEP 2: <b>BULKY GOODS' EXPENDITURE AS A % OF TOTAL EXPENDITURE:</b>	40%	40%	40%	40%	40%	40%
STEP 3: <b>TOTAL AVAILABLE 'BULKY GOODS' SPEND IN DISTRICT (£m):</b>	£170.34	£170.44	£192.01	£222.88	£259.00	£299.99
STEP 4: <b>CURRENT 'RETENTION' OF 'BULKY GOODS' SPEND (%):</b>	48.2%	48.2%	48.2%	48.2%	48.2%	48.2%
STEP 5: <b>CURRENT 'RETENTION' OF 'BULKY GOODS' SPEND (£m):</b>	£82.10	£82.15	£92.54	£107.42	£124.83	£144.59
STEP 6: <b>FORECAST UPLIFT IN 'RETENTION' LEVEL (%)</b>	48.2%	48.2%	55.0%	55.0%	55.0%	55.0%
STEP 7: <b>FORECAST 'RETENTION' OF 'BULKY GOODS' SPEND (£m)</b>	£82.10	£82.15	£105.60	£122.58	£142.45	£164.99
STEP 8: <b>INCREASE IN FORECAST RESIDUAL EXPENDITURE (£m)</b>	£0.00	£0.00	£13.06	£15.16	£17.62	£20.41
STEP 9: <b>EXISTING RESIDUAL EXPENDITURE (£m)</b>	£0.38	-£0.25	£2.93	£9.35	£17.55	£27.22
STEP 10: <b>TOTAL RESIDUAL EXPENDITURE (£m)</b>	<b>£0.38</b>	<b>-£0.25</b>	<b>£15.99</b>	<b>£24.51</b>	<b>£35.17</b>	<b>£47.63</b>
STEP 11: <b>FORECAST CAPACITY FOR 'LARGE FORMAT' DIY RETAIL FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£2,000	£2,020	£2,176	£2,344	£2,526	£2,721
(ii) Net Floorspace Capacity (sq m):	192	-123	7,350	10,456	13,925	17,507
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	275	-176	10,499	14,937	19,893	25,010
STEP 12: <b>FORECAST CAPACITY FOR 'LARGE FORMAT' ELECTRICAL GOODS FLOORSPACE:</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£6,565	£7,073	£7,619	£8,208	£8,842
(ii) Net Floorspace Capacity (sq m):	59	-38	2,261	3,217	4,285	5,387
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	85	-54	3,231	4,596	6,121	7,695

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## APPENDIX 10: ST ALBANS – EXPERIAN GOAD CATEGORY REPORT



## Goad Category Report

# St Albans

Survey Date: 03/08/2009

## GETTING THE MOST FROM YOUR GOAD CATEGORY REPORT

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

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

### 1. The Local Area

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

### 2. The Indexing System

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

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

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

### 3. Floor Space

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

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

### 4. Vacant Outlets

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

### 5. Multiple Outlets/Major Retailers

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

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

## Also available from Experian

### The Goad Centre Report

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

### The Goad Distribution Report

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

### Retail Planner

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

### Goad Paper Plans

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

### Goad Digital Plans

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

### Tailored Plans and Extracts

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

### The Retail Address Database

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

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

**Fax: 0115 968 5003 E-mail:**

**[goad.sales@uk.experian.com](mailto:goad.sales@uk.experian.com)**



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Nearest Location	Distance KM
Harpenden	7.19
Hatfield	7.36
Radlett	7.62
Hemel Hempstead - The Queens Square	7.79
Hemel Hempstead	9.19

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

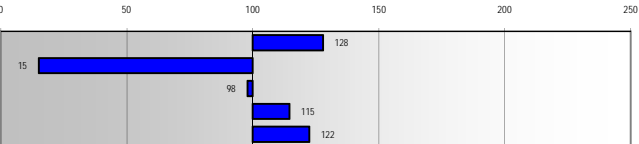
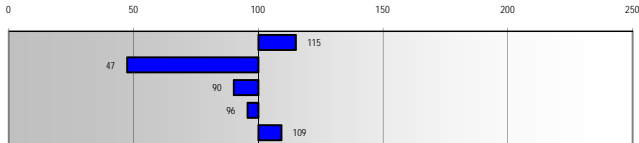
Multiple Counts & Floorspace by Sector

Counts	Outlets	Area %	Base %	Index
Comparison	93	48.19	41.89	115
Convenience	10	5.18	10.91	47
Retail Service	18	9.33	10.35	90
Leisure Services	40	20.73	21.67	96
Financial & Business Services	32	16.58	15.18	109

Total Multiple Outlets 193

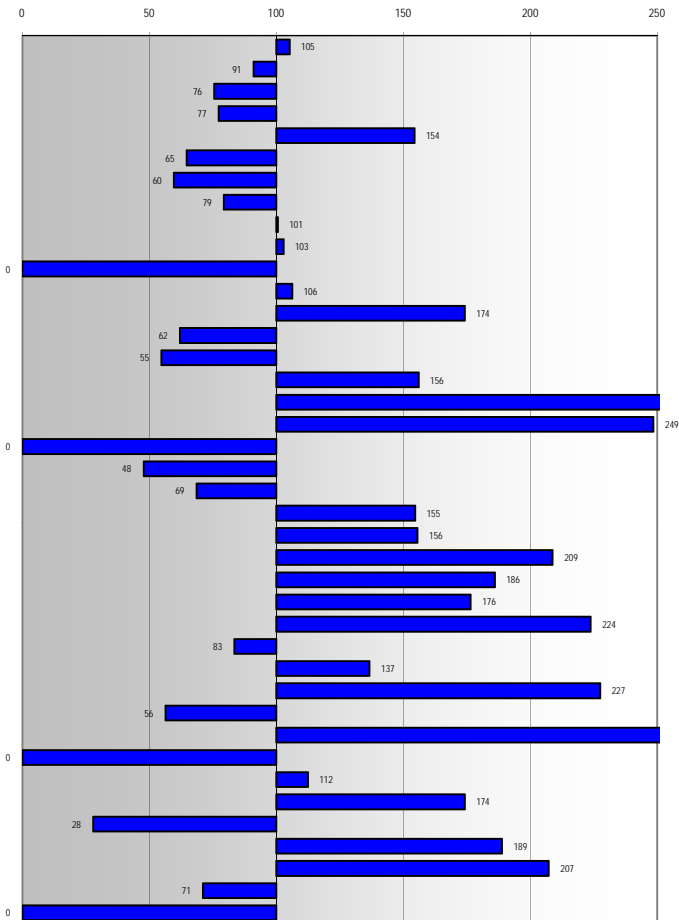
Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	303,200	59.74	46.71	128
Convenience	15,900	3.13	20.78	15
Retail Service	25,000	4.93	5.03	98
Leisure Services	108,200	21.32	18.60	115
Financial & Business Services	55,200	10.88	8.88	122

Total Multiple Floorspace 507,500





Base: All UK Centres					
Sector	Classification	Outlets	Area %	Base %	Index
Comparison					
	Antique Shops	2	0.46	0.44	105
	Art & Art Dealers	3	0.69	0.76	91
	Booksellers	2	0.46	0.61	76
	Carpets & Flooring	2	0.46	0.60	77
	Catalogue Showrooms	1	0.23	0.15	154
	Charity Shops	6	1.38	2.14	65
	Chemist & Drugstores	3	0.69	1.16	60
	Childrens & Infants Wear	2	0.46	0.58	79
	Clothing General	9	2.07	2.06	101
	Crafts, Gifts, China & Glass	6	1.38	1.34	103
	Cycles & Accessories	0	0.00	0.22	0
	Department & Variety Stores	2	0.46	0.43	106
	DIY & Home Improvement	6	1.38	0.79	174
	Electrical & Other Durable Goods	4	0.92	1.49	62
	Florists	2	0.46	0.84	55
	Footwear	9	2.07	1.33	156
	Furniture Fitted	7	1.61	0.43	371
	Furniture General	11	2.53	1.02	249
	Gardens & Equipment	0	0.00	0.06	0
	Greeting Cards	2	0.46	0.97	48
	Hardware & Household Goods	4	0.92	1.34	69
	Jewellery, Watches & Silver	12	2.76	1.79	155
	Ladies & Mens Wear & Acc.	5	1.15	0.74	156
	Ladies Wear & Accessories	35	8.06	3.86	209
	Leather & Travel Goods	2	0.46	0.25	186
	Mens Wear & Accessories	7	1.61	0.91	176
	Music & Musical Instruments	2	0.46	0.21	224
	Music & Video Recordings	1	0.23	0.28	83
	Newsagents & Stationers	4	0.92	0.67	137
	Office Supplies	1	0.23	0.10	227
	Other Comparison Goods	2	0.46	0.82	56
	Photographic & Optical	2	0.46	0.17	271
	Secondhand Goods, Books, etc.	0	0.00	0.23	0
	Sports, Camping & Leisure Goods	4	0.92	0.82	112
	Telephones & Accessories	9	2.07	1.19	174
	Textiles & Soft Furnishings	1	0.23	0.83	28
	Toiletries, Cosmetics & Beauty Products	7	1.61	0.85	189
	Toys, Games & Hobbies	8	1.84	0.89	207
	Vehicle & Motorcycle Sales	1	0.23	0.32	71
	Vehicle Accessories	0	0.00	0.27	0
	Totals	186	42.86	33.97	126



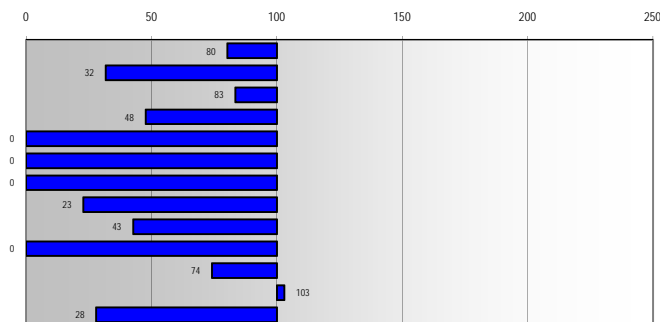
# Outlet Counts

Centre:

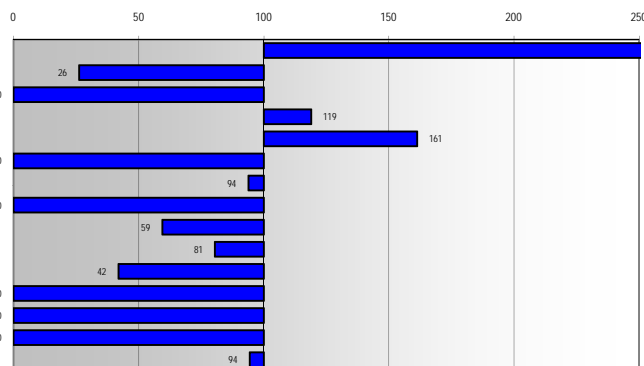
St Albans

Survey Date: 03/08/2009

Convenience	Outlets	Area %	Base %	Index
Bakers & Confectioners	6	1.38	1.72	80
Butchers	1	0.23	0.73	32
CTN	4	0.92	1.10	83
Convenience Stores	2	0.46	0.97	48
Fishmongers	0	0.00	0.12	0
Frozen Foods	0	0.00	0.26	0
Greengrocers	0	0.00	0.36	0
Grocers & Delicatessens	1	0.23	1.01	23
Health Foods	1	0.23	0.54	43
Markets	0	0.00	0.10	0
Off Licences	2	0.46	0.62	74
Shoe Repairs Etc	2	0.46	0.45	103
Supermarkets	1	0.23	0.82	28
Total Convenience	20	4.61	8.81	52



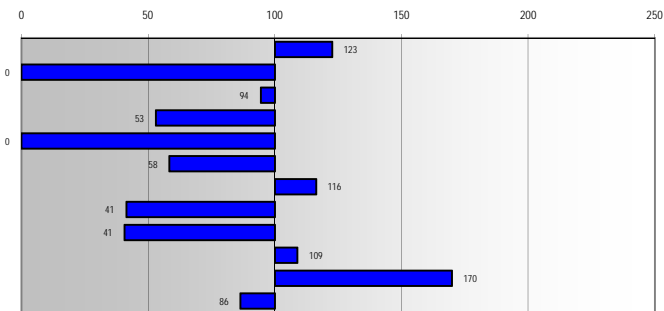
Retail Service	Outlets	Area %	Base %	Index
Clothing & Fancy Dress Hire	1	0.23	0.09	262
Dry Cleaners & Launderettes	1	0.23	0.88	26
Filling Stations	0	0.00	0.22	0
Health & Beauty	36	8.29	6.97	119
Opticians	10	2.30	1.43	161
Other Retail Services	0	0.00	0.47	0
Photo Processing	1	0.23	0.25	94
Photo Studio	0	0.00	0.17	0
Post Offices	1	0.23	0.39	59
Repairs, Alterations & Restoration	1	0.23	0.29	81
Travel Agents	2	0.46	1.10	42
TV, Cable & Video Rental	0	0.00	0.01	0
Vehicle Rental	0	0.00	0.06	0
Vehicle Repairs & Services	0	0.00	0.51	0
Video Tape Rental	1	0.23	0.24	94
Totals	54	12.44	13.06	95



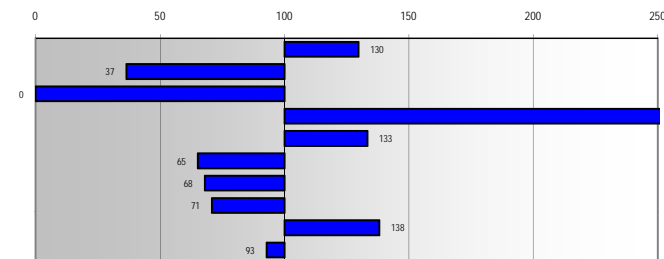
Other Retail	Outlets	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.18	0



Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	8	1.84	1.50	123
Bingo & Amusements	0	0.00	0.52	0
Cafes	13	3.00	3.17	94
Casinos & Betting Offices	3	0.69	1.30	53
Cinemas, Theatres & Concert Halls	0	0.00	0.23	0
Clubs	2	0.46	0.79	58
Disco, Dance & Nightclubs	1	0.23	0.20	116
Fast Food & Take Away	10	2.30	5.57	41
Hotels & Guest Houses	1	0.23	0.57	41
Public Houses	15	3.46	3.17	109
Restaurants	32	7.37	4.34	170
Sports & Leisure Facilities	1	0.23	0.27	86
Totals	86	19.82	21.63	92



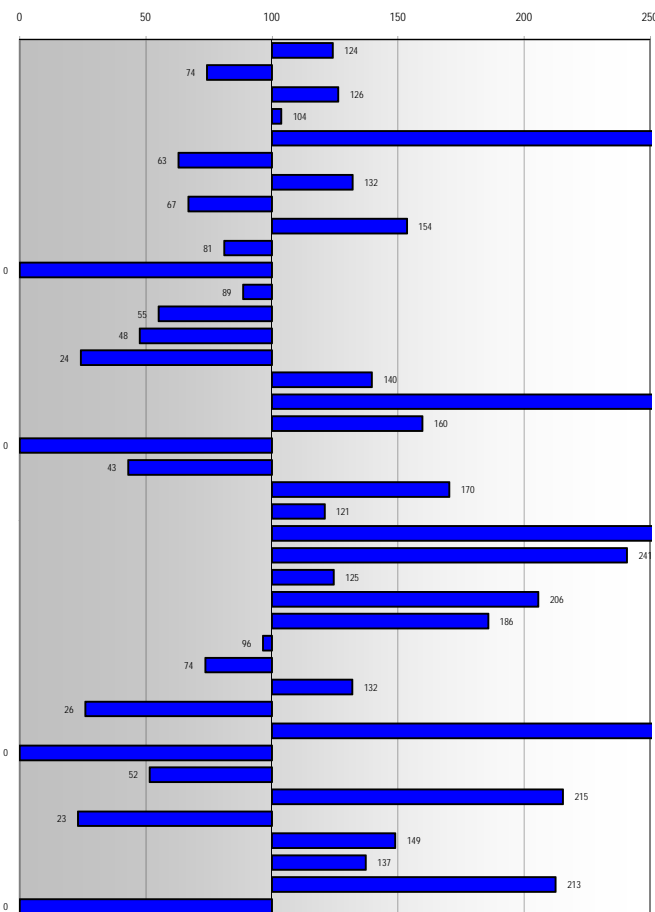
Financial & Business Services	Outlets	Area %	Base %	Index
Building Societies	3	0.69	0.53	130
Building Supplies & Services	1	0.23	0.63	37
Business Goods & Services	0	0.00	0.03	0
Employment & Careers	7	1.61	0.58	279
Financial Services	9	2.07	1.56	133
Legal Services	3	0.69	1.06	65
Other Business Services	1	0.23	0.34	68
Printing & Copying	1	0.23	0.32	71
Property Services	21	4.84	3.50	138
Retail Banks	10	2.30	2.48	93
Totals	56	12.90	11.04	117



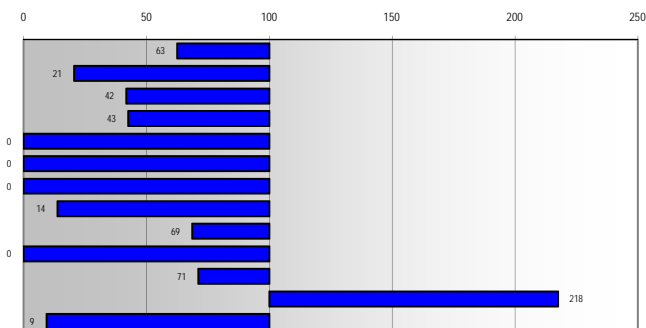
Vacant Outlets	Outlets	Area %	Base %	Index
Vacant Retail & Service Outlets	32	7.37	11.15	66
Total Number of Outlets	434			



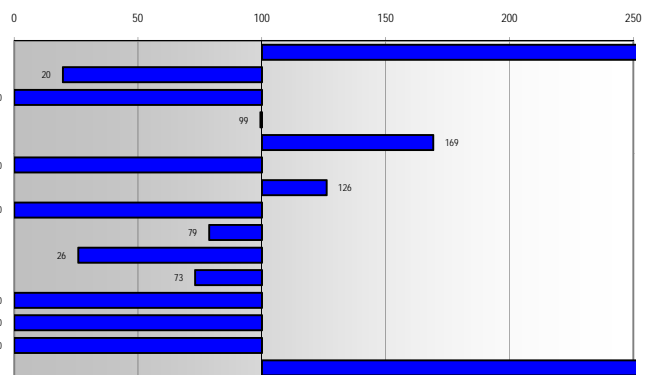
Sector	Classification	Floorspace	Area %	Base %	Index
Comparison					
	Antique Shops	2,300	0.29	0.23	124
	Art & Art Dealers	2,400	0.30	0.41	74
	Booksellers	5,300	0.67	0.53	126
	Carpets & Flooring	5,200	0.65	0.63	104
	Catalogue Showrooms	19,700	2.48	0.55	452
	Charity Shops	6,200	0.78	1.24	63
	Chemist & Drugstores	16,700	2.10	1.59	132
	Childrens & Infants Wear	2,500	0.31	0.47	67
	Clothing General	44,500	5.60	3.65	154
	Crafts, Gifts, China & Glass	4,300	0.54	0.67	81
	Cycles & Accessories	0	0.00	0.17	0
	Department & Variety Stores	36,200	4.55	5.14	89
	DIY & Home Improvement	5,900	0.74	1.35	55
	Electrical & Other Durable Goods	4,800	0.60	1.27	48
	Florists	600	0.08	0.31	24
	Footwear	11,600	1.46	1.04	140
	Furniture Fitted	10,000	1.26	0.40	317
	Furniture General	21,000	2.64	1.65	160
	Gardens & Equipment	0	0.00	0.07	0
	Greeting Cards	2,200	0.28	0.64	43
	Hardware & Household Goods	34,000	4.28	2.51	170
	Jewellery, Watches & Silver	7,400	0.93	0.77	121
	Ladies & Mens Wear & Acc.	22,400	2.82	1.00	280
	Ladies Wear & Accessories	59,800	7.52	3.12	241
	Leather & Travel Goods	1,300	0.16	0.13	125
	Mens Wear & Accessories	11,900	1.50	0.73	206
	Music & Musical Instruments	1,900	0.24	0.13	186
	Music & Video Recordings	2,300	0.29	0.30	96
	Newsagents & Stationers	4,100	0.52	0.70	74
	Office Supplies	1,400	0.18	0.13	132
	Other Comparison Goods	1,400	0.18	0.68	26
	Photographic & Optical	1,900	0.24	0.09	276
	Secondhand Goods, Books, etc.	0	0.00	0.11	0
	Sports, Camping & Leisure Goods	4,500	0.57	1.10	52
	Telephones & Accessories	10,800	1.36	0.63	215
	Textiles & Soft Furnishings	1,100	0.14	0.60	23
	Toiletries, Cosmetics & Beauty Products	10,000	1.26	0.85	149
	Toys, Games & Hobbies	7,400	0.93	0.68	137
	Vehicle & Motorcycle Sales	11,300	1.42	0.67	213
	Vehicle Accessories	0	0.00	0.28	0
	Totals	396,300	49.86	37.21	134



Convenience	Floorspace	Area %	Base %	Index
Bakers & Confectioners	4,100	0.52	0.82	63
Butchers	600	0.08	0.37	21
CTN	1,600	0.20	0.48	42
Convenience Stores	3,300	0.42	0.98	43
Fishmongers	0	0.00	0.05	0
Frozen Foods	0	0.00	0.67	0
Greengrocers	0	0.00	0.17	0
Grocers & Delicatessens	600	0.08	0.55	14
Health Foods	1,500	0.19	0.27	69
Markets	0	0.00	0.84	0
Off Licences	2,100	0.26	0.37	71
Shoe Repairs Etc	2,100	0.26	0.12	218
Supermarkets	6,400	0.81	8.63	9
<b>Total Convenience</b>	<b>22,300</b>	<b>2.81</b>	<b>14.32</b>	<b>20</b>



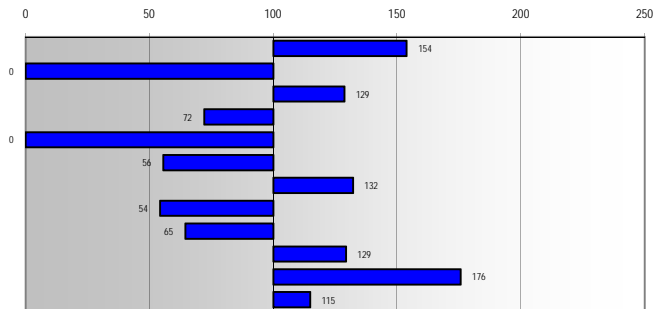
Retail Service	Floorspace	Area %	Base %	Index
Clothing & Fancy Dress Hire	1,300	0.16	0.04	392
Dry Cleaners & Launderettes	600	0.08	0.38	20
Filling Stations	0	0.00	0.11	0
Health & Beauty	24,400	3.07	3.09	99
Opticians	10,900	1.37	0.81	169
Other Retail Services	0	0.00	0.32	0
Photo Processing	900	0.11	0.09	126
Photo Studio	0	0.00	0.08	0
Post Offices	2,600	0.33	0.42	79
Repairs, Alterations & Restoration	200	0.03	0.10	26
Travel Agents	3,400	0.43	0.59	73
TV, Cable & Video Rental	0	0.00	0.00	0
Vehicle Rental	0	0.00	0.05	0
Vehicle Repairs & Services	0	0.00	0.67	0
Video Tape Rental	4,600	0.58	0.21	270
<b>Totals</b>	<b>48,900</b>	<b>6.15</b>	<b>6.96</b>	<b>88</b>



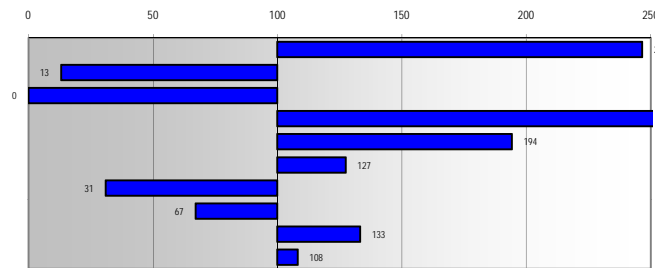
Other Retail	Floorspace	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.12	0



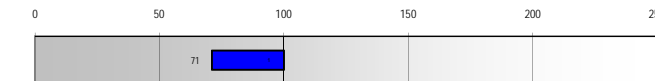
Leisure Services	Floorspace	Area %	Base %	Index
Bars & Wine Bars	25,700	3.23	2.10	154
Bingo & Amusements	0	0.00	1.01	0
Cafes	17,300	2.18	1.69	129
Casinos & Betting Offices	5,600	0.70	0.98	72
Cinemas, Theatres & Concert Halls	0	0.00	1.50	0
Clubs	6,000	0.75	1.36	56
Disco, Dance & Nightclubs	5,000	0.63	0.48	132
Fast Food & Take Away	11,100	1.40	2.57	54
Hotels & Guest Houses	9,100	1.14	1.77	65
Public Houses	43,100	5.42	4.19	129
Restaurants	49,900	6.28	3.57	176
Sports & Leisure Facilities	13,800	1.74	1.51	115
Totals	186,600	23.48	22.73	103



Financial & Business Services	Floorspace	Area %	Base %	Index
Building Societies	8,100	1.02	0.41	247
Building Supplies & Services	600	0.08	0.58	13
Business Goods & Services	0	0.00	0.06	0
Employment & Careers	8,300	1.04	0.33	312
Financial Services	14,200	1.79	0.92	194
Legal Services	8,000	1.01	0.79	127
Other Business Services	1,000	0.13	0.41	31
Printing & Copying	1,100	0.14	0.21	67
Property Services	19,800	2.49	1.87	133
Retail Banks	26,300	3.31	3.06	108
Totals	87,400	11.00	8.64	127



Vacant Outlets	Floorspace	Area %	Base %	Index
Vacant Retail & Service Outlets	53,300	6.71	9.43	71
Total Floorspace	794,800			



## TERMS AND CONDITIONS

### 1. DEFINITIONS

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

"Experian" means Experian Group Limited.

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

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

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

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

### 2. CONTRACT TERMS

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

### 3. PAYMENT OF CHARGES

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

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

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

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

### 4. PROVISION OF THE SERVICES

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

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

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

### 5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

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

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

### 6. COPYRIGHT

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

### 7. CONFIDENTIALITY

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

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

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

7.3.1 the Information; and/or

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

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

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

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

7.4.2 it has already come within the public domain

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

### 8. INDEMNITY

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

### 9. DATA PROTECTION ACT 1984

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

### 10. TERMINATION

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

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

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

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

### 11. FORCE MAJEURE

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

### 12. ASSIGNMENT

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

### 13. WAIVER

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

### 14. VARIATIONS

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

### 15. NOTICE

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

15.1 If given by mail seventy-two hours after the same shall have been despatched and

15.2 If given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

### 16. SEVERANCE

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

### 17. LAW

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

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## APPENDIX 11: HARPENDEN – EXPERIAN GOAD CATEGORY REPORT





## Goad Category Report

# Harpenden

Survey Date: 30/07/2008

## GETTING THE MOST FROM YOUR GOAD CATEGORY REPORT

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

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

### 1. The Local Area

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

### 2. The Indexing System

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

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

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

### 3. Floor Space

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

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

### 4. Vacant Outlets

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

### 5. Multiple Outlets/Major Retailers

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

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

## Also available from Experian

### The Goad Centre Report

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

### The Goad Distribution Report

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

### Retail Planner

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

### Goad Paper Plans

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

### Goad Digital Plans

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

### Tailored Plans and Extracts

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

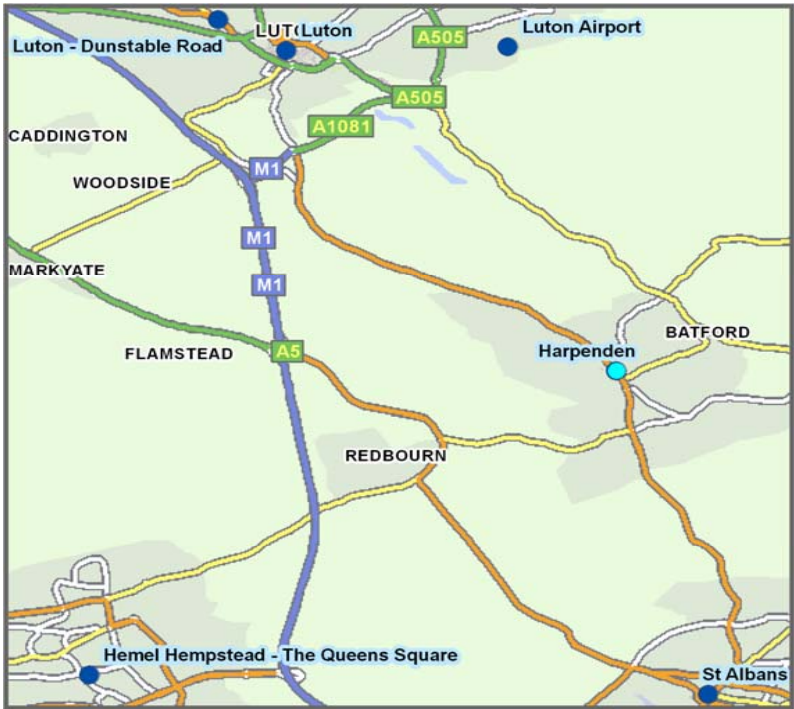
### The Retail Address Database

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

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

**Fax: 0115 968 5003 E-mail:**

**[goad.sales@uk.experian.com](mailto:goad.sales@uk.experian.com)**



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Nearest Location	Distance KM
St Albans	7.19
Luton Airport	7.26
Luton	8.17
Luton - Dunstable Road	9.19
Hemel Hempstead - The Queens Square	9.40

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

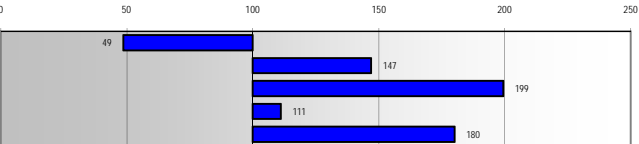
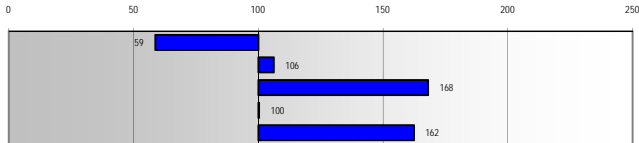
Multiple Counts & Floorspace by Sector

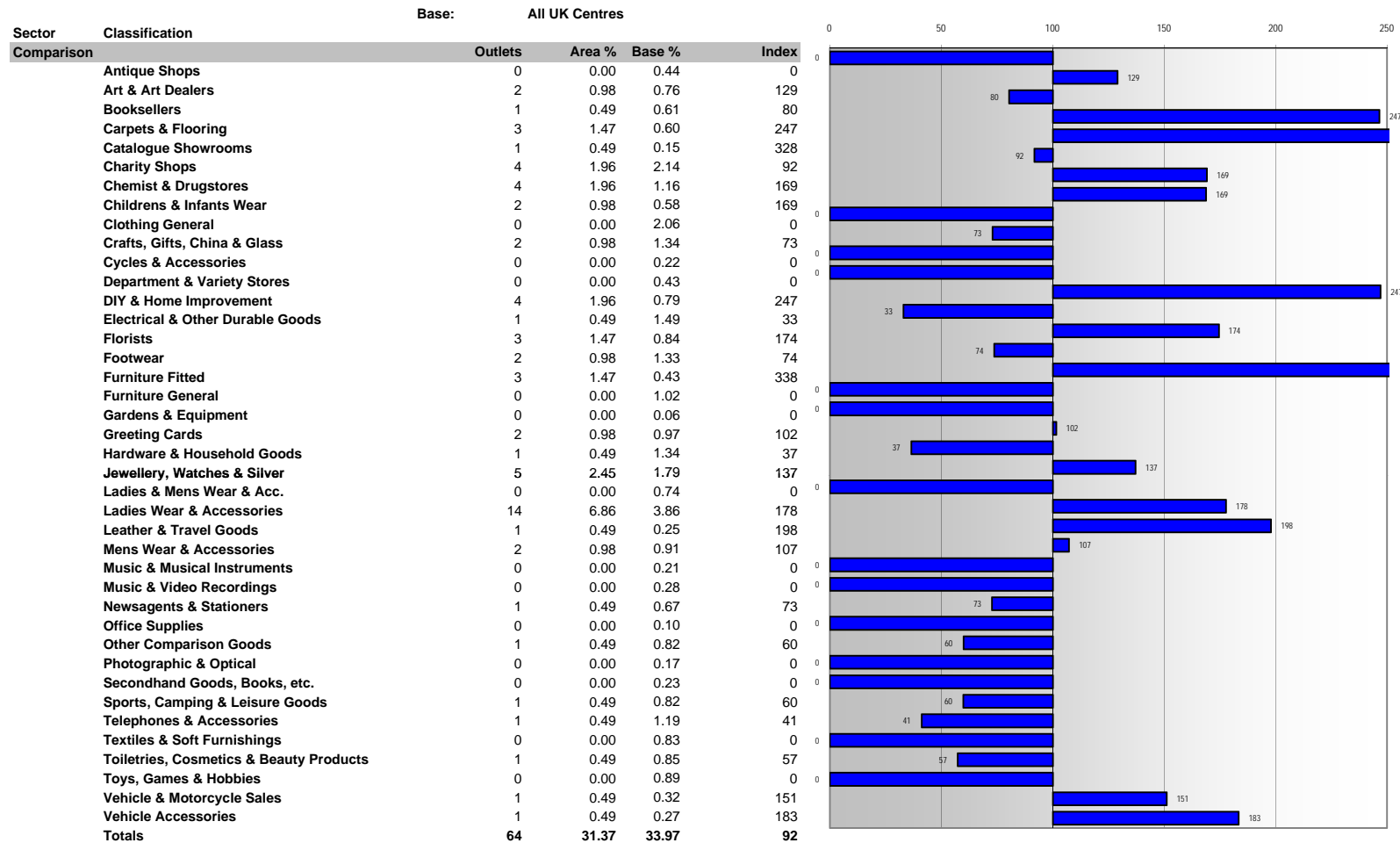
Counts	Outlets	Area %	Base %	Index
Comparison	17	24.64	41.89	59
Convenience	8	11.59	10.91	106
Retail Service	12	17.39	10.35	168
Leisure Services	15	21.74	21.67	100
Financial & Business Services	17	24.64	15.18	162

Total Multiple Outlets 69

Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	40,800	22.74	46.71	49
Convenience	54,800	30.55	20.78	147
Retail Service	18,000	10.03	5.03	199
Leisure Services	37,100	20.68	18.60	111
Financial & Business Services	28,700	16.00	8.88	180

Total Multiple Floorspace 179,400





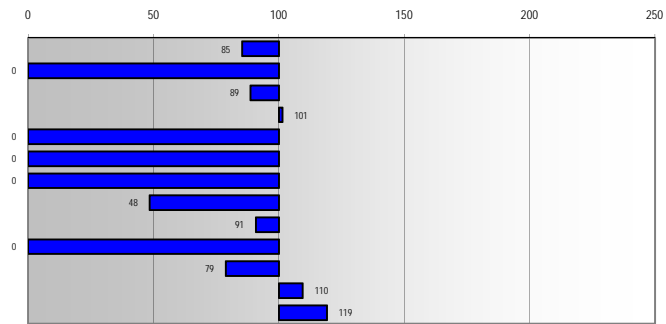
# Outlet Counts

Centre:

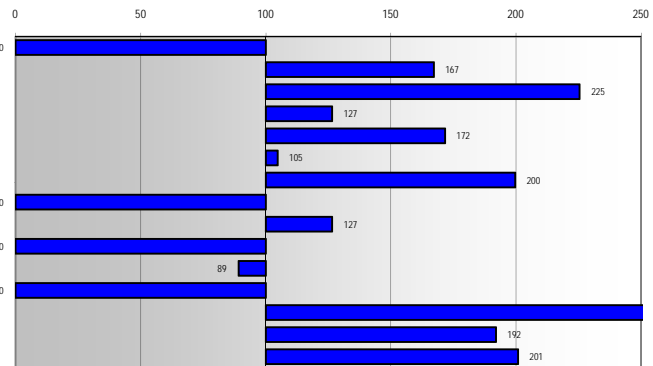
Harpenden

Survey Date: 30/07/2008

Convenience	Outlets	Area %	Base %	Index
Bakers & Confectioners	3	1.47	1.72	85
Butchers	0	0.00	0.73	0
CTN	2	0.98	1.10	89
Convenience Stores	2	0.98	0.97	101
Fishmongers	0	0.00	0.12	0
Frozen Foods	0	0.00	0.26	0
Greengrocers	0	0.00	0.36	0
Grocers & Delicatessens	1	0.49	1.01	48
Health Foods	1	0.49	0.54	91
Markets	0	0.00	0.10	0
Off Licences	1	0.49	0.62	79
Shoe Repairs Etc	1	0.49	0.45	110
Supermarkets	2	0.98	0.82	119
Total Convenience	13	6.37	8.81	72



Retail Service	Outlets	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.09	0
Dry Cleaners & Launderettes	3	1.47	0.88	167
Filling Stations	1	0.49	0.22	225
Health & Beauty	18	8.82	6.97	127
Opticians	5	2.45	1.43	172
Other Retail Services	1	0.49	0.47	105
Photo Processing	1	0.49	0.25	200
Photo Studio	0	0.00	0.17	0
Post Offices	1	0.49	0.39	127
Repairs, Alterations & Restoration	0	0.00	0.29	0
Travel Agents	2	0.98	1.10	89
TV, Cable & Video Rental	0	0.00	0.01	0
Vehicle Rental	1	0.49	0.06	856
Vehicle Repairs & Services	2	0.98	0.51	192
Video Tape Rental	1	0.49	0.24	201
Totals	36	17.65	13.06	135



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



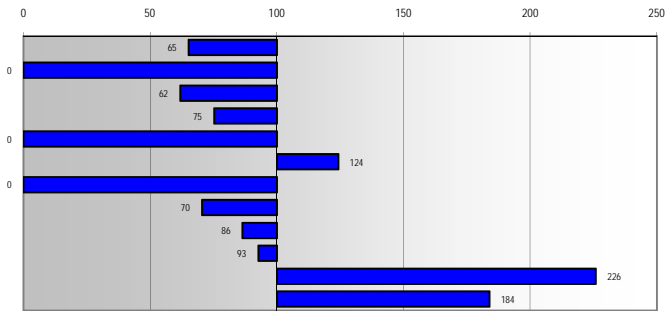
# Outlet Counts

Centre:

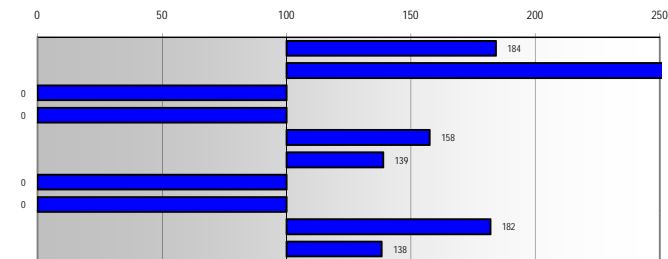
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Survey Date: 30/07/2008

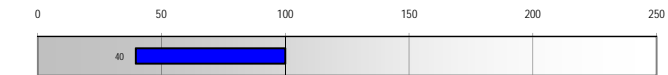
Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	2	0.98	1.50	65
Bingo & Amusements	0	0.00	0.52	0
Cafes	4	1.96	3.17	62
Casinos & Betting Offices	2	0.98	1.30	75
Cinemas, Theatres & Concert Halls	0	0.00	0.23	0
Clubs	2	0.98	0.79	124
Disco, Dance & Nightclubs	0	0.00	0.20	0
Fast Food & Take Away	8	3.92	5.57	70
Hotels & Guest Houses	1	0.49	0.57	86
Public Houses	6	2.94	3.17	93
Restaurants	20	9.80	4.34	226
Sports & Leisure Facilities	1	0.49	0.27	184
Totals	46	22.55	21.63	104



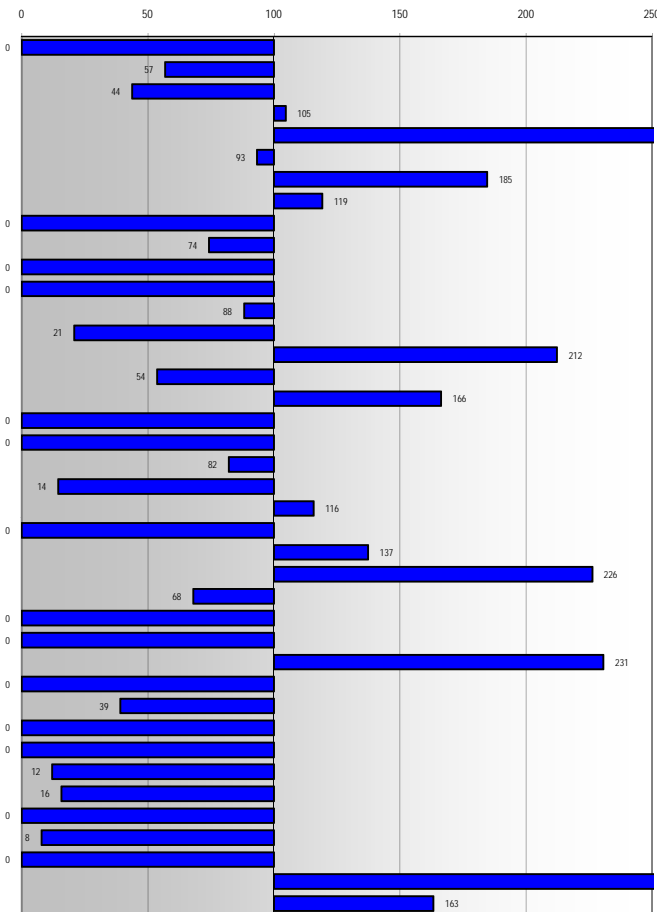
Financial & Business Services	Outlets	Area %	Base %	Index
Building Societies	2	0.98	0.53	184
Building Supplies & Services	6	2.94	0.63	467
Business Goods & Services	0	0.00	0.03	0
Employment & Careers	0	0.00	0.58	0
Financial Services	5	2.45	1.56	158
Legal Services	3	1.47	1.06	139
Other Business Services	0	0.00	0.34	0
Printing & Copying	0	0.00	0.32	0
Property Services	13	6.37	3.50	182
Retail Banks	7	3.43	2.48	138
Totals	36	17.65	11.04	160



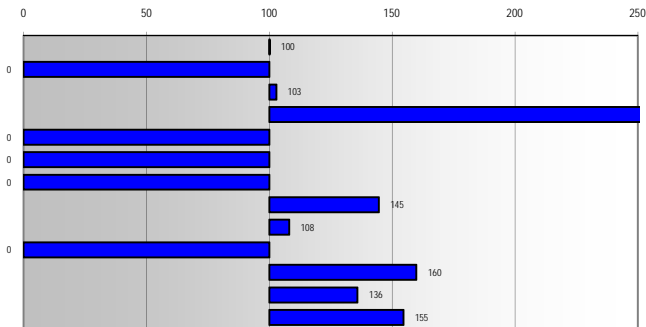
Vacant Outlets	Outlets	Area %	Base %	Index
Vacant Retail & Service Outlets	9	4.41	11.15	40
Total Number of Outlets	204			



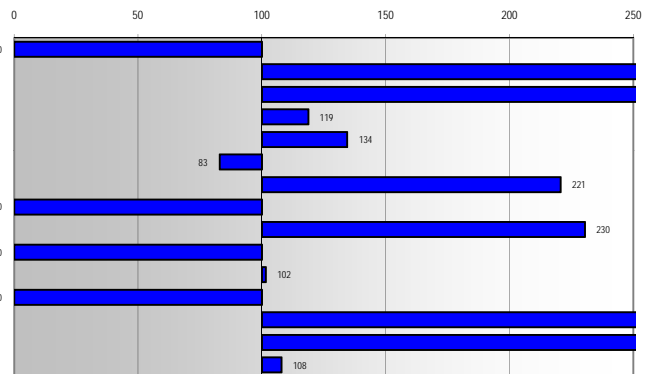
Sector	Classification	Floorspace	Area %	Base %	Index
Comparison					
	Antique Shops	0	0.00	0.23	0
	Art & Art Dealers	700	0.23	0.41	57
	Booksellers	700	0.23	0.53	44
	Carpets & Flooring	2,000	0.66	0.63	105
	Catalogue Showrooms	5,500	1.82	0.55	331
	Charity Shops	3,500	1.16	1.24	93
	Chemist & Drugstores	8,900	2.94	1.59	185
	Childrens & Infants Wear	1,700	0.56	0.47	119
	Clothing General	0	0.00	3.65	0
	Crafts, Gifts, China & Glass	1,500	0.50	0.67	74
	Cycles & Accessories	0	0.00	0.17	0
	Department & Variety Stores	0	0.00	5.14	0
	DIY & Home Improvement	3,600	1.19	1.35	88
	Electrical & Other Durable Goods	800	0.26	1.27	21
	Florists	2,000	0.66	0.31	212
	Footwear	1,700	0.56	1.04	54
	Furniture Fitted	2,000	0.66	0.40	166
	Furniture General	0	0.00	1.65	0
	Gardens & Equipment	0	0.00	0.07	0
	Greeting Cards	1,600	0.53	0.64	82
	Hardware & Household Goods	1,100	0.36	2.51	14
	Jewellery, Watches & Silver	2,700	0.89	0.77	116
	Ladies & Mens Wear & Acc.	0	0.00	1.00	0
	Ladies Wear & Accessories	13,000	4.29	3.12	137
	Leather & Travel Goods	900	0.30	0.13	226
	Mens Wear & Accessories	1,500	0.50	0.73	68
	Music & Musical Instruments	0	0.00	0.13	0
	Music & Video Recordings	0	0.00	0.30	0
	Newsagents & Stationers	4,900	1.62	0.70	231
	Office Supplies	0	0.00	0.13	0
	Other Comparison Goods	800	0.26	0.68	39
	Photographic & Optical	0	0.00	0.09	0
	Secondhand Goods, Books, etc.	0	0.00	0.11	0
	Sports, Camping & Leisure Goods	400	0.13	1.10	12
	Telephones & Accessories	300	0.10	0.63	16
	Textiles & Soft Furnishings	0	0.00	0.60	0
	Toiletries, Cosmetics & Beauty Products	200	0.07	0.85	8
	Toys, Games & Hobbies	0	0.00	0.68	0
	Vehicle & Motorcycle Sales	10,000	3.30	0.67	493
	Vehicle Accessories	1,400	0.46	0.28	163
	Totals	73,400	24.23	37.21	65



Convenience	Floorspace	Area %	Base %	Index
Bakers & Confectioners	2,500	0.83	0.82	100
Butchers	0	0.00	0.37	0
CTN	1,500	0.50	0.48	103
Convenience Stores	9,800	3.24	0.98	332
Fishmongers	0	0.00	0.05	0
Frozen Foods	0	0.00	0.67	0
Greengrocers	0	0.00	0.17	0
Grocers & Delicatessens	2,400	0.79	0.55	145
Health Foods	900	0.30	0.27	108
Markets	0	0.00	0.84	0
Off Licences	1,800	0.59	0.37	160
Shoe Repairs Etc	500	0.17	0.12	136
Supermarkets	40,400	13.34	8.63	155
<b>Total Convenience</b>	<b>59,800</b>	<b>19.74</b>	<b>14.32</b>	<b>138</b>



Retail Service	Floorspace	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.04	0
Dry Cleaners & Launderettes	3,100	1.02	0.38	266
Filling Stations	1,800	0.59	0.11	556
Health & Beauty	11,100	3.66	3.09	119
Opticians	3,300	1.09	0.81	134
Other Retail Services	800	0.26	0.32	83
Photo Processing	600	0.20	0.09	221
Photo Studio	0	0.00	0.08	0
Post Offices	2,900	0.96	0.42	230
Repairs, Alterations & Restoration	0	0.00	0.10	0
Travel Agents	1,800	0.59	0.59	102
TV, Cable & Video Rental	0	0.00	0.00	0
Vehicle Rental	1,200	0.40	0.05	765
Vehicle Repairs & Services	6,500	2.15	0.67	319
Video Tape Rental	700	0.23	0.21	108
<b>Totals</b>	<b>33,800</b>	<b>11.16</b>	<b>6.96</b>	<b>160</b>

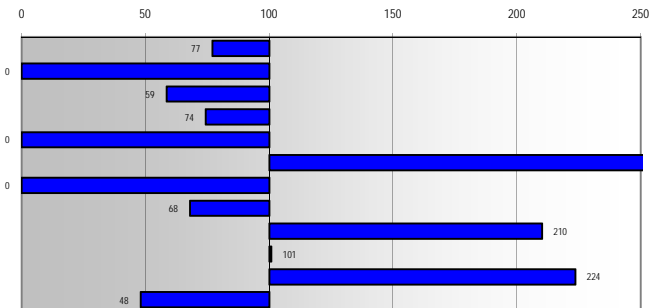


Other Retail	Floorspace	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.12	0

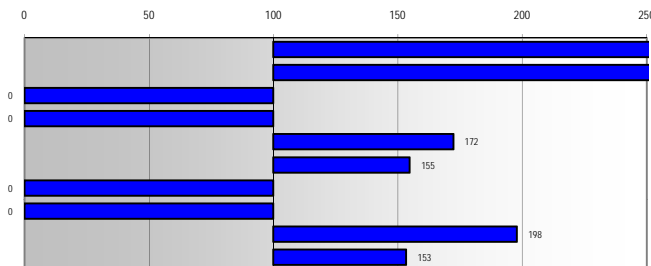




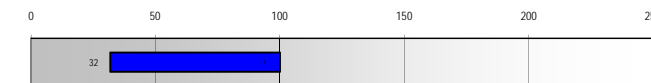
Leisure Services	Floorspace	Area %	Base %	Index
Bars & Wine Bars	4,900	1.62	2.10	77
Bingo & Amusements	0	0.00	1.01	0
Cafes	3,000	0.99	1.69	59
Casinos & Betting Offices	2,200	0.73	0.98	74
Cinemas, Theatres & Concert Halls	0	0.00	1.50	0
Clubs	13,100	4.32	1.36	319
Disco, Dance & Nightclubs	0	0.00	0.48	0
Fast Food & Take Away	5,300	1.75	2.57	68
Hotels & Guest Houses	11,300	3.73	1.77	210
Public Houses	12,800	4.23	4.19	101
Restaurants	24,200	7.99	3.57	224
Sports & Leisure Facilities	2,200	0.73	1.51	48
Totals	79,000	26.08	22.73	115



Financial & Business Services	Floorspace	Area %	Base %	Index
Building Societies	4,400	1.45	0.41	351
Building Supplies & Services	9,500	3.14	0.58	543
Business Goods & Services	0	0.00	0.06	0
Employment & Careers	0	0.00	0.33	0
Financial Services	4,800	1.58	0.92	172
Legal Services	3,700	1.22	0.79	155
Other Business Services	0	0.00	0.41	0
Printing & Copying	0	0.00	0.21	0
Property Services	11,200	3.70	1.87	198
Retail Banks	14,200	4.69	3.06	153
Totals	47,800	15.78	8.64	183



Vacant Outlets	Floorspace	Area %	Base %	Index
Vacant Retail & Service Outlets	9,100	3.00	9.43	32
Total Floorspace	302,900			



## TERMS AND CONDITIONS

### 1. DEFINITIONS

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

"Experian" means Experian Group Limited.

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

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

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

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

### 2. CONTRACT TERMS

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

### 3. PAYMENT OF CHARGES

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

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

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

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

### 4. PROVISION OF THE SERVICES

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

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

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

### 5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

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

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

### 6. COPYRIGHT

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

### 7. CONFIDENTIALITY

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

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

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

7.3.1 the Information; and/or

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

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

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

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

7.4.2 it has already come within the public domain

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

### 8. INDEMNITY

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

### 9. DATA PROTECTION ACT 1984

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

### 10. TERMINATION

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

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

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

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

### 11. FORCE MAJEURE

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

### 12. ASSIGNMENT

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

### 13. WAIVER

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

### 14. VARIATIONS

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

### 15. NOTICE

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

15.1 If given by mail seventy-two hours after the same shall have been despatched and

15.2 If given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

### 16. SEVERANCE

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

### 17. LAW

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